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Leveraging the Power of Print Combined with Digital Advertising to Rapture Your Audience

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Leveraging Print Combined with Digital Advertising Starts with:

Synchronizing Your Brand - Online & Offline Advertising / Marketing

Why does YOUR Brand Advertise?

Why does YOUR Brand Advertise?

● Reach Potential Customers aka "Target Audience"

● Create "Brand" Awareness

● Get Phone Calls

● Drive Potential Customer's to your Website

● Landing Page "Conversions"

● Sell Products / Services

● Contact Inquiry

How to Embrace the Digital Transformation in the Pharmacy & Healthcare Industry Sectors

Create an Effective Online & Offline Advertising / Marketing Strategy

- Understand Business Goals

- Identify Ideal Target Audience

- Set Strategy in Alignment with Business Goals & Audience

- Create Enchanting Content that Supports Strategy

- Keep Content Consistent across all Mediums

- Test, Measure, Adjust Campaigns

Creating an Effective Online & Offline Advertising Strategy Starts With:

Business Goal | Purpose

Know the End Goal FIRST!

Create a connection between your brand & your customers by building trust - that motivates THEM to **TAKE ACTION**!

Have a Clear **Purpose** of Your "**Business Goal**" this will Shape your **Advertising / Marketing Strategy** Both Online & Offline.

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Identify Target Audience
Know Your IDEAL Target Audience & Where They Are Online & Offline

Who Are They?

Target Audience | Buyer Persona

BUSY Pharmacy Management, Healthcare C-Suite, Pharmacists, Hospital Personnel that Can Authorize / Approve Buying Decisions.

Target Audience

Where Are They Online & Offline?

- On the INTERNET
- Social Media Channels ex. LinkedIn, Twitter YouTube

- Trade Shows, Expos & Awesome Summits
- Industry Publications / Print

What Do You Want Them To Do?

Complete the ACTION = Calls, Website Visits, Landing Page Conversions, Buy Product or Service, Form Fill Outs, etc. (KPI's)

Measurable Engagements with Your **Brand** Based on Key Performance Indicators (KPI's)

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The Integrated Marketing Mix

SEO		PRINT
PPC		TV / RADIO
SOCIAL MEDIA	**Business / Brand Website**	DIRECT MAIL
EMAIL MARKETING	**Brand Identity = HUB**	TRADESHOWS
AFFILIATE MARKETING	Landing Pages	BILLBOARDS
VIDEO MARKETING		

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Brand Positioning – Online Advertising / Marketing

ONLINE ADVERTISING | MARKETING OPPORTUNITIES

ONLINE

Digital Marketing | Advertising (Paid & Organic)

SEO	(Search Engine Optimization) Organic Reach - Marketing ex. Website Rank in Search Engine(s)
PPC	(Pay Per Call) ex. Google Ads
SOCIAL MEDIA	ex. LinkedIn, YouTube, Twitter
EMAIL MARKETING	Email List (CMS System / Database) of Your Customers & Potential Customers "Target Audience"
AFFILIATE MARKETING	Third Party Websites that Advertise / Sell Your Products or Service ex. Amazon, Online Industry Publications
VIDEO MARKETING	ex. YouTube, Social Channels LinkedIn, Twitter

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Brand Positioning – Offline Advertising / Marketing

OFFLINE ADVERTISING | MARKETING OPPORTUNITIES

OFFLINE

B2B Offline Marketing | Advertising Opportunities

PRINT

TV, Radio

Direct Mail

Tradeshows

Referrals / World of Mouth

Sales Person

Set up Advertising Strategy that is in Alignment with Business Goal to Reach Your Target Audience

Advertising / Marketing | Strategy

Create Advertising / Marketing Strategy that Resonates with your Target Audience & Supports Your Business Goal

PRINT is Powerful!

