

Impact of Digital Marketing in Pharmaceutical Industries

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Abstract

Digital marketing is an essential tool these days to build the image of any organization in the market and among customers. Digital marketing helps to provide basic knowledge about the organization through different posts and updates on social media. Digital marketing helps the organization post the feed and update their customers with activities and services. Digital marketing refines the brand image and provides the organization with proper information about the choices of customers.

The pharmaceutical industry is a part of the healthcare industry, which is engaged in the manufacturing of medicines. The pharmaceutical industry is growing day by day. The pharmaceutical industry is also moving towards digital marketing as the competition is increasing day by day with different challenges. Digital marketing is helping the organization provide services to upgrade customers' knowledge.

The pharmaceutical industry is following FMCG companies to understand digital marketing and how to upgrade the organization and product through different platforms. The pharmaceutical industry is adopting different digital marketing strategies to promote its brand and organization on different social media platforms. By utilizing digital marketing, pharmaceutical companies can reach a wider audience and engage with customers in a more personalized way. This allows them to stay competitive in the market and adapt to changing consumer behaviors. "Digital" became an essential part of daily life. All the sectors were going to adapt more

KEYWORDS: Pharmaceutical marketing, digital marketing, digital marketing strategies, e-pharm, social media.

INTRODUCTION:

The pharmaceutical industry is one of the fastest-growing sectors, as it is the backbone of healthcare. Pharmaceutical industries are medicine manufacturers. Pharmaceutical products are divided into two types: one is prescription-based, and the other is over-the-counter or something the patient can buy himself. Digital marketing plays a vital role in both categories of medicine. For prescription based medication, digital marketing helps the organization engage key opinion leaders and key business leaders through different platforms and media. Other medicines can be bought directly by customers from pharmacies; these medicines are called over-the-counter medications.

Over-the-counter medicines are very useful in treating acute or short term symptoms like pain, fever, topical creams, etc. There are very few organizations that are creative and think of innovation but are not able to find good case studies on digitization in the pharmaceutical industry, which restrict their use. The pharmaceutical industry is not good with online marketing, as healthcare is more based on evidence, as this sector is the most trusted. Corona caused a proper awareness of social media among all people. With

the huge increase in the number of users of social media, people are getting information from different sources like Google, YouTube, Telegram, and Facebook. Many videos and information are available on different platforms for the use of medicines. Healthcare professionals are also active in providing patients with proper awareness about the disease. Key opinion leaders are available on different e-portals to suggest and provide consultation to the patient virtually. Pharmaceutical companies are providing sponsorship by providing a channel to make patients aware of different diseases and how to prevent them in different conditions. This helps the company build its brand image and create a positive image among the people. Modern ads are available on different social media platforms, like Twitter, YouTube, prescription Bing, healthplix, etc. are expected to grow to \$10 billion by 2020. This promotional budget is 13 points above what companies currently invest.

DIGITAL MARKETING IN INDIAN PHARMACEUTICAL INDUSTRY

Pharmaceutical industries have embraced the use of digital marketing to enhance their brand presence and provide valuable information to patients. Various technologies are being utilized to educate patients on different health conditions and the proper use of monitoring devices. Additionally, digital marketing aids medical professionals in staying updated on diseases and treatment protocols, while also enabling them to connect with individuals across various locations. This approach is instrumental in informing patients about managing conditions such as hypertension, diabetes, hepatitis, and allergies. Furthermore, it serves as a platform for promoting hospitals and pharmaceutical companies, with initiatives often sponsored by leading organizations like XYZ Company. By leveraging digital marketing strategies, these industries can effectively reach a wider audience at a lower cost. Moreover, government campaigns are utilizing digital platforms to disseminate information on preventing the spread of communicable diseases such as AIDS, Hepatitis B, and STDs. In the current landscape, digital marketing plays a crucial role in engaging customers, healthcare professionals, and caregivers. Key technologies employed in the pharmaceutical sector include mobile communication, advanced analytics, the internet, and cloud computing. Despite the benefits, certain restrictions exist due to regulations surrounding the advertising of prescription medications.

Type of digital Marketing

Search engine optimization:

This is the most common engine used to search on different search engines, like Google, Yahoo, or MSN/Bing. Searching for information related to health on different search engines is most common these days. Search engines are the most popular and easiest way to find information about products and services, according to 47 percent of web users.

