

Website/App

2018 Winner: Association for Accessible Medicines (AAM)

Entry Title: AAM Website Redesign

Project Overview/Elevator Pitch:

As part of a comprehensive rebranding effort, AAM launched a brand-new website to elevate awareness about the generic industry and the role it plays in ensuring generic and biosimilar medicines are accessible to the people who need them. The re-branding project called for a “revolution,” not an evolution, and this was especially evident in the website redesign. The content strategy moved into a whole new strategic direction with goals to amplify advocacy and consumer engagement. Visually, the website needed to convey our complete transformation from Generic Pharmaceuticals Association (GPhA) to Association for Accessible Medicines, which demanded a clean, “accessible” look and feel, Drupal platform for delivery of personalized information and social media integration for real-time information and lead generation. We also had to make sure we seamlessly migrated previous gphaonline.org visitors to the new website. The website project had an aggressive timeline of less than 6 months; we launched Phase I on June 9, 2017, in conjunction with the release of the 2017 Generic Drug Access and Savings in the U.S. report.

Project Goals/Objectives:

1. Increase Industry Share of Voice. Engage media and PR in DC and key U.S. states. Provide message toolkits, authored resources/blogs/reports and deliver complex issue content in video and graphic formats.
2. Be Viewed as a Best-In-Class Trade Association. Create a technology and brand experience that is better aligned with the look and feel of AAM values (new, credible, relevant). An experience that better matches an offline interaction with our team and our work in the space – “make our mindshare more aligned with our market share.” We want to disrupt the association space and create a high-value personal engagement with each of our key audiences (lawmakers, media, patient advocacy groups, members, prospective members, patients).
3. Win and Deliver on Priority Issues. Engage political grassroots groups, patient and consumer groups and patients and provide a way to easily communicate their support /stories in social media and directly to lawmakers to help influence legislation in favor of lower cost drugs and increased access to generics and biosimilars medicines.

Strategy/Tactics:

1. Google Analytic review and poll widget implementation on current website (gphaonline.org) to determine user behavior and identify key audiences
2. Competitor analysis of other associations and leading organizations in the healthcare space
3. Conduct persona development workshop with AAM team to define website content strategy and goals
4. Develop audience groups and map out user journeys for each persona (user goals, problems, process and touchpoints)

5. Create messaging strategy "SlickPlan" that identifies keywords for SEO, old content for migration and new content that needs to be developed to meet audience needs (media toolkits, patient videos, blogs, infographics, reports and fact sheets)
6. Review and identify a third-party grassroots advocacy tool that would allow site visitors to advocate for generic medicines at the state and federal level
7. Implement marketing automation software and analytics for lead scoring and delivery of personalized email messages based on user website behavior
8. Integrate Twitter feeds and build enhanced social sharing capabilities to make content easy to share in user networks
9. Create a new email subscription center to allow subscribers to manage their email preferences and receive personalized information based on interests

Success Metrics:

Immediately after launch, we saw a dramatic increase in organic traffic and engagement. Our traffic was up 389% YOY, unique users up 37% and in just one month, we saw an 62% increase in pageviews compared to June. By the end of 2017, the website had over 380,000 website views, a 170% increase YOY. Trends on number of unique visitors continues to rise, doubling last year's totals.

The most exciting trend we saw immediately was with engagement, almost doubling the time on site from 2:29 to 4:18 and 6.36 pages per session. The top three sections viewed on the AAM website in 2017 were Resources (30%), Campaigns (8%) and About (3%). This is a big win compared to gphaonline.org, which had Events (26%), Media (16%) and About (16%) respectively. This shows that the new site architecture and content strategy has influenced user behavior toward AAM goals. The drop from 16% to 4% on the about us page shows a marked increase in overall brand awareness. In 2017, over 100,000 people viewed a resource on our website, with more than 10,000 downloads!

For the first time, we can also track grassroots advocacy and see consumer engagement prior to their message to their lawmaker. Since launch, we have over 1,000 messages to a lawmaker or media outlet from over 500 passionate American citizens, have seen success for co-sponsorship of legislation at the federal level and have stopped harmful price gouging and transparency bills in several states.

We are acquiring an average of 150 new email subscribers a month from our email footer. These new email leads now go directly into our database and our new website subscription center allows subscribers to manage their email list preferences. Our onboarding welcome series has seen the strongest open rates of any of our marketing emails.

Learn More:

<http://p2a.co/l3f7yxF>

[GPhA-HotJar-Poll](#)

[AAM-Website-Personas](#)

[gphaonline.org-old-website-interim-updates](#)
[AAM-New-Action-Center-Redesign](#)

Association Website:

<https://www.accessiblemeds.org/>