

**HCP Influencer Marketing**

# DOL vs KOL

**What's the difference?**



# Profile



Generally **younger**,  
**digital-savvy** physicians



Generally **older**, more  
**traditional** physicians

# Media activity



Primarily on **social media**



Mostly on **traditional media**

# Influence factors



Online followers count,  
community **engagement**,  
respect from peers



Seniority, **expertise** and  
reputation



# Digital presence



**Always**



**Sometimes**

**DOLs** (often seen as influencers) are **purely digital** and operate primarily on **social media**. They can influence a much **broader audience** and target people they may not personally know



**KOLs** are often highly **respected medical experts**. They are more "old school" and generally focus on influencing peers and other experts that they know through a **personal network**



There are numerous **benefits to choosing DOLs over KOLs** for your online marketing campaigns!

**But...**

**Don't turn your back on KOLs**, they are often open to being more digital and some are already taking the plunge!





# That's a wrap!



Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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