

Multi-Channel Marketing

Provide “the right content to the right customer, through the right channel, at the right time



OVERVIEW

The objective of this programme is to bring core elements in place to provide “the right content to the right customer, through the right channel, at the right time, consistently.. Participants are divided into syndicates of three and guided through the theory behind each step of the process before competing against the other teams within a highly detailed case study presented within our Simfact business simulation. The course is available in both blended learning and in-class versions.

KEY TOPICS

MULTI CHANNEL MARKETING

In the multi-channel marketing section, we take a close look at the channels available to the brand manager and how they should be used together to deliver an integrated and synergistic campaign.

DIGITAL SALES AIDS

The objectives of this module are to provide you with a basic understanding of Digital Sales Aids, the types of content and features that are considered best practice, the benefits of including digital sales aids in your channel mix to deepen our engagement with the HCPs, and lastly, to reinforce that data driven insights should be the foundation of changes you make to improve your digital sales aid effectiveness.

APPROVED EMAILS

The objective of this module is to provide you with a basic understanding of emails as a channel within a multichannel strategy; the types of content and features that are considered best practice; the benefits of including emails in your channel mix. And lastly to reinforce that data driven insights should be the foundation of changes you make to improve your email channel effectiveness.

HCP WEBSITES

The objectives of this module are to provide you with a basic understanding of the HCP website channel, the types of content and features that are considered best practice, the benefits of including HCP websites in your channel mix to deepen our engagement with HCPs, and lastly to reinforce that data driven insights should be the foundation of changes you make to improve your HCP website effectiveness.

SOCIAL MEDIA

The objectives of this module are to give you a basic understanding of the use of social media in pharma as well as the how to measure the benefits and how to identify and mitigate risk.

WEBINARS

The objective of this module is to provide you with a basic understanding of the webinar channel, the types of content and features that are considered best practice, the benefits of including webinars in your channel mix, in order to deepen engagement with HCPs. This module will continue to reinforce that data driven insights, should be the foundation of changes you make to improve your webinars effectiveness.

CHANNEL INTEGRATION

The objectives of this module are to provide you with a basic understanding of channel integration, the methodologies and processes that are considered best practice, the benefits of taking a holistic view to multichannel marketing, and lastly to reinforce that data driven insights should be the foundation of changes you make to improve your multichannel marketing.



This programme uses our bespoke business simulation platform called SIMFACT. Business simulations provide the highest learning retention rates and effectively incorporate new competencies and theory, changing peoples’ mind-sets in the shortest possible timeframe.



This programme is monitored by our next generation dashboard, called the COCKPIT. It allows managers the ability to monitor and measure, usually in real time, the level of knowledge of each participant before, during and after the programme. It also allows the management to see how they have used the theory within the business simulation and the results that their team has achieved.

Blended Version

	Development Needs Analysis	Online Test
	Multi-Channel Marketing	Elearning
	Digital Sales Aids	Elearning
	Approved Emails	Elearning
	HCP Websites	Elearning
	Social Media	Elearning
	Webinars	Elearning
	Channel Integration	Elearning
	Multi-Channel Marketing (1 day simulation Based)	In-class
	eBook	Online Book
	Post-evaluation and Certification	Online Test

In-class Version

	Development Needs Analysis	Online Test
	Multi-Channel Marketing (1 day simulation Based)	In-class
	eBook	Online Book
	Post-evaluation and Certification	Online Test