

# Digital Media and the OTC Marketer

What's the most effective – and most appropriate – means of using digital media to reach consumers in today's fast-moving and quick-changing marketing world? This was one of the issues expounded on by the experts at this year's OTC National Conference in Philadelphia. Following is a report on the media discussion segment from the two-day event.

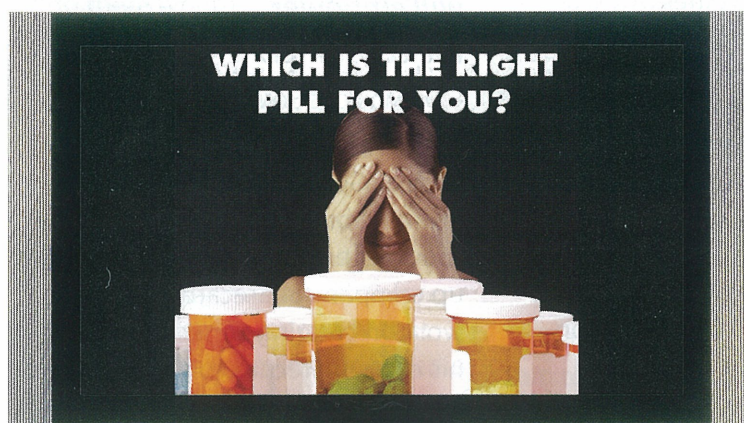
BY AMANDA EHRLICH

» Digital media is a term so often heard on the lips of marketers and agency executives today. However, often little consideration is given to how digital media is actually relevant to the brand and what type of digital media is best to reach the consumer. Between mobile, social media, search, digital outdoor and banner ads, to name just a few options, the decision to invite digital media into the marketing mix is not an easy one.

At the OTC National Conference, held earlier this year in Philadelphia, attendees were presented with a wide variety of expert opinions on digital media, including online trade marketing, digital medical education, and a panel on the merits of digital media. Together, these speakers helped to shed light on the ubiquitous term: digital media.

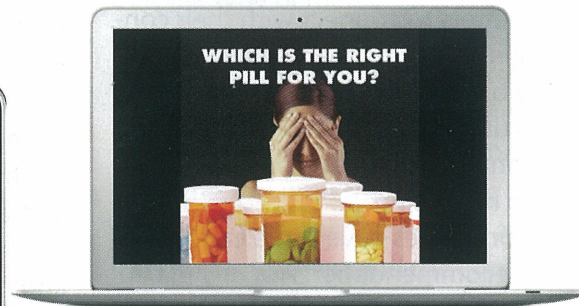
## THE EMERGENCE OF ONLINE TRADE MARKETING

"People aren't just sharing reviews for high-ticket items anymore," Desmonique Bonet, a senior account executive at Google, told attendees. While many marketers may believe that online reviews of goods are limited to big-ticket items such as cars, vacations and electronics, Bonet made it clear that OTC products are being widely reviewed



around the Web, also. In fact, Bonet noted that 83 percent of consumers currently research consumer-packaged-goods (CPG products) prior to entering stores such as CVS, Walgreens and Walmart.

So what does this mean for marketers? With consumers using the Internet to garner more information prior to a purchase, they are likely utilizing search engines such as Google and Yahoo!, also. Marketers can capitalize on this knowledge by making sure that their product website appears first in the search. However, the product website cannot be the boring HTML 1.0 of 10



years ago, with recycled information from product labels. The content must be "contextually relevant, rich information that will empower the consumer," Bonet said.

The best way to create content that is empowering to the consumer is to provide online coupons. Particularly in this lackluster and recession-like economy that is impacting purchasing patterns of most shoppers, demand for coupons is on the rise. And while these coupons provide an incentive for consumers to purchase the product, Bonet