

THE EDIT

Q3 2023

Welcome. Part of Propeller's mission and promise is to be at the forefront of digital. We consistently strive to bring innovation and creativity to our healthcare partners and their customers.

It is in this spirit that we curate a quarterly experience, strategically selecting the latest, most important digital marketing trends and tech innovations—and assess the impact each of these has in healthcare, and why it's important for you to know, now.

Together, let's be experts and so on the Pulse!

THE EXPERIENCE STRATEGY RECIPE

OVERVIEW

As healthcare advertising evolves to become more customer-centric, Experience Strategists (aka the guardians of the customer experience) are whipping up positive, meaningful, and memorable strategies that drive business outcomes. In this edition of **Propeller Pulse: The Edit**, we explore the **Experience Strategy Recipe**, demystifying the tools and processes used to create perfectly crafted customer experiences in five steps.

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STEP #1

ASSESS THE BRAND LANDSCAPE

What is it?

Assessing a brand landscape is a strategic process that analyzes market positioning and areas for growth vs its competition. It helps identify strengths, weaknesses, opportunities, and threats, forming a foundation for informed decision-making and effective marketing strategies.

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How to act on it

Assessing a brand landscape requires a look inward as well as outward.

Looking in: Audit existing brand assets and determine which are still accurate and aligned with brand strategy and targeting

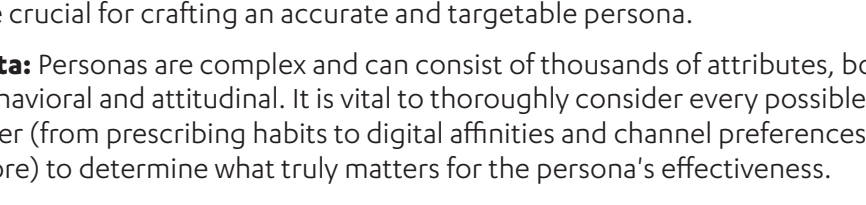
- Address any gaps in communications if assets are missing or need revamping

Looking out: Review competitor marketing communications and positioning through social listening

- Learn how key competitors talk about themselves and pharmaceutical category
- Note any threats from competitors that would cause a change in strategies or emerging market opportunities

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"NURTURING THE BRAND GREENHOUSE" WORKSHOP



This is a Propeller strategy workshop that consists of bringing every stakeholder together to complete a brand-wide audit of all existing assets.

The workshop consists of three elements to nurture the brand:

- **Weed:** Eliminate tired, ineffective ideas, especially those that siphon resources away from thriving work
- **Feed:** Enhance existing ideas, transform them into something new and improved, and give them the attention they deserve
- **Seed:** Germinate ideas that are aligned to new or underserved goals

At the conclusion of the workshop, there will be a lot of paper on the floor, in the garbage, and covered with Post-It notes and Sharpies. This is a good thing! This pruning reveals a thinned-out brand with opportunities for new work.

STEP #2

KNOW YOUR CUSTOMER PERSONA

What is it?

Persons use vast amounts of data to create a snapshot of a target customer. This information is extremely valuable when it comes to understanding the type of customer experience that will resonate the best—and these preferences can vary significantly. Certain target audiences may favor specific communication channels and different ways of engagement.

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How to act on it

When creating a persona, it is essential to address the data and attributes that are crucial for crafting an accurate and targetable persona.

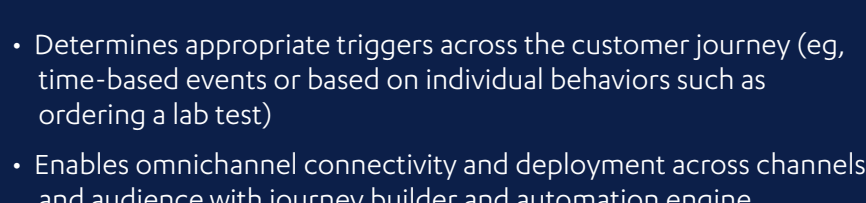
Data: Personas are complex and can consist of thousands of attributes, both behavioral and attitudinal. It is vital to thoroughly consider every possible data layer (from prescribing habits to digital affinities and channel preferences and more) to determine what truly matters for the persona's effectiveness.

Attributes: Determining what attributes are genuinely significant involves understanding whether factors matter in the targeting strategy.

Building a persona is a balancing act of getting a specific-enough persona that is also large enough to be found through conventional marketing.

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SPOTLIGHT ON OMNIHEALTH



Omnicom created **OmniHealth**, a tool that allows users to curate picture-perfect personas using data from 270 million people, 125 million households, on 1 billion devices.

OmniHealth looks at patients and HCPs as consumers for deeper insight into their behaviors using more than 10,000 attributes. Segments can be profiled further:

- Interests/passions
- Purchase behavior
- Political views
- Demographics
- Viewership

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STEP #3

BUILD A MODULAR CONTENT REPOSITORY

What is it?

