

# Paid social media campaigns

Access your target audience via our social media channels across Pulse, Nursing in Practice, The Pharmacist, Management in Practice, Healthcare Leader, Hospital Healthcare Europe and Hospital Pharmacy Europe.

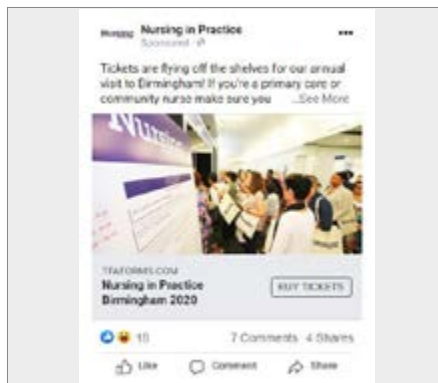


Each campaign will be built bespoke to your requirements and target audience ensuring your message gets to the right people.

A paid social campaign provides an effective way of targeting your audience with a variety of tactics including job title, geography, interests, and lookalike audiences. This level of detail provides efficiencies in budget, delivery and insight, to empower all activity to the highest level of success.

**To discuss our available packages in further detail please contact your Account Manager.**

Due to ABPI compliance, campaigns cannot contain any pharmaceutical promotional materials.



## RECOMMENDED



### Option 1

Client provides all copy and campaign is targeted at our media brands' social platform.

Includes activation of campaign, monthly engagement report.

### Option 2

Client provides all copy and we build a wider target audience for the campaign.

Includes building target audience, activation and administration of campaign, monthly engagement report.

### Option 3

Cogora writes the copy and we build a wider target audience for the campaign.

Includes writing of posts, building target audience, activation and administration of campaign, monthly engagement report.

## Our media brands

