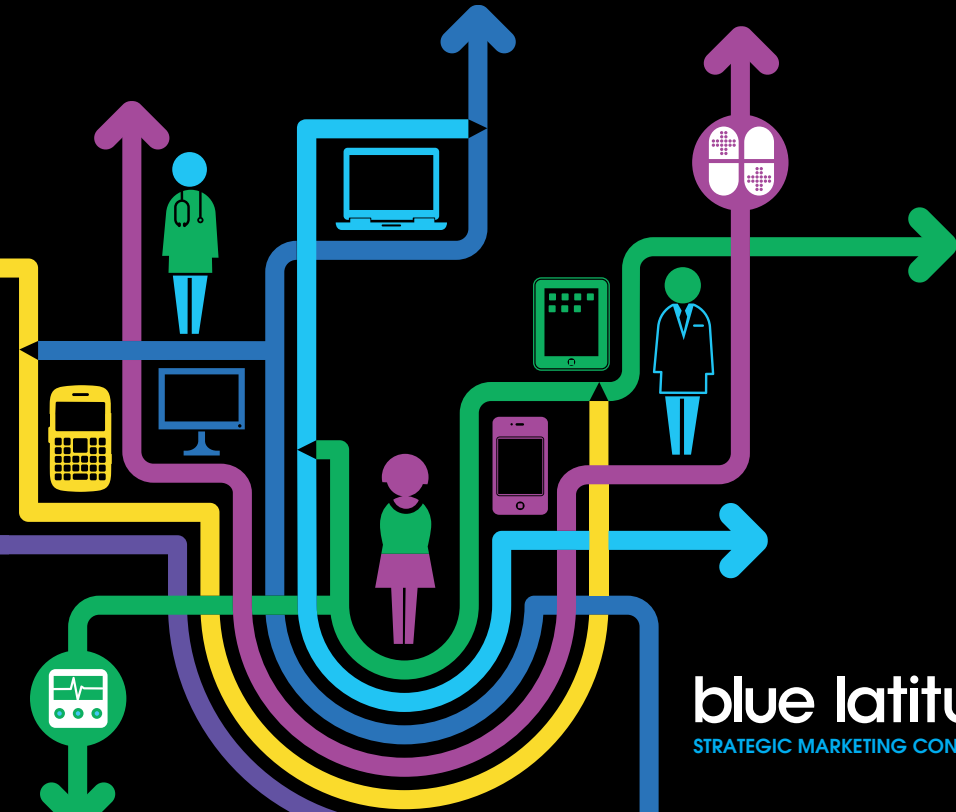


# Where Now? <sup>o</sup>

## 3 Steps to Navigating Multichannel in Healthcare



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STRATEGIC MARKETING CONSULTANCY



# The Multichannel Journey

Your customers are engaging with information, services and colleagues, through an overwhelming variety of channels and devices.

Navigating this multichannel healthcare ecosystem can be challenging, and it is all too common to find yourself replicating old sales messages through different channels, rather than innovating and forging new paths.

The environment is constantly changing and there are multiple routes you can take. To make matters more complex, most clients and their customers are all at different points on the journey.



# Where Now? <sup>o</sup>

This is why it is so important to identify the requirements and plan accordingly.

By ensuring you have aligned your business multichannel capabilities and understood how your customers are using different channels in their search for information and services, you can achieve the ultimate goal of delivering customer value - helping to drive lasting behaviour change.

**Find out how Blue Latitude can help you achieve multichannel excellence:**

<http://bluelatitude.net/strategy-planning/>



# Identify

The route you take is defined by identifying your customers' needs and motivations during their learning journey.

You also need to understand your business or brand strategic objectives and map this against your internal multichannel capabilities.

By linking your business and customer objectives you will ensure your multichannel journey moves in the right direction.





In order to execute a flawless multichannel programme, it is essential to understand the key elements which should inform your strategy – your customers, your environment, and your business.

### **Customer:**

- Who are they?
- Where can they be found?
- What are their channel preferences?

### **Business:**

- What is the business need?
- What platforms are available?
- What is the budget?

### **Environment:**

- Who are your key competitors?
- Is the market ready?
- What are the most readily available channels available?



# Plan

Multichannel requires proper planning in order to gain valuable insight. Your implementation should be based on what you know, allowing you to integrate multiple touch points and deliver a quantifiable return on investment.



## Stage 1

### **Are you using multichannel to address both the customer and business need?**

- Confirm your priority based on commercial impact.
- Define how the project satisfies both the stakeholder group and the strategic drivers.
- Audit existing and upcoming projects to identify how to meet new project goals.

## Stage 2

### **Are you engaging multichannel to reach, engage, and retain?**

- Develop a plan for your content to meet the customers' need and enhance current projects.
- Use key events to influence your content schedule, increasing the relevance of your message.
- Integrate tactics effectively; ensure you are doing enough to reach, engage, and retain customers.

