

Guidelines for content marketing in Lääkäriportaali

The customer produces 1) **an article** and 2) **a kicker to the article** (a short highlight/introduction text which raises interest to read the article).

The article can cover any topic the client wants to inform the medical target group. The content can be a matter of general interest, or a current high-interest topic, or a specific newflash. When planning the content, it is important to consider which points in the article are new and of particular interest to doctors - in compliance with the Ethical Guidelines of the Pharmaceutical Industry.

The article consists of the following parts

- **Title** of interest to doctors (concise, informative and compelling to read), title length approx. 60–70 characters.
- **Ingress** (approx. 230–250 characters of text that serves as a compelling introduction to the article).
- **The article with text and subheadings.** The recommended number of characters for the article is 2,500–3,000 characters without spaces. The article may contain text, images, videos, infographics and links.
- **Image** related to the topic (horizontal image, no product advertisement, no text, size: 690 x 360 px, jpg format).
- If necessary, **a listing of additional information links**, for example SPC (summary of product characteristics).

The one-month-long content marketing co-operation includes article visibility in Lääkäriportaali and kicker visibility in Lääkäriportaali's newsletters for one week.

The kicker consists of the following parts

The article kicker, used in Lääkäriportaali's newsletters, consist of the article's title, ingress and image (size 300 x 250 px, jpg format). The image must not be a product advertisement or contain text.

Note! Most readers end up reading the article via kicker in the newsletter. We advise to highlight the news aspect that is of interest in the kicker and title.

The kicker's attention value directly affects the number of times the article will be read.

Terve Media adds the following text in the beginning of the article: COMMERCIAL COOPERATION and the following text in the end of the article: "Commercial partner: Company. This content is produced by a commercial partner and the partner is responsible for the editorial content."

Kind regards,
Laura Koskela
Production Manager, Content Marketing
Terve Media Oy
laura.koskela@tervemedia.fi
puh. 040 717 6439



Example of an article

- Text: COMMERCIAL COOPERATION
- A compelling title that addresses the target group
- An ingress, which leads to the topic and raises interest to read the article.
- Image provided by the customer (not an advertisement), size 390 x 360 px, jpg format
- Article text (recommended number of characters 2,500–3,000 without spaces)
- Tables, graphics and embedded videos can be attached to the article (e.g. YouTube, Vimeo)

Example of a kicker



KAUPALLINEN YHTEISTYÖ

Endokrinologit etätyöstä – Kokemukset kyselyn mukaan positiivisia

Vastaanotto sujui nopeasti ja asiat saatiin käsitellyä hyvin. Sähköiset viestimet tuntuivat olevan potilaille hyvin hallussa. Muun muassa näin kertoivat endokrinologit Lääkäriportaalin etätyökyselyssä. Kaikki kyselyyn vastanneet endokrinologit ilmoittivat, että etätyö houkuttaa juuri nyt. Mitkä ovat sen hyödyt?

How to write a good article?

A good article clearly produces value or benefit to the medical target group. The article should not focus on the product, but provides a clear value for the time spent, for example by new information or perspectives that affect the work of doctors and patient care. As the recipient of the message, it's best if the clinicians feel they receive valuable information or experiences from their colleagues - a purely commercial message will not be as well received.

