

A Comprehensive Guide to Creating  
Meaningful Customer Connections  
in the Pharmaceutical Industry



IMPIRICUS

# SELF CURATED ENGAGEMENT



**Unlocking HCP Attention**

Revolutionizing Pharma Marketing

Through Self Curated Engagement

# The New Concept That Aligns With Pharma's Customer-Centric Approach

"Self Curated Content" is a concept designed to be a customer-centric approach.

It recognizes that customers have unique needs and preferences, and it empowers them to engage with content that best addresses their specific concerns and interests.



This approach will enable pharmaceutical companies to create more meaningful connections with their customers and deliver truly personalized experiences.

# The Ultimate Win-Win

Implementing Self Curated Engagement successfully brings a wealth of benefits to both marketers and customers. For marketers, this approach leads to improved customer relationships, higher engagement rates, and better conversion outcomes. By tailoring the content to the individual needs and preferences of customers, marketers can effectively address pain points, foster trust, and build loyalty. This customer-centric approach also enables marketers to gather valuable data and insights, informing future marketing strategies and driving overall business growth.

# 70-78%

**of physicians said digital resources are more convenient, educational and valuable than remote rep visits**

\*CMI Group



For customers, Self Curated Engagement offers an empowering and personalized experience that caters to their unique information needs and preferences. With the ability to actively shape their content journey, customers gain access to relevant and valuable information that is tailored to their individual context. This results in a more satisfying and engaging interaction with the brand, leading to increased trust and a stronger connection. Moreover, the responsiveness and real-time optimization of Self Curated Engagement ensure that customers receive timely and useful support throughout their journey, ultimately contributing to better decision-making and improved health outcomes.

# The Time Has Come

Self Curated Engagement represents a paradigm shift in pharma marketing, one that empowers customers to actively shape their own content journey based on their unique needs and preferences. This approach stands in stark contrast to traditional marketing methods, which often rely on one-way communication and force customers into limited message journeys.

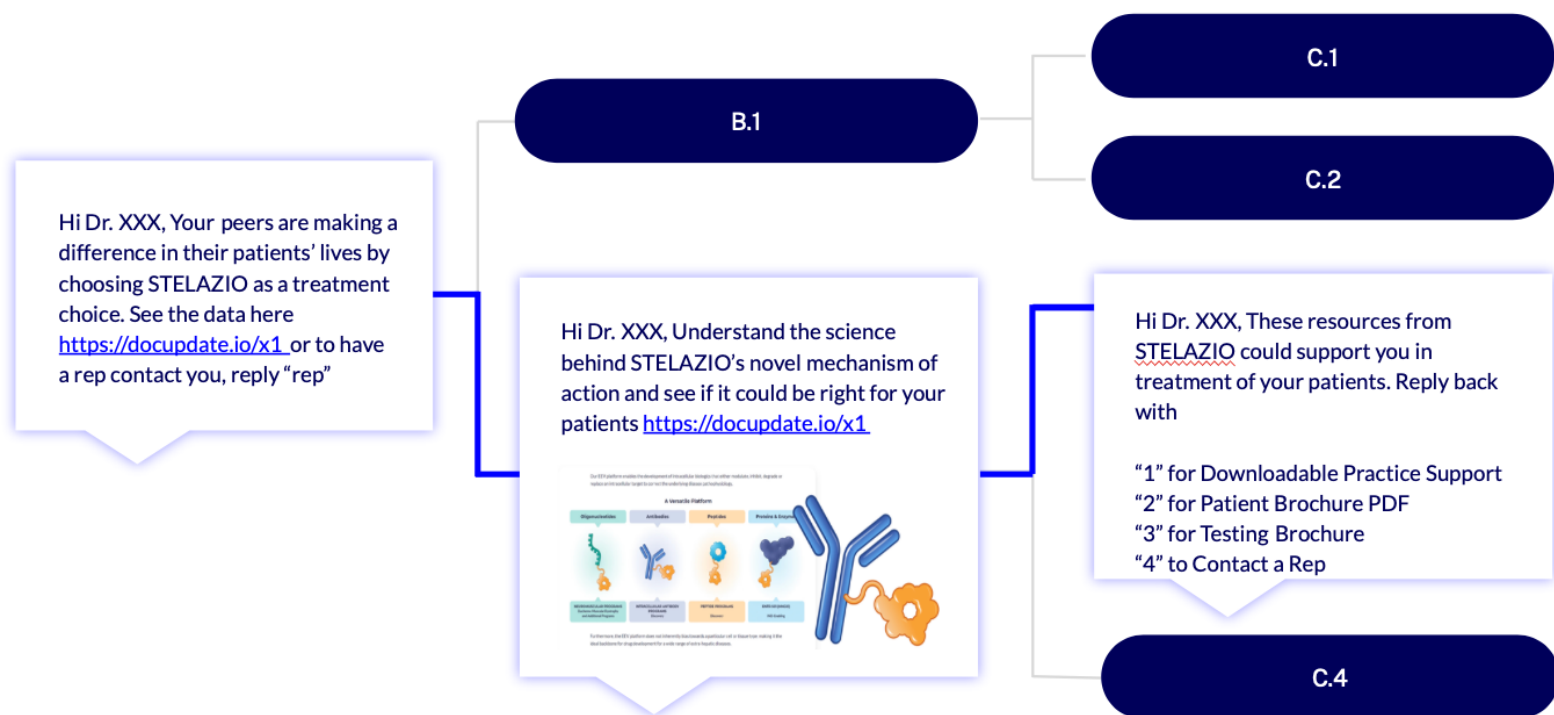
***SCE Aligns With  
Modern Customer  
Expectations***

