

Medical Affairs Contribution to an Integrated Omnichannel Strategy:

Let's Get Started

When starting an omnichannel plan, focus on what's most important. Who are your critical internal stakeholders? Who is your priority audience? What is your most important communication objective? Is there a specific event that you can focus your initial campaign on? What content do you have that can be tailored for your audience in specific channels? Do you have a plan to gather metrics and analyze data to generate insights? How can you translate insights to adapt your plan moving forward?

Thinking about these 7 steps from the start will help ensure success in your omnichannel strategy.



1 Begin with internal stakeholder alignment and education, ensuring communication and check-ins are continued throughout



2 Next, select a persona to validate the primary audience segment and preferences

3 Develop your content, ensuring it is aligned and integrated across functions

4 Understand the available channels and select to optimize HCP-centered content



5 Measure your impact by aggregating and assessing data with a pre-determined KPI

6 Then leverage any insights, what needs to improve or change, and what's working



7 Refine and revise to finish things up, as this is an iterative process! Expand to additional personas and repeat the process from step 1

