

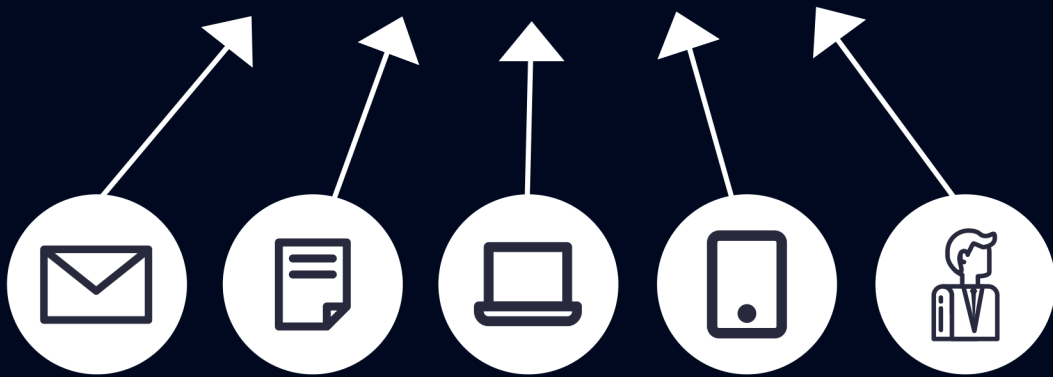
# OMNICHANNEL

&

# MULTICHANNEL

in **pharma** marketing





# MULTICHANNEL



Multichannel marketing simply means that you are delivering your campaign through multiple channels

**The focus is to reach the audience in as many ways as possible**

# IN A MULTICHANNEL STRATEGY...

- Each channel works **separately**
- The **message is the same** on each channel
- Channels **compete** to share this message to the audience
- Each channel has **separate analytics**




# EXAMPLE...

Dr. Harry gets an email to introduce a new medication, with the main advantages listed. Then, when scrolling LinkedIn, he sees a carousel ad for that medication, with the same introduction and advantages...





# MULTICHANNEL – PRO'S

- **Good for beginners.** It's a step up from using a single channel
- **Time and money efficient,** thanks to the undifferentiated message 
- **It works to some extent**

# MULTICHANNEL – CON'S

- **It could hurt customer relations,** by repeating the same message
- **Too simplistic and untargeted**
- **Lower returns** compared to omnichannel





# OMNICHANNEL



Omnichannel marketing integrates multiple channels together to create a seamless journey for your customers

**The focus is to put the customer's needs and behavior at the center**

# IN AN OMNICHANNEL STRATEGY...

- Channels work **together** and build on each others
- The message is **customised** for each channel
- The release of content on channels is **coordinated**
- Channels have **unified analytics**



# EXAMPLE...

Dr. Laura gets an email to introduce a new medication. If she opens the email, later today she will see a Youtube video ad explaining the advantages of that medication, with a link to your portal where she will see usage details...





# OMNICHANNEL – PRO'S

- **Seamless customer experience** as you lead your audience on a journey
- **Increased efficiency and engagement**
- **Better targeting**, as it's based on previous engagement



# OMNICHANNEL – CON'S

- **Not a simple approach.** A lot of planning and oversight needed
- **More upfront work,** to create the content and journey



# MULTICHANNEL **VS** OMNICHANNEL

| MULTICHANNEL   | OMNICHANNEL  |
|--|--|
| <p>Can serve as a first "easy" step to try several channels, but it is less efficient and can negatively impact customer experience and relation</p> | <p>More complex to set up but the focus on customer experience improves ROI and engagement, and has a positive impact on your brand reputation</p> |



Spend the extra time and money upfront to build an omnichannel strategy focused on improving your customer experience.

**It will have a positive impact on your brand image and will increase conversions and ROI**





# That's a wrap!



Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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