

At **Onyx Health** we've got what it takes to make a product successful because we know the healthcare market. We specialise in helping SMEs reach customers, enter new markets, build brands and increase sales.

We put your products and services in front of the right customers and decision makers. We open doors by creating and delivering marketing campaigns and sales strategies with tons of Geordie passion!

Our markets include:

**Pharmaceuticals | Medical Devices |
Medical Diagnostics | Consumer Health Products**

We're ready to deliver. Just tell us when.

Approved consultants for:



NHS Innovations North

09 Social Media

We believe that healthcare and social media go hand in hand. It's essential for all modern businesses — but only if it has a purpose.

Social media allows businesses to tap into personal and professional networks that encourage discussion and participation — which in turn can help spread key messages, and influence customers and decision makers.

Social media also helps to reach people when, where and how they want to receive information, which may improve satisfaction and trust in the health messages delivered.

Social media however is not just about sending out tweets to get followers or likes on Facebook. It is about building social capital through the story you want to tell to the audiences you want to engage with. The more valuable your content the greater influence and impact you will have, through your social media channels.

Supporting packages that you may find useful:

02 Branding

03 Key Messages

08 Digital Health Check

Onyx Health's Offering

We understand the challenge of managing a social media presence while operating in the competitive and highly regulated world of healthcare.

At Onyx Health, we have a wealth of experience of integrating social media into businesses and health communication campaigns — working with start-ups right through to established pharmaceutical, medical device and diagnostic companies.

Our social media package includes:

- **Social media policy** - development of a Standard Operating Procedure (SOP) for your business to help ensure your staff maintain a consistent tone and message
- **Social media support and counsel (3 months)** — senior support and tailored guidance to help you get the best from social media for your business and tips on how to manage your own channels
- **Content development (3 months)** — tailored content schedule for your preferred social media channel

Take the next step and contact us:

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