THE PERIODIC TABLE OF PHARMA MULTI-CHANNEL MARKETING

A pharma marketer’s overview of the key elements of multi-channel marketing

Th
Therapeutic Perception

Research

Owned Media

Content Relevancy

Martech

KPIs

Th

Strategy

Paid Media

Content Format

Ac

Channels

Earned Media

Data and Analytics

Ac

Stakeholder Insights

7 Sk

Stakeholder Insights

Insights

8 Sk

Brand Audit

Audit

9 Co

Competitor Benchmarking

Benchmarking

10 Pe

Persona

Personal

11 Ba

Experience Map

Map

12 Ex

Exposure

Audience

13 Ps

Experience

Strategy

14 Pe

Persona

Channels

15 In

Internet

Channels

16 Te

Telephone

Channels

17 Ou

Outdoor

Channels

18 Re

Retail

Channels

19 Ed

E-dentials

Owned Media

20 Es

Events

Owned Media

21 Ap

Apps

Owned Media

22 Bc

Broadcast

Owned Media

23 Pc

Print Collateral

Owned Media

24 Bl

Blogs

Owned Media

25 Tm

Text Messages

Owned Media

26 Sm

Social Media

Owned Media

27 Dm

Direct Mail

Owned Media

28 Em

Email Newsletters

Owned Media

29 Wb

Webinars

Owned Media

30 Cf

Conferences

Owned Media

31 Lp

Landing Pages

Owned Media

32 Ch

Chatbots

Owned Media

33 It

Internet of Things

Owned Media

34 Eb

Exhibitions

Owned Media

35 Di

Display Advertising

Owned Media

36 Ps

Paid Search

Owned Media

37 Rt

Real-time Timeliness

Owned Media

38 Cn

Congresses

Owned Media

39 Ad

Advertising

Owned Media

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Paid Social

Owned Media

41 Ko

Key Opinion Leaders

Owned Media

42 Dk

Digital KOLs

Owned Media

43 Mr

Media Relations

Owned Media

44 Oso

Organic Social

Owned Media

45 Ose

Organic Search

Owned Media

46 Inv

Informative Value

Paid Media

47 Utv

Utility Value

Paid Media

48 Lot

Location Timeliness

Paid Media

49 Mn

Monetary Value

Paid Media

50 Env

Environmental Value

Paid Media

51 Cut

Cultural Value

Paid Media

52 Jot

Journey Stage Timeliness

Paid Media

53 St

Segmentation and Targeting

Paid Media

54 Br

Branding

Paid Media

55 Tp

Tracking and Attribution

Paid Media

56 Tx

Text

Paid Media

57 Dc

Data Collection

Paid Media

58 Vi

Videos

Paid Media

59 Ai

Analysis and Insights

Paid Media

60 Au

Audios

Paid Media

61 Ta

Tracking and Attribution

Paid Media

62 Ar

Augmented Reality

Paid Media

63 Pr

Personalisation

Paid Media

64 Ac

Analytics

Paid Media

65 Cd

Customer Data

Paid Media

66 Db

Data Collection

Paid Media

67 Da

Data Management

Paid Media

68 Rd

Reporting and Dashboards

Paid Media

69 Op

Optimisation

Paid Media

70 Cm

Content Management

Paid Media

71 Ac

Analytics

Paid Media

72 Cd

Customer Data

Paid Media

73 Da

Data Management

Paid Media

74 Ma

Marketing Automation

Paid Media

75 Ma

Marketing Automation

Paid Media

76 Rc

Reach

Paid Media

77 En

Engagement

Paid Media

78 Br

Branding

Paid Media

79 Rs

Response

Paid Media

80 Uv

Unique Visitors

Paid Media

81 Ac

Acquisition

Paid Media

82 Roi

Return on Investment

Paid Media

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