

Best Pharmaceutical Industry Social Media Service - Europe

Social media is an industry that has exploded in the last two decades, with industry titans such as Facebook pioneering the way for many to follow. In 2010, a new social media niche brand was created for pharmaceutical companies: Saludability. Over the last ten years, the firm has collaborated with both large and small clients, all of whom are related to the health and beauty industries. Following Saludability's latest success, we examine what it has to offer the companies in the industry.

For many businesses, social media platforms are the perfect way to connect with clients and competitors alike. However, sometimes there comes a need for a social media niche that can offer something different to specific companies and industries. That was the core belief that supported the foundation of Saludability in 2010. Now, more than a decade on from its initial conception, the niche brand works with more than twenty existing clients to support their online presence and social media influence. Advertising and being an active part of a social media platform can reap many rewards for a business that knows what they are doing. Saludability helps businesses make the most of its niche brand, by offering services that truly bring out the best value that a client can offer to its customers.

The services that Saludability has to offer can be broken down into five core areas; consultancy work, social media research, social media management, social media content creation, and influencers PR. Each area offers something different, but equally valuable in the hands of the right client. Consultancy work revolves around the creation of a new brand, the start of a new launch, or the analysis of existing social media presences. Social media research can be undertaken to understand how the social media of a client is working or not working, and how Saludability can adapt it to work for the clients' benefit. Effectively managing a social media account can also reap vast rewards, as can creating the right kind of social media content.

Influencers is another area of social media and public relations that has really developed alongside the rise of social media platforms. Data from various sources has found that upwards of 90% of consumers trust influencers more than a traditional advertisement or celebrity endorsement. Having these influencers on board can seriously enhance a brand's ability to push their product to market, as well as Saludability's knowledge and insight. The firm always aims to observe what is catchy, trending, and relevant in different fields all over the world, before adapting or reformulating it for the clients.

Behind that adaptation and reformulation of knowledge is the team of professionals who also bring a large pool of knowledge on the pharmacy field, as well as various pharmaceutical journalists

and social media experts. Every member of staff is a proactive professional; someone who can work both independently and in a team work environment. The team are keen to innovative and be disruptive within the industry, as well as being full-time social media gurus who are determined to make a change in the projects of Saludability's clients. Social media use has increased massively during the recent pandemic of COVID-19, and Saludability's social media-savvy staff have been making more of a difference than usual.

In the past few months, the firm has been working on consultancy projects for pharmaceutical companies that were willing to increase their social media presence in a more effective way. Looking to the future however, Saludability is

keen to take the next steps with those clients by focusing on creating content for those new clients that have approached the firm in order to gain visibility across all social media channels. Ultimately, the experience of Saludability is what makes it the perfect business partner for any company, be they large or small, that is willing to increase their social media and rocket their sales thanks to increased visibility.



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