

Simon Grime,
explains the p
value with cus
and consent

Today in B2B market
existing and prosper
by engaging them in
the sharing of releva
improve knowledge
solution isn't likely to
the right to market

This underpins the
relevant information
to the next stage of
awareness, interest,
the long established
model. This applies
as financial services
consumer marketing

If, as a consumer, we
that is relevant and
the time to read and
are more likely to co
materials, as we beli

So, if a company co

This should be an integrated approach that includes online activities such as conferences and other events and face-to-face visits from KAMs, MSLs or sales representatives, as part of a multichannel programme.

By demonstrating a clear understanding of the individual HCP's information needs around a therapeutic area, pharma can develop a valuable information exchange through which it can continue to learn more about its customers and personalise content even further.

This paves the way to gain consent from customers to share further relevant promotional content. However, the key is to ensure that all multi-channel activities are joined up and integrated into a planned programme, and that traffic from all touchpoints is directed to the relevant content and consent capture mechanism.

This approach ensures that consent is sought at the right time, and in the right context and setting. Permission can then be captured centrally through a funnel and linked to other customer knowledge and insight. This helps pharma to continually optimise the value exchange and, over time, the consents.

The days when companies could use a pre-ticked box to get permission to send this type of content have long gone; in accordance with GDPR, customers must now provide consent in a 'freely given, specific, informed, and unambiguous' way.