

## **Multi-Channel Marketing Carries Sampling Programs Forward**

By: Steve Gransden, J. Knipper and Co. Date: 2010-08-31

By combining online with traditional direct-marketing media, manufacturers can accelerate sampling programs even in the face of restricted physician access

The Scenario: A relatively common therapy, an exceptionally tight product launch budget, a very narrow window of opportunity to gain a foothold in the market, oh and by the way - NO sales force whatsoever.

The Solution: A purely non-personal sampling campaign using multi-channel marketing (MCM).

The Result: 4500 prescribers (almost 25% of total targets) sampled in less than 13 weeks.

This example—drawn from one of our recent clients—highlights the rapid evolution of how marketing campaigns to physicians can be conducted today. It captures three important trends:

- The rising comfort level of physicians in accessing online media.
- The growing capability of service providers to develop systems that deliver a message (such as a sample offer) effectively and economically, and with thorough metrics that define, in near real-time, what works.
- The urgency of marketing programs in pharma today, where time and cost pressures, combined with reduced sales staff, are driving innovation.

“Multi-channel marketing” (MCM) is not new: traditional marketers in consumer goods and other industries have long attempted to leverage the impact of advertising media (television, print, direct mail) with calls to action (responding to a telephone call, submitting a coupon, making a purchase). In pharma, traditional marketing media have included journal advertising, direct mail, call centers and, of course, face-to-face direct selling. And now, with the impact of online media ranging from e-mail campaigns to online advertising to social media environments, true MCM is beginning to occur. And it’s working.

E-marketing and e-sampling, considered “alternative” or “exotic” practices just a few years ago, have become the stalwarts of successful MCM and fulfillment campaigns as physicians have migrated steadily to online resources for instant and convenient access to pharmaceutical information as well as ordering of product samples. To cite one authority, Manhattan Research’s annual “E-Pharma Physician” report shows that already 60% of physicians prefer to conduct various pharma-related activities online versus in-person with a rep, and just over a third prefer to receive samples via online ordering.

Meanwhile, another driver for MCM is that the proportion of “no see” or “seldom see” physicians is increasing, as evidenced by the latest AccessMonitor report from ZS Associates. Currently it’s running at around 40% of the physician community.

### **Not the supplemental option**

In the past, direct marketing was an effective means of broadening the reach of a sampling campaign beyond the scope of an existing sales force. Percent return in the single digits was both expected and accepted as a supplemental “job well done” with respect to these simple mailings and fax blasts.

Now the key to achieving the levels of success referenced above is finding the best mix when utilizing multiple marketing channels. And the key to that magic mix (which is unique to each individual campaign) is the “science” of measurement. Everyone may understand that measurement is necessary, but the best science starts with knowing what, when, and how to measure, and then recognizing the required adjustments based on the analysis of those measurements.

Put simply, it’s no longer enough to see an objective in the distance and simply plot a straight line assuming you will reach it. You must continuously collect data, measure your progress, re-evaluate your terrain, check to see if the objective has moved, and then adjust your heading based on the proper analysis of such variables. Only the most advanced systems utilizing a highly efficient and intuitive “response data structure” can provide the ability to understand and respond so effectively that time and budget are utilized in the optimal manner achievable. The metrics below provide just a few examples of how an advanced MCM platform can provide great insight into marketing activity allowing for truly meaningful adjustments to the highly dynamic process of an effective marketing campaign.

