

## Digital Pharma Marketing

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### ABSTRACT

Digital has become an important part of the everyday life. All the sectors have been adapting to the digital era at a faster rate. However other than the website, the pharma industry has not quite been able to adopt digital marketing. In this era more pharmaceutical companies utilize social media sites or ecommerce sites as digital marketing platform. This enables online purchase of products by the customers. Some organisations are trying to understand the true value of digital while others are integrating it into the wider marketing strategy. However all the companies cannot sell products online as they manufacture prescription drugs, which cannot be sold online. For example, Pfizer is active and responsive to the customers via social networking platforms. YouTube, Facebook and Twitter were used to communicate with customers. Johnson and Johnson was one of the first companies to launch a YouTube channel. Quantum Pharmaceuticals and The Specials Lab, North East based pharmaceutical companies offer online ordering of special medicines promoting e-commerce and digital marketing

### I. INTRODUCTION:

There are some businesses that are very innovative in terms of digital advancement, but lack of good case studies of digitalisation in the pharmaceutical sector limits the use. Web marketing is not that well adapted by the Pharmaceutical sector. The cautious behavior of the sector, which is combined with uncertain regulation, held back pharmaceuticals sector while marketers in finance, professional services, manufacturing and business services have raced ahead online. However, online professional and patient communities have developed to adapt increased usage of mobile, social media as well as online information by patients, healthcare professionals (HCP), key

opinion leaders (KOL) and the larger medical fraternity have instigated pharmaceutical companies to invest and explore digital marketing strategies within industry guidelines.

### Types of digital marketing

#### 1. Search engine optimization:

When customers look for any health information they initially turn on to Google, Yahoo or MSN/Bing which are most used search engines.

Healthcare information search is one of the most common online activities among internet users of all ages. SEO is an effective approach to reach these users. Search ranks are manipulated by using the search engine optimization

strategies resulting in better search rank on Google or any other search engines. Hence for organizations that utilize search engine optimization (SEO) strategies, it marks as an important opportunity to reach their target audiences. The organizations which cannot be located in search engines are losing out on a massive opportunity to reach the people target population. Important aspects of search engine optimization are keyword usage in titles and URLs, internal links on your own website, backlinks from other websites, proper use of alt tags with images and social network activity.

#### 2. Social Media Marketing

Search engines use activity on social media as a medium for marketing. Facebook shares, retweets over twitter and +1s on Google aid your position on the search engine results pages. Social media marketing enables direct connection of the company with its consumers. It improves the brand's values and strengthens reputation of the organisation. The

negative experiences in a public forum can be turned around by providing the updates from company website and encourage discussion.

### 3. Pay Per Click Ads

If the company website isn't having enough traffic, ads may be purchased on Google. Ads can also be purchased on other websites via the numerous ad networks directly. Pay-per-click, or PCC adds are depend on keyword that are used by searcher on Google. Ad analytics software lets the company determine the success rate of PPC campaigns. The company will only pay if anyone has clicked on the link of the add.

### 4. Email Newsletters

Exact Target released their 2012 Channel Preference Survey, which implied that email still remained the number one direct channel preferred by consumers for daily use for both personal and marketing communications. Also, the widespread use of smart phones and tablets allows its consumers to access the emails quickly. Also, the Exact Target report showed that 77% of consumers prefer receiving permission-based marketing communications through email, compared to social channels (6%) and text messaging (5%). Email provides consumers the feeling of control and personalization in which they can opt into a relationship and then follow through by providing them with the information only which they wish to receive.

### Current scenario and challenges

The numbers of approximate internet users were 1405 million in Asia in the year 2014 followed by 582.4 million users in Europe and increasing day by day worldwide. This has given a major boost to the digital era in various sectors. Digital Marketing in any sector is a more cost-effective and less time consuming method to communicate with customers compared to traditional marketing. Digital marketing allows pharmaceutical marketers to use data to create more strategic engagement with prescribers and physicians. However many companies are still not able to integrate digital into the wider business strategy. The pharmaceutical sector faces many challenges in adopting the digital marketing strategies some of which are explained below.

