



MARKETING *Club* 135th

134th Marketing Club
93rd Business Club
25th Cairo Club



CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR

Practicing Tactical Marketing



JOIN FREE

LIVE WEBINAR

Date

30-4-24
Tuesday

9.30 pm

Egy- KSA

Time

10:00PM
UAE

Place

Online
Zoom



Instructor
Dr. Mohamed Fathy
Marketing Manager



The Tactical Components of The Marketing Plan

Dr. Mohamed Fathy



Brief Of My Biography

- 27 years of experience In the Pharmaceutical Field, Marketing & Training
- Expert in Egypt & Saudi Arabia Markets
- Training experience in MENA & Africa regions
- BSC of Pharmacy, Cairo Univ.
- MBA Certificate, Major Marketing, Ain Shams Univ.
- Delegated Lecturer at Helwan University, Faculty of Pharmacy
- Study Clinical Nutrition & Clinical Oncology programs



Dr. Mohamed Fathy Ibrahim

Mfis_9999@Hotmail.com

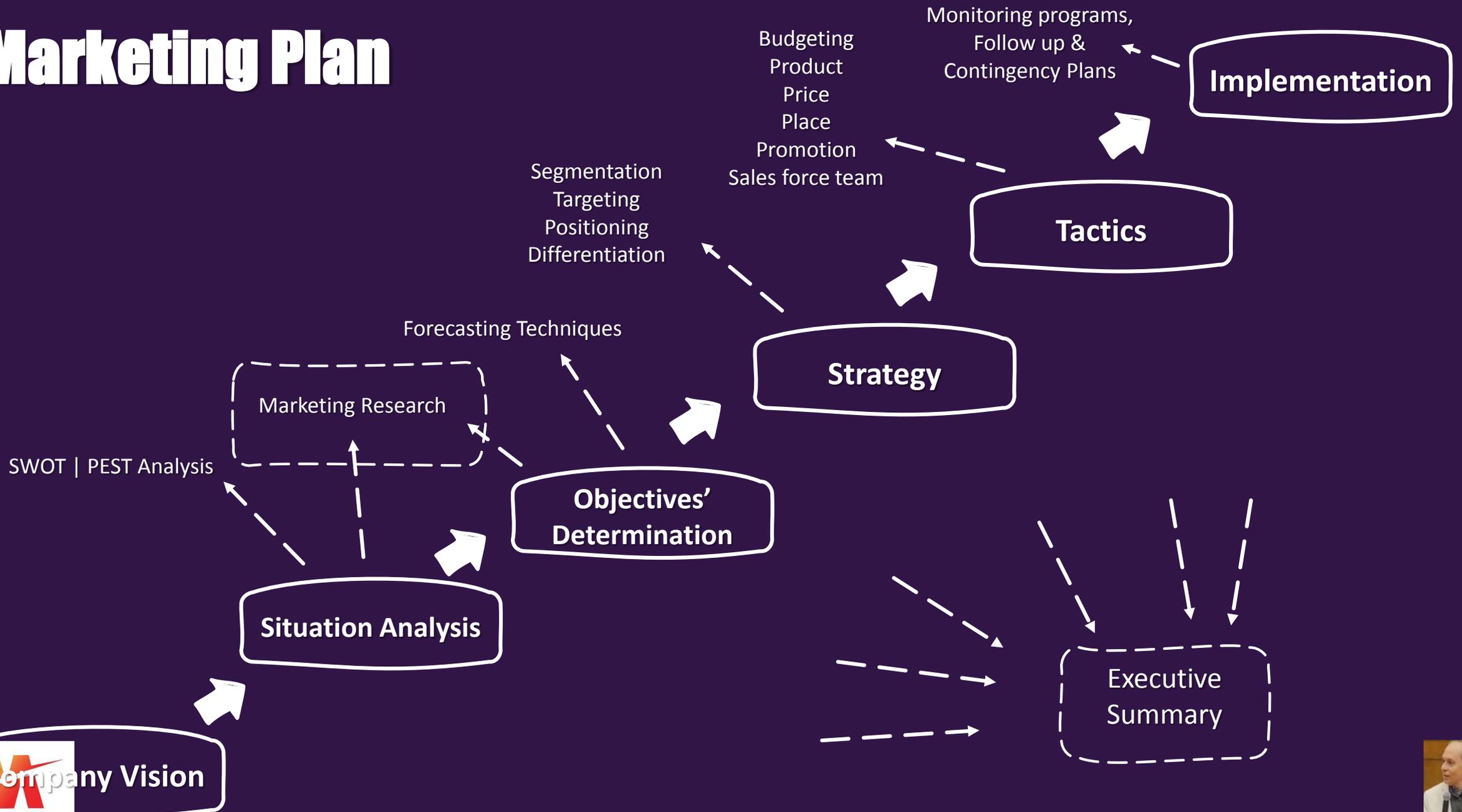
YouTube Channel Link

<https://www.youtube.com/@MohamedFathyIbrahim/playlists>

WhatsApp +201008866445

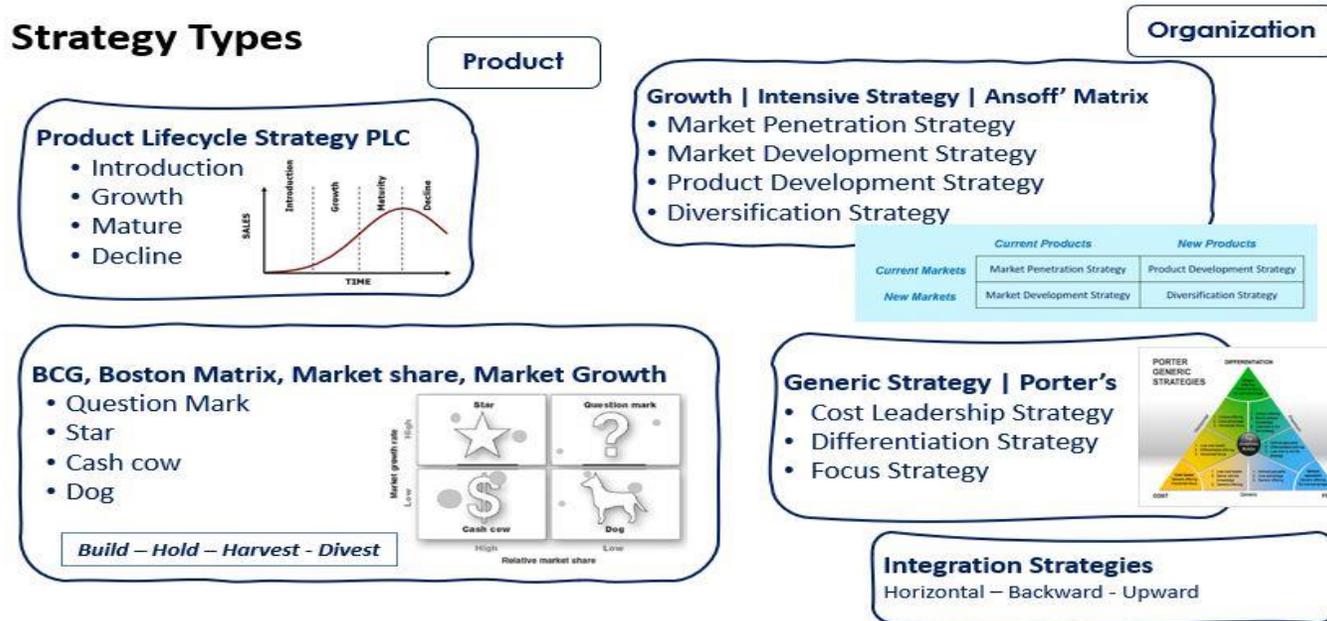


Marketing Plan



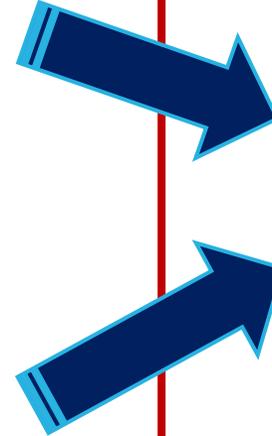
Turn Strategy into → Tactics

Strategy Types



Tactics

- Marketing Mix - 4Ps
- Product
- Price
- Promotion
- Distribution
- Sales Force
- Budgeting



