



Foundations in Medical Affairs Certification Program  
**Marketing and Communications Plan**

May 10, 2025

Prepared by:

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### Cross-Functional Teams Involved:

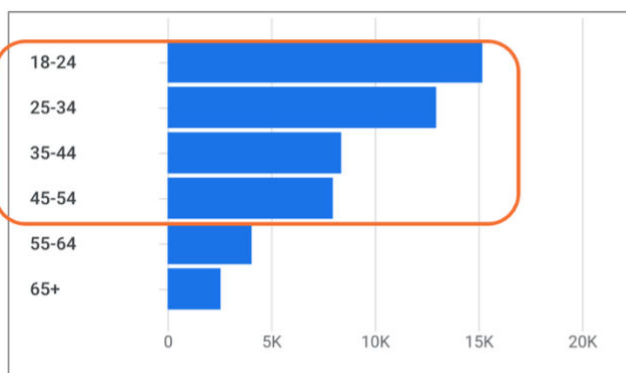
- Creative Direction – Elizabeth Marzocco
- Marketing Strategy/Content – Craig Ruvere
- Website Management – Jalene Kaiser
- Webinars/Video Production – Mary Gluckle
- Content Creation – Garth Sundem
- Guidance and Approvals – Shiree Edwards and Dan Moore

### Project Summary:

The Foundations in Medical Affairs Certificate Program is the second step in the MAPS eCademy journey. Despite its significance, the program has not received the recognition and attention it deserves for a successful market launch. This comprehensive marketing and communications plan aims to address this issue by promoting the program and encouraging registrations throughout the remainder of 2025.

The metrics below highlight the necessity for this program based on user data and keyword research.

### Audience Data from April 2024 – April 2025



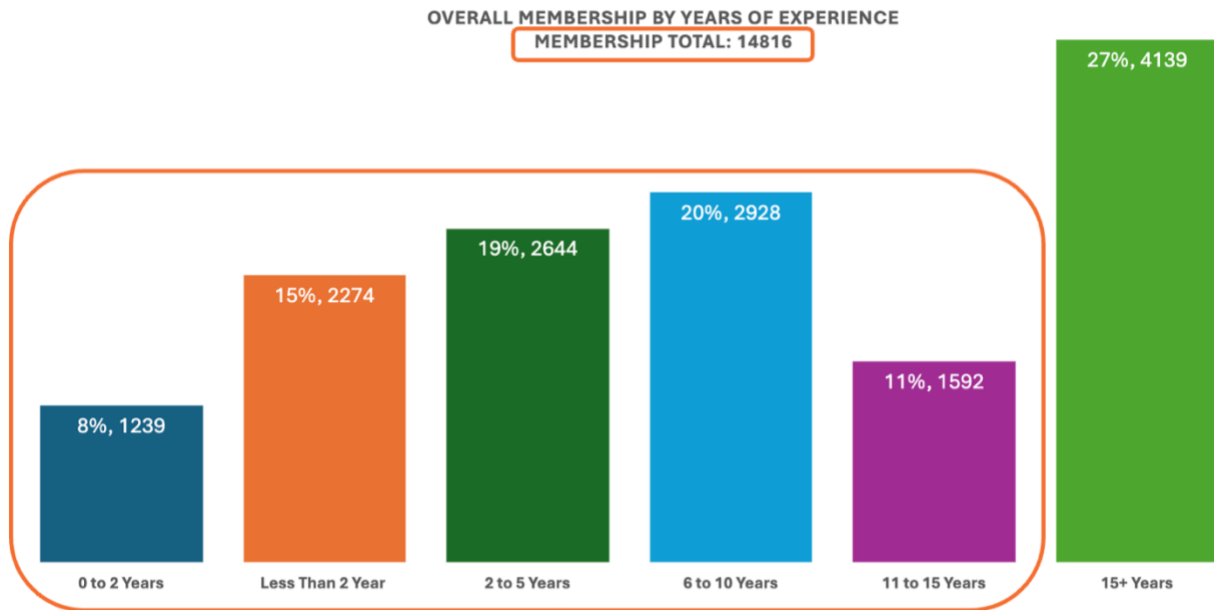
Website Metrics

Seniority (YTD)	Years of Exp.	Total views
Senior	8-12 years	13,768
Entry	0-2 years	6,239
Director	10-15 years	6,237
Manager	5-8 years	1,690
VP	12-20 years	1,664
CXO	15+ years	797
Owner	Varies	523
Training	Varies	512
Partner	Varies	214
Unpaid	Varies	61

LinkedIn Metrics

### Membership Data as of May 8, 2025

NOTE: A YOY comparison shows our 15+ Years members were at 36%.



