

Publication Omnichannel Plan Sample

Primary Pub

Nucleus Global ISMPP 2020 poster

Target Audiences

Pharma Pub Managers, Med Comm Agency Staff

Core Audience Channels

Industry conferences and news outlets, LinkedIn, Twitter, email



Pharma Pub Managers



Med Comm Agency staff



DISCOVER

Identify Pub of interest

CONSUME

Review primary Pub

ENGAGE

Access Pub enhancer(s)

ADVOCATE

Share Pub with colleagues

CHANNELS



Online



Social Media



Print



E-mail



In Person/
Meetings

ISMPP website – Poster hall listing

- Nucleus Global post via social media
- Shared link from poster

ISMPP abstract book (*Current Medical Research and Opinion*)

Nucleus Global FYI direct email to existing clients

Inclusion in client presentations

- ISMPP Virtual Congress
- Nucleus Global Channel page via shared link

Nucleus Global response with link to NG Channel page upon request

- Supplemental findings
- Sample omnichannel plan
- Omnichannel plan template

Print version of downloaded omnichannel plan

Email from colleague of downloaded omnichannel plan

Shareable link on poster and landing page (Twitter)

Poster reference citations

Client emails to colleagues

Client discussions with colleagues