

Touching All the Bases: Why Touchpoint Strategy is Crucial for Omnichannel Marketing

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Healthcare Professionals absorb information across an array of channels. They hop between print publications, websites, social media, EHRs, apps, email, and many more. Like the shape of a snowflake, every HCP is unique and has a complex path through their day as it relates to information consumption. As marketers, how do we make an impact for brands? How does a brand stand out?

To stand out, pharmaceutical brands need to embrace omnichannel marketing, which our definition is a “data-driven unified customer-centric experience across all channels”. But with so many possible touchpoints, how does a brand ensure a consistent, compelling narrative? That’s where touchpoint strategy comes in – the art of orchestrating every interaction to build brand loyalty and drive engagement and conversions. Here’s a list of the top items to keep in mind:

1. Create a Cohesive Brand Story: A strong touchpoint strategy ensures your brand message resonates consistently, regardless of the channel. Disjointed and broken experiences leave customers confused and disengaged. Strategically mapping the customer journey, aligning messaging and branding across all touchpoints, and delivering it through a technically sound infrastructure helps create a unified brand story that can resonate deeply.

2. Use data to drive decision-making: Touchpoints within Omnichannel marketing aren’t static; it’s constantly evolving based on data insights. By responsibly segmenting and tracking customer behavior across an ecosystem, you can identify which touchpoints are most effective and where to optimize experiences. Omnichannel is a perfect mechanism to conduct A/B testing on messages, which ensures your touchpoints remain relevant and impactful over time, maximizing ROI.

3. Personalize at every turn: Today’s consumers demand relevance. They expect brands to understand their needs and preferences. A well-defined Omnichannel program gathers data from various touchpoints, creates actionable segments, and allows for personalized content and experiences. Imagine an Oncologist searching on BING for information related to a novel MOA, then an hour later seeing a social media post from an HCP influencer walking through a poster (in detail) about that same MOA? That’s the power of personalized touchpoints – driving engagement through extreme relevance.

4. Ensure the journey is frictionless: Customers shouldn’t face hurdles while navigating a brand ecosystem. Appropriate touchpoints within Omnichannel marketing helps eliminate friction by enabling smooth transitions between channels – driving HCP’s to other highly relevant and deeper content. This frictionless experience fosters brand trust and encourages repeat engagement. Ecosystems that drive to broken pages or irrelevant content creates a negative impact that can have a lasting impact.

In summary: In this omnichannel age, remember that every touchpoint matters and its more than just being present on multiple channels. It’s about orchestrating every touchpoint to tell a complete and compelling brand story to build lasting relationships with customers.