The most commonly used search engine is Google. Everyone wants to get information regarding good health and the basic treatment regimens for diseases. People are searching for the name of the best doctor on a search engine to get details about their specialization and location. The pharmaceutical industry is helping KOLs by increasing their reach with patients. Pharmaceutical companies are investing in product branding in their search engine operations to be at the top. Search engines are the most popular and easy way to get connected with customers. Search engines also provide a database, which helps in providing information regarding the number of times your product has been visible and searched. This data can then be used to track the effectiveness of marketing strategies and adjust accordingly. Additionally, search engines allow for targeted advertising, reaching potential customers who are actively seeking information

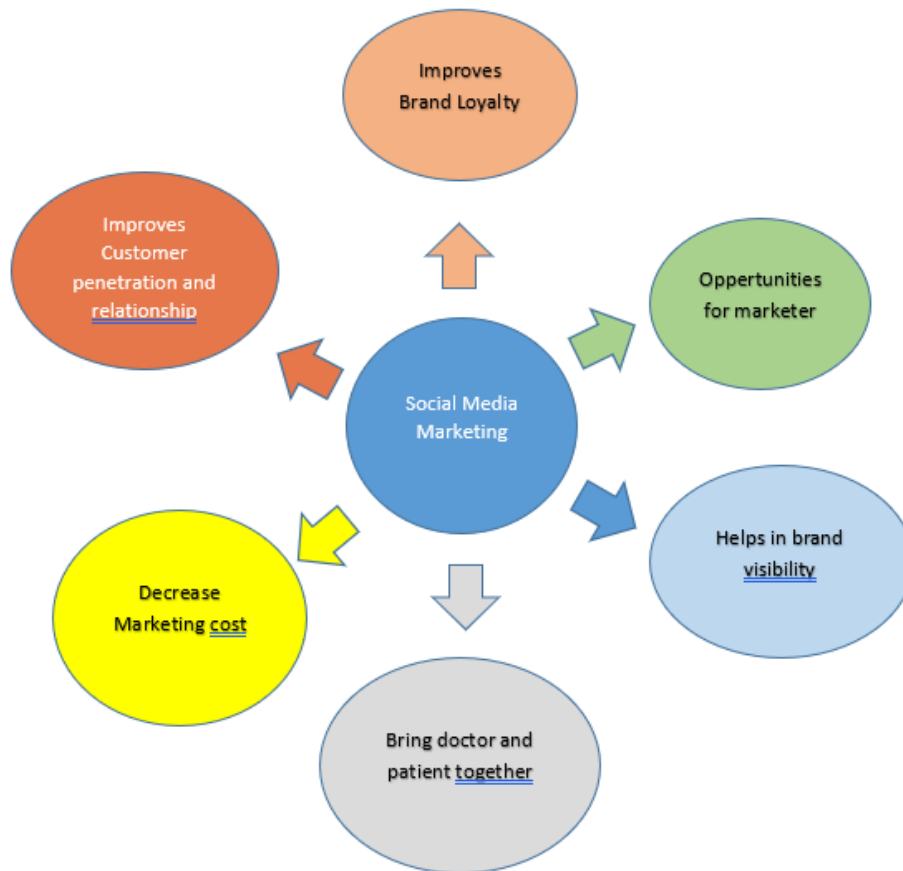
about specific medical conditions or treatments. Additionally, search engines read QR codes and use different urls to redirect users directly to the server.

Pay Per Click Ads:

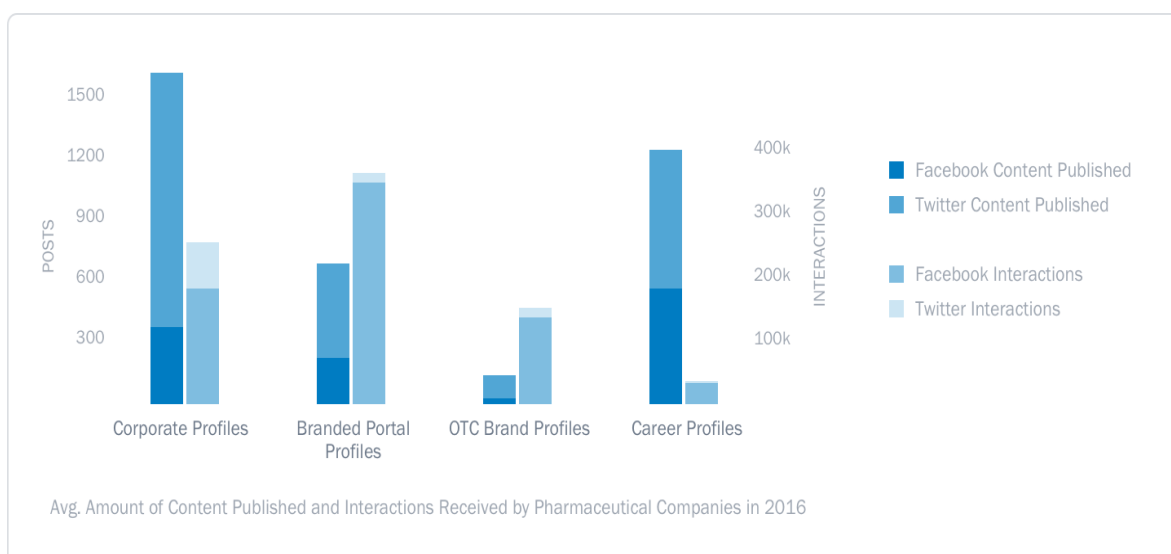
PPC advertising helps the pharmaceutical business generate instant results and also improves brand recognition. PPC helps the organization target a specific audience based on the segment in which they are looking for solutions. Advertising also plays a vital role in brand promotion. Advertisements help to redirect directly to the product or to the company’s website. Different websites and platforms are available, which help the organization promote itself through advertising. A pay-per-click advertisement is also available on Google Search, allowing businesses to reach potential customers who are actively searching for relevant products or services. This targeted approach can lead to higher conversion rates and a better return on investment for pharmaceutical companies looking to increase their online presence. to highlight the brand and organization.