### Keyword Research

The keyword research conducted on May 9, 2025, indicates a growing demand for the education and information offered through the Foundations program. The following keywords and long-tail phrases have a high search volume in our industry and should be integrated into our SEO strategy moving forward.

- **Sop used by medical affairs**
- **Does medical affairs produce continuing education credits material**
- **What is medical affairs**
- **Continuing education credits material produced by medical affairs**
- **Medical affairs sop**
- **Medical affairs jobs**

### Target Audience:

- Early Career Medical Affairs Professionals and those new to the field.
- *(Optional)* Those looking to refresh their skills and knowledge with up-to-date information and insights.

We need to segment our communications by age on Google and by seniority on LinkedIn to effectively reach our target audience.

### ***Here is a sample person of our target audience:***

*Dr. Maya Peters is an ambitious early-career professional eager to establish herself in the Medical Affairs arena. With a strong academic background and initial industry experience, she seeks structured learning opportunities,*

*mentorship, and a supportive community to navigate her career path. MAPS serves as a pivotal resource, offering comprehensive educational programs, networking platforms, and access to seasoned professionals, empowering Maya to grow confidently and contribute meaningfully to the field.*

### **Campaign Timeline:**

We will begin working on the approved plan in June, creating the marketing creatives and deliverables listed below. Once these have been completed and approved, we can start developing the member/customer-facing strategy to generate more interest in the Foundations program and drive enrollments.

**The goal is to launch the member/customer-facing strategy by July 1, 2025, if not before that.**

### **Key Messaging Pillars:**

- **Industry Credibility:** Developed by the Medical Affairs Professional Society (MAPS), a respected organization committed to enhancing the skills and competencies of professionals in the medical affairs field.
- **Career Advancement:** Offers professionals essential knowledge, including regulatory compliance, clinical trial management, and effective communication strategies, empowering them to excel and advance in various medical affairs roles.
- **Flexibility:** Fully online and self-paced, allowing participants to tailor their learning experience to fit their busy schedules, enabling them to balance work, study, and personal commitments effectively.
- **Globally Recognized:** Earn an accreditation that is acknowledged internationally, boosting your professional profile and opening doors to new opportunities in the global medical affairs landscape.

### **Tagline:**

*"Empowering Medical Affairs Professionals with Foundational Knowledge"*

### **Campaign Hashtag:**

#BuildYourFoundation #FoundationalKnowledge  
#EmpoweringMedicalAffairs

### **Narrative:**

Unlock your potential with our Foundations in Medical Affairs Certificate Program, developed by the world-renowned Medical Affairs Professional Society (MAPS). This program is designed to enhance the skills and

competencies of professionals in the medical affairs field. It provides essential knowledge in areas such as regulatory compliance, clinical trial management, and effective communication strategies, empowering you to excel and advance in various roles within medical affairs.

The program is fully online and self-paced, allowing you to tailor your learning experience to fit your busy schedule. Upon completion, you will earn an internationally recognized accreditation that will significantly enhance your professional profile and open doors to new opportunities in the global medical affairs landscape.

## Campaign Strategy and Initiatives:

***All of these campaign strategies will promote Foundations and MAPS as a brand, allowing us to reach our targeted audience with multiple messages.***

### **Priority #1 – Website, Content, Marketing Collateral** (May and June)

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Before we can initiate any campaigns or promotions, we first need to create or adjust the necessary supporting materials.

#### **Main Navigation**

When creating a user journey on a website, it's important to focus on language that resonates with the user rather than internal terminology. For instance, the term "eCademy" in the main navigation may not have any meaning for individuals outside the organization.

While building brand credibility is essential, this should be highlighted on the landing page instead of in the main navigation. I recommend changing the main navigation label to **"Continuing Education"** or **"Professional Development"** to align with user-friendly keywords.

