

Burson-Marsteller China

Digital Health & Wellness Issues

Audit & Reporting

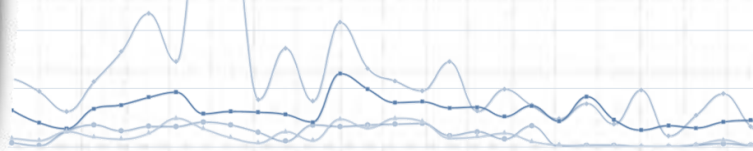


To understand the online and social media perspective in China for Health-related Issues it is important to listen. Using proprietary listening technology, analysis and Health industry insights, B-M China to understand challenges and opportunities in the Healthcare sector.

Scientific audit and reporting can help construct better reports to influence related regulation debates in China, better communications programs, stronger frameworks for future Issues and Crisis Preparedness.



- ✓ Messaging gaps
- ✓ Sentiment online
- ✓ Influencers online
- ✓ Search Optimization [SEO]
- ✓ Corporate Website audit
- ✓ Social Media channels
- ✓ CSR programming



D/BM Health Issues Auditing & Reporting

China Health Digital Issues Audit & Reporting	1-time Issue Audit	Comprehensive 3-month audit of China Health industry issue, analyzing digital consumer sentiment, share of voice, channels, influencers
	Ongoing Reporting	Ongoing Reporting on China Health industry issue, with analysis of digital consumer sentiment, share of voice, channels, influencers – available in Daily, Weekly, Monthly formats for 12 months

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Audit and reporting frameworks and requirements are customizable per needs. Pricing for above deliverables is subject to discussion and finalization.

Contact B-M China Leadership or email dbm@bm.com