#### 1. Inadequate company vision:

Most of the companies lack a proper vision for implementation of the digital marketing

solutions. The strategies are not clearly defined, agreed upon and shared internally. A strong management is required to confirm the vision, set out the objectives and monitor the pace of work. The identification of the field force and marketing champions promoting the digital pharma vision is usually not found in the companies

#### 2. A lack of digital minds:

The pharmaceutical sector lacks workforce that is skillful and wish to drive digital change. To establish digital marketing in the company, employees should have knowledge about the digital marketing, as well as the complexity of implementing digital in the pharmaceutical industry. Most of the companies lack the efficient workforce who understands the industry as well as the new digital marketplace simultaneously

#### 3. A digital catastrophe :

Many pharmaceutical companies have started implementing digital channels and campaigns; however the marketers in this field are

unable to execute an overall effective digital strategy. Increased data has resulted in difficult analysis and utilization of data in digital strategies has thus created a digital catastrophe. The pharmaceutical marketers should unify data across channels; utilize the data in real-time, refine digital strategies accordingly using their digital minds

#### 4. Strict Regulations:

The issue of the regulations in each jurisdiction requires close examination prior to any digital campaigns being launched. Life sciences marketing face stricter regulations when compared to other sectors. The pharmaceutical sector has to follow the FDA as well as the Federal Trade Commission (FTC) requirements from the privacy to the creative copy. In 1996, establishment of Health Insurance Portability and Accountability Act (HIPAA) protected the security and privacy of the health data. This act prevented the advertisers from misusing the health data online, protecting the privacy of the healthcare data. In 2010, FDA issued warning letter to a Novartis to pull back Facebook share, as the risk information about leukemia treatment drug Tassigna provided was inadequate. With the search restrictions the pharmaceutical companies have been more careful about the investment and adoption of new digital marketing practice. Companies who are able to integrate digital and the approval process with built-in compliance workflows can make digital work in real-time.

#### 5. Poorly maintained websites:

Biopharmaceutical manufacturers are slow to use social media. The old "Web 1.0" world is still followed by some of the pharmaceutical companies. Pharmaceutical sector has preferred one-way flow of information which has carefully screened, legally approved, and protected against outside interference. Such websites only push information lacking direct interaction with patients.

An out-of-date site with poor maintenance is worst than having no site at all. Efficient human resources must be found to manage these interactions

### Survey on Digital Marketing:

#### 1. Survey conducted by COUCH:

COUCH, an integrated digital marketing and creative healthcare communications agency conducted a survey of 119 companies in the pharmaceutical sector to analyze the challenges

that the digital pharma would face in 2014. According to the survey,

1. The 92% of respondents were not satisfied with their companies' current digital technology implementation
2. The challenge faced by 83% of the respondents is to adopt digital technologies in their company
3. Budget was identified by 75% of respondents as major challenge to incorporate digitalisation into their overall marketing strategy
4. 73% of respondents faced absence of digital strategy at workplace. 14% of respondents measured their activities on weekly to monthly basis. Respondents also mentioned the major challenges they faced to incorporate the digital marketing

#### Strategies that can be implemented

Pharmaceutical companies have a huge opportunity to use their expertise healthcare reforms by altering their business model.

Pharmaceutical sector is an information-intensive industry. Healthcare's business model has remained unaffected by the digital revolution until recently. Health is delivered traditionally till present as the industry lacks the usage of digital technologies. The strict regulations, lack of proper

digital strategies, etc. have been major barriers for adoption of digital marketing. The companies require to have a well defined strategy for implementation of digital marketing which most of them lack. Technology is not the only solution but it must be also used in the regular work process flow. Following are the few strategies that the pharmaceutical companies can adopt in order to increase the opportunities in digital era.

#### 1. Collaborative business model

The pharmaceutical industry is quickly innovating despite its traditional barriers through collaboration with partners, stakeholders and beyond. The availability of digital technologies provides great potential for almost-limitless collaboration. The collaborators can efficiently and effectively research and develop new therapies. For example, Pfizer has adopted an innovative cloud-based

clinical data platform, which enables participants to aggregate, analyse and visualize clinical trial patient data across studies and drug programs, supporting intelligent trial design, precision

medicine, pharmacovigilance and regulatory enquiries.

## 2. Business partners:

Digital strategies include partnering with companies which address complimentary aspects of a given disease. For example companies marketing anticoagulants for atrial fibrillation should partner with medical device companies identifying these patients with remote cardiac monitoring. Introducing a digital marketing tool is not difficult. The companies must not only introduce but they must also adopt them.

