

How to Succeed in MARKETING'S NEW GOLDEN AGE



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Frontline Medical Communications is a leading healthcare publishing and media company that engages 1MM HCPs with 30 branded publications, clinical journals, websites, apps and live events.

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It's not your father's marketing that is practiced today. Though digital is key there is much more at play. For doctors and brands, marketing's new golden age – Is less about “product” than “how you engage”.

It still starts with customers – and assessment of need. How they do their jobs and what they wish to achieve. If you can truly add value and communicate well Your clients will quickly fall under your spell.

Be a “trusted advisor” and reap the reward. The guidance you offer is never ignored. It's not transactions, but relationships you build. With a knack for solutions, your customers are thrilled.

Enter digital marketing with channels of choice – That it's relevant and compelling is cause to rejoice. In whatever device users choose to employ. Using behavioral data is an invaluable ploy.

With classic marketing, the 4 P's are what's taught. In the digital world, the 5 S's are sought. Science, substance, story, simplicity and speed: It's the new reality that marketers must heed.

Science explains why customers behave as they do. Substance brings insights to the company anew. Stories make ideas stick – with emotional appeal. Simplicity allows speed to achieve its ideal.

Storytelling is vital with massive impact. Data can persuade but can't inspire to act. Apt content is crucial to best stir the soul. A well-crafted story is what needs to be told.

Earn “deep” brand connections and loyalty's your fate. For their favorite journals, Docs hardly can wait. Media pros and marketers have brand associations too – Follow the above roadmap and each will reward you. 