

Introducing the AAA Plan

Analyse.

Adapt.

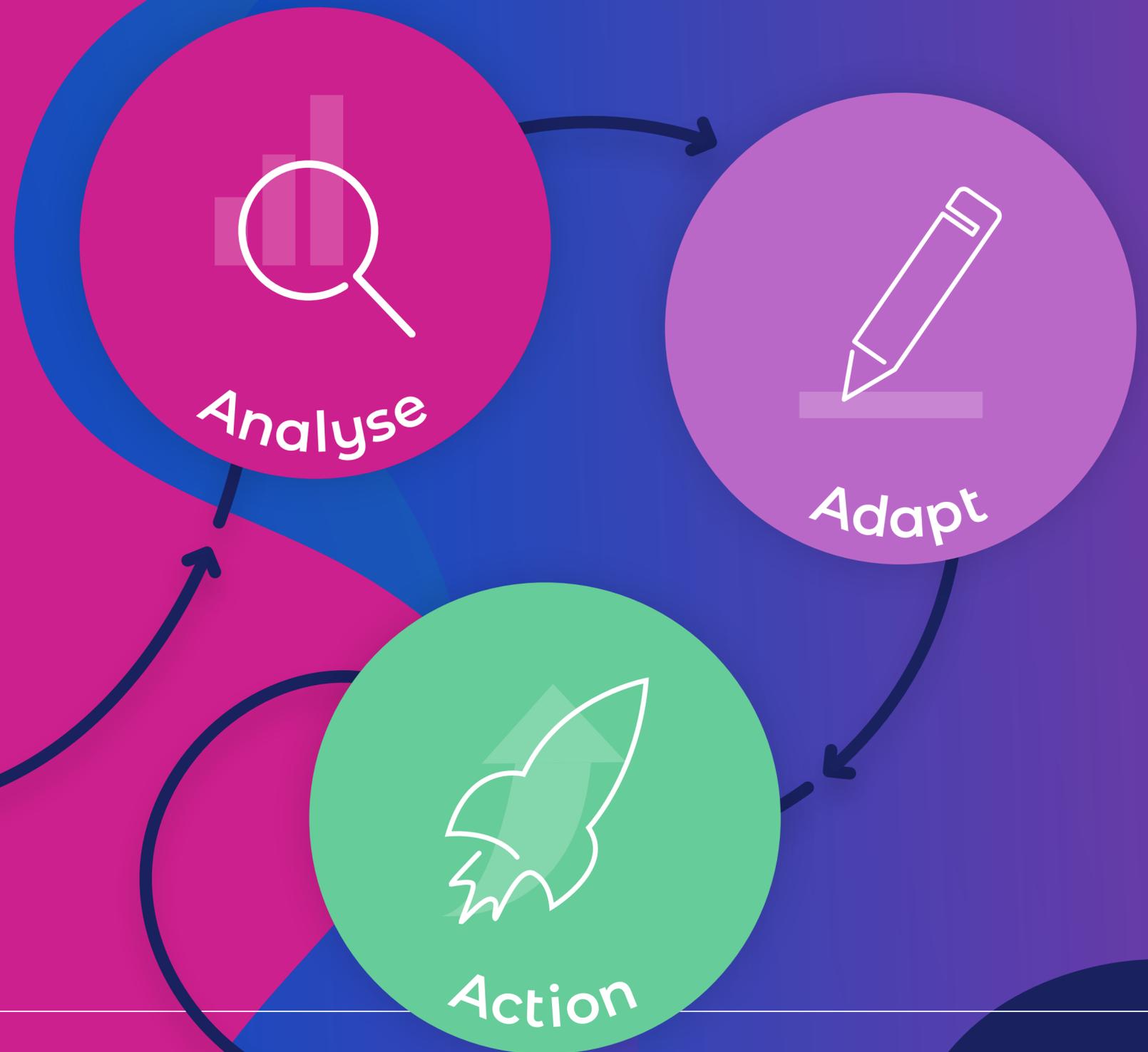
Action.



The Iguazu 'AAA' plan.

The Iguazu 'AAA' plan is a marketing framework developed over 7 years which brings together...

3 key tactical stages in a repeating cycle.



The AAA Plan focuses on:

Developing, implementing and updating an **omnichannel marketing plan**.

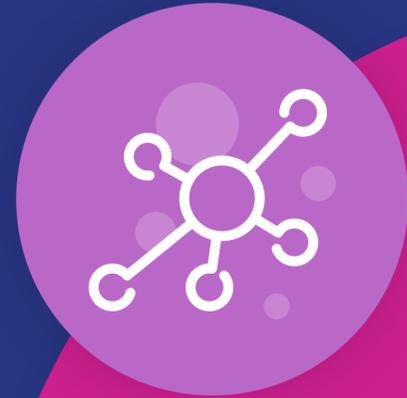
Integrating an **Agile mindset** into a structured marketing process.

Why Omnichannel marketing?



Multiple channels

Engaging with customers across a variety of channels: face-to-face interactions, targeted emails, web-content, etc.



Integration

Omnichannel marketing means using all these channels in an integrated way.

Omnichannel Marketing

Customer interactions

Providing your customers with robust and consistent interactions.



A clear message

Providing a 'one version of the truth' approach – improving message recall and greatly increasing efficiency of marketing.

What does the AAA Plan involve?

The AAA Plan is a toolkit and support framework.

It takes the pharmaceutical marketing process, splits it into the **3 core sections** and provides guidance and support tools for each stage.

The cyclical nature of the process is supported with plan-wide assets such as:



Expert advice



Automated reminders



A tactical calendar

Each section of the AAA Plan contains:

- ✓ An activity overview
- ✓ A set of key business questions or approaches to consider
- ✓ Tactical assets to help plan and standardise



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Analyse



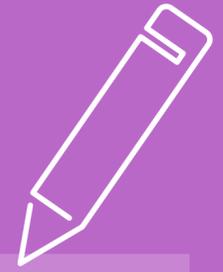
This stage looks at the following:

- ✓ Analysing your tactical plan
- ✓ Investigating and understanding data sources
- ✓ Evaluating market research
- ✓ Investigating sales data
- ✓ Integrating marketing analytics
- ✓ Data reporting process flow

- ✓ Looking at campaign KPIs
- ✓ Aligning KPIs with business metrics
- ✓ Activity dashboard
- ✓ Channel affinity
- ✓ Behavioural segmentation
- ✓ Reach

Adapt

This stage looks at the following:



- ✓ Planning your projects, reviews and marketing cycles
- ✓ A process to take you from brand strategy to marketing tactics
- ✓ Who, what, where, when and why
- ✓ Persona mapping and user journey development

- ✓ Content strategy and channel alignment
- ✓ Campaign plans for multiple channels
- ✓ Asset management and re-purposing
- ✓ Cyclical working and Agile thinking
- ✓ Tactical calendar

Action



This stage looks at the following:

- ✓ Design and development checklists
- ✓ Implementation plans for multiple channels: rep visits, iSells, emails, web content, remote meetings, etc.
- ✓ Marketing automation opportunities

- ✓ How to review and analyse campaigns
- ✓ Lead and lag indicators
- ✓ How to adapt and improve

Next steps.

Recommendations to start the
AAA Plan



Step 1.

Engaging with this process would initially involve a **'high level' workshop** to determine what is needed.



Step 2.

Data requirements – what you can access
Reporting – current dashboards and stores
Process discussions



Step 3.

Development of **specific campaign plans**, including user journeys, UX considerations and best-practice templates.



Step 4.

Complete AAA campaign plan and present to **senior management to gain buy-in.**

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