## 3. Introduce mobile apps:

The long wait of the pharmaceutical companies ended when the FDA released the guidance of mobile medical apps. Apps delivered in via mobile phones in a go helps better understanding of patients regarding their diagnoses and medications prior to discharge. Complete details of any medication can be mentioned in the apps which allows better direct to consumer marketing. Pharmaceutical companies would be gain more profit if they partner with companies which can deliver the apps in a context of patient management including symptoms and medications, not specifically disease management.

## 4. Sharing data for population studies:

Large data collected overtime tends to be useless unless good analysis is performed on it. The results associated with data should be brought out. The combination of point of care content, mobile and analytics will be what truly changes healthcare in digital.

## 5. Create a new organisational structure for digital marketing:

Appoint a marketing strategy manager, e-marketing product manager, digital marketing committee, etc. which can help to drive innovation on the digital marketing of the company and build digital strategies.

## 6. Ensure IT support:

Adequate IT support is needed in order to provide solution to any digital marketing issues

## 7. Patient and Health Care Provider (HCP) Services:

As patients and HCPs are using more

technologies day by day, they also expect pharmaceutical companies to provide technology-based services that can help patients monitor and manage their health. These services can also significantly contribute to the research and development into new treatments. It also connects stakeholders across the broader healthcare ecosystem to support the delivery of treatment and provide evidence of results. Digitally-enabled patient services, such as apps or online platforms or educational resources that link to a broader set of services which aids patients and HCPs deal with health issues should be used.

## II. FUTURES COPES:

The pharmaceutical companies will in future highly adapt to digitalisation and develop extensive connectivity, data analysis and collaboration. Digital shall soon become the backbone of pharmaceutical industry, provided they develop proper marketing strategies and implement them. The patients and health care teams would provide the communication platform for brands. The traditional one way relationship in our healthcare system will soon change to two way relationship exclusively with help of digitalization on this sector. Mobile marketing, social media and other forms of digital marketing will lead to creation of valuable channels enabling patients to exchange information.

### Digital Marketing For Pharma Companies

One cannot deny the power of online marketing for pharmaceutical industry is taking the world by storm. As we all know the upcoming generation and time is the era of online business. Even the people all over the world are well versed with internet in their hand. So it the reason that the pharma companies are going towards internet marketing.

### Internet Marketing for Pharma Companies

The Pharma industry is well connected by a link of HCP or Health Care Professionals, Companies & Third parties. The traditional form of business is outdated with newer technology carving out the way. The world is on the screen in a single click. With 3G & 4G paving its way, one can imagine the visitors that can be converted to potential customers. Digital Marketing is the potential term used for the modern promotional tactic.

MARKETING DIGITALLY  
ATTRACTS MORE BUSINESS. PERIOD.”

Having a solid marketing strategy is paramount to the success of any business today. For brick and mortar Community Pharmacies and other healthcare clinics, although in-store marketing remains extremely important, digital marketing represents a whole new world of opportunity. For those healthcare businesses who are primarily online, digital marketing is a must.

However, there's a big problem when it comes to digital marketing for pharmacy. For most Community Pharmacy and healthcare businesses alike, their digital presence is generally poor and led by a non-existent strategy.

But, we understand this. Pharmacists and other healthcare professionals are not digital marketers at the end of the day and business owners are seriously time-strapped.

For these reasons, we want to help you. Why us? Because we're a team of healthcare professionals and digital marketers with over 20+ years of experience combined. We can help you with Social Media Marketing, Search Engine Optimization (SEO) and paid marketing. Whatever pharmacy or healthcare business you own, we can help you grow.



### Digital Platform For Pharma Marketing PharmEasy:



PharmEasy is India's one of the top online pharmacy apps. You can purchase medicines online & get it delivered to your home within 24-48 hours in select cities. Download the app now to take care of all your healthcare needs with an added discount. PharmEasy has served over 50 lakh families for ordering medicines online & for booking diagnostic tests.