## Stage 3

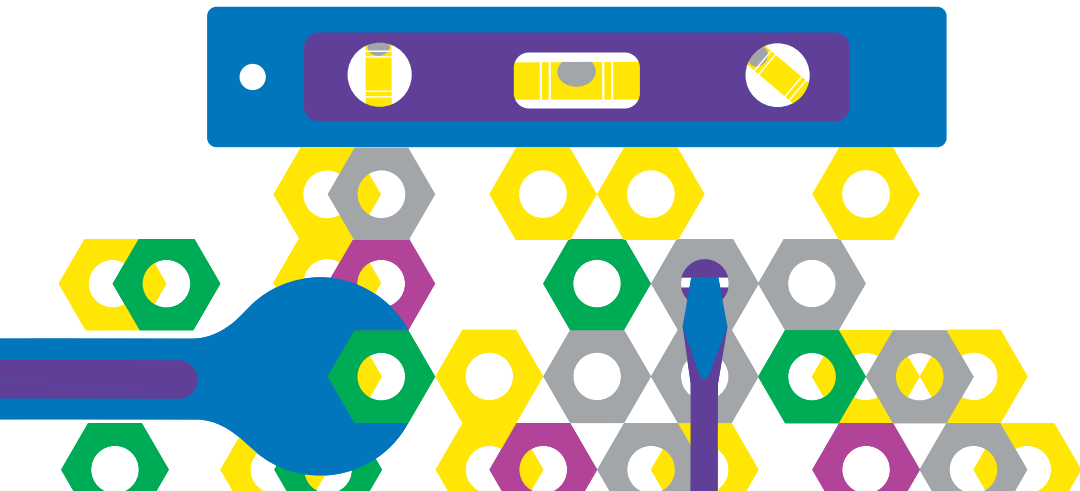
### **Have you consolidated and validated your plan?**

- Develop a plan to ensure you know your campaign's potential reach and the required investment.
- Ensure there are sufficient resources committed to reaching the right audience, engaging with them, and retaining their interest.
- Have a contingency plan in place so you know how to address the multichannel gaps and barriers you may face.



# Improve

Using data and insight collected throughout the journey, you will be able to assess how multichannel has helped you achieve the goals of your customer and your business.







## Measure:

### Only measure what will...

- Be useful for you to know
- Better help you understand your customers
- Help you optimise your current and future tactics

## Learn:

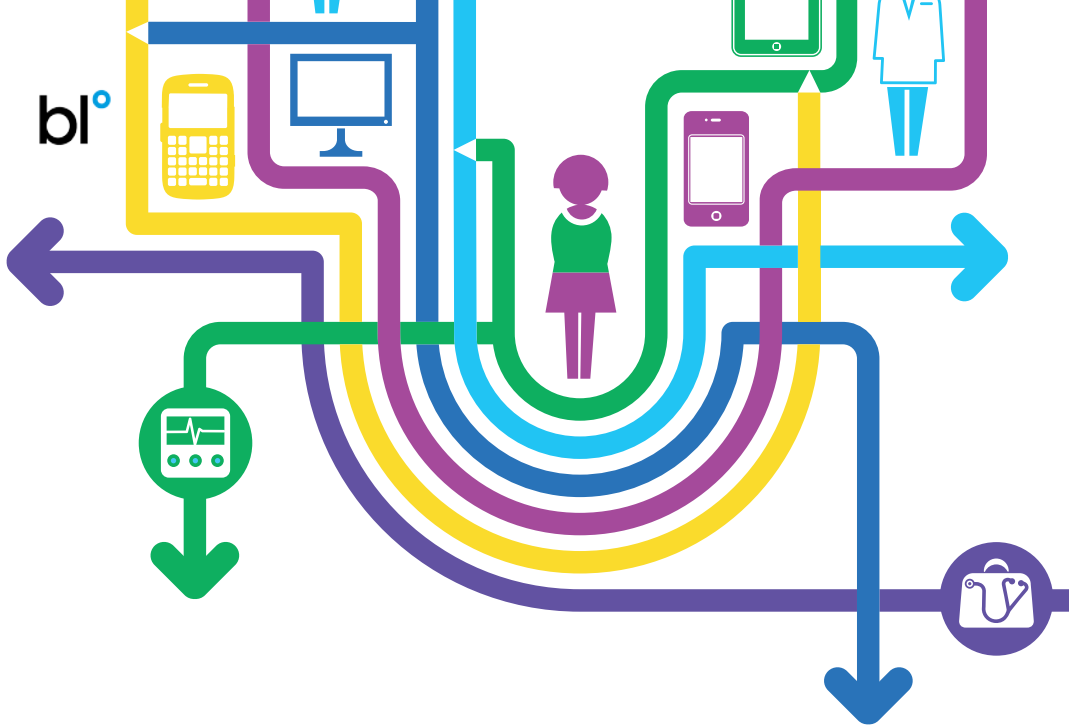
### Understand...

- Your findings
- What these measurements tell you
- How tactics can be further improved

## Optimise:

### Optimise

- Based on what you now know
- Your plan to reduce cost
- Your plan to increase its impact



At Blue Latitude we innovate through the combination of strategy, customer experience and implementation to deliver customer interactions which are meaningful for our clients and their customers.

Our approach balances the commercial objectives of the brand with an obsessive understanding of the customer's needs and behaviours throughout the treatment journey.



Get in touch with us today to  
find out how we can help you to  
navigate your multichannel journey:

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Blue Latitude is a strategic marketing consultancy, focusing on creating exceptional customer experiences in healthcare.

We work with decision makers, who transform and save lives all over the world.

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