

Strategic Marketing

PharmacoMedia delivers your messages through the appropriate medium, be it traditional media or new media deliverables. We utilize current technologies to streamline the development process. Our goal is to ensure that your message gets the most mileage by delivering it in the most efficient manner to reach the intended audience.

Our creative services professionals, new media developers, and logistical team members are an extension of the content development team that delivers on client goals in any medium needed to drive our clients' messages.

We deliver on marketing strategies using the appropriate deliverables based on our clients needs. The tools we utilize depend on the job to be done, and our experience includes deliverables such as:

- Live events
 - Symposia
 - Training courses
 - Sales Meetings
 - Consultant Meetings
 - Advisory Panels
 - Traditional print deliverables
 - Publications
 - Newsletters and Monographs
 - Promotional materials
 - Multimedia
 - Scripting and storyboarding
 - 2D and 3D animation
 - Multimedia CD ROMs
 - DVD authoring
 - Database applications
 - Podcasting & Webcasting (CME or other live event enduring materials)
 - Online newsletters and blogs
 - Video recording and editing
 - Web Design and Web Portal development
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- Web training programs
 - Physical deliverables
 - Premiums
 - Kiosks
 - Direct Mail