- Plans, Priorities, Steps
- Tasks & Responsibilities
- Numbers
- Phases

- Segmentation
- Targeting
- Positioning
- Differentiation



The Tactical Components of The Marketing Plan



Promotion & Communication | Tactic' Components



Integrated Marketing Communication - IMC



Integrated Marketing Communication - IMC

Personal Selling

- F2F Sales call
- Sales meetings, AV actions & RTD
- KOL Meeting
- Zoom Meetings
- Pharmacy campaigns
- Personal meeting within Booths, Conferences, Symposium, Fairs and trade shows

Advertising

- Brochure, Flyers, booklets, Posters, Printings
- Billboards
- Packaging
- Company' Cars
- Newspaper inserts
- Motion pictures
- Logos, slogan
- Pharmacy Tools & Bags
- TV & Radio Ads.

Digital Marketing

- Websites
- Social Media
- SEO
- Content, Posts, Videos
- Affiliate
- Email
- SMS

Sales Promotion

- Price Cut
- 1+1 | 2+1
- Discount
- Bonus
- Coupons
- Rebates
- Continuity programs
- Pay back
- Contests
- Sweepstakes
- Premiums

Public Relations

- Annual reports
- Charitable donations
- Publications
- Community relations
- Community' Events sponsoring
- Publicity !
- Speeches
- Seminars
- Lobbying
- Press kits
- **Technical Schools (EVA)**

Events & Experiences

- Launch Party
- Stand-alone
- Conference Sponsoring
- CME Programs
- Sports' Events
- Festivals
- Cause' Event
- Factory tours
- Company museums
- Street activities
- Mall events area
- Entertainment
- Trade shows exhibits
- Entertainment
- Cycle meetings

Direct Marketing

- Catalogs
- Mailings
- Telemarketing
- Electronic shopping
- TV shopping
- Fax mail
- Voice mail
- SMS

• **Direct Field Service (Personal | Ethical – Non Ethical)**

- **Samples**



Communication Tactics

Paid	<ul style="list-style-type: none"> Advertising Digital Marketing Direct Marketing Sales Promotion 	Personal Selling
	Publicity*	Word-of-mouth
Unpaid	Nonpersonal	Personal

High Cost	<ul style="list-style-type: none"> Bill Board, Posters, Brochures Mobile App Short Videos 	<ul style="list-style-type: none"> Med. Reps F2F Meeting e.g. Stand-Alone, Symposium
	<ul style="list-style-type: none"> Telephone Email SMS Direct mail SEO Google search 	<ul style="list-style-type: none"> Zoom meeting Webinars
Low Cost	Low Impact	High Impact

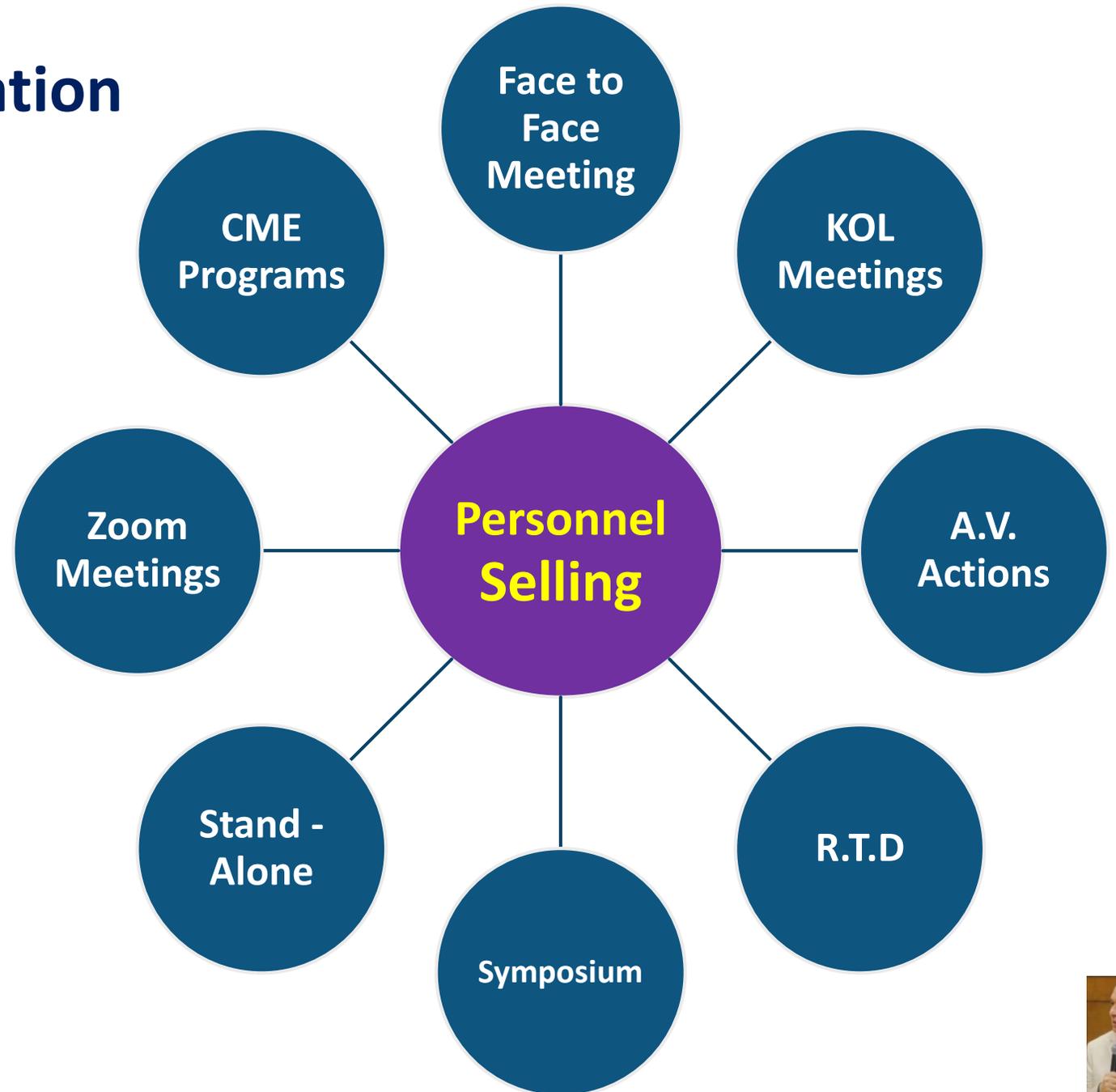
* Publicity: Notice or attention given to someone or something by the media