"69% Healthcare Professionals said Print Journals were the most important to them & the third most important advertising medium"   * e-consultancy, 2018
https://econsultancy.com/integrated-print-digital-campaigns-could-be-what-the-doctor-ordered-for-pharma-marketers/

Integrating Digital

"*Digital* technology has increased the pace of change in consumer and patient expectations, but most *pharmacy and healthcare* organizations are trying to catch up." * e-consultancy, 2018
https://econsultancy.com/embracing-digital-transformation-in-the-pharma-and-healthcare-sectors/

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Technology is Evolving: The Online & Offline World Experiences are Rapidly Blending & Overlapping

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Create **Enchanting Content** both Online & Offline that Support Your Business Goal

ENCHANTMENT

"The Art of Changing Hearts, Mind & Actions" – Guy Kawasaki "Enchantment 2011"

Create Enchanting Content

Solve a Problem, Educate, Inspire – Provide Value to Your Target Audience

Enchantment
The Art of Changing Hearts, Minds, and Actions

Blend Both Your Online & Offline Advertising – and Create AMAZING Content for Your Brand.

● Consistent Branding
  - Brand logo, Look & Feel, Colors

● Clear Message (Heading) that "Tells Me Exactly What You Do!
  - Don't Make Think too Hard
  - Give Audience a reason to ==TAKE ACTION==
    ex. Incentive, offer, case study

● Image / Video - Tell the Story

● Provide CTA (Call To Action)
  - Give Audience A Reason to TAKE ACTION!

Blend both your Online & Offline Advertising Content - to Create an AMAZING Customer Experiences with Your Brand.

#1 Solve a Problem, Educate, Inspire – Provide Value to Your Target Audience

- Utilize E.A.T. (Expertise, Authority & Trustworthiness)
  - Why Should I Buy / Do Business with You?

- Give UVP (Unique Value Proposition)
  - What Sets Your Brand Apart?

- Provide Audience Every Opportunity to "Contact You"
  - Address, phone number, website, email

- Implement Tracking of Advertising Online & Offline

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Integrated Online / Offline Advertising Campaign

RMS Retail Management Solutions

- PRINT Advertising
- Website Landing Page
- YouTube

Meet Bob – PRINT ADVERTISING

Implementing Med to Bed Program that Increased Revenues... Bob Got Promoted!

Revolutionary Enterprise
Pharmacy Mobile Point of Sale Software

Meet Bob.

Bob just got promoted for increasing revenue and improving patient outcomes!

Be like Bob.

Implementing Med to Bed Program that Increased Revenues... Bob Got Promoted!

See how Bob got promoted... www.rm-solutions.com/bob

RMS Retail Management Solutions
Celebrating 20 years of pharmacy point-of-sale innovation

1.877.767.1060 | sales@rm-solutions.com | Follow us on Facebook, LinkedIn and Twitter

