

Facebook presents mobile solutions for patient engagement and personalised marketing

Facebook to explore

LONDON, ENGLAND, UNITED KINGDOM, November 28, 2016 /EINPresswire.com/ -- Sachin Nanavati, Manager of Global Marketing Solutions at social media giant Facebook, joins the expert speaker line-up for the [9th Social Media in the Pharmaceutical Industry](#) which takes place on the 18th and 19th of January 2017 in London.

With a focus on leveraging the Facebook platform to achieve personalised marketing at scale, Sachin's keynote presentation will explore the advantages of using Facebook as a central place for evidence-based healthcare discussions through full-funnel marketing so as to reach and engage the right patients with the right message at the right time. He will also discuss creative best practices for branded and unbranded campaigns.

In a recent interview with SMi Group, Sachin talked about how shifts in consumer behaviour have brought forth an avenue for patients and HCPs to engage more on Facebook.

“One key shift is how rapidly people have moved to mobile. And in part thanks to this shift, we've seen people increasingly leverage platforms like Facebook as a central place for health-conversation. In fact, there are 6 million health related-groups on Facebook with over 70 million members. This level of health engagement presents a massive opportunity for healthcare brands to contextualize the right message to the right patient at the right time on Facebook - particularly on mobile. It's a content discovery platform where nearly 1.8 billion people come to engage with the people and brands that matter most to them in their lives.

It's really exciting to think about this from a patient perspective and the possibility that a more open and connected world has to improve health outcomes. Facebook is a safe and powerful way for marketers to engage patients at scale with contextualized evidence-based messages to help them make the best decisions for their health. It's also powerful channel for vibrant patient communities where people can safely connect, share and meet other people like them. Patient communities like ActuallySheCan and SaveYourBreath are great examples of brands building meaningful platforms on Facebook that go beyond the pill.”



The 9th Social Media in the Pharmaceutical Industry event will take place in January 2017



SOCIAL MEDIA in the PHARMACEUTICAL INDUSTRY

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Sachin Nanavati
Manager for Global Solutions
FACEBOOK HEALTH

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Sachin Nanavati, Facebook Health



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The full interview with Sachin is available to view at the [Download Centre](http://www.social-media-pharma.com/EIN) on www.social-media-pharma.com/EIN.

Sachin joins an line-up of expert healthcare practitioners and marketers who will discuss and debate the latest trends in e-healthcare, technologies, and top tricks of the trade to maximise digital strategy. Other speakers include CREATION, Lundbeck, MHRA, Merck, Pfizer, GE Healthcare Life Sciences, AbbVie, Leo Pharma, and more

For more updates on the conference, follow SMi Group on [@smipharm](https://twitter.com/smipharm) and join the conversation using #pharmasocialmedia on Twitter.

9th Social Media in the Pharmaceutical Industry
18 & 19 January 2017
Holiday Inn Kensington Forum, London, UK
<http://www.social-media-pharma.com/EIN>

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About SMi Group:

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