Personal Selling Communication With Physicians

You should strive for reaching

- The Right customers,
- In the Right market,
- With the Right Channel,
- For the Right Products,
- And the Right Positioning



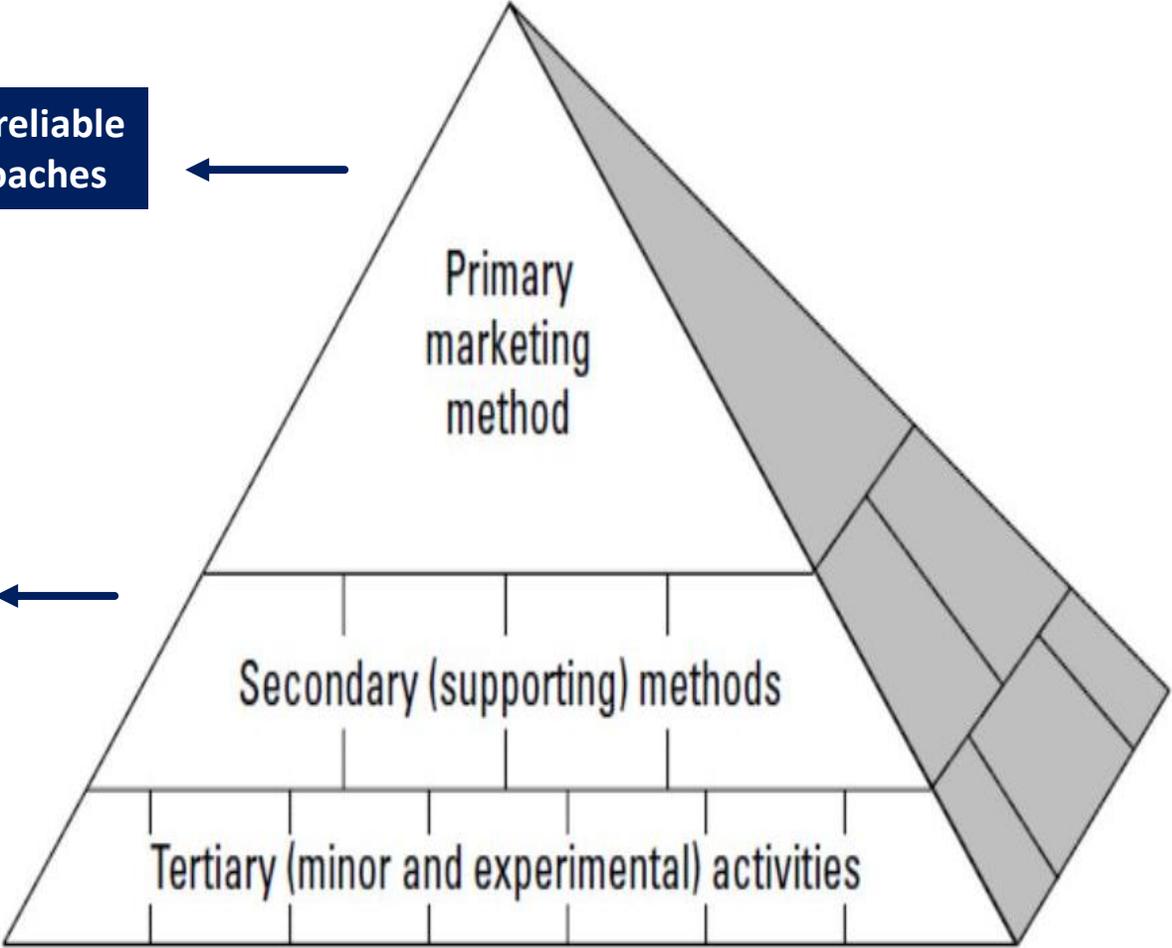
Selecting the Communication Channel

+ Sales Force Team

70% of your budget to the most reliable old effective and efficient approaches

20% of your budget to the trusted and low risk new approaches

10% of your budget to the newly advantageous (risky to some extent) approaches



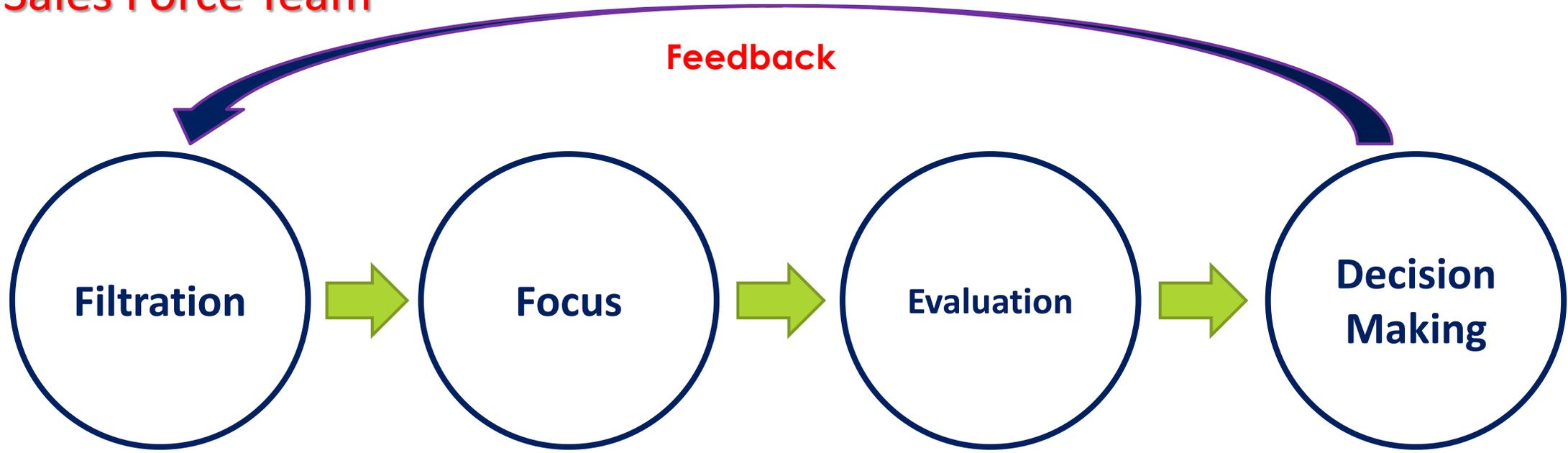
Factors Affecting The Selection of The Promotional Approach

- Company Objectives (Sales, Market Share, Profit, Image, Awareness ...)
- Fit with target customers needs and behavior
- Cost | Budget per objective
- Desired impact
- Competition behavior
- Sales Force Team Capabilities
- Sector (Pharmaceutical, Food supplement, Medical Devices, Cosmetics)
- Target audience (Physicians, Pharmacists, Patients)
- Reach & Coverage (Mass media, Selective media, ATL, BTL)
- Media Credibility
- Advertising Objective
- Target customer required response & interaction
- Message types, frequency, flexibility & duration
- Media possible' Creativity
- Concern of Annoying



