

Client

ITEM	MORE INFO
<b>Objectives</b>	Brand Awareness, Education, Increase Prescriptions, Market Expansion, Product Launch, Brand Loyalty
<b>Target Audience: HCP</b>	Specialty, Practice Type, NPI numbers, Prescription data, Geo, Digital behavior
<b>Target Audience: DTC</b>	Demographics, Interests, 3rd Party Data (drug researching, health conditions)
<b>Offer Details</b>	What offers or actions to track on websites; newsletter sign-ups, guide downloads, event sign-ups, video views, form submissions
<b>Budget and Timelines</b>	Media Budget and Allocation Strategy (month, quarter, year)
<b>Creative Assets</b>	Digital ads, Video, TV, Direct Mail, Other
<b>Landing or Offer Page</b>	Is there a separate page to align with the message/offer? Does it need to be created? Customized by target?
<b>3rd Party Data</b>	Evaluation of sources and data attributes for targeting, Accuracy. Compliancy. Costs. Reliability. Hygiene.
<b>Media Planning Considerations</b>	NPI Matching. Endemic/Non-endemic mix. Digital, Print, Events, Geo-fencing shows, social media platforms, TV and Video, YouTube
<b>Conference Targeting</b>	Review relevant events; plan tactics such as pre-post event advertising, geofencing, sponsorships, outdoor
<b>Content Marketing</b>	Shall lead magnets (eBooks, guides) be developed to engage the target audience, whether guide is free or gated for lead generation
<b>Digital Media Buying</b>	Negotiate with relevant DSPs (programmatic), social media networks and portals (SERMO, DOXIMITY< G-MED) for example, paid search, retargeting
<b>Other Media Considerations</b>	Television, Radio, Print, In-office marketing, Digital OOH, Native ad networks, email marketing, email sponsorships, trade journals
<b>Campaign Schedule</b>	Creation a detailed timeline outlining the start and end dates of your campaign, along with key milestones and deliverables
<b>Media Tracking</b>	Depending on strategy, will implement the following as needed: Vanity URLs, QR codes. call tracking, text messaging, and conversion/form tracking
<b>GA4 &amp; Attribution Model</b>	Implement tracking mechanisms to monitor the performance of your online offers or events. Use GA4 and attribution to measure media & campaign performance
<b>Optimization</b>	Implement analytics tools to measure the reach, engagement, conversion rates, and overall impact of your promotional activities. Regularly analyze the data and make adjustments as needed to optimize campaign performance