Social Media Marketing:



Different social media platforms are used as marketing tools to advertise the brand and organization and build trust among customers. Social media platforms are utilized as marketing tools to promote brands and build customer trust. By connecting directly with customers, companies can strengthen their corporate image and improve their reputation. Real-time feedback from social media allows companies to tailor their marketing strategies, thereby building a loyal customer base and increasing brand loyalty. This direct interaction strengthens the company's reputation and enhances its overall brand image.



	Corporate Social Profiles	Careers in Pharma	OTC Brand Profiles	Branded Community Properties
Abbott	●	●		
AbbVie	●	●		●
Allergan	●			●
AstraZeneca	●	●	●	
Bayer	●		●	
Boehringer Ingelheim	●		●	
Bristol-Myers Squibb	●			
Eli Lilly & Company	●			
GSK	●	●	●	●
Johnson & Johnson	●	●	●	●
Merck	●	●		●
Novartis	●	●		
Novo Nordisk	●			●
Pfizer	●	●	●	●
Roche	●	●		
Sanofi	●		●	●

Pharmaceutical Landscape on Social Media

E: Detailing:

The Indian pharmaceutical companies are moving towards virtual calls, and a few pharma companies started virtual calls on Saturday. Virtual calls help the organization clear the KOLs all queries regarding products, as the medical team, training team, and managers can join virtually from any location. E-detailing also helps the organization add different content in video form or 3d form. Companies are also getting a benefit as manpower will be less as compared to physical detailing.

eCMEs (electronic continuing medical education) or webinars

eCME is an electronic CME in which KOLs provide information regarding the product to HCPs on different platforms. Virtual CME is good for KOLs and organizations as HCPs can join from any location and links can be shared with anyone, even though company expenses are much lower as compared to physical CME.

Pharmaceutical industries can adopt a few strategies to increase their chances in the digital world.

1. Mobile Application: -

Mobile applications are widely used by many industries to provide all the details regarding the product and to help the patient balance their lives, as these applications also have alarms that notify the patient to take medication on time. Different applications need to be upgraded to track the number of prescriptions prescribed by doctors in a specific time frame for each doctor in that segment. Patient educational applications need to plan where the company's image can be built. An application can be provided to the doctor for consultation and data management so that the data can be saved and used for different marketing strategies.

2. Field sales data base management:

A proper channel of data base needs to be created to understand and notify the field officer of which doctor is not now prescribing specific strength molecules. Also, it will help to understand the competitive knowledge and market share of the competitive brand.

3. Population Studies Data Base:

Different epidemiological studies need to be done to understand the number of patients suffering in a specific location with specific diseases. Also, to understand the customers in that specific area, strategies can be made accordingly.

4. Proper IT Support:

Proper support should be established to help the digital team solve different problems.

5. Digital Marketing Team:

A proper digital team to execute different sets of programs and to smooth the running of different digital campaigns.

6. Services to HCPs :

Providing proper support to healthcare professionals by providing them with different platforms like videos on dos and don'ts in different conditions, audio campaigns, poster campaigns, etc.

CONCLUSION:

Now a days, people are busy with different work; the only source of information is mobile and laptops. Approximately 90% of individuals are engaged in devices. In this busy schedule of individuals, the best way to brand the organization is through social media and mobile phones. Digital marketing plays a vital role in developing a good image of the organization through different updates regarding activities. The pharmaceutical industry works on safety and efficacy. According to research data, people are searching for different preventive measures for different health problems, as well as who is the best consultant for a specific segment and the rating of that KOL. Digital marketing helps to provide support through surveys. Digital marketing is an easy way to reach a large audience and is cost effective as a one-time effort and investment is utilized.

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