

Getting Ready for Modular Content: An Agency Perspective

Biopharma companies created 3.5 times more digital content in 2020, underscoring HCPs' increased demand for more relevant information delivered in their preferred channel. As a result, marketers have been tasked with creating more content, faster—and often, without additional resources.

As agencies, we support marketers to create content that enables personalized experiences for HCPs. We rely on data-driven insights to inform the content creation process. This includes reevaluating how to develop, approve, and deliver compliant assets, ranging from creative designs and copy, to claims and taxonomies. The goal is to consistently deliver the right content at each stage of the customer journey.

How is this achievable? Through modular content, the process of creating pre-approved content blocks (also known as 'modules') that marketers can quickly and easily recombine into a variety of polished assets. With a modular approach to content, commercial teams engage the most impactful people at the right times—across every channel.

Components

Graphics, images, claims, copy



Module

Relationships between components and business rules to inform usage



Relevant Content

Content derived from approved modules



Compliant Content at Scale

While marketing technology enables personalized customer experiences, it requires relevant and valuable content to engage customers at every touchpoint. Developing content in a modular way allows agencies to focus on customer needs and messages to support engagement across multiple channels.

With modular content, agencies can test, learn, and optimize messages in an iterative and focused manner. By combining upfront strategy with purpose-built software, they can instead focus on delivering high-value content to meet demands, without limiting creativity.

Building a Foundation for Modular Content

So, what's the best way to get started? First, there isn't a one-size-fits-all solution for modular content. It requires a concerted effort and alignment across stakeholders, including marketing, commercial operations, IT, medical, legal, and regulatory teams. Agencies need to partner with teams to re-think content creation and find the right combination of messaging, visual design, and channel strategies that deliver the right experiences in a timely manner.

When creating content in a modular format, consider the following:



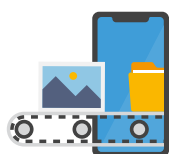
Content Strategy and Experience Design

Start by using design thinking to understand the target audience's needs, and then determine how to solve them. Agencies should learn where and how customers consume content, and the impact it carries across channels and regions. It's important to create a comprehensive content strategy for each key message and theme per audience, customer segment, or persona.



Channel Strategies

Once the strategic plan and experience map are complete, switch to a technical design mindset to understand how the content will flow into each channel. Specifically, look to create channel-specific templates that marry the core creative assets with the layout to accelerate this process. When templating and standardizing the technical content structure, use marketing automation technologies to quickly assemble and publish content. Quickly test content performance and have the mechanisms to adjust with already approved content.

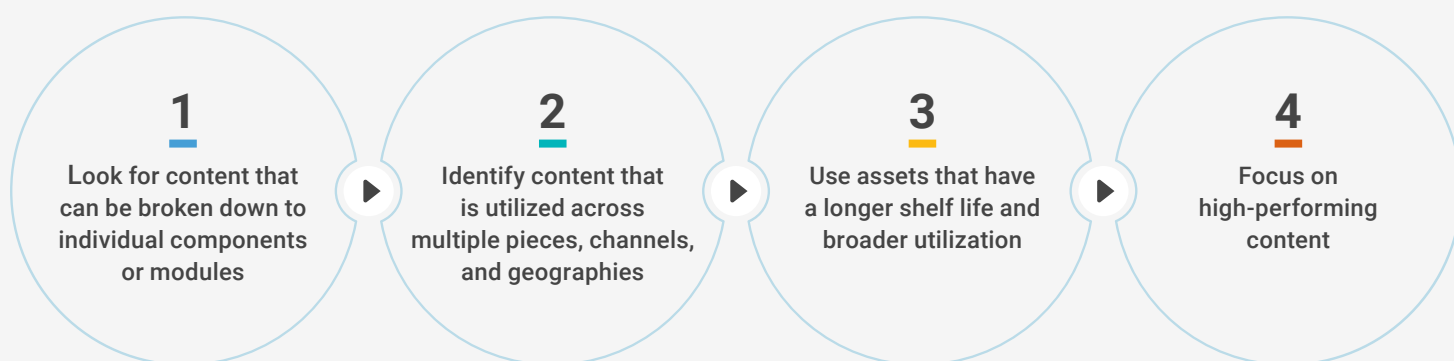


Creating and Designing Content for Modular Use

Get alignment with stakeholders on the type of experience you want to create across channels and begin building an approved modular content library that will support the experience. Many biopharma companies need help figuring out where to start.

