THE PERIODIC TABLE OF PHARMA MULTI-CHANNEL MARKETING

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

												Informative Value	Real-time Timeliness	Images	Data Modelling	Analytics
1		Research		Owned Media		Content Relevancy			Martech		41	47	52	58	65	72
Therapeutic Perception	Strategy			Paid Media		Content Format			KPIs		Key Opinion Leaders	Utv Utility Value	Lot Location Timeliness	Videos	Analysis and Insights	Cd Customer Data
2	Channels			Earned	d Media	Da	Data and Analytics			37	42	48	53	59	66	73
Sk Stakeholder Insights	Rt Dk Re-targeting Digital KOLs										Monetary Value	Jot Journey Stage Timeliness	Animations	Segmentation and Targeting	Data Management	
Ba	Sa	EX	Ps	In	Ed	PC	Dm	Lp	Eb	³⁸ Cn	Mr	Env	Cut	Au	⁶⁷ Та	Ca
Brand Audit	Stakeholder Audience	Experience Journey Map	Personal	Internet	E-details	Print Collateral	Direct Mail	Landing Pages	Exhibitions	Congresses	Media Relations	Entertainment Value	Cultural Timeliness	Audio	Tracking and Attribution	Campaign Management
CO Competitor Benchmarking	AS Audience Segmentation	BS Brand Strategy	Telephone	Events	Ws Websites	Blogs	Email Newsletters	Cb Chatbots	Di Display Advertising	Advertising	OSO Organic Social	Sov Social Value	Personalisation	Virtual Reality	Rd Reporting and Dashboards	Marketing Automation
	Persona	10 CS Channel Strategy	Post	Outdoor	21 Ap Apps	Tm Text Messages	Webinars	33 lot Internet of Things	Pse Paid Search	PSO Paid Social	OSE Organic Search			Ar Augmented Reality	Op Optimisation	
			14	18	22	26	30									

Cf

Conferences

Sm

Social Media



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RC Reach











Tx



Re

Bc

Broadcast

Pd

Podcasts