



Agency Tips for Omnichannel Content Success

On the face of it, omnichannel and multichannel seem like different words for a similar strategy. But they couldn't be more different. Multichannel is now the standard practice for communicating with your audience based on their preferred channel. Omnichannel is more personalized and focuses on building a conversation with your audience that is relevant to their buying decisions and flows through all channels. With omnichannel, you're presenting more than **modular content**. To be successful, you need to deliver the right content, through the right channel, at the right time to spark the best decision.

All of that requires a more upfront strategy to build content excellence, engage stakeholders, and align technology into just the right mix for significant results. It can be a complicated process. So, we asked agency content experts about the tips for content success when building and executing an omnichannel approach.

MULTICHANNEL ENGAGEMENT



Multiple channels but not integrated

OMNICHANNEL ENGAGEMENT



Fully integrated across channels and customized to needs and preferences

Invest time in the first steps

According to **Vikki Ward**, European project and content delivery lead at Havas Health & You, “Capturing an Amazon-style audience experience is the gold star of many omnichannel efforts. The challenge is to build a more intuitive experience without being intrusive. Getting that mix right requires early planning, which begins with collaboration and buy-in across the organization.”

“Creating omnichannel experiences is the ultimate team sport. You need contributors to imagine and carefully craft the conversation you’re having with the audience,” says **Paul Pierce**, senior vice president, professional services at EVERISANA INTOUCH.

With the ultimate goal of sparking behavioral change in the audience, opening this conversation to the widest group of stakeholders is critical. It can surface unique aspects of the selling and buying process that might not come up with a smaller group.



1. Build a planning team that includes members from your technology team, commercial brand team, sales, data and analytics team, media partners, and **medical, legal, and regulatory (MLR) representatives**. This approach will give you a consistent window into the organization’s range of best practices, capabilities, and regulations. This background can help you avoid content pitfalls down the road.



2. Work with this team, or a subset, to outline high-level segmentation of the target audiences.



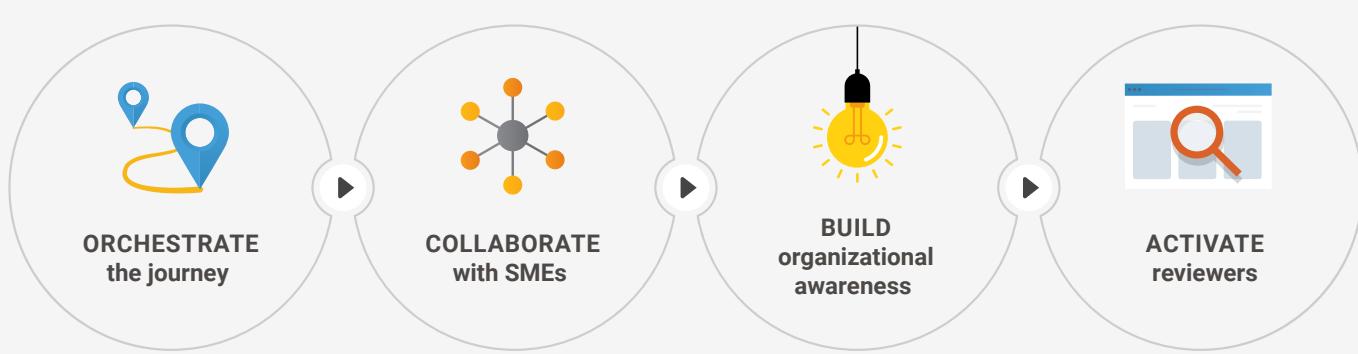
3. Add personalization triggers into the audience’s journey. These should be relevant to the conversation and can be as simple as geography, older versus younger, and daytime working hours versus evening hours. This approach will guide your creative decisions, such as serving up videos outside work hours or asking for quick daily engagement.

“When you take time in the early stages of planning, discussing a roadmap and vision will make it easier to get everyone on the same page on the path to executing your omnichannel activation plan,” says **Adam Hirsch**, executive vice president, innovation and transformation at Real Chemistry.

Deliver the best conversation

Now it's time to build the content that makes the omnichannel conversation relevant and dynamic. But this might require a mindset shift. With a multichannel approach, you adapt content to multiple devices and optimize it for scalability, velocity, and efficiency. You can repurpose successful multichannel content for an ad, website, or email.

While omnichannel content goes a step further, it must engage the audience at the right moment to provide an excellent customer experience and encourage decision-making that moves them to the next step in the conversation. The key to actionable content is using all your resources to set that decision pathway.



Orchestrate the journey: Use audience data to understand their journey and interests.

With omnichannel, ads, emails, and website content are now a part of a holistic experience for audience groups with content supporting the whole conversation.

Collaborate with SMEs: Subject matter experts can help you choose content that resonates.

For example, sales leaders know the best time to offer detailed content to a prospect. In contrast, a medical content team can identify a series of content that guides the audience through a potentially complicated decision.

Build organizational awareness: Bringing MLR and technology teams into the discussion can raise their understanding of how templates, content, and technology contribute to the success of an omnichannel effort. They'll gain a perspective on the whole ecosystem and how they can contribute to it or possibly limit its success.

Activate reviewers: It's possible that messaging can become inconsistent through the process of personalization.

"Marketing and agency partners can help you bring in enterprise and brand-level stakeholders to build tools that ensure consistent messaging – including regulatory non-negotiables, submission templates, core claims library, and business rules," says **Dylan Trent**, vice president, science and regulatory at Klick.

Test for success

A successful omnichannel approach takes a bit of nurturing and time. It includes careful technology and channel integrations, monitoring, testing, and adjustments to automation technologies. With so many variables, experts recommend you begin by launching omnichannel tests to see if the conversation is flowing the way you want.

Instead of trying to pull data on the entire effort, start with a limited set of connections. "We encourage pilots, starters, and experiments. Connect two channels and see if you're able to pull enough data to prove the conversation is hitting the target," says **Alec Pollak**, senior vice president, group omnichannel strategy at AREA 23. An internal email can serve as a good test; one email from headquarters can inform the next and show you if your triggers are working.

As you move through tests and continue to build, you'll see what is resonating with your audience because they're moving on to the next step. Working with your data analytics team or a partner can help you set initial performance metrics that could grow into a complete data-insights tool. They'll help you identify journey-based analytics to understand the connection between interactions and your content.

A culture shift that's worth it

Moving into a successful omnichannel effort can spark change management issues, usually at the start of the process. "Bring your agencies in as key stakeholders to help with the transformation," says **Christen Nyarady**, senior vice president, integration at Omnicom Health Group. "Beyond the orchestration of customer segmentation and journeys, they can help you achieve content excellence by activating your claims libraries and unlocking the pathway to untapped features within **Veeva Vault PromoMats**. Taking this collaborative approach can move you toward new organization goals."

Building an omnichannel campaign becomes easier as the organization adopts the technology and collaborates on strategy and execution. More importantly, it engages your audience in relevant conversations that lead to a better understanding of your brand and its connection to their lives.

Get more insights into how agency networks are collaborating with pharma to deliver content excellence.