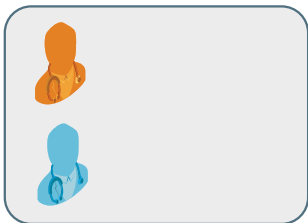


Publication Omnichannel Plan Template

Primary Pub

Target Audiences

Core Audience Channels



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

Ruth A, Subramanian R, Suchy J, et al. Consumption of publication content—mapping the audience journey to inform omnichannel planning in an open world. Poster presented at: 16th Annual Meeting of ISMPP; June 16-18, 2020 [poster 14].