

PHARMA MARKETING

OMNICHANNEL **VS** MULTICHANNEL



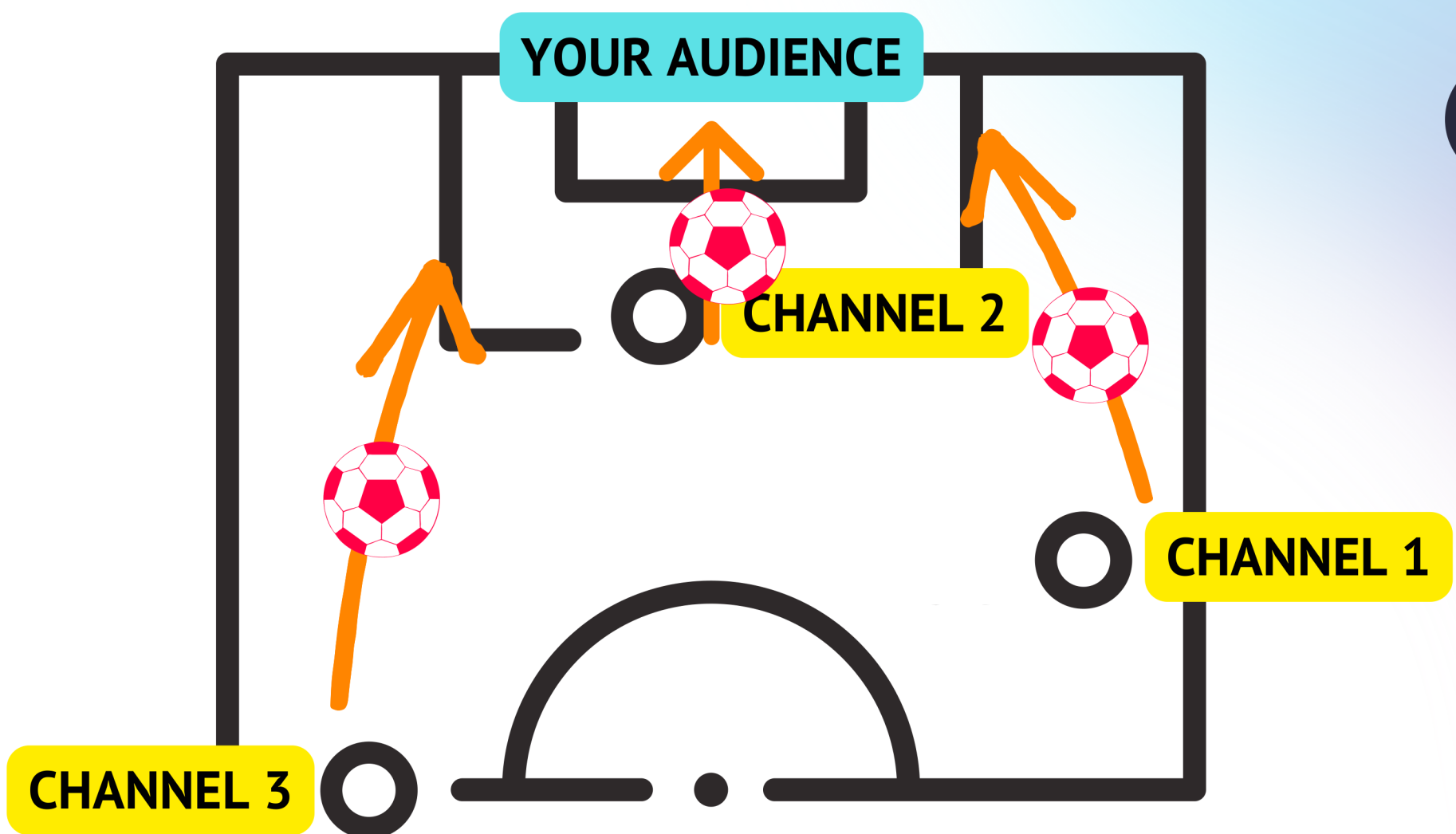


Imagine you are on a football pitch. The goal is your audience, the football is your message, and each football player is a channel