Selecting the Communication Channel

+ Sales Force Team



Sales Force Team +
70% Primary Methods
20% Secondary Methods
10% Tertiary Method

Expected Revenue
Vs. Actual ROI,
Efficiency, Company
Image, Competition

Continue, or Minor
Change, or Radical
Change



Impact Metrics

Financial Metrics	<ul style="list-style-type: none"> - Sales - Market Share - Growth % 	<ul style="list-style-type: none"> - Cost \$ Vs. Sales \$ - Sales Report - IMS Data 	Responsibility <ul style="list-style-type: none"> - Sales Management - Marketing Dept. - Events Coordinator
Behavioral Metrics	<ul style="list-style-type: none"> - Customer Awareness - Customer New Behavior - Customer New Perception 	<ul style="list-style-type: none"> - Auditing - Market Research (Survey) - % of Customers changing behavior - % of Message' retention 	
Implementation Metrics	<ul style="list-style-type: none"> - No. of calls vs. Plan - No. of Symposium - No. of attendees vs. Plan - No. of AV actions, RTD 	<ul style="list-style-type: none"> - Call Report - Tracking system (CRM) 	



Advertising Hooks for your Marketing Campaigns

Product-Related	Efficacy, Safety, Innovation, Cost-effectiveness, Packaging
User-Related	Quality Of Life, Preference, Testimonials, Recommendations, Compliance
Usage	Tolerability, Dependability, Before And After
Manufacturer-related	Image, Services, Leadership, Innovation,
Non-Rational (Emotional)	Empathy, Humor, Curiosity, Patriotism, Self-gratifying

https://www.adsoftheworld.com/campaigns?search=health&industry_ids%5B%5D=24&button=

<https://www.behance.net/>



Above the Line (ATL) & Below the Line (BTL) Advertising

ATL

Above-the-Line Marketing



TELEVISION



RADIO



NEWSPAPER



BILLBOARDS



MAGAZINE



CINEMA

BRAND AWARENESS

BTL

Below-the-Line Marketing



PPC



EMAIL



DIRECT MAIL



EXHIBITIONS



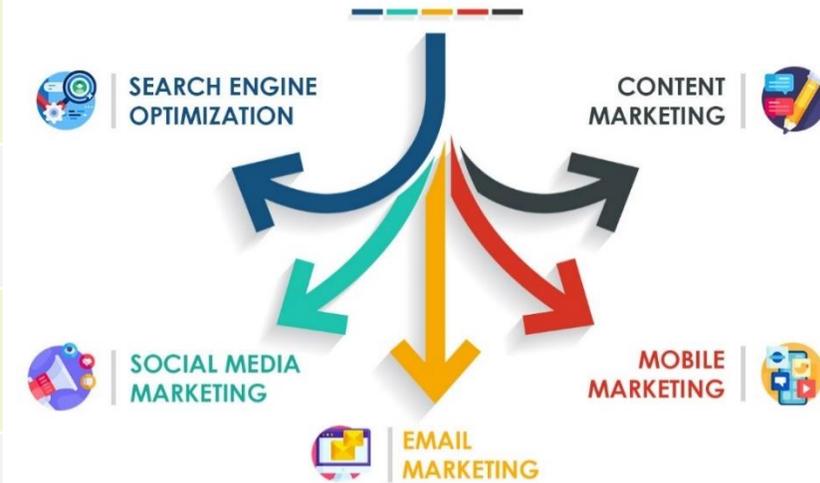
TELEMARKETING

RESPONSE DRIVEN



Digital Marketing | Types

Content Marketing	Effective marketing technique of creating and distributing valuable online content, e.g. videos, blogs etc., to the targeted audience
Email Marketing	Email marketing is a digital marketing strategy based on sending emails and developing relationships with prospects and customers. An effective email marketing strategy convert prospects into customers, and turn first time buyers into recurring customers
Affiliate Marketing	A marketing arrangement by which an online retailer pays commission to an external website for traffic or sales generated from its referrals.
Mobile Marketing	Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones
SEO Search Engine Optimizer	Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic
SEM Search-Engine Marketing	Search engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising
SMM Social Media Marketing	is the use of social media websites and social networks to market a company's products and services



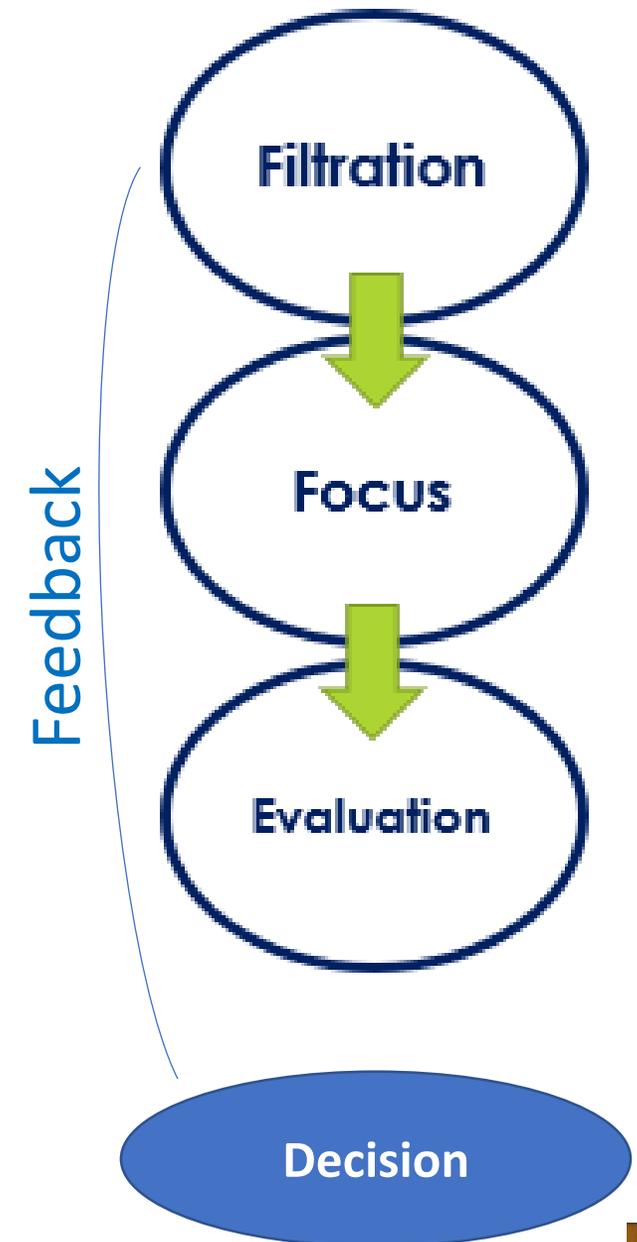
Budget | Tactics

الميزانية	الموازنة
<p>فعلية مصطلح محاسبي تعبر عن فترة منتهية تصدر في نهاية السنة توضع لتوضيح الوضع الاقتصادي للشركة</p>	<p>تقديرية مصطلح تخطيطي تعبر عن فترة مقبلة تصدر في بداية السنة توضع لأغراض رقابية و توقع لحجم مبيعات</p>

