

DIGITAL LANDSCAPE

What it is and
why you need
one in pharma



So, what's a digital landscape?

A comprehensive view of all the available digital assets and channels used by your audience in a specific therapeutic area and/or geography

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You already know that the best way to view a landscape in real life is from a distance, to take it all in!

A digital landscape is similar:

- **Step back to analyze the landscape for insights on how to use each channel best**
- **Explore the different digital landscapes used by different segments of your audience**



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And why do you need a landscape?

01

To understand your target audience

02

To identify new opportunities

03

To optimize your investments



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01 Understand your target audience

Provide quantitative and qualitative data and insights to challenge and even contradict existing beliefs

Adjust your approach to better fit reality and create effective engagement opportunities



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02 Identify new opportunities

Identify where competitors fall short so you can take initiative and capitalize those areas

Fill gaps in your marketing strategy with current and emerging trends, including new channels



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03 Optimize your investments

Remodulate investments and optimize spend on channels and assets that are most appealing to your target audience

Make informed decisions based on data, so you can efficiently spend your budget and increase ROI



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Performing a yearly analysis of the digital landscape is essential to stay up-to-date with the latest changes, so you can monitor and focus on channels that you may not consider otherwise



That's a wrap!



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

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