

Storytelling in the pharma industry

3 tips to get started



01

Identify the key narratives



What is the typical story of your target audience?

What problem do HCPs or patients regularly express?



Identify and write these down on a single page as a narrative

Highlight the conflict, resolution and message

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02

Work with patient advocates



They are HCPs and individuals that know the real stories

They have invaluable narratives that you can use

They can also play a key role in delivering and promoting your campaign

NEXT TIP



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03

Use multimedia storytelling

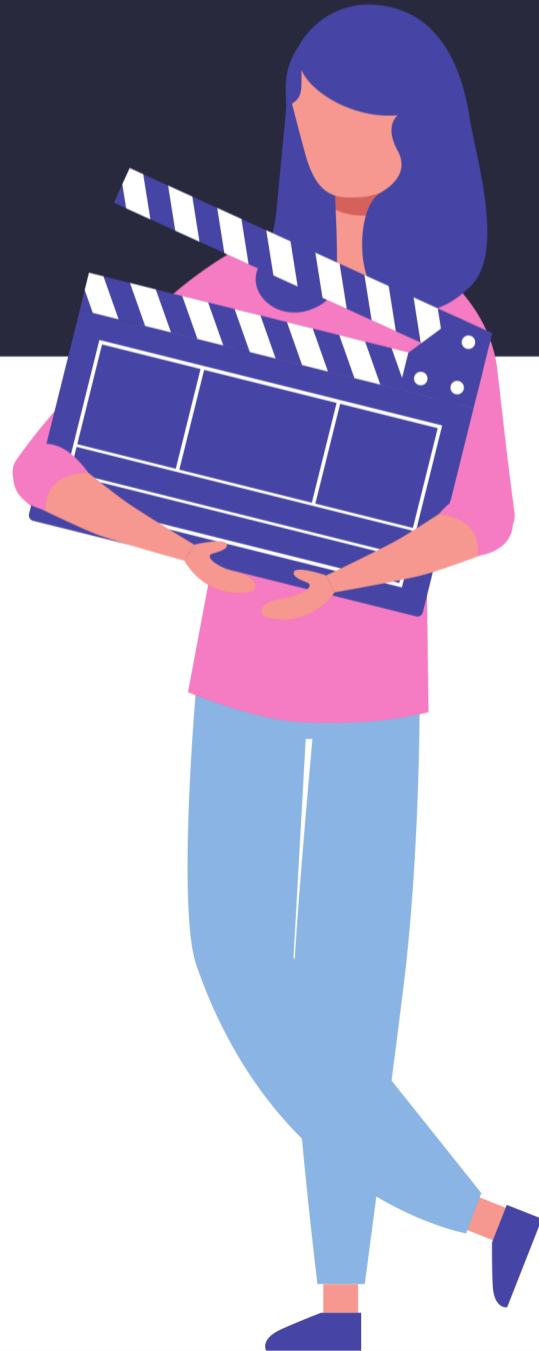


Use both print and digital channels

HCPs are looking for digital interactions --> Incorporate emails, social media, your pharma portal and digital opinion leaders

Storytelling is a powerful tool and a key element of an effective customer journey, but getting started can be challenging.

These 3 tips will allow you to identify key elements of your storytelling campaign!





That's a wrap!



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

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