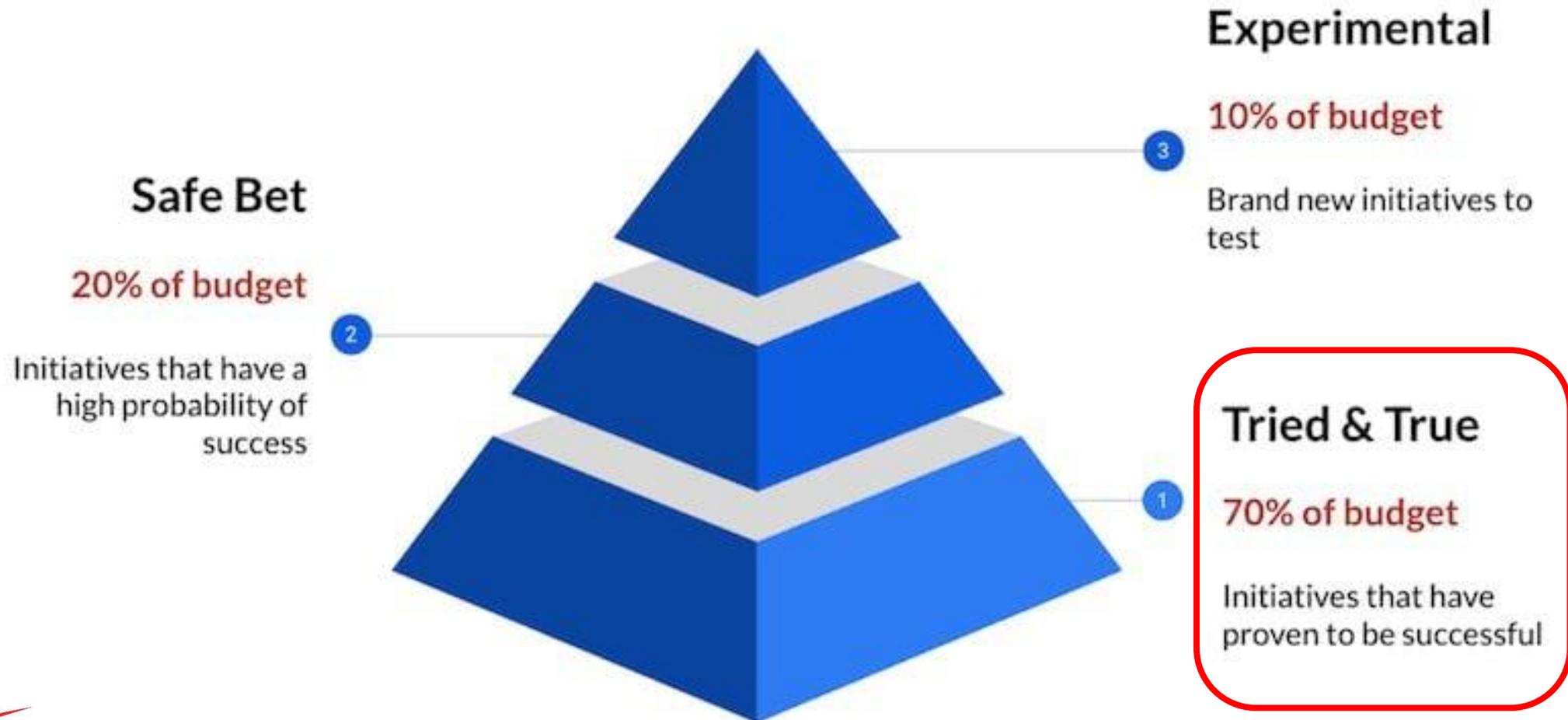


Marketing Activities

	Item	No. \ 2025	Cost
Marketing Activities	A.V Actions		
	R.T.D		
	Conference Participation		
	Social Media Activities		
	Event Marketing		
	Stand-Alone		
	PR Activities		
	CME Program		
	Pharmacies Program		
	KOL Meetings Symposium OTC Plan		
	Field Service, Tools, Printing, Training, Bonus, Samples		
	Total		



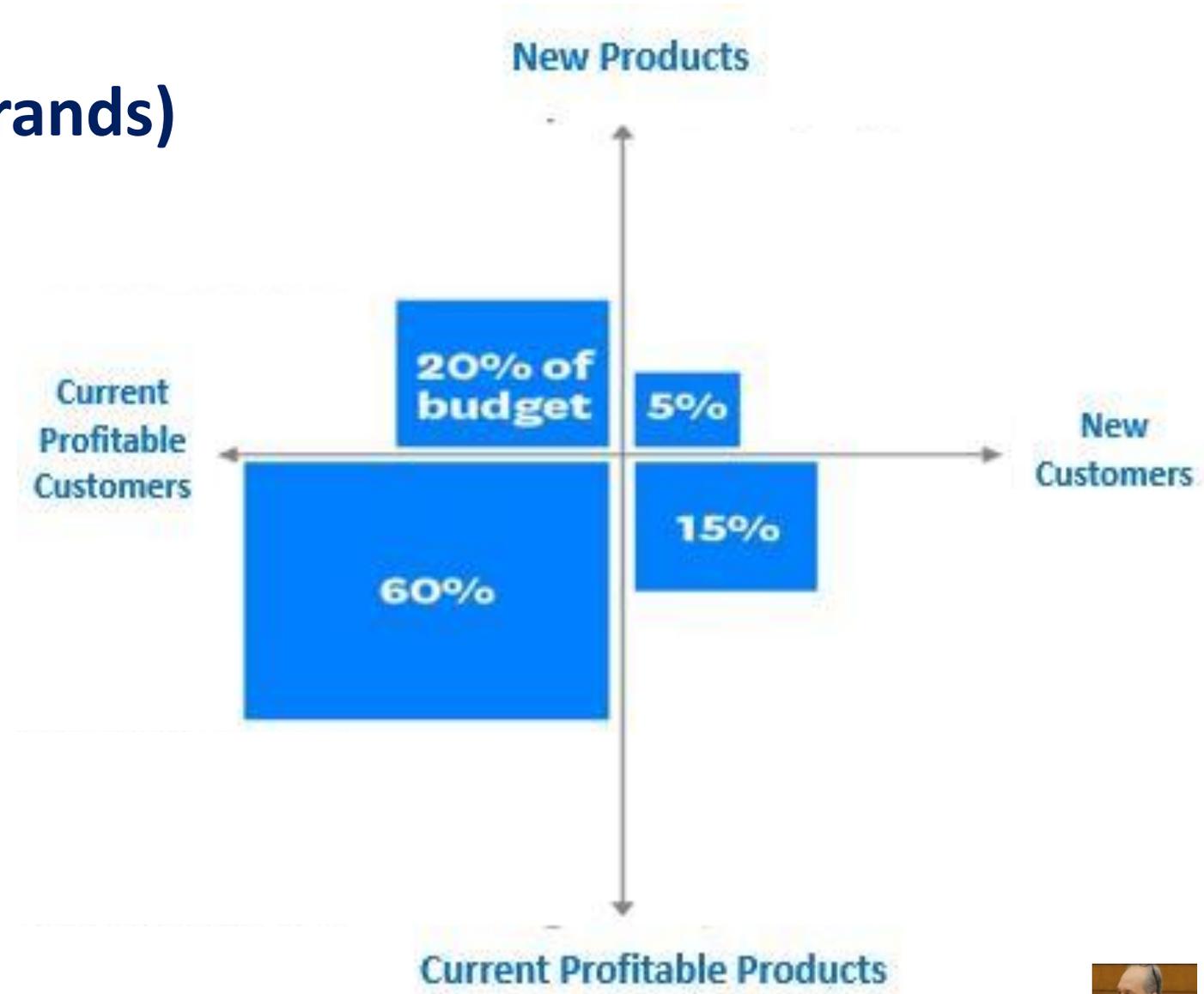
How To Set The Appropriate Budget For My Marketing Plan ?