Additionally, this page should include diagrams and tutorial videos, along with written content, to help users gain a better understanding of how the program works. Garth should review the content for any necessary edits.

At this time, the entire main navigation should be re-worked for a better user experience with less clutter. There should be no more than seven categories, and ideally, it should be four or five.

The suggested Main Navigation is as follows:

1. **Membership**
2. **Knowledge Center**
3. **MasterClass**
4. **Continuing Education/Professional Development**
5. **Partnerships**
6. **Events**
7. **Opportunities**

A secondary Main Navigation suggestion is as follows:

1. **Membership**
2. **Professional Development**
  - a. **Knowledge Center**
  - b. **MasterClass**
3. **Partnerships**
4. **Events**
5. **Opportunities**

Some other notes:

- Having a “Home” button is dated as users are now conditioned that the logo takes you back to the home page. Therefore, remove the “Home” button from the top navigation.
- Change “MAPS Community” to “Opportunities” as the drop downs are for opportunities to get involved in the MAPS Community and is more of an action word for users.
  - Move “Job Postings” under “Opportunities”.
- Change eCADEMY to “Continuing Education”.
- Change “Partners” to “Partnerships” as it sounds more engaging.
- The “About” section is typically in the footer of the website. Break out all the sections of the current About dropdown and place them individually in the footer.

## **Hero Image**

Currently, the hero image area of our website features a carousel of images, which limits our promotional capabilities based on which image is displayed during a given visit. We should eliminate the carousel and replace it with one main hero image, designed by Elizabeth, that promotes the Foundations program in an engaging and exciting manner. Our goal is to keep this course top-of-mind, and this area of the website is crucial for achieving that as the home page is the most visited.

## **Landing Page**

When you click on the Continuing Education page, it should lead to a landing page on our website that contains all the information about the Foundations program. [We can utilize the existing page and expand it as needed.](#)

The Learning Management System (LMS) should then be accessible from this main page, which will not only enhance tracking but also provide potential Foundations program participants with a clearer understanding of the program before they are directed to the LMS for enrollment.

Additionally, when we create Google ads, a dedicated landing page should be developed for these users to facilitate tracking and future communications.

## **Blog Posts**

MAPS will launch a new blog on our website (the name, location, and logistics are still being finalized though we think it will be a drop down under Knowledge Center). This initiative will significantly enhance our ability to produce consistent content, which is favored by search engines and supports our keyword and SEO strategy. Ultimately, this will help attract more organic traffic to the Foundations course.

Garth or the Domain Leads will write seven blog posts, each around 1,500 words, for the different domains, ensuring that relevant keywords are incorporated throughout. This content will also be utilized in our newsletters, on social media, and in digital campaigns.

Additionally, it's important to include a post titled "What is Medical Affairs?" This article will help newcomers to the industry better understand its role and aligns with keyword research. The post would then link to the LMS.

Here are a few additional blog post ideas related to Foundations:

- "Transitioning into Medical Affairs: A Beginner's Guide"
- "Top Skills Needed for a Successful Career in Medical Affairs"
- "How Knowledge Can Accelerate Your Career in Medical Affairs"

## **Marketing Creatives and Deliverables**

- One page fact sheet outlining the Foundations program as well as it's features and benefits. This is ideal so that people can share information with colleagues or leadership. *(Craig and Elizabeth)*
- Short tutorial video on how to navigate the LMS, enroll in a course, complete a course, and next steps. *(Craig and Mary)*
- Custom email headers and social media images that coordinate with the hero image on the website homes page. *(Craig and Elizabeth)*