Self Curated Engagement enables pharma marketers to provide valuable, interactive, and easily consumable content that aligns with the modern consumer's expectations, creating a personalized and engaging experience that drives trust and loyalty.

The historical context for this new approach stems from the increasing need to adapt to a rapidly changing healthcare landscape. With the rise of digital technology and the growing demand for personalized experiences, traditional marketing methods have become less effective in capturing and maintaining customer attention. Self Curated Engagement addresses this challenge by offering a customer-centric approach that adapts to individual preferences and needs, ultimately improving health outcomes and driving business growth.

# SCE: Inside The Customer Journey

As you dive into the concept of Self Curated Engagement, it's crucial to understand the distinct steps involved in this innovative approach. In the following graphic, we will walk you through three key stages of the Self Curated Engagement process. At each step, customers are presented with opportunities to take specific actions, enabling them to continue their engagement, enhance their learning, and extract additional value from their interactions.



## Can this work for your Brand?

Yes.

Contact Impiricus today to learn how to bring Self Curated Engagement to your brand and, most importantly, customers.

# Guide to Self-Curated Engagement

## Part 1

### **Incorporating Self Curated Engagement into Your Pharma Marketing Department**

#### **Step 1: Establish a Cross-functional Team**

Assemble a dedicated team of experts, including marketers, content creators, data analysts, and compliance specialists, to lead the Self Curated Engagement initiative. This cross-functional team should work together to develop strategies, create content, and monitor customer engagement metrics.

#### **Step 2: Define Customer Personas and Journeys**

Identify and define your target customer personas, outlining their unique needs, preferences, and pain points. Map out the customer journeys for each persona, considering how they interact with your brand and the information they seek throughout the process.

#### **Step 3: Develop a Content Strategy**

Create a content strategy that addresses the needs of your target customer personas at each stage of their journey. This should include a variety of content types (e.g., articles, videos, infographics, webinars) designed to educate, engage, and empower customers to make informed decisions about their healthcare.

#### **Step 4: Implement Interactive Platforms and Channels**

Leverage interactive platforms and channels, such as personalized websites, mobile apps, and chatbots, to deliver your content and enable customers to curate their own engagement journey. Ensure these platforms are user-friendly, accessible, and compliant with industry regulations.

# Guide to Self-Curated Engagement

## Part 2

### Step 5: Measure and Analyze Customer Engagement Data

Collect and analyze data from your interactive platforms to gain insights into customer behavior, preferences, and engagement levels. Use these insights to refine your content strategy, improve customer experiences, and identify opportunities for growth.

### Step 6: Optimize and Refine Your Strategy

Continuously optimize and refine your Self Curated Engagement strategy based on customer feedback, engagement data, and industry trends. This iterative process will help you stay ahead of the competition and deliver increasingly personalized and valuable experiences to your customers.

### Step 7: Train and Empower Your Marketing Team

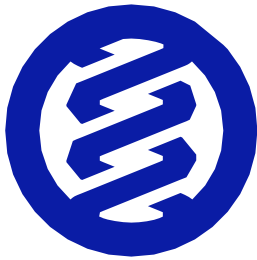
Educate your marketing team on the principles of Self Curated Engagement and provide them with the necessary tools and resources to implement this approach. Encourage cross-departmental collaboration, knowledge sharing, and the adoption of a customer-centric mindset throughout your organization.

### Step 8: Monitor Compliance and Industry Regulations

Work closely with your compliance specialists to ensure that your Self Curated Engagement initiatives adhere to industry regulations and best practices. Keep abreast of any changes in regulations and adapt your strategies accordingly to maintain compliance.

By following this framework, pharma marketing departments can successfully incorporate Self Curated Engagement into their existing strategies, ultimately creating more personalized and engaging experiences for their customers.

# Learn More About The HCP Preferred Platform



## IMPIRICUS

We help Brand Leaders  
Unlock HCP Engagement

Schedule a call to learn how  
Impiricus help you achieve  
Self-curated Engagement

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“Our mission is to connect healthcare professionals to the resources that give their patients the best access to care”

**Dr. Osama Hashmi**  
Impiricus Co-founder