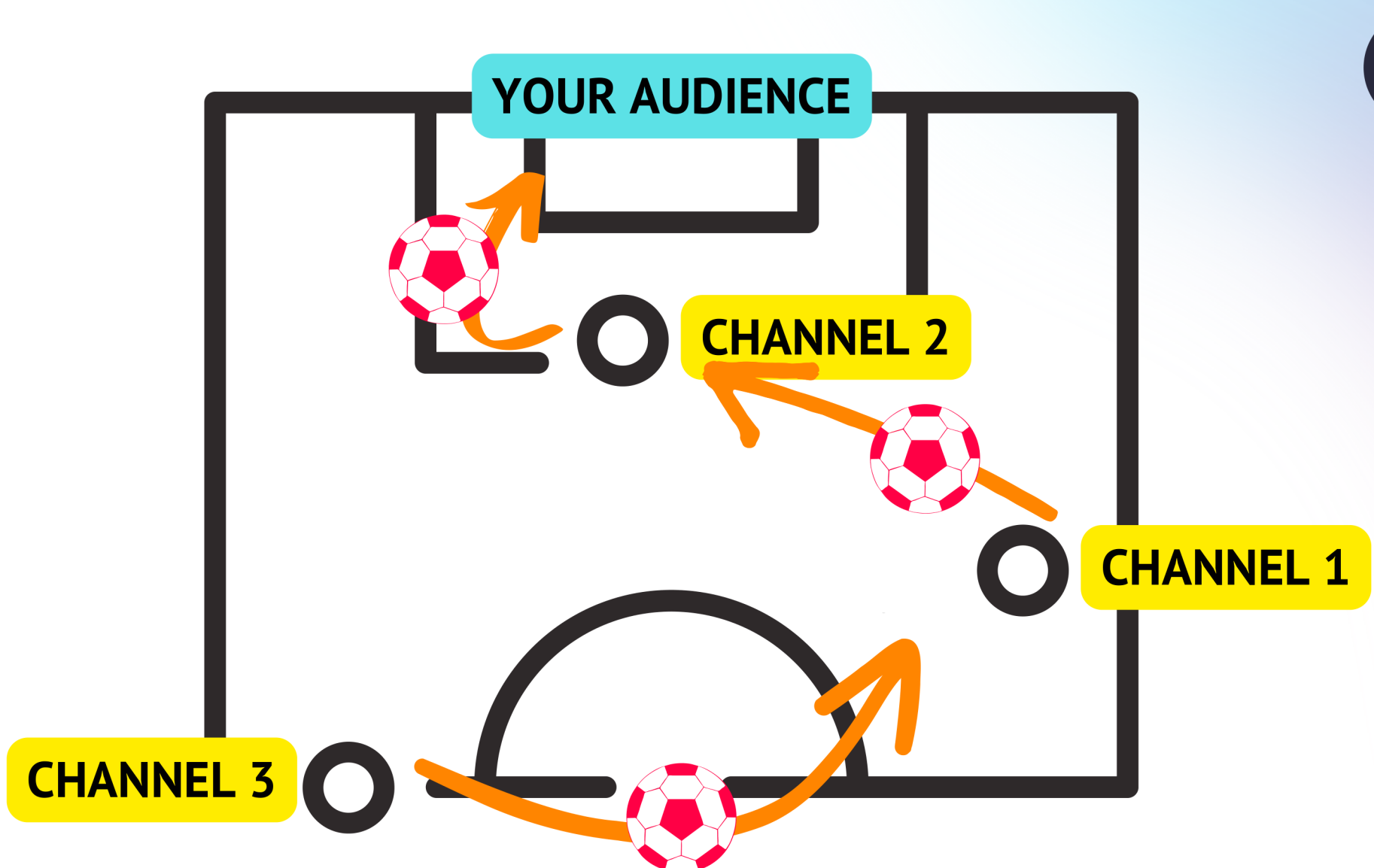
MULTICHANNEL

With multichannel marketing, each football player wants the ball and they are all trying to score a goal. It's every man for himself!



OMNICHANNEL

With omnichannel marketing, players are working together. So instead of players fighting to kick the message towards the audience, they pass it strategically to score the perfect goal



And the winner is?

According to you, which strategy works best in pharma marketing?

Is there a clear winner or does it depend on the situation?





That's a wrap!

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

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