

## the CLIENT



Cetero is a full-service early phase clinical research business – and does just about every type of early phase testing you could possibly need: single ascending dose, multiple ascending dose, drug interaction, proof-of-concept, bioequivalence, cardiac safety, special populations and therapeutic sub specialties.

- ➔ 1,200+ employees and nearly 1,500 beds
- ➔ Seven sites throughout North America
- ➔ Five clinical pharmacology facilities
- ➔ Two bioanalytical laboratories

## the CHALLENGES

With the advent of the Social Media Age and the potential power of social media, many companies have jumped in without fully understanding the rules of engagement. Cetero Research joined the social media world in January 2011 by creating their very own Facebook Fan Page.

But like so many other first-timers, they did not know how to truly engage with their current study participants and ultimately use that engagement to educate future participants.

## the BENEFITS

Through regular fan interaction and follower feedback, an entire online community has been discovered, a community interested in finding out more about Cetero's current and future studies.

Discovering this hidden fan base put renewed energy into developing additional studies to keep up with the ever growing demands of their expanding online audience. By using social media, Cetero and its fans are creating value together.

## the LEADGENERATION

Cetero's Facebook fan base grew from 2 fans to **367 fans in less than one month**. Cetero received **60 form submissions in less than 7 days** requesting more information about their clinical trials.

- ➔ **The Presence Package** claimed their Social Media Channels: Twitter, Facebook and Foursquare
- ➔ Branded each channel to Cetero
- ➔ Built custom Facebook Landing Page
- ➔ Researched the culture, product and uniqueness of Cetero
- ➔ Broadcasted engaging pre-approved content and offers through each channel

## the PRODUCT

The screenshot shows the Facebook profile for 'Cetero Research- St. Louis'. The page has a custom cover photo and a pinned post titled 'CETERORESEARCH' with the text 'This is my form. I think it's awesome!'. The form includes fields for Name (First and Last), Email, and Phone Number. To the right of the form, there is promotional text: 'Did you know that participation in clinical trials comes with great compensation? Depending on study, Compensation ranges from \$600-\$1600.' and the Cetero Research logo.