

**5** reasons  
to work with

# Digital Opinion Leaders

(a.k.a DOLs)



**01**

# Take KOL co-operations online

Use established connections to co-create videos, symposiums and presentations online

Entering the digital influencer space is the natural progression for many KOLs

DOL opportunities are a way to expand on your previous campaigns with KOLs and widen your network

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02

# Disseminate education & knowledge

This is much faster online than with traditional methods. Here is how DOLS can assist:

- Sharing, live tweeting, streaming
- Developing trust
- Bringing a unique POV

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03

## Generate open discussions

Among HCPs, open discussions can be created on medical social networks to explore case studies, findings, treatments,...

DOLs can trigger and stimulate these discussions, bringing your brand into the fold

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04

## Receive advice on digital campaigns

With a deep knowledge of their followers, DOLs can provide advice on how to target digital campaigns

They may even help you consider and target angles you have not yet discovered

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**05**

## **Get unique and valuable insight**

**Don't forget that DOLs in the healthcare industry have their own expertise and knowledge base - That's how they reached their influencer status!**

**Insight generation for medical affairs is their forte**

# **BUT...**

**Before jumping into a partnership with a DOL, make sure of the following:**

**Define the process and responsibilities for responding to comments and questions**

**Make sure the DOL discloses any conflict of interest and label advertising as such**

**Always get approval from relevant authorities before giving your DOL the green light**

**Time to get into  
DOL marketing!**



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# That's a wrap!



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

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