

Omnichannel vs. Multichannel Marketing

5 Reasons Pharma Companies Should Make The Jump To Omnichannel

Webinar Presented by | PharmaForceIQ



Agenda

Omni-channel Marketing for Life Science Companies

- The current way of Multichannel marketing, its pros and cons
- The new effective way of Omnichannel marketing
- Common challenges faced in effectively executing omnichannel marketing
- How PharmaForceIQ can help with seamless execution of the ideal omnichannel approach



Meet Our Speaker

John Philipps

Strategic Account Executive

Current State

The Traditional Approach to Marketing for Life Science Companies is Multichannel

With multichannel marketing, pharma marketers communicate through several channels at once to encourage physicians to obtain their prescription drugs.



Marketing channels include:

- Email
- Websites
- Social media
- Display ads
- Virtual calls
- Banner ads
- Direct mail
- Face-to-face
- Peer-to-peer

The Reality

The Benefits & Challenges of Multichannel Marketing



The Benefits



Broad reach



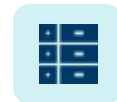
Cohesive Approach



Enhanced communication options

VS.

The Challenges



Real-time attribution



High cost and low returns



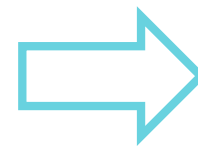
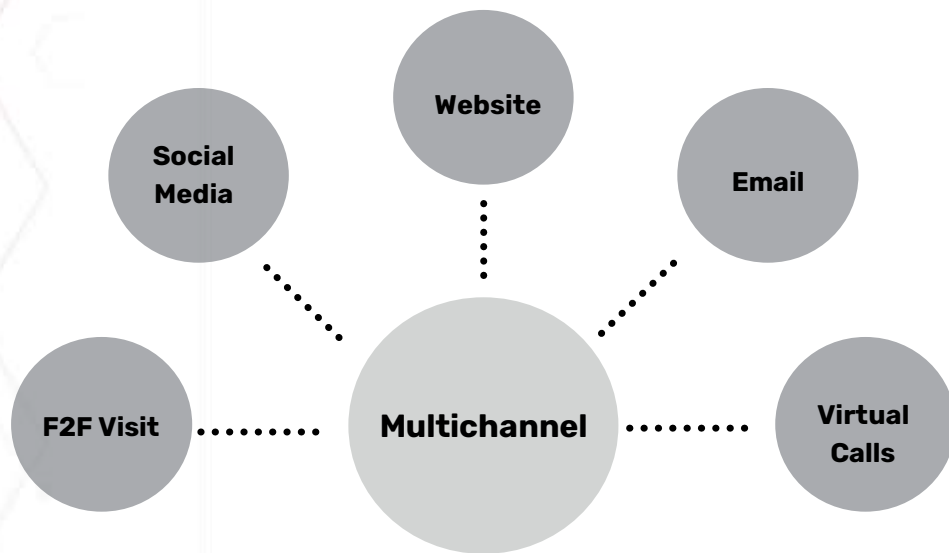
Inadequate analytics



Lack of targeted messaging

What is Omnichannel Marketing?

Omnichannel marketing is the integration of branding, messaging, and online HCP touchpoints to create a consistent brand experience.



5 Reasons To Use Omnichannel Marketing

In an already oversaturated marketplace, today's physicians have become understandably choosy about the pharma brands they interact with, often making them harder to reach, omnichannel approach solves this problem.

Increased ROI and Revenue



Increasing and diversifying engagements throughout a buyer's journey can build brand loyalty, boost repeat sales, and grow revenue.

Improved customer experience



Omnichannel marketing focuses on the customer—creating a seamless brand experience across devices and across channels.

Real Time Analytics



By tracking engagements across channels and mapping it to prescription lift in Real Time allows for a informed, data driven NEXT BEST ACTION customer journey

Cohesive branding



By creating a cohesive brand identity across channels, brands can craft more personalized messaging and improve brand loyalty

More effective sales force



Empowered by real-time data, your field marketing reps can reach physicians who currently have potentially eligible patients for your brand's prescription drugs

Challenges Of Omnichannel Marketing



Data collection and analysis



Data is exactly what marketers need to run more effective campaigns, it's difficult to keep up with the purposeful collection and accurate, timely analysis of huge amounts of data—especially in real time.

Strategy and campaign optimization



For omnichannel marketing efforts to succeed, marketers need to be constantly testing, retesting, and modifying their approach for efficacy.

Fraught implementation



Implementing a fully integrated marketing strategy may challenge siloed organizations, and be met with some resistance from previously independent departments.

Resources and cost



Some organizations are slow to adopt omnichannel marketing simply because it costs too much—whether in implementation time, training, employee resources, or actual dollars



Introducing PharmaForceIQ + Omnichannel Marketing



PharmaForceIQ is the only ML powered omni-channel platform with holistic HCP affinity data, real time multi channel deployment & ROI mapped back to Rx lift

Holistic Channel, Vendor and Message Affinity Data

Our affinity data is the most powerful in the industry as we are the only ones who have 3 sources feeding into our data : **(1)** Historic data from the last 5-7 years **(2)** Vendor data from 25+ channel/vendor partnerships in our ecosystem **(3)** Real time campaign data



Strategic Real Time Patient Identification

Our open approach to data acquisition facilitates simultaneous partnership with multiple data assets on each project powering superior data coverage



PharmaForce IQ



Multi-Channel Reach & ML/NLP-based Personalized Messages

PharmaForceIQ is the only solution that has integrations across 25+ channel partners in the US which allows us to do personalized outreach to each individual physician based on their channel and vendor preference



Real time deployment and Measurement

Real-time, customized dashboard showing ROI an impact on an on-going basis with prescription and revenue lift. **WE DON'T STOP AT JUST SHOWING INCREASE IN ENGAGEMENT!!**



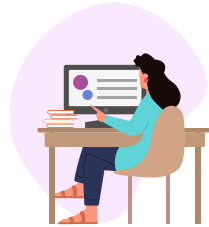


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5 REASONS PHARMA COMPANIES SHOULD MAKE THE JUMP TO OMNICHANNEL

In today's ever-changing marketplace, pharmaceutical companies are challenged to reach, engage, and persuade physicians in new, more effective ways. With changing behavioral influences, rising marketing costs, and a huge number of communication channels, pharmaceutical companies are searching for ways to better get their medicines to physicians—and ultimately—to their patients in need.

Marketers have praised multi-channel marketing for years now, and rightfully so. Well executed multi-channel marketing campaigns are proven to be 2-5 times more effective than single-channel marketing efforts. But, multichannel approaches often lack the ability to keep pace with technological innovations, emerging communication channels, and the ever-quickening pace of the physician's path to purchase.



Additionally, there is an increasing amount of chatter about how pharmaceutical companies can use omnichannel marketing to more accurately and effectively target prescribers. Now, the omnichannel marketing platform, PharmaForceIQ, gives pharmaceutical companies the ability to enhance engagement across all channels—in real time. However, omnichannel marketing does not come without its own unique—and often expensive—challenges.

So, how should pharmaceutical companies proceed with their marketing efforts? To answer, we dive into the definitions, differences, benefits, and challenges of multichannel and omnichannel marketing. We look into the details of each marketing approach and explain the reasons we recommend that pharmaceutical companies make the switch to omnichannel marketing.



simplifying decision-making and keeping marketers focused on end customer"

- Quote from PharmaForce IQ



Request a demo today to experience our one-stop-shop solution and make your marketing efforts more effective and efficient.

Thank you!

Download Our Whitepaper

Download