

Follow the 3C's of personalisation

IN PHARMA MARKETING





Content

The most impactful part of personalisation: what to show to your audience, which information (topic, type) and how it should look (format)

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Example

Topics

Topic #1 (eg. breast cancer treatments)

Topic #2 (eg. pain management)

Topic #3 (eg. secondary effects of breast cancer)

Content types

Real-world evidence, new scientific findings, peer lectures,...

Formats

Videos, publications, face to face meetings, social media,...

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Channels

Then, you need to consider the channels and platforms you use to reach your target audience

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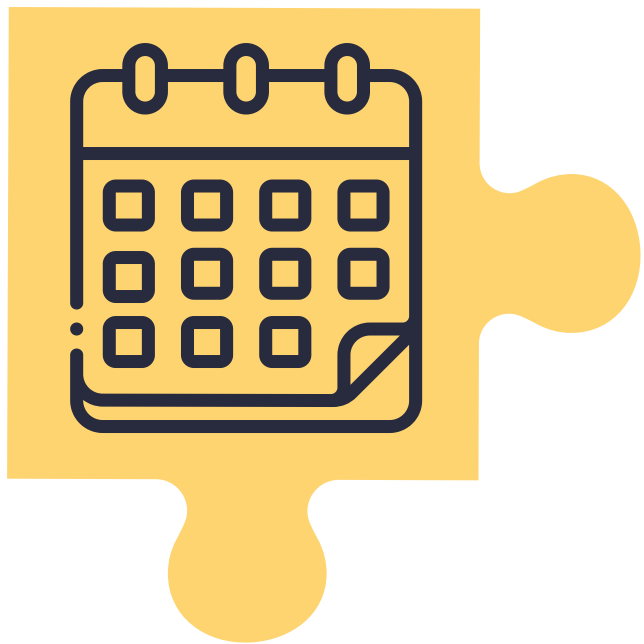
Example

You may learn from a face-to-face meeting that a certain HCP prefers WhatsApp to emails. ➡ Make a note in your CRM

Using segments, you could focus your social media on a younger group of physicians and leave symposia for the older generation

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Cadence

Finally, the frequency and speed at which you engage should ideally be adapted to individual physicians

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Example

(With email communication)

- Gather data on email open rates and adjust the sending frequency
- Increase emails for physicians who regularly open and engage
- Reduce emails for physicians who don't open and engage



Much higher engagement and happier HCPs communicating at the cadence they prefer

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That's a wrap!

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