

Publication Omnichannel Plan – Template

Pub Title/Description

Target Audiences






Core Audience Channels

Additional Audience(s)

Addl. Audience Channels



CHANNELS

	DISCOVER Identify Pub of interest	CONSUME Review primary Pub	ENGAGE Access Pub enhancer(s)	ADVOCATE Share Pub with colleagues
online 				
social media 				
medical media 				
email 				
person-to-person/ live or virtual 				

Bessler JB, Fazzone W, Ruth A, et al. Future-forward approach to optimizing consumption of publication content. Poster presented at: 18th Annual Meeting of ISMPP; May 9-11, 2022 [poster 21].

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DISCOVER

Identify Pub of interest

via

List approaches and any necessary detail here, including project owners

Tactic	Channel	Project Owner	Timing	Intended Outcome

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CONSUME

Review primary Pub

via

List approaches and any necessary detail here, including project owners

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ENGAGE

Access Pub enhancer(s) via

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ADVOCATE

Share Pub with colleagues via

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