

This article comes from Agnitio's 'Digital Academy' - an information series that aims to create debate and communicate best practice in digital sales communication. To sign up for more, simply join our mailing list.

Agnitio: The Digital Academy

How digital communication can drive sales

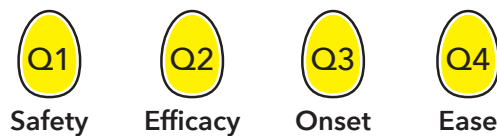
It may sound counterintuitive but 'going digital' really is more about strategy than technology. We have to think differently - designing individual, relevant communications and seeing beyond quarterly campaigns. It's easy once the right methodology is in place but without it we're really not doing much more than transferring paper-based communications to the screen.

To see the difference, let's create a simple scenario...

We'll start by inventing a product. Let's call it Exemplar. To keep it simple, let's imagine that there are just three customers for our product:



Now, again keeping it simple, we'll run a specific campaign every quarter about safety, efficacy, onset of action, and ease of use. It's going to look like this:

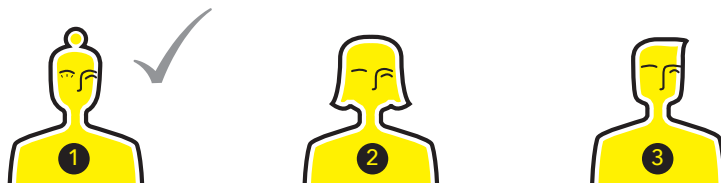


One year later...



At the end of the year we have one customer. That's a 33.3% percent market share. That's not too bad. Just two customers left to convince! Right, let's run those campaigns again.

One year later...



Huh. Same result? Two years have gone by and we still only have one customer. OK these customers are tough. Let's cross our fingers and really give it a big push!



What??! Same result again. We know the messages work because Customer 1 liked them. What's going on? We're in trouble here...

Rewind

Now imagine that we can have those three years back. We'll do exactly the same thing but with one small but important difference. This time we'll pay attention to how each of these messages were received by our three customers. Nothing else.

OK run those campaigns again!




	Q1	Q2	Q3	Q4
1	✓	✓	✓	✓
2	✓	✗	✓	✓
3	✓	✓	✗	✓

OK we still have only one customer but look! We've found some problem areas:

- Customer 2 didn't understand the Q2 campaign (efficacy)
- Customer 3 didn't understand the Q3 campaign (onset of action).

OK, now we have something to work with. First we don't need to communicate all these topics again to Customer 1. That would be irritating. Let's move on a discuss the reduced healthcare costs through more efficient treatment. Second we know that our other customers understood most of it too but there were some issues that they need more information on.

Right, now let's just focus on the problem areas.

	Q1	Q2	Q3	Q4
 1	✗ Cost	✓ Cost	—	—
 2	✓ Efficacy	✓ Cost	—	—
 3	✗ Onset	✗ Onset	✗ Onset	✓ Onset

Another year later...

Right so what happened? Well Customer 1 is prescribing as before. But now she sees that there are major cost benefits to Exemplar too.

Customer 2 is also prescribing. We just needed to explain efficacy in the right way. That went well, so we moved on to cost reduction in the second quarter.

But oh! Customer 3 was tough. It took a whole year to convince him of the better onset of action with Exemplar. But we got there by understanding his pain points providing the detailed information required.

The result? Well, at the end of the second year we have three customers where before we only had only one.”

Technology allied with strategy

So why didn't we pay attention to each customer's individual needs in this way the first time? The answer is that we were taking a traditional 'push marketing' approach in which everyone get the same messages at roughly the same time.

When we switched to an individualized engagement, we were doing 'pull marketing' which relies on technology. It's something that was impossible in a paper world.

We have many thousands of customers, not just three. How would we keep track of it all with paper and filing cabinets? But with technology - allied with the right strategy - we can work on an individual level and be become relevant to each of our customers needs.

About Agnitio

Agnitio helps life science companies generate effective relationships with medical professionals. The provider of the leading pull marketing software platform for the pharmaceutical and medical device industries, Agnitio's system is already implemented in more than 45 countries and 25 languages - and used by major pharmaceutical and medical device companies including: AMGEN, Allergan, Grünenthal, Roche, and Bayer.

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