The process of creating modules of content that are pre-approved and then assembled (manually or dynamically), with the goal of delivering a personalized experience for the user.

Modular content uses data and technology to deliver personalized messages and user experiences to create a more relevant and engaging interaction with the audience.

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How to act on it

Unique targets should be addressed differently. Upon finalizing the targeting approach, customer journeys, and content strategy plan, build a library of modular content to reduce the "one-size-fits-all" experience to reach audiences in a way that will drive behavior change.

- Modular content positions a brand to embark on an omnichannel ecosystem, focusing on customer obsession to personalize content
- Modular content can be tracked and optimized to perform better than non-modular content
- Successful brands utilizing modular content can measure its effectiveness while benefiting from the time and cost efficiencies

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SPOTLIGHT ON FLASHTALKING

Flashalking is a tool for programmatic advertising that allows for an ad's message and/or imagery to be updated in real time based on predefined parameters for an audience.

- This approach creates a relevant and unique experience for users by personalizing the creative with changes to a key message, image, or call to action
- Flashalking gives the ability to test and learn creatives and quickly optimize placements from learnings

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STEP #4

MAP OUT THE ECOSYSTEM

What is it?

Marketing ecosystems are visuals of the interconnection of marketing channels, and they can be used to inform the next best action a brand should take across the customer journey.

An ecosystem:

- Provides a big-picture visual of all cross-functional (and even external) touchpoints
- Shows where various channels and tactics work together and influence one another
- Shows a customer moving through content and channels over time

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How to act on it

The ecosystem is the output of additional brainstorming and tactical development that uses learnings from assessing the landscape and knowing the persona.

Considerations when building your ecosystem:

- **Define objectives:** Know the marketing objectives and target audience to guide the ecosystem development
- **Understand your audience:** Use customer journey mapping to identify touchpoints both online and offline—and research your targets' preferred social media platforms, websites, etc.
- **Know your touchpoints:** Research the channels your target audience frequents and integrate online and offline behavior to create a seamless experience
- **Personalization:** Leverage customer data to know where to tailor interactions across channels and content based on individual preferences
- **Omnichannel:** Provide consistent customer support across all channels, ensuring targets have a unified experience regardless of channel

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SPOTLIGHT ON OHG TANDEM

Omnicom Health Group's tool and end-to-end omnichannel approach, **Tandem**, offers Next Best Action optimization, allowing for automation across various non-personal promotion and personal promotion touchpoints.

Key features:

- Determines appropriate triggers across the customer journey (eg, time-based events or based on individual behaviors such as ordering a lab test)
- Enables omnichannel connectivity and deployment across channels and audience with journey builder and automation engine
- Shows the rep which interactions the HCP has had with their company and what messages they've seen
- Assesses the impact of advertising to help the brand best use its budget with Promotional Value Indexing (PVI) scoring methodology
- Moves the customer across the journey with Next Best Action recommendations
- Includes inputs from the ecosystem such as CRM data, third-party data, and behavioral data

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STEP #5

ACTIVATE & OPTIMIZE

What is it?

Activating an omnichannel campaign is the moment where the ecosystem, targeting, and content are unleashed onto your audience, but that doesn't mean the experience planning process is over. On the contrary, this is the moment where the personas, targeting, personalized data, and ecosystem are put to the test and optimized.

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How to act on it

- **Refine assets:** Assets are refined in real time through data analysis to deliver personalized content and enhance customer engagement and loyalty
- **Placement optimizations:** Non-personal promotion placements can be manually optimized based on performance, focusing resources on high-engagement channels for maximum impact
- **Performance measured:** All assets are tagged, tracked, and measured with analytics tools to enable data-driven decision-making, optimize ROI, and refine future strategies

This results in an agile, adaptive, and efficient marketing approach that maximizes successful interactions and conversions across channels.

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ENABLING OPTIMIZATIONS VIA PERFORMANCE EXPERIENCES

Engine 360 is Propeller's dashboard designed to simplify performance tracking and also deliver meaningful insights on what is working and not working.

- Engine 360 collects data from a variety of sources—including sales data—to create a single view of the customer
- Used to measure the effectiveness of marketing campaigns, channels, partners, audience segments/targeting approaches, and more
- While marketing and strategy customers can sign in to gain access to instant insights 24/7, complementing this is a monthly Resolution Room designed to answer key brand queries and gather the right stakeholders to make optimizations in real time

Propeller is passionate about identifying trends that are important for your business and customers—and we're always looking for the next big thing. We scour the internet and social platforms, read marketing handbooks, listen to what our clients are interested in, and look at what's being talked about in our healthcare industry. We use all this information to find patterns of what's popular, determine their importance, and carefully edit it down to a short-list of must-knows in digital marketing and technology.