



Omnichannel in Pharma – how will you get there?

Mastering omnichannel engagement is one of the top six priorities for the Pharma industry.

Harnessing the vast volume of data the industry generates through multiple data sets throughout the treatment cycle, gives marketers the most valuable data needed for effective engagement strategies.

Circus Street researched and created Pharma lessons that are designed to address all aspects of mastering cohesive, integrated omnichannel marketing.

2023 Top Transformation Priorities for the Pharma Industry

1

Omnichannel Engagement

Master a complete view of digital and in-person touchpoints for each customer, from a single source of truth to deliver real-time insights

2

Data Interoperability

Understand how aggregated data and insights can power customer centricity and omnichannel experience. Build out customer segmentation beyond demographics

3

Customer Centricity

Upskill marketing and sales teams to become more customer & patient centric – putting the patient at the heart of every strategy created for HCPs

4

Know Your Customer

Improve customer and patient journey mapping within the ecosystem, understand segmentation and customer journeys

5

Effective Attribution / measurement

Build out attribution modeling in the sales cycle– how to identify highest ROI lead generating touchpoints and link to revenue management

6

Go-to-market changes and regulatory challenges

Scaling effective and customer relevant digital transformation in a highly regulated market with new go-to-market strategies

Circus Street is committed to upskilling the Pharma industry by developing a program of Pharma curated lessons – for a future fit workforce

We partner with you and your SME's, C-Suite and functional leaders to design curated learning paths that meet the specific requirements of their business.

Hear what our learners had to say

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I started with 10% and ended with 90% so I learned a lot – we are in a strong year of strategic launches – in a few weeks we will have a new product in the market and this helped inform our very wide execution of the launch. Even though I'm in sales this helped me understand the process of the launch.

**Sales Manager,
Boiron**

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[The courses] helped me to have a better understanding of the needs of my pharmaceutical clients. For the future it will be helpful to develop a better SEO strategy for our product with the pharmacies. Their websites are not updated so we have a lot of work to do to update our vendors sites for our products.

**KAM Marketing,
Boiron**

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Generally, I find the contents of the lessons well structured. I started to “attend” Circus Street lessons when I was in the marketing department and I continue now that I've moved to Public Affairs because, to me, knowing digital is essential whatever your role is.

**Public Affairs,
Sanofi**

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I have noticed my colleagues in sales and other departments have started to understand the importance of digital – that this is the future and that things are evolving and that you can more accurately target your consumers.

**Marketing Manager,
Boiron**

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Some of the trainings on these topics were very insightful – someone in marketing in France said the trainings change the dynamic at the end of the day and makes you not need a media agency.

**VP,
Boiron**

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Digital measurement is my favorite course it helps us define KPIs and helps us define what's worth measuring. We are now looking into google analytics and re-examining our KPIs.

**Marketing Manager,
Boiron**

Get in touch to find out how we can help your team

Please contact
new.business@circusstreet.com



How do our tailored learning programs map to these key challenges?

1

Omnichannel Engagement

Skills:

Develop an optimised omnichannel campaign

Identify the areas of risk and opportunity for optimisation

Identify what data mix and frequency is optimal with analytics

Lessons:

Pharma & Healthcare Omnichannel Essentials

Pharma & Healthcare Omnichannel Strategy

Pharma & Healthcare Omnichannel Best Practice

Digital Measurement Essentials

Digital Measurement Best practice

2

Data Interoperability

Skills:

Use customer data to drive effective campaigns

Add granularity to targeting efforts using demographic, psychographic, transactional, behavioral and product data

Influence decision making with data driven storytelling and visualization

Lessons:

Data & Targeting Essentials

Data & Targeting Best Practice

Data Storytelling Essentials

Data Storytelling Best Practice

Data Visualization Essentials

Data Visualization Best Practice

3

Customer Centricity

Skills:

Master the principles of delivering customer centricity

Leverage a granular understanding of customers

Apply customer insight and optimize for success

Integrate the content lifecycle and customer journey

Lessons:

Customer Centricity Essentials

Customer Centricity Strategy

Customer Centricity Best Practice

Pharma & Healthcare Content Essentials

Pharma & Healthcare Content Strategy

Pharma & Healthcare Content Best practice

Digital Marketing Strategy Essentials

Digital Marketing Strategy Best Practice

4

Know Your Customer

Skills:

Effective planning and measurement of personalisation

Create and evaluate segmentation strategies

Design tailored customer journeys and identify the most valuable customer segments

Lessons:

Segmentation

Personalisation

Customer & Patient Journey Mapping for Sales & Marketing Essentials

Customer & Patient Journey Mapping for Sales & Marketing Strategy

Customer & Patient Journey Mapping for Sales & Marketing Best Practice

5

Effective Attribution / measurement

Skills:

Build out attribution modeling in the sales cycle

Identify highest ROI lead generating touchpoints and link to revenue management

Lessons:

Digital Measurement Essentials

Digital Measurement Best practice

Analytics Essentials

Customer & Patient Journey Mapping for Sales & Marketing Best Practice

Performance Marketing Best Practice

6

Go-to-market changes and regulatory challenges

Skills:

Set metrics and KPIs that achieve business objectives

Principles of compelling eDetailing material

The framework for developing customer-centric, goal-driven campaign launch capabilities, using agile to stay adaptive and remove silos

Lessons:

Launch Campaign Excellence Essentials

Launch Campaign Excellence Strategy

Launch Campaign Excellence Best Practice

Agile Strategy

Agile Best Practice

To find out more, get in touch with your account team, or reach out to new.business@circusstreet.com for more information.