



## The Conversation is Changing

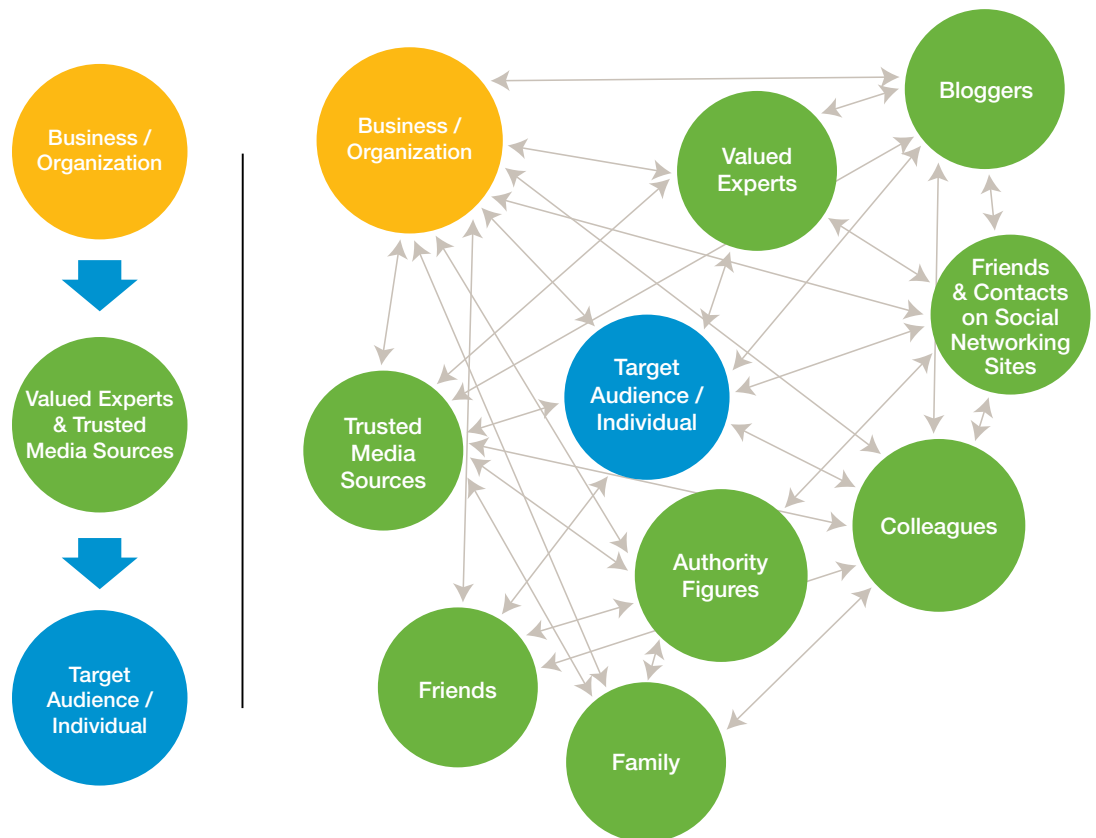
Nowhere is change occurring more rapidly than in the way people communicate and connect with each other. Today, sharing opinions publicly is no longer limited to recognized experts, packaged and broadcast through mainstream media sources to mass audiences; communications is evolving into conversations, led by the audiences themselves.



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## The evolution of sharing information and spreading influence

The old model of sharing information and influence had experts and trusted media sources as the primary channels through which information was shared and influence was spread. Today your audiences are informed and influenced by experts and non-experts, far removed from traditional media channels. A new reality has emerged.



Digital media allows people to be social – to be producers and mass distributors of information and influence rather than mere consumers. Audiences now have audiences of their own – friends, followers or fans.

And as these conversations develop and grow, so do public expectations about corporate conduct, service, product quality and responsiveness. Never has it been easier for people to come together, to share information or take public action for something – or against someone.

It is critical for businesses and organizations to understand the changes taking place and to cultivate relationships in the digital space – not just with people who engage with you and your issues, but also with influencers who motivate others to get involved, have a say or choose a treatment option.

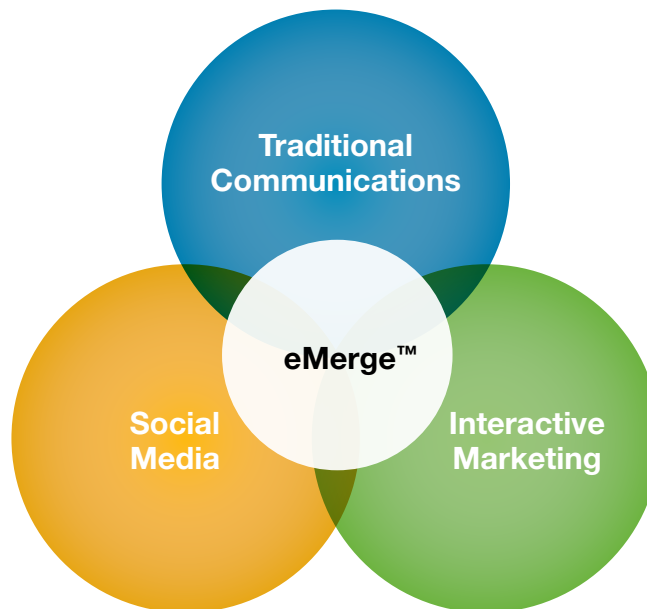


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## Our approach

AXON is dedicated to helping you make sense of the new reality with innovative, workable digital solutions that optimize your marketing and communications objectives. With our digital agency Sonic Boom Creative Media, we have the strategic, creative, technological and subject matter expertise to seize the potential of the digital landscape.