PharmEasy is an online medicine delivery app, which also allows you to buy healthcare products, OTC products & medical equipment online. You can book diagnostic tests online, including blood tests, lab tests, full body checkup & other preventive health checkups from the convenience of your home. Get huge savings on online medicine purchase & of up to 60% discount.

on a select range of healthcare products & services. Our doorstep medicine delivery service is available PAN-Indiacovering 1200+ cities & 22000+ pin codes.

Diagnostic/Lab tests are available in 40+ cities including Ahmedabad, Bally, Bengaluru, Chennai, Coimbatore, Delhi, Dombivli, Faridabad, Gandhi Nagar, Ghaziabad, Gurgaon, Hooghly, Hooghly Area, Howrah, Hyderabad, Indore, Jaipur, Kalyan, Kolhapur, Kolkata, Lucknow, Mumbai, Nagpur, Navi Mumbai, Noida, Pune, Pune Area, Surat, Thane & Vadodara.

Place your medicine orders online

You can use the PharmEasy app for online medicines order & get super-fast delivery. Also, you will get a minimum medicine discount of 15% on every order plus additional offers. This healthcare app lets you order medicines exclusively from the third party licensed retail pharmacies

- **Netmeds**
- **1MG**
- **ONLINE PHARMACYINDIA**
- **ONLINE MEDICINE**

**Advertisement in pharma**

## VICKS



Introducing Vicks' NEW Action 500 Advanced - a tablet formulated for effective relief\* from not just cold and headache, but also cough.

Now let nothing stop you from giving your best.

\*Relief from the following multiple symptoms of cold:

1. Blocked nose
2. Headache
3. Body aches

4. Dry cough
5. Runny nose
6. Sneezing
7. Sore throat pain

Note: ALWAYS READ THE LABEL. USE ONLY AS DIRECTED. IF SYMPTOMS PERSIST SEE YOUR DOCTOR/ HEALTHCARE PROFESSIONAL

Do not use in children below 12 years of age.

## COFSILS



Medicated Cough Syrup serves as an effective combination for multi-symptom cough relief (i.e. it is effective in controlling cough, cold, sore throat, and other symptoms of congestion). Cofsils Medicated Cough Syrup provides fast action (within 15 minutes) in multi-symptom cough relief.

Is Cofsils safe?

Cofsils Cough Syrup is probably unsafe to use in patients with kidney disease and should be avoided. Sep 15, 2020 OTEX

Cofsils Lozenges contains Amylmetacresol and

Dichlorobenzyl Alcohol as main active ingredients. Role of active ingredients: Amylmetacresol: Antiseptic used in the treatment of infections of the mouth and throat such as throat infection, throat discomfort, mouth infection and other related problems.

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## NICOTEX



: Nicotine & Side effects For a smoker, it is not easy to give up. There are constant struggles, repeated attempts, and unsettled emotions. Support from parents, spouses, and friends is important. However, many times the smoker's unsuccessful attempts to quit smoking are misunderstood as a mere lack of intent. But families and friends can help a smoker quit and lead a healthy lifestyle.

Understanding the significance, the new TVC for Nicotex, from the house of Cipla Health Ltd., captures a smoker's struggle in his own words.

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captures a smoker's struggle in his own words. Conceptualised by Soho Square, Mumbai, the TVC focuses on the smoker's dilemma in his journey from smoking to quitting. Nicotine is a vasoconstrictor; it constricts arteries, which increases the resistance against which the heart has to pump blood, effectively making it harder for the heart to pump blood through the body. The result is enhanced shear stress on vessel walls, and repeated nicotine exposure contributes to accelerated health problems that are a function of chronic vascular injury such as coronary artery disease, acute cardiac ischemic events, and hypertension[9]. Studies have shown that nicotine exposure contributes to stroke, peptic ulcer disease, and esophageal reflux.[9] Nicotine may also cause wounds to heal more slowly and may be associated with reproductivetoxicity.

Nicotine gum requires frequent periods of chewing throughout the day which can lead to jaw soreness.[10] People with dental problems should also be cautious from the effects of constant gum chewing and should consult their dentist before using the nicotine gum.

#### Uses of Neurobion Forte Tablet 30'S

Neurobion Forte Tablet is used to treat Vitamin B deficiency. For a healthy immune system and boosting energy levels. As a supplement when vitamin requirements of the body are high such as in nutrient malabsorption, after surgery, during pregnancy and lactation.

### III. CONCLUSION

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantage of digital marketing.

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