- Promotional video/highlight reel of the entire Foundations program. Showcase different instructors and content. One for each domain. Possibly use Travis intros and add additional elements. *(Mary)*
- Create an FAQ section on the Foundations landing page. This should answer commonly asked questions from participants. *(Craig)*
- Images users can click and download after completing a course in the LMS that announce their achievement on social media. These images will include relevant hashtags and links, making them effective for promoting the course on their social channels. This approach is similar to the way LinkedIn Learning presents its completion certificates. *(Craig and Elizabeth)*
  - If we go this route, there may not be a need for a PDF certificate.
- Is the Foundations program right for you? This could be an infographic or one-pager that provides a journey for people to relate to. *(Craig, Garth, and Elizabeth)*
- The LinkedIn header image should be changed to mirror the promotional image on our homepage. *(Craig and Elizabeth)*
- Highlight the volunteers who created the Foundations program. Short bios and headshots – links to their LinkedIn profiles. *(Craig)*
- Create a pricing chart for members, non-members, IPP members. *(Craig)*
- Add additional learnings (position papers, webinars, our textbook, etc.) with a strong CTA for after all the courses are completed. This will encourage them to continue their learning and see MAPS as an educational resource. *(Charlotte, Garth, and Ann)*
- Solicit volunteers or members that will go through the course and provide a video testimonial on the overall experience from their point of view. Should not be salesy. Videos are more powerful than written content. *(Craig and Mary)*
- Establish a post-program survey to understand how the course is working and what participants think. Great for testimonials. Make sure we are asking participants for a rating on the LMS system as well. *(Garth)*
- Create a promotional toolkit for Volunteers and Chapters to share with colleagues and their social networks. This should include images, messaging, links, and other resources. *(Craig and Elizabeth)*
- Create a one-page recap document that summarizes key learnings for each Domain. This cheat sheet will help individuals share their insights with leaders and colleagues as lessons learned. *(Craig, Elizabeth, Garth)*

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## **Priority #2 – Email Marketing and Webinars** *(Start early July; ongoing)*

## **Drip Campaign**

Collaborate with Jason to segment our member list according to our target audience persona. Be sure to remove IPP members, as they have already been offered the course for free.

Once the segmentation is complete, initiate a drip campaign that automatically sends messages to the selected members over a specific period of time. Each message should encourage them to take action and enroll in a course.

## **Suggested Push**

- 1: Welcome and What's the Foundations in Medical Affairs Certificate Program?
- 2: Real Stories (learner quotes + stats)
- 3: Sneak Peek Video
- 4: Webinar Invite
- 5: Limited-time Discount
- 6: Final Nudge: Enroll Today

## **Referral**

Upon completing the course, participants will receive an email that they can share with colleagues, offering a discount for those who sign up for the entire course.

## **Promotion (Optional)**

We should think about offering one module for free as part of this campaign to these members as a special promotion. This approach will give them hands-on access to the program, with the hope that they will be impressed and motivated to continue their learning.

## **Webinar Open Houses**

To enhance engagement, we can host a series of Webinar Open Houses, offering attendees valuable information alongside a demonstration of the program and its benefits. Having a panel available for a Q&A session allows participants to hear directly from the experts who designed the course, fostering a sense of community. Additionally, if we have footage showcasing how the courses were created and filmed, it would serve as an entertaining way to highlight the efforts involved in developing the Foundations program.

Another potential webinar topic could be, “Is the Foundations in Medical Affairs Certificate Program Right for You?” This panel discussion would allow attendees to ask pertinent questions to help them determine if the program is suitable for their needs.

As an added incentive, we should consider offering a free module or a discount to those who attend the webinars.

### **Host a webinar with a Joint Venture partner**

Utilize our organizational connections (not IPP members) to coordinate and host a comprehensive demonstration of the Foundations program. This demo should be specifically tailored to the interests and challenges of their audience, ensuring that it addresses their unique needs and aligns with their business objectives.

By highlighting relevant features and potential benefits, we can engage the participants effectively and showcase how the Foundations program can contribute to their success.

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## **Priority #3 – Digital Marketing and Social Media** *(Start early July; ongoing)*

### **Social Advertising**

LinkedIn offers the best opportunity to connect with our audience globally through its dedicated advertising platform, which features advanced targeting options. This enables us to reach specific demographics, job titles, industries, and even individual companies.

Additionally, we should consider targeting Human Resource professionals within the Pharmaceutical and MedTech sectors. These professionals are often looking for new training opportunities for their staff, and our Foundations program could provide a valuable solution.

We will also run similar ads on Google Ads. While this platform does offer targeting options, LinkedIn's audience is more career and learning-focused, which could result in a higher return on investment (ROI).

Also, run Sponsored Content articles on LinkedIn for more exposure.

