

Pfizer Content Strategy Case Study

Pfizer, a global leader in the pharmaceutical industry, sought to enhance its digital presence and engage with its diverse audience effectively. As the Editor-in-Chief at Pfizer from January 2021 to February 2024, I led the development and implementation of a comprehensive content strategy aimed at optimizing Pfizer.com, the company's primary digital platform. This case study highlights the key initiatives and outcomes achieved through strategic content planning and execution.

 by **Robin A. Rothman**



Objectives

1 Establish a cohesive content strategy

Establish a cohesive content strategy aligned with Pfizer's brand voice, values, and objectives.

3 Improve search visibility

Improve search visibility and organic traffic by implementing SEO best practices across primary verticals.

2 Enhance user experience

Enhance user experience and engagement on Pfizer.com through high-quality, informative content.

4 Develop editorial calendar

Develop a robust editorial calendar and distribution approach to ensure consistency and relevancy of content.

Approach

Voice and Style Guide

Worked closely with cross-functional teams to define Pfizer's brand voice and style guide, ensuring consistency across all content channels.

Audience and Competitors

Conducted in-depth research to identify key audience segments and analyze competitors' content strategies to inform our approach.

Content Planning and Creation

Led the development of an editorial calendar outlining content themes, topics, and publishing schedules. Oversaw the full content development lifecycle, including informational pages, articles, ebooks, multimedia features, news posts, and social media copy.

Results

1

Search Visibility

Increased Pfizer.com search visibility ranking from 11th to 4th place within one quarter, a position maintained since.

2

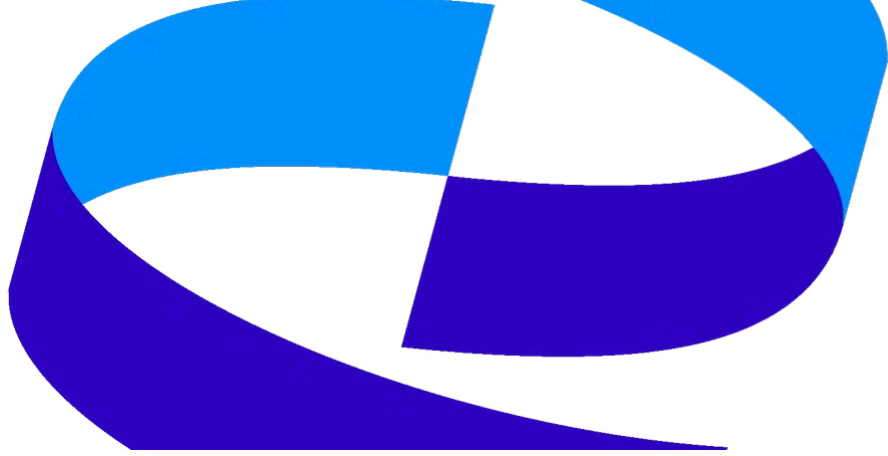
Audience Engagement

Enhanced visitor engagement from 25% to 40% over two quarters, indicating improved user experience and content relevance.

3

Content Performance

Developed competitive Disease & Condition pages, resulting in significant increases in clicks (118%), impressions (277%), and ranking keywords (309%) year over year.



Pfizer

Conclusion

Trusted Source

By aligning content with Pfizer's brand identity and audience needs, we have successfully positioned Pfizer.com as a trusted source of information in the pharmaceutical industry, driving meaningful interactions and fostering brand loyalty.

Tangible Improvements

The implementation of a strategic content strategy at Pfizer.com has resulted in tangible improvements in search visibility, audience engagement, and content performance.

Recognition

Nominated as Women in Content Marketing Awards Content Marketer of the Year Finalist 2023, highlighting the success and impact of the content strategy.