Upfront planning and content strategy are the basis to align on requirements and establish a scalable process to support the ideal content lifecycle. Look at your existing inventory of content and determine which assets are valuable and could be repurposed.

ASSESSING YOUR EXISTING CONTENT INVENTORY



These are good indications of what can be considered for modular use.

Accelerating the MLR Process

Claims management is a big part of centralized content management that can help accelerate content creation and medical, legal, and regulatory (MLR) approval. Start by creating content utilizing the core claim and make that part of the module. Utilizing software with automated claims linking functionality can accelerate the end-to-end content journey. When compiling and building the composite content, the claims are linked to each output, whether an interactive visual aid (IVA), approved email, social ad, press release video, ad banner, or even a direct mailer. This helps with reuse, internal agency fact-checking, editorial rounds, and overall modularization of content. Using auto-claims linking will increase both time and cost savings.

The ability for MLR reviewers to understand which components have already been approved is also crucial for faster approvals, enabling a modular approach. Reviewers benefit from a centralized system that is integrated with MLR to quickly reference and understand the status of all assets.

Maintaining Compliance

It is crucial to establish a single source of truth for managing approved modular content for compliance purposes. Creating a library of pre-approved content enables individuals to then create marketing assets quickly, and at scale.

Having software that automatically creates an audit trail and tracks usage streamlines the end-to-end process. To drive adoption, having the flexibility to reuse content in a single compliant platform is essential.

Achieve Adoption Across Channels

Marketers realize the full benefit of modular content when there is scale—either global scale across geographies or scale across channels within a given geography.

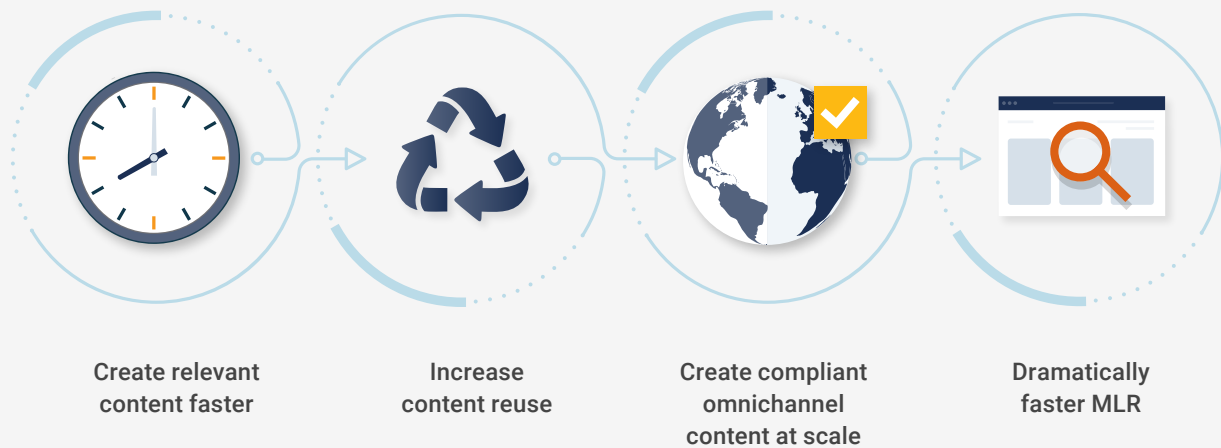
The highest level of adoption tends to be at the global level, where teams are tuned into how they can accelerate content for local markets. At the local level, however, reuse of content between channels and the reuse of content between campaigns is not always well-tracked or prioritized.

Sometimes this inattention is due to a perception that reuse is the killer of creativity. As agencies, we believe we can maintain the highest level of creative integrity while increasing output of relevant content with a modular approach. Once building blocks for a centralized platform and process have been established, there's an opportunity to achieve cost savings, time savings, and MLR time savings. Overall, the quality of content also exponentially increases, and we can deliver content that truly meets our customers' needs.



Summary

Modular content is a flexible, scalable way to create digital content at an accelerated pace. Biopharma companies will benefit from operational efficiencies and reuse of existing content while maintaining their focus on compliance. The long-term potential for modular content is to create valuable experiences for health care professionals that are on par with digital experiences in their personal lives. As Veeva content partners, we see the opportunity to create better, more engaging content faster and at scale as a key element to driving results for our customers.



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About the Agency Opinion Leader Forum

The Agency Opinion Leader Forum, a Veeva initiative is a community of leaders from global agency networks collaborating to discuss and establish industry-wide standards on content, agency excellence, and improving agency-biopharma relationships.

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