

# 5 RULES FOR PLANNING AN EFFECTIVE MULTI-CHANNEL CAMPAIGN

(... and one super-easy-to-use chart for making sure your campaigns are hitting all of the important points)

In the wake of reduced budgets and restricted physician access, Multichannel Marketing (MCM) has become a topic of frequent discussion in the pharmaceutical industry. When integrated across an organization and executed properly, **multi-channel campaigns can boost top-line growth by more than 10% and reduce overall promotional costs by 10% to 25%.<sup>1</sup>**

**EXCEPT!**

Currently, **no pharmaceutical company is strongly satisfied with their MCM efforts and 55% are either partially or strongly dissatisfied.<sup>2</sup>** Companies that embrace this new approach and achieve the level of physician interaction enabled by MCM will have a competitive advantage.

## WHAT IS TO BE DONE?

### RULE NUMBER 1

## EXPLORE EVERY CHANNEL

As Marshall McLuhan wrote, "the medium is the message," and there are many different mediums and messages available today.

Good campaigns start by laying every option on the table, and narrowing them down through goals, budgets, and expected ROIs. While it can be fun to play favorites or to try to pick winning channels based on the hot new thing, sometimes a more traditional (or unorthodox) approach may deliver better results. Know what each channel is good for, and build your marketing campaign around those strengths.



**DIGITAL** **Pro:** Digital isn't the whole world, but it can sure seem that way sometimes. Digital channels can offer especially targeted reach and important data-gathering capabilities. **Con:** The medium is continuing to mature and still working out some kinks.

**To Explore:** SEO & PPC, Social Media, Digital Tools, Website Advertising, Email

**BROADCAST** **Pro:** There aren't too many channels that can get your message across as efficiently and to as many people as a broadcast campaign. **Con:** For many organizations, broadcast media may be out of their budgetary reach.

**To Explore:** Radio, TV, Billboards, Conventions/Events

**PRINT** **Pro:** Print is tried & true, and there is a lot of opportunity for innovation in integrating print and digital campaigns. **Con:** Print advertising is changing, we will see what comes next.

**To Explore:** Magazine and Newspaper ads, Mailings, Point of Prescription

## BUT HOW DO I CHOOSE?

### RULE NUMBER 2

## DETERMINE YOUR GOAL

Choosing a channel without figuring out your goals is like being in a hurry without knowing where you are going. To figure out which channel is right for you, identify what you are trying to accomplish overall, and what purpose each channel will serve within that plan.

Sales usually require multiple touchpoints, so not every message needs to aim at closing the deal. Some channels might be better at raising awareness, nurturing, guiding a prospect through the sales funnel or helping you find the target audience. Play to each channel's strengths.



### AWARENESS

Awareness is about building product or brand recognition. Before you make a conversion, you audience needs to know you exist. Awareness campaigns can also help you build targeted personas, for the next goal...



### INFLUENCE

Influence seeks to change the way people think about your product. After having identified your target personas, aim your messaging around points that resonate with them... the "what's in it for me" pitch.



### SALES

Sales-oriented message can be aimed at making the sale itself (with call-to-actions), or by being a reminder at points of sale. By delivering the right message at the right time, in the right place, you can convert a lead into a sale.

## ALL IN THAT ORDER?

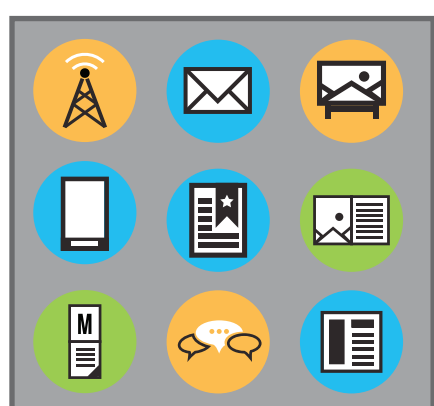
### RULE NUMBER 3

## COORDINATE, COORDINATE

The difference between a symphony and a cacophony is all in the coordination. Different channels can amplify each other, and cross-over between channels is common and recommended.

In practical terms, you have to know who your audience is and where you'll find them. Should you be spending more time on building brand awareness, or converting at the point of decision? Well, that's up to the relationship between your product, your product's audience, and your budget!

### TURN A LACK OF COORDINATION...

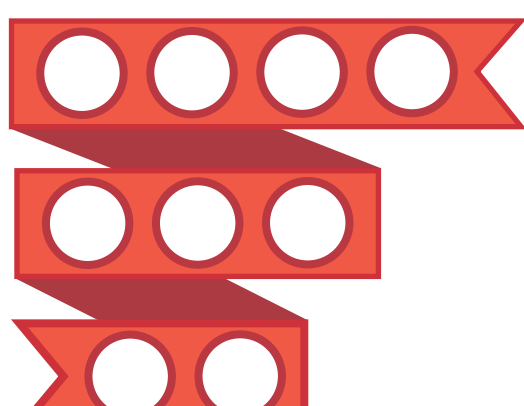


### ... INTO A SALES FUNNEL

#### AWARENESS

#### INFLUENCE

#### SALES



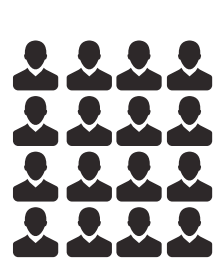
## WHAT ELSE?

### RULE NUMBER 4

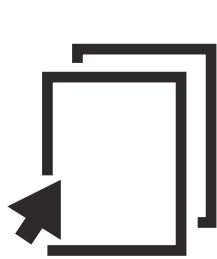
## DETERMINE PERFORMANCE METRICS

It used to be a commonly heard refrain, that "half of marketing is effective, but we don't know which half."

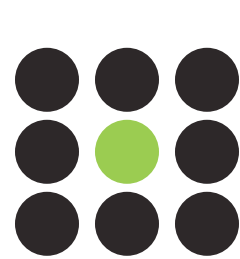
Well, not anymore. Those were the dark ages. Today, marketers have lots of ability to track the effectiveness of their efforts and make decisions based on success and performance. Ask for the numbers: can a channel show you measurable success? Has it worked in the past? Did it work this time?



### VIEWS/ REACH



### CLICK-THROUGH RATES



### TARGET SPECIFICITY



### CONVERSATIONS



### SALES

## ONE LAST RULE?

### RULE NUMBER 5

## COUNT YOUR R.O.I.

ROI is "Return on Investment" The most important thing that you can do is to show your boss (or your client) that your plan will make them money. Lots of money. People tend to like that sort of good news.

The more metrics you have, the more detailed you can get in learning which efforts delivered results, and which didn't. A simple formula is provided below, but keep in mind that not all channels might turn into countable dollars. Some channels might (such as brand awareness) work to support other channels, and you can measure ROI for audience growth (and other objectives) as well.

Similarly, you should be counting marginal revenue... that is, dollars brought in by marketing efforts, not sales from other departments!



$$\left( \frac{(\text{TOTAL REVENUE}) - (\text{MARKETING SPEND})}{(\text{MARKETING SPEND})} \right) \times 100 = \text{ROI}$$

## NOW, GET TO WORK!



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# CHECKLIST: PLANNING AN EFFECTIVE MULTI CHANNEL CAMPAIGN

	Message	Channel	Vendor & Cost	Goal	Coordinates With?	Performance Metrics	Actual Performance	ROI
1								
2								
3								
4								
5								
6								
7								
8								
9		<i>Print, point of care</i>	<b>mediscripts</b>	<i>Sales</i>		<i>Reach, Specificity</i>	<i>153,000 target list match</i>	<i>19:1 average</i>