### **Social Posting**

Share video content and testimonials to generate interest in the Foundations program. Videos attract more attention, so consider creating snippets from our tutorials to feature in posts. Additionally, short interviews with the

presenters and those involved in developing the program—similar to those conducted at NOLA—are excellent for social media sharing.

Another idea in a LinkedIn Carousel Post: “5 Reasons You Need the Foundations Program”.

## **Newsletter**

Create a new segmented newsletter for the "Class of 2025," "Class of 2026," and so on. By grouping these individuals together, we can help them feel like they are part of something special. The content should include success stories, updates about Foundations, new developments in e-learning, and more.

## **Newsletter Advertising**

There are many newsletters and online magazines targeted at the Pharma and MedTech audiences that MAPS focuses on. We will explore various advertising opportunities, potential editorials, email blasts, and more, depending on our budget. These efforts will help us reach a broader audience for the Foundations program as well as for membership growth.

*NOTE: Before we commit to anything, we will ensure that their audience metrics align with our target audience.*

*Here are some examples/opportunities:*

## **MedTech**

- <https://www.medicaltechoutlook.com/>
- <https://healthtechmagazine.net/>
- <https://www.medicaldevicetechnology.com/>
- <https://www.mddionline.com/>
- <https://www.medtechdive.com/advertise/>
- <https://www.medtechstrategist.com/medtech-strategist-newsletter>
- <https://www.medicaldevice-network.com/newsletters/?cf-view>
- <https://www.mobihealthnews.com/>

## **Pharma**

- <https://www.fiercepharma.com/>
- <https://pharmatimes.com/magazine/>
- <https://www.pharmavoice.com/>
- <https://www.contractpharma.com/>

- <https://www.pharmaceutical-technology.com/all-newsletters/>
- <https://endpts.com/>
- <https://firstwordpharma.com/>
- <https://www.biopharmadive.com/>

### **Medical Specific Job Boards**

Understanding where the medical community finds employment will help us target this audience with the Foundations program. There are advertising and sometimes editorial opportunities to connect with them.

[Health eCareers](#)

[PracticeLink](#)

[Jama Career Center](#)

[Health Career Center](#)

[Career Vitals](#)

[BioSpace](#)

### **Priority #4 – Podcasts and Media Pitches** *(Start mid-July; ongoing)*

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#### **Podcasts**

While hosting our own podcast to interview the presenters and creators of the Foundations program is an option, leveraging the audience connections of existing podcasts offers greater value.

*Here are some examples/opportunities:*

#### **MedTech**

[https://podcast.feedspot.com/medical\\_device\\_podcasts/](https://podcast.feedspot.com/medical_device_podcasts/)

#### **Pharma**

<https://pharmasource.global/content/best-pharma-and-biotech-podcasts/>

#### **Media Pitches**

Identify editorial opportunities with suitable publications, both online and in print, to explore the possibility of discussing Medical Affairs and how the Foundations program can benefit individuals new to the field.

The initial step is to create a media pitch and compile a list of relevant publications to target. Before submitting, we should determine who will represent MAPS during these conversations and interviews.

## Priority #5 – Events (2026)

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### eCADEMY Booth

To effectively promote the Foundations program, it is essential to establish a dedicated booth at both the Americas and EMEA meetings, distinct from the registration area and member lounge. This booth should be prominently branded and focused on delivering informative content about the program.

By providing several computers for showcasing the LMS, along with knowledgeable staff on hand to answer questions and distribute additional materials, we can create an engaging experience that captivates attendees and drives greater interest in the program.

### Attend Events as an Exhibitor

Participate in industry events to promote Foundations to specific audiences. Examples of such events include ASCO (American Society of Clinical Oncology), ESCO (European Society of Clinical Oncology), and the American Heart Association, among others. Charlotte can assist in identifying events that align with MAPS' mission and highlight the benefits of Foundations.

## KPIs and Metrics

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Channel	Metric
Website	Traffic to landing pages; conversions
Email Campaigns	Open rate, CTR, enrollments
Social Media	Engagement rate, shares, reach
Paid Ads	CTR, CPL (Cost per Lead), conversions
Webinars	Registrants, attendees, enrollments
SEO/Content	Organic traffic, keyword rankings
Collateral	Downloads

