

# Commercial Excellence in Multichannel Marketing

<https://marketpublishers.com/r/C51D99215B0EN.html>

Date: October 2015

Pages: 0

Price: US\$ 595.00 (Single User License)

ID: C51D99215B0EN

## Abstracts

Are you getting left behind your competitors in a multichannel marketing world?

Your audience's needs are changing. Are you delivering the right information, to the right people, at the right time, in the right channels? If not, your messages won't be able to inform crucial treatment decisions.

Get this new report, with expert advice on how you can improve your multichannel marketing strategy to win more business with payers.

### Top Takeaways

Pharma is still playing catch up: We're behind other business sectors and don't fully understand the concept of multichannel marketing

Audiences are changing: Payers and patients have more influence on treatment choices and are now seeking value messaging

Personalisation needs are recognised but not well-implemented: Experts know what is required but face challenges in achieving their goals

Structures and siloes are barriers: Pharma companies' internal divisions are negatively impacting potential multichannel marketing gains

'Big data' opportunities are being wasted: Customer and market data aren't being used to gain insights

Leadership initiative needed: Greater board- level focus and commitment is required to drive through fundamental changes

Getting it wrong carries huge risks: Your messages will be fragmented and the potential for ineffective marketing is very real, some experts say

## Key Issues Explored

What has changed since our report 2 years ago, and what significant shifts are happening now?

Does the pharma industry fully understand the strategies and structures needed to exploit the potential of multichannel marketing?

How, why and when are changing audiences seeking more than just brand messages in a multichannel world?

How can you target different audiences with the tailored messages they need, and what information is really valued?

How well do brands understand the customer or patient journey?

How can pharma learn from best-in-class multichannel operators in other sectors?

How well is data being used to inform and improve multichannel marketing efforts?

What are the barriers to better multichannel marketing?

## Who needs this report?

Board level directors – to see how lack of leadership from the top can damage realising the potential benefits to be gained from multichannel marketing when done well

Marketing directors and managers – will get insights into dealing with the challenges they face and opportunities to be seized

Medical affairs directors and managers – to understand where there is a growing overlap with marketing in providing information in a multichannel world

## Contributors

Senior Director, eBusiness, Medium sized pharma company

Senior Manager, Marketing Communications & Digital Marketing, Top 10 pharma company

Senior Global Digital Director, Top 10 pharma company

Senior Director and Head of Global Customer Interaction Management, Medium sized pharma company

Senior Director, Customer Experience, Multichannel & Digital, Top 10 pharma company

Head of Digital Acceleration, Emerging Markets, Top 10 pharma company

Consultant and former Executive Director of Strategy, Global Commercial Excellence, Top 10 pharma company

Sven Awege, Managing Director and Principal Consultant, Pharma Strategic

## About FirstWord

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your

competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

## Contents

### **1. EXECUTIVE SUMMARY 1**

### **2. METHODOLOGY AND OBJECTIVES 3**

### **3. CONTRIBUTORS 4**

### **4. CHALLENGES DRIVING MULTICHANNEL MARKETING 5**

- 4.1. A more complex operating environment 6
- 4.2. Digitisation and customer expectations 7
- 4.3. Changing priorities and budget reallocation. 9

### **5. MCM IS NOT JUST MARKETING THROUGH MULTIPLE CHANNELS 12**

- 5.1. The importance of channel integration 14
- 5.2. Catching up in the digital age 16
- 5.3. Why do tactics fail? 18

### **6. PROVIDING VALUE TO DIFFERENT STAKEHOLDER GROUPS 19**

- 6.1. Physicians. 22
- 6.2. Using technology to deliver value to physicians. 23
- 6.3. Payers 24
- 6.4. Patients 26
- 6.5. Understanding the patient journey 27
- 6.6. Adding value for patients. 28
- 6.7. Towards more personalised marketing 30
- 6.8. Customer segmentation 30
- 6.9. Customer preferences are not static 31
- 6.10. Marketing has to feel personal 33
- 6.11. Keep the narrative consistent but deliver it to the individual. 34
- 6.12. An Amazon-like aspiration. 35
- 6.13. Trends in channel preference 35
- 6.14. Customer centricity remains a long-term goal 37

### **7. DATA, ANALYSIS AND PERFORMANCE MEASUREMENT 41**

- 7.1. From big data to individual MCM interactions 41
- 7.2. Gathering data from various sources 41
- 7.3. Are companies using these data effectively? 42
- 7.4. Integrating insights, testing and refining 45
- 7.5. Can third-party platforms provide a solution? 46
- 7.6. Closing the loop 47
- 7.7. Measuring performance 51
- 7.8. Demonstrating value to the company 51
- 7.9. Metrics and KPIs should focus on quality 53

## **8. KEY CHALLENGES AND CRITICAL SUCCESS FACTORS 55**

- 8.1. Senior leadership must be on board 55
- 8.2. MCM should be truly customer focused 56
- 8.3. Companies need to build capabilities in MCM 56
- 8.4. Thinking longer term 58

## **9. CONCLUSION 59**

## I would like to order

Product name: Commercial Excellence in Multichannel Marketing

Product link: <https://marketpublishers.com/r/C51D99215B0EN.html>

Price: US\$ 595.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C51D99215B0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970