Consider the perspective of the target group

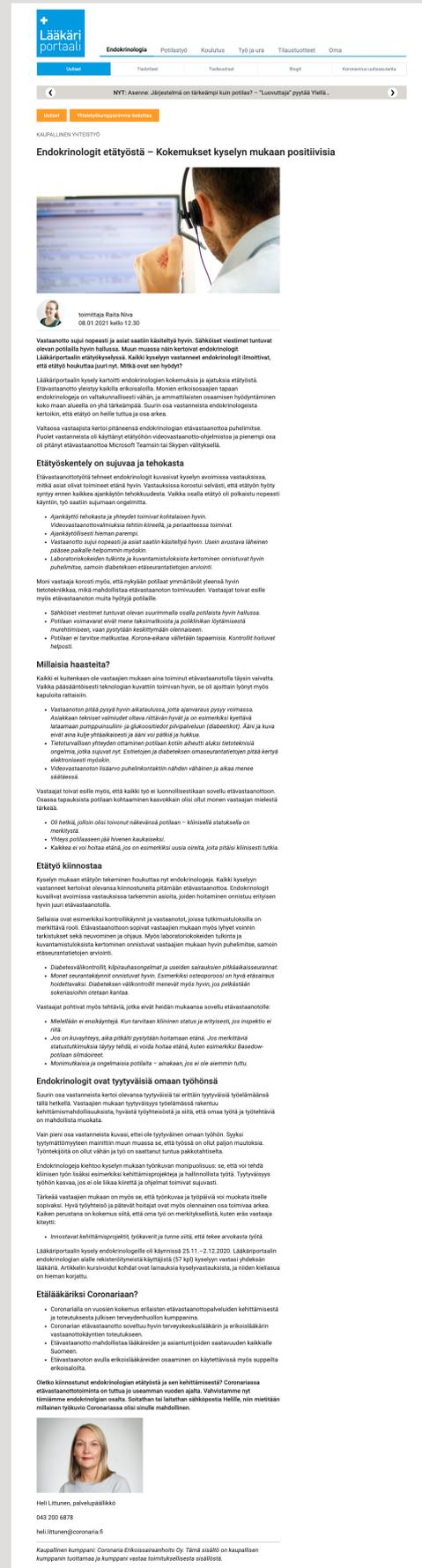
Your article is competing for the time of busy professionals, so most effective is to build the message from the doctor's point of view and how to solve their problems. Effective conveying of information always requires choices from the sender: choose a clear main message and goal for what you want to say. If there are several good perspectives on the topic, you may consider using several articles. Remember to describe the benefits of your solution for the doctor and patient instead of just listing the product arguments. Remember sources. With image choices, you support the effectiveness of your message: a timely image relevant to the topic increases interest. Interest is usually increased by an image of a person – for example, the expert or the doctor who's been interviewed for the article. Be honest, and also respect your competitors' solutions as a professional in pharmaceutical marketing.

A clear structure guarantees readability

Structure your message into a logical and easy-to-understand entity. Remember good grammar and spelling. Headings should be interesting and clear. Remember subheadings to rhythm the text to make it easier to read. Too long paragraphs make reading difficult. A suitable amount of sentences for one paragraph is 3–5. Stylistically, the text should be easily understandable, professional language.

Remember the Ethical guidelines of the Pharmaceutical Industry

Pay attention to the Summary of Product Characteristics of your product and its permitted uses. Your content is likely to be studied by professionals from your own company and competitors, as well as the authorities that supervise the industry. Base your argument on facts that you can support with references in the article. Try to justify your message on clinical grounds. Within these limits, you can be creative in communicating the benefits or news about your product



The screenshot shows a web page from 'Lääkäriportaali'. The article title is 'Endokrinologit etätyöstä – Kokemukset kyselyn mukaan positiivisia'. The author is 'toimittaja Raita Niira' and the date is '08.01.2021 kello 12:30'. The article text discusses the experiences of endocrinologists with remote work during the COVID-19 pandemic. It mentions that the reception was fast and issues were handled well, and that digital communication felt familiar to patients. The article also lists several benefits of remote work, such as the ability to work from home, flexible scheduling, and the opportunity to work in a quiet environment. The article is categorized under 'Lääkäriportaali' and 'Endokrinologia'.



Lääkäriportaali, Terve Media Oy
Saaristonkatu 22, 90100 Oulu
Mannerheimintie 113, 00280 Helsinki
Tel. +358 40 717 6439
toimisto@laakariportaali.fi
www.tervemedia.fi