Budget Allocation

According to (Customers & Brands)

- Current Profitable Customers, Market, Segment **Vs.** New Customers, New Markets, New Segments
- Current Profitable Brands **Vs.** New Brands, New Features, New Models, New Conc., New offering
- Current Profitable Customers 80%
- Current Profitable Products 75%
- New Products 25%
- New Customers, Markets, Segments 20%



Budget Allocation

Business Unit Line Item	Product A Budget	Product B Budget	Product C Budget	Product D Budget	Total Budget
Printed materials	XXXX	XXXX	XXXX	XXXX	XXXX
Gimmicks	XXXX	XXXX	XXXX	XXXX	XXXX
K.O.L gifts	XXXX	XXXX	XXXX	XXXX	XXXX
K.O.L Immanent Project	XXXX	XXXX	XXXX	XXXX	XXXX
Conferences (Work Shops)	XXXX	XXXX	XXXX	XXXX	XXXX
Symposium & Day-use	XXXX	XXXX	XXXX	XXXX	XXXX
A.V action & RTD	XXXX	XXXX	XXXX	XXXX	XXXX
Field service	XXXX	XXXX	XXXX	XXXX	XXXX
Digital campaign	XXXX	XXXX	XXXX	XXXX	XXXX
PR	XXXX	XXXX	XXXX	XXXX	XXXX
Total	XXXX	XXXX	XXXX	XXXX	5.000.000
% of Budget Vs. Forecast Sales Volume	6.5%	7.00%	8%	5.5%	7%



You Should Calculate:

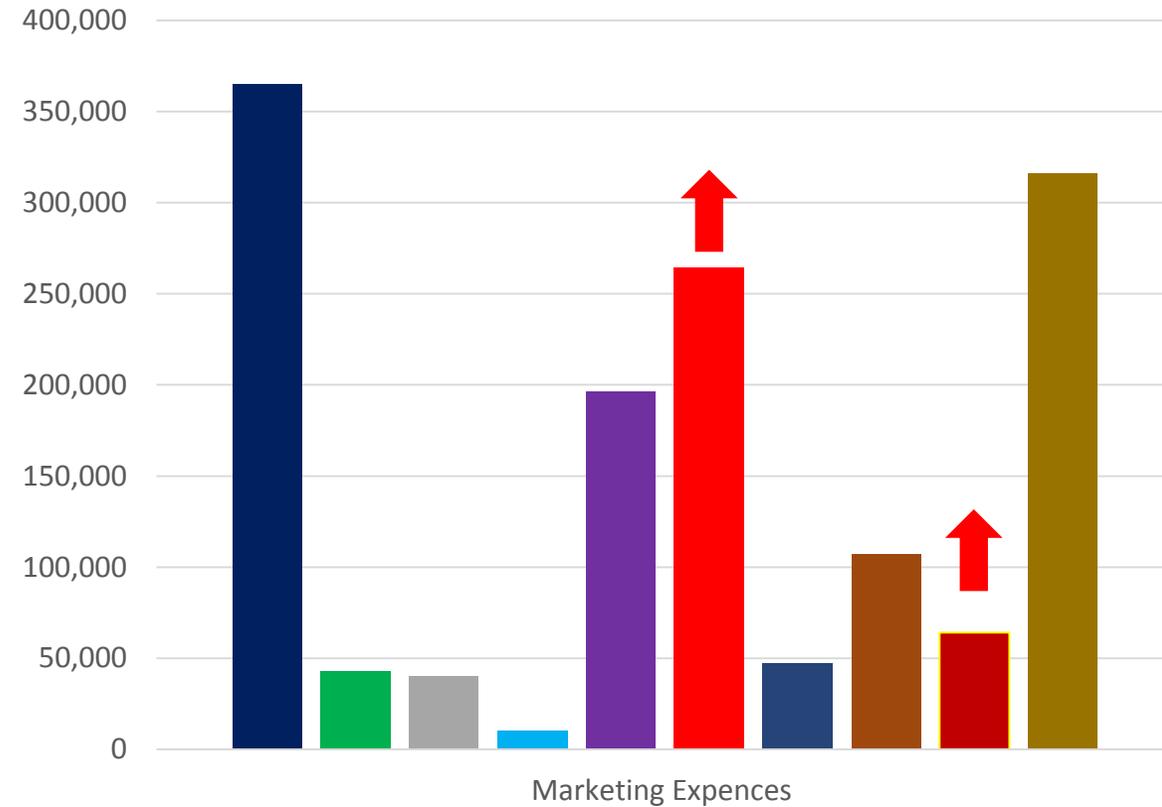
- Total Marketing Budget
- Its % from Sales Forecast
- Next year Budget Vs. Current Year Budget
- You should “write-up” its rational !
- Marketing Budget % per each product
- Budget Contribution % of each Product – Consider Strategic Products
- Total Budget Contribution % per each Quarter



Example: Analysis of Marketing Expenses

Small-Sized Pharmaceutical Company

Item	Previous Year Expenses
Printing	365.000
Gifts	45.000
Pen	40.000
Designs	30.000
Samples Bonus	200.000
Field Service	280.000
Conferences	60.000
Training	110.000
AV Actions & RTD	80.000
Events' Marketing & Launch Party	400.000
Total	1.800.000 LE



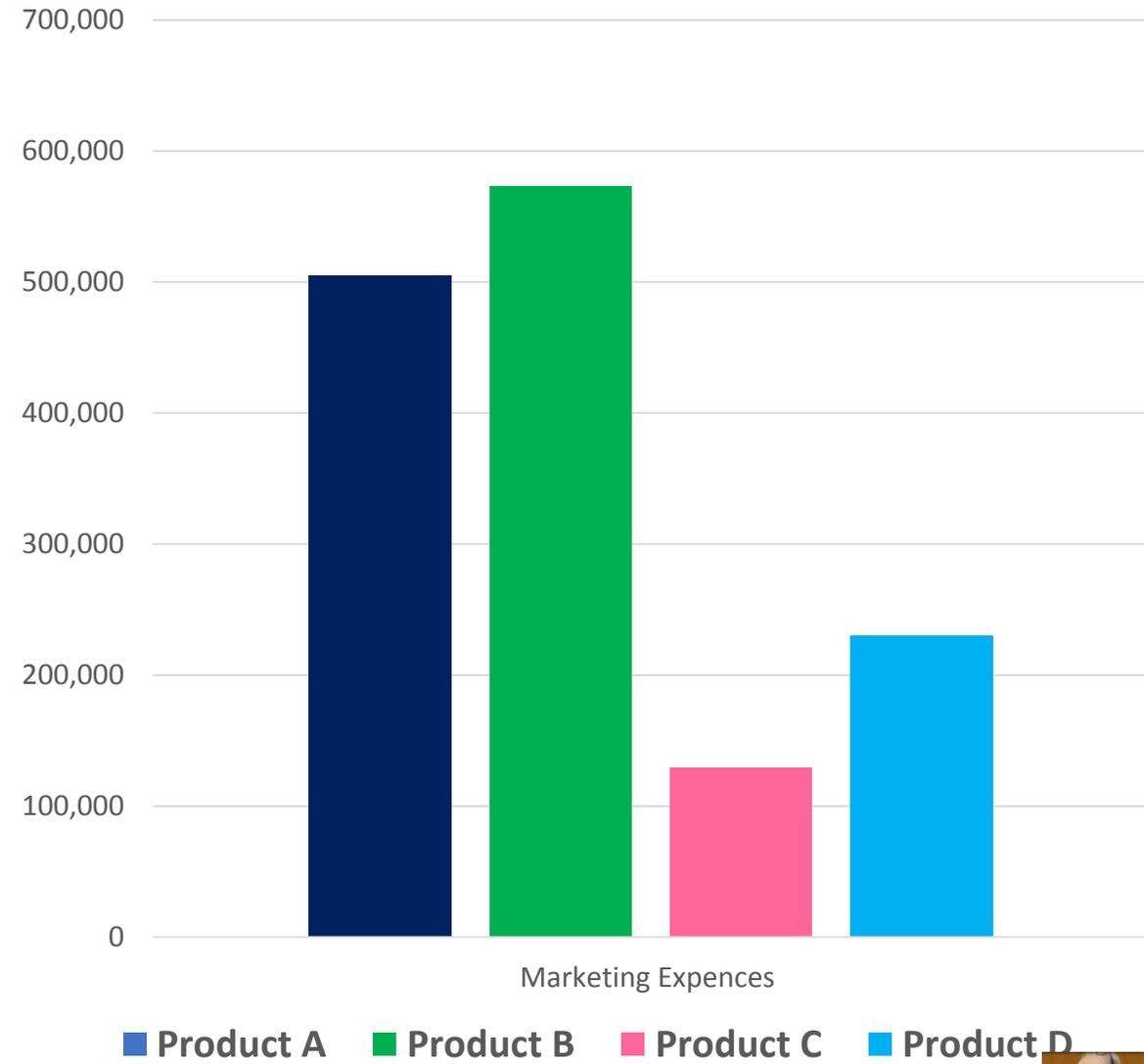
- Printing
- Gifts
- Pen
- Design
- Samples
- Field Service
- Conferences
- Training
- AV & RTD
- Events & Launch