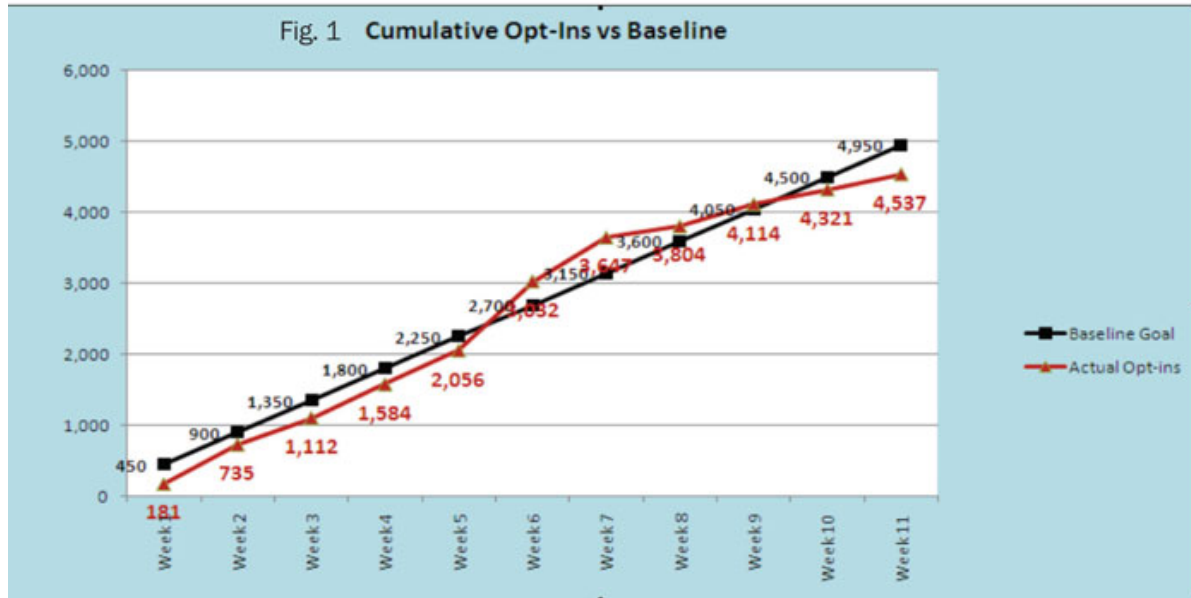
The mass migration of prescribers to online resources has driven the most successful direct marketing and fulfillment innovators to produce new processes and platforms that take full advantage of every opportunity within this channel in effort to reduce cost and leverage data for the pharmaceutical manufacturer while consistently providing the highest levels of convenience and ease of use for the target audience. E-mail, mobile, and social media have become primary vehicles in facilitating a comprehensive marketing strategy that provides broad penetration. Integration of such marketing channels into a seamless flow of online detailing and subsequent online sample-ordering provide maximum value in each marketing touch. And that translates to maximum success through budget reduction, rapid response, and ultimate opt-in to the sample program. PC

#### **SIDEBAR: ANATOMY OF AN MCM CAMPAIGN**

For a recent client, J. Knipper and Co. deployed its multi-channel marketing platform, MyPharmaRep.com, for a client introducing a new product in a common therapeutic area. The client had a goal of sampling nearly 20,000 physicians—but had no sales force with which to accomplish this.

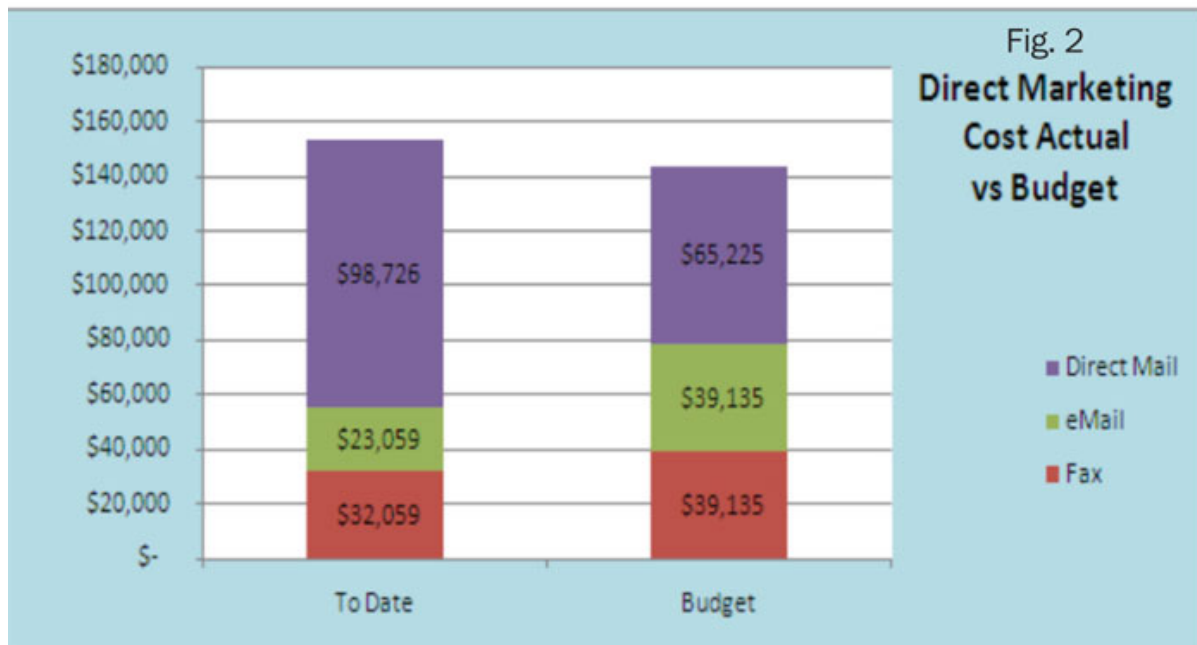
J. Knipper’s solution consisted of a coordinated phone, fax, direct mail and email campaign, utilizing their Multi-Channel Marketing and Fulfillment platform MyPharmaRep.com, with the online e-sampling component provided by MySampleCloset.com. MyPharmaRep.com incorporates a wave-based marketing and analytics process utilizing its proprietary CRM database which captures and manages all marketing, preference, and fulfillment activities down to the individual prescriber and to the individual marketing piece within each channel.