R M S Retail Management Solutions

Client Login   Employees

PRODUCTS   SERVICES   TESTIMONIALS   BLOG   PARTNERS   ABOUT   CONTACT
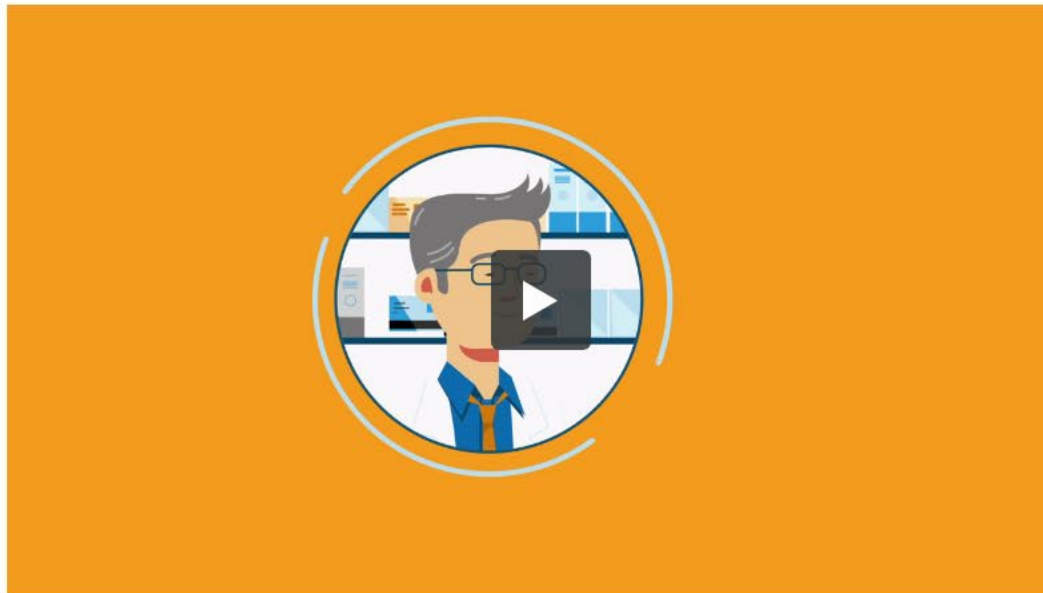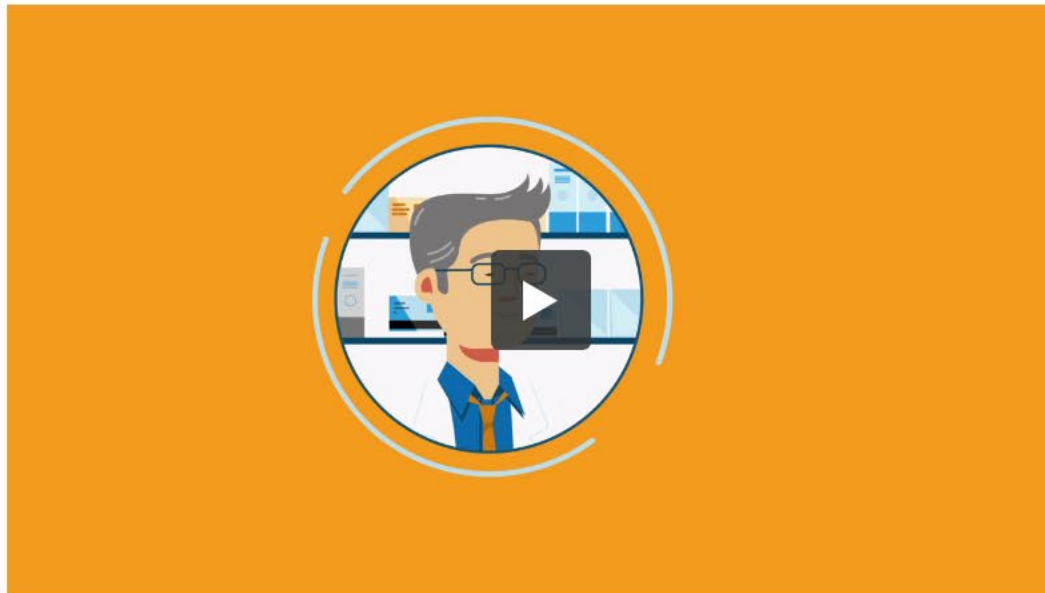
Meet Bob.

Revolutionary Enterprise Pharmacy Mobile Point of Sale Software

Be like Bob.   **Implementing Med to Bed Program that Increased Revenues... Bob Got Promoted!**

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BRAVO! INTERACTIVE MEDIA

R M S Retail Management Solutions

Client Login   Employees

PRODUCTS   SERVICES   TESTIMONIALS   BLOG   PARTNERS   ABOUT   CONTACT

Meet Bob.

**Revolutionary Enterprise Pharmacy
Mobile Point of Sale Software**

Be like Bob.   **Implementing Med to Bed Program that Increased Revenues... Bob Got Promoted!**

Keep Branded Content Consistent Across All Mediums

Best Practices | On & Offline

● Consistent Branding Across All Online / Offline Mediums (Channels)

● Post (Distribute) Content Across all Brand's Channels`

     - Website/Landing Page, Social Media, YouTube, Blog.

● Clear Message (Heading) that "Tells Audience Exactly What TO Do!

● Provide Clear CTA (Call to Action)

● Give Audience Every Opportunity to "Contact You"

Measurement | Tracking

Measure Your Brand's Engagements based on Key Performance Indicators (KPI's)

KPI's – ex. Calls, Website Visits / Landing Page Conversions, Buy, Form Fill Out

Implement Tracking of Advertising Both Online & Offline

i.e. Google Analytics, UTM Code Tracking, Unique URL's to Landing Page

Actionable Steps

Create an Effective Online & Offline Advertising / Marketing Strategy

● Understand Business Goals

● Identify Ideal Target Audience

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● Create Enchanting Content that Supports Strategy

● Keep Content Consistent Across all Mediums

● Test, Measure, Adjust Campaigns

Measurable Engagements with Your Brand Based = Key Performance Indicators (KPI's)

Thank You!

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