Analysis of Marketing Expenses

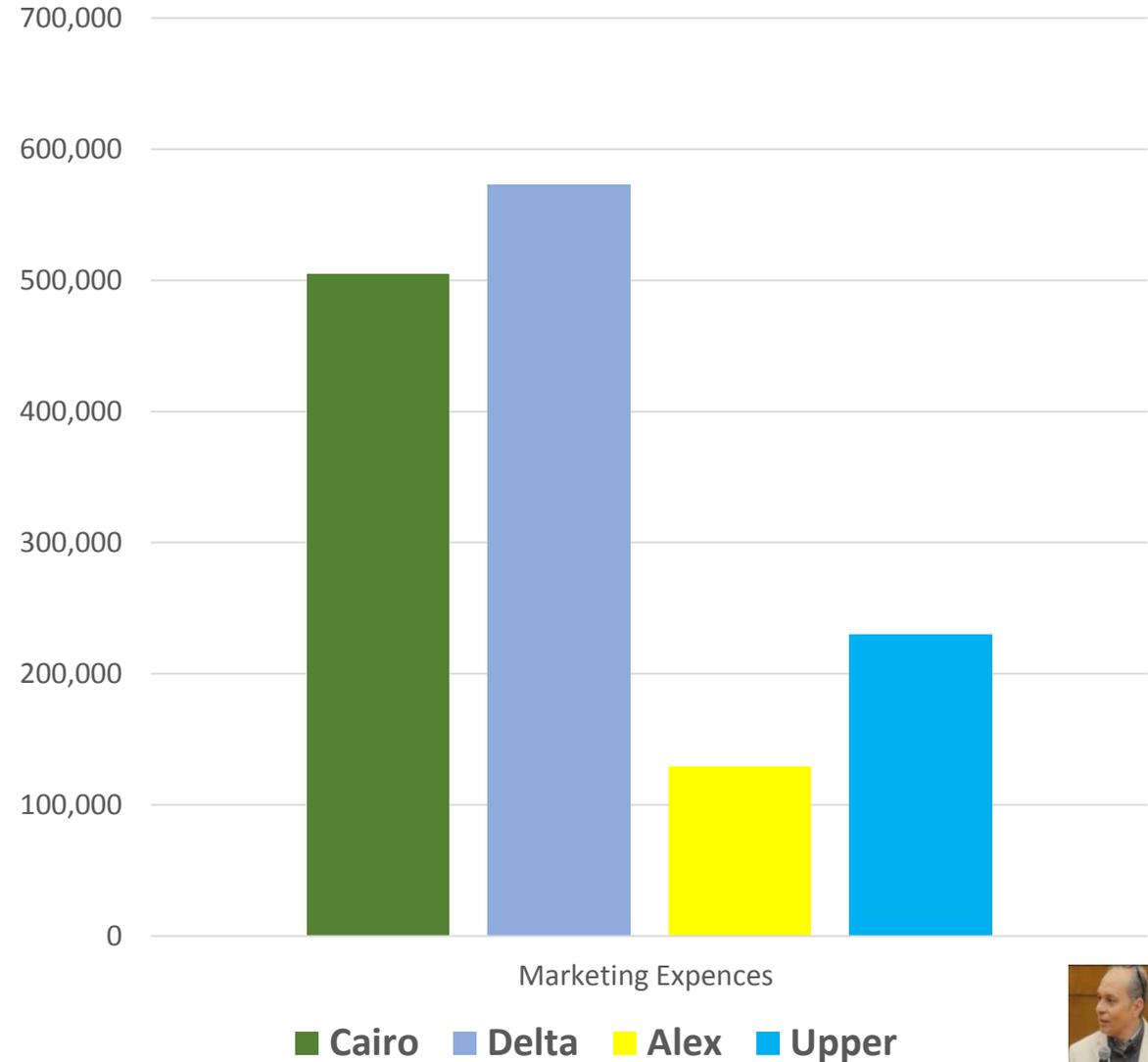
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Total	1.800.000 LE



Setting Next-Year Marketing Budget

Small-Sized Pharmaceutical Company

Item	Previous Year Expenses	Next Year Budget
Printing	365.000	420.000
Gifts	45.000	100,000
Pen	40.000	50,000
Designs	30.000	35.000
Samples Bonus	200.000	200,000
Field Service	280.000	500,000
Conferences	60.000	120,000
Training	110.000	120,00
AV Actions & RTD	80.000	200,000
Events' Marketing & Launch Party	400.000	350,000
Total	1.800.000 LE	2.250.000

Target XXXXXXXXX LE
6.5% (Budget)

Field Service	500 Physicians (12% of Dr. List)
RTD & AV Actions	120 - 130 Events 2.5 Annual Event per Rep

Monthly Per DM	8.500 LE
Monthly Per MR	1.800 LE



Budgeting

Setting Launch Budget

- Percentage of Sales' Method
- Competitive-parity' Method
- Objective-and-task' Method
- All we can afford
- Same as last time

Budgeting Tips

- To just keep your current Market position → at least 5% Marketing Budget of your pervious sales gain
- To gain more market share and achieve significant growth → at least 10% Marketing Budget
- In case of new product launch or new market development (New area or new segment) → at least 15%-20% Marketing Budget
- In case of new company look for build new positioning in the market → at least 30%-35% Marketing Budget
- Small to medium well-established businesses → spend around 7% - 10% of projected revenue
- Business unit expenses (salaries, incentive, expenses, Marketing budget) all of them not exceed 18% to 25% maximum



Marketing Expenses

No.	Item Cost LE	Product X	Product Y	Product F	Total
1	Printing	200.000	X	X	X
2	Gifts & Gimmicks	75.000	X	X	X
3	Bonus Discount	100.000	X	X	X
4	Conferences Participation	80.000	X	X	X
5	Digital Marketing	80.000	X	X	X
6	Field Expenses	250.000	X	X	X
7	RTD & AV Actions	40.000	X	X	X
	Total Expenses	600.000	X	X	3.500.000 LE