The client was also depending on J. Knipper’s position as an AMA Data Base Licensee (DBL); one of only eleven licensees of this gold source provider-level industry data. This access to the most up-to-date AMA data helps Knipper to provide added insight into provider value, insure correct provider contact and address information, and validate respondents’ sample requests in real time. With that real-time validation, physicians are able to place a sample order online and essentially on the spot, making MySampleCloset.com a truly “paperless” system with no additional forms to download or fill out.

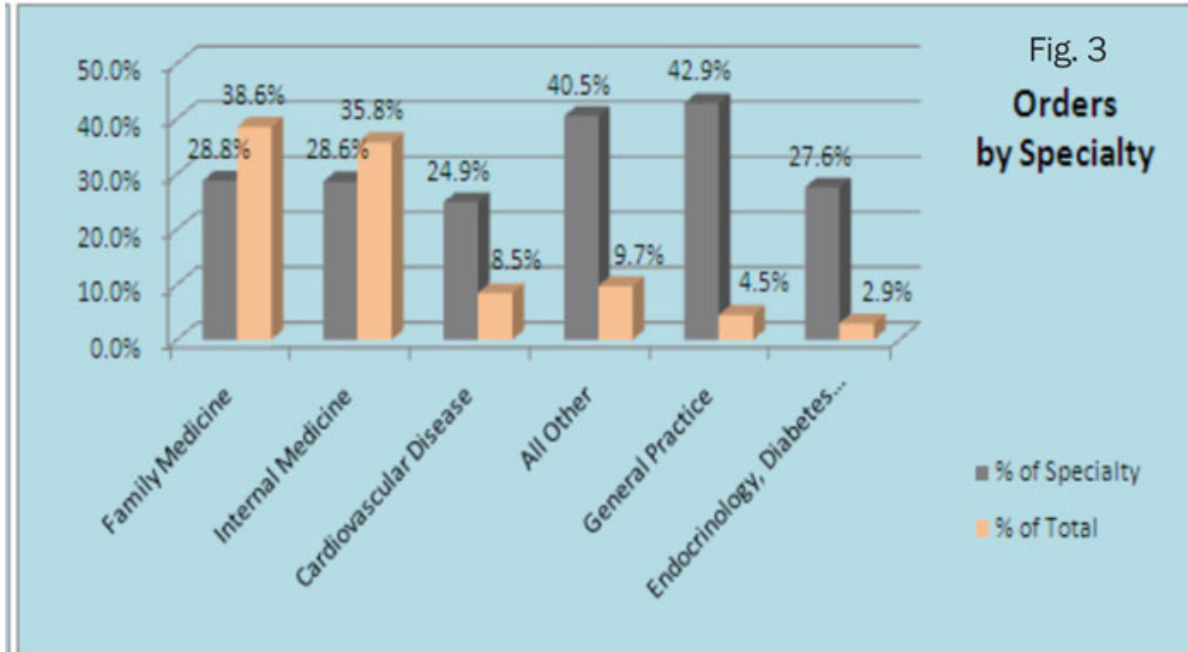


The graph below shows the response that was obtained. The traditional “hockey stick” curve of slow initial opt-in, and then accelerated later adoption, which is so commonly associated with simple traditional direct marketing, has been replaced with a highly predictable, almost straight-line gradient reflecting rapid and consistent increase through a well-structured MCM program. By the 13th week, the program had reached nearly 25% of targeted physicians, who opted in to the receive samples from the manufacturer (Fig 1). Interestingly, although the online component of the campaign represented 15% of the overall budget, it accounted for 23% of orders received. (Fig. 2).

Fig. 3 shows a breakdown by types of medical specialty. While such a breakout would be highly dependent on the therapy class of the drug, the breakout shows broad acceptance across a range of



specialties, and that the response tracked well with the two dominant specialties in the sampling



program, family medicine and internal medicine.

Direct marketing, in pharmaceutical sampling programs, has typically experienced single-digit opt-in in this sort of time frame. By conducting a true multi-channel campaign, this client was able to achieve more than double-digit growth.



#### About the Author

Steve Grandsen is Vice President of Technical Marketing at J. Knipper and Co. (Lakewood, NJ; [www.knipper.com](http://www.knipper.com)), where he has worked for over a decade. Currently, he is responsible for product management and overall solutions marketing, including MySampleCloset.com. Steve also serves as subject matter expert for direct-to-provider and sales-force support initiatives.