When it comes to digital, we recognize that one size doesn't fit all. The digital space is vast and constantly changing. Each organization's needs are unique and evolving. Solutions can range from finding or building audiences and communities; to locating and learning from influencers who are talking about you or the issues that impact you.



Using our comprehensive eMerge™ approach, we integrate traditional communications such as media relations, crisis management, stakeholder or employee engagement with cutting edge interactive marketing and social media strategies to find solutions that meet your needs.

Whether it's creating engagement and monitoring programs that facilitate online participation or building the platforms, programs, tools and applications that will help you better connect with audiences, our commitment is to work with you to grow your digital knowledge and presence.

## Why digital?

- Digital solutions can help mobilize and sustain support for just about any organization's communications and marketing activities.
- Conversely, not optimizing these programs in the digital space represents a missed opportunity or, worse, a risk. Being disengaged from the conversation can lead to lost reputation and business.



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## Getting started, staying engaged

When designing the right digital solutions to meet your needs, it is vital to properly evaluate the engagement opportunities available. To do that, we start with some basic questions.

**Meets objectives?**

What are your marketing and communications objectives and how can digital media support these?

**Optimizes current assets?**

How can your existing digital assets be optimized? Can they become more two-way, more community oriented? Are there other online channels or platforms that should be considered?

**Aware of rules of engagement?**

Are you aware of the rules of engagement and the tactics required to be successful in the digital space? Can you dedicate the resources needed and develop a sustained dialogue?

**Offers Value?**

Are you contributing in a way that offers value to your audience (ideas, products, information, customer service)?

Ultimately, your digital programming needs to be focussed and clearly aligned with your communications and marketing objectives. Our experience tells that that there are two actions central to developing and executing successful digital strategies – listening to and facilitating online conversation.

## Steps for engagement

1

**Listen and Learn:** discover who is leading the influential online dialogue about you and your key issues.

2

**Reach Out:** engage in conversations around you and contribute to pre-existing communities relevant to you.

3

**Optimize:** seize opportunities to make existing digital assets more social and searchable; ensure integration with overall marketing and communications programming; create new assets if warranted.

4

**Facilitate Dialogue:** bring people together through platforms and strategies that encourage interaction, sharing and sustained dialogue.



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## A few words about social media

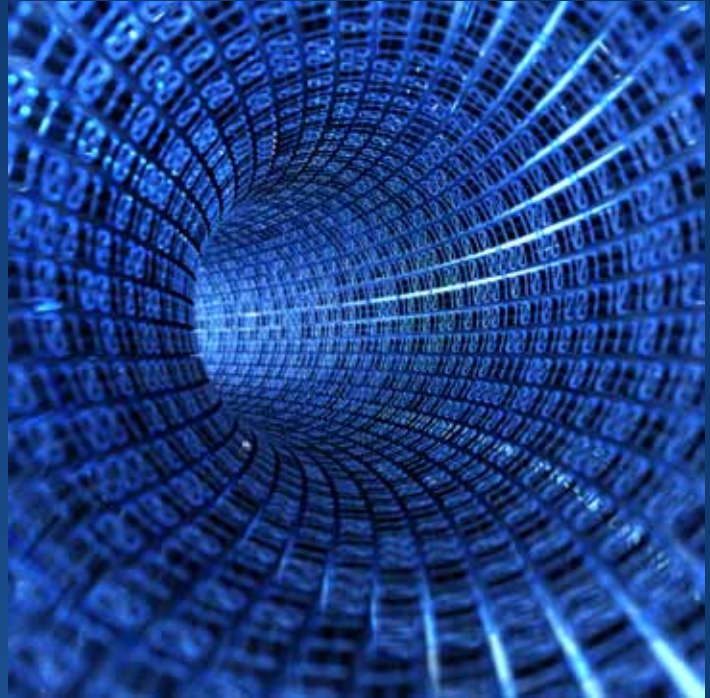
When it comes to integrating social media approaches into marketing and communications programming, the question is no longer “should we?” but “how can we?” And in settling on the right approach, it’s important to understand a few key “ground rules” for successful social media engagement.

First, it’s not about rolling out one approach to mass audiences, but instead helping people engage each other with information and online tools they prefer. Be flexible in selecting the right platforms and devices to reach your intended audiences.

Second, online conversations among social networks can be managed and fostered, but they cannot be controlled or contrived. Participants have to feel ownership of the discussion to engage in a meaningful way and to encourage others to do so.

And third, engagement across social media platforms does not involve start and end dates – it’s a long-term commitment. And just as the technologies that connect audiences to you and each other will grow and adapt over time, so will your conversations and relationship building online.





AXON is a specialist healthcare consulting firm dedicated to helping our clients develop, launch and maximize the potential of their products. Our unique blend of experience and expertise in public relations, medical communications and clinical research consulting enables us to provide our clients with innovative thinking on how to address their specific challenges. Similarly, for over 13 years, Sonic Boom Creative Media has helped clients understand, embrace and optimize the massive potential of the digital world. Together we have the strategic, creative, technological and subject matter expertise to help you seize the potential of the digital landscape.



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