Sales Value (Cumulative)	50.000.000 LE
% of Expenses \ Sales	7%



Product | Tactics



Product' Tactics

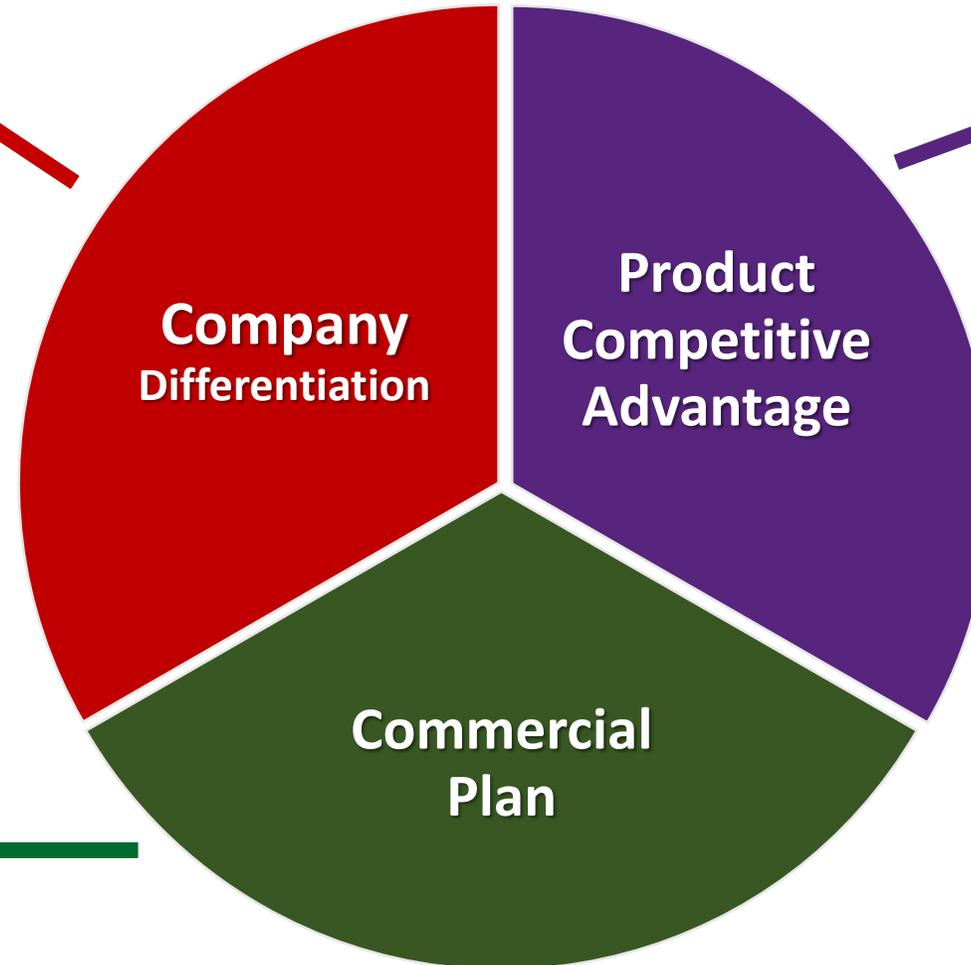
- Benefits Vs. Features
- Our Product Vs. Competition (Current or potential)
- Potential Improvement



Scope of Product' Differentiation

- Company image
- Logistics & Distribution
- Promotional Mix
- Sales Team Capabilities
- Company Service

- Bonus
- Discount
- Annual Deal
- Tenders



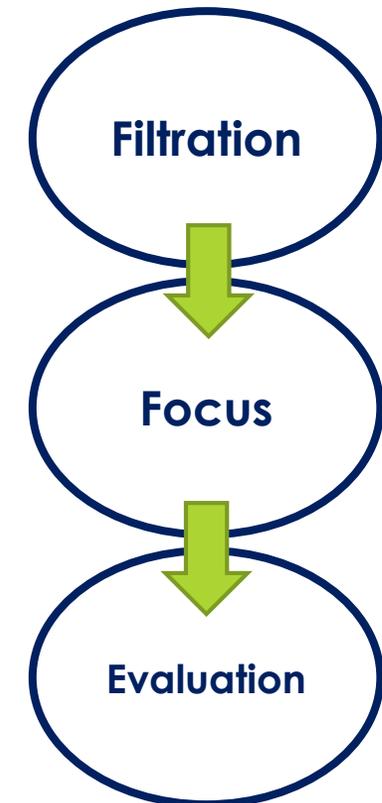
- New MOA
- Onset of Action
- Safety
- Efficacy
- Broad Spectrum
- New Guideline
- Dosage Form
- Less Drug Interaction
- New Technology
- Rout of Admins.
- Affordability (Price)
- Packaging



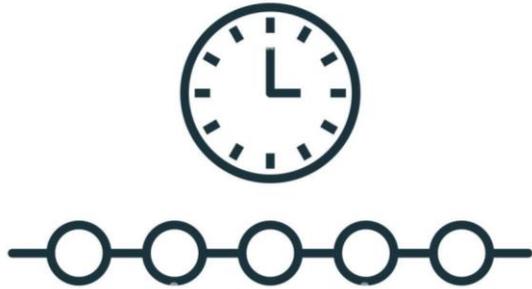
Product Differentiation Tools

Product	Quality, Pricing, Packaging, Features, Forms, Performance, Design, Durability, Style, Competitive Advantage
Commercial	Bonus, Discount, Annual Deal, Tenders
Services	Delivery, Training, Consulting, post-sale services, maintenance, installation, ease of ordering
Personnel Sales Force	Competences, Communication, Follow up, Credibility, Reliability, Responsiveness
Promotion Channels	Digital Marketing, Advertising, Direct Marketing, Sales Promotion, Events marketing, Public relation, Personnel Selling
Distribution	Channels, availability, Delivery time, Financing, Delivery Arrangements, Warehousing, Factory
	Environment, Culture, Events, Coverage

Original Brands	Generic Brands <i>Vs.</i> (Me too) Or Advanced Me Too
Leaders	Challengers
Companies	
Followers	Nichers



Product Summary



TIMELINE

	Product A	Product B	Product C
Achievement Value			
Achievement Units			
Achievement %			
MS %			
Marketing Exp.			
Next Year Target Units			
Next Year Target Value			
Estimated MS %			
Key Competitive Advantages			



Product X

Product X	2023	2024	(+/-) Growth
Jan	24.000	34.000	50%
Feb	20.000	28.000	38%
Mar	19.000	19.000	0%
Apr	15.000	20.000	35%
May	20,671	33,453	62%
Jun	23,232	31,943	37%
Jul	25,885	25,783	0%
Aug	27,736	31,495	14%
Sep	30.000	33.000	10%
Oct	32.000	22.000	-31%
Nov	26.000	35.000	30%
Dec	18.000	0	
Total	335,000	377,000	0

Year	Product X Sales Units
2016	55.00
2017	90.000
2018	109,000
2019	135,000
2020	180.000
2021	180.000
2022	235,000
2023	277,000



Pricing | Tactics



Distribution | Tactics



Tactics | Sales Force Team



Tactical Plan Outputs



Thank You



YouTube Channel Link

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