



MARKETING Club 151st

151st Marketing Club
107th Business Club
35th Riyadh Club

Cross Functions Marketing Manager

تداخل وظائف مدير التسويق



LIVE WEBINAR

JOIN FREE

Date	Time	Time	Time	Place
20-8-24	10 pm	KSA & Egypt		Online Zoom
Tuesday				

CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR



Instructor
Dr. Mohamed Aho Fifadl
Marketing & BD Director

About the speaker



- ▶ A Pharmacist with over 23 years of experience.
- ▶ Different roles in Sales, Marketing, Business Development, In license and Out LICENSE & Portfolio management and strategic planning.
- ▶ Different therapeutic areas (Antibiotics, NSAID, Diabetes, CVS, Urology, Specialty Products & Nutraceuticals)
- ▶ Social media & PR experience in consumer health sector
- ▶ Pharmacy Campaign and in store activation and event management
- ▶ Local, International and multinational environment experience in different key players in KSA & Egypt

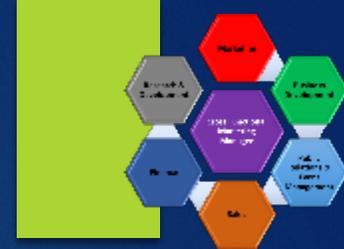




MOHAMED ABOELFADL
MARKETING & BD DIRECTOR



Product Marketing Manager (old fashion)



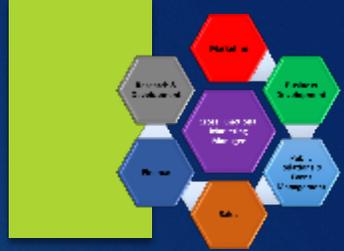
- ▶ The product Marketing Manager is responsible for setting a product vision and strategy.
- ▶ This means the product marketing manager should be conducting competitor analysis, market research, and be tight with the sales team to inform the strategic positioning of the product to customers, partners, and market influencers
- ▶ He or She should also study the company's products and their benefits for users.
- ▶ He or she should develop effective marketing strategies and plans. Working with design, acquisition and other teams to promote products
- ▶ Be the voice of consumer in all managerial meetings within company.



#Not
Every Old
is Gold#



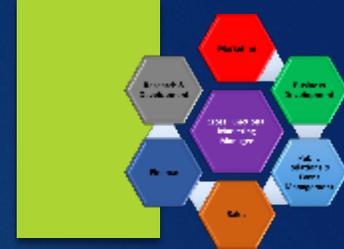
Challenges & New Responsibilities



- ▶ Due to changes in marketing channels & strong competitions between companies & fast base market dynamics.
- ▶ New Responsibilities were added to Product Marketing Managers to keep the brands growing and keep adding value to companies.
- ▶ Modern Product Marketing Manger have more added cross functional tasks as:
 - ▶ **Business development**
 - ▶ **Research and development**
 - ▶ **Public Relations & Event Management & social media planning**
 - ▶ **Sales development**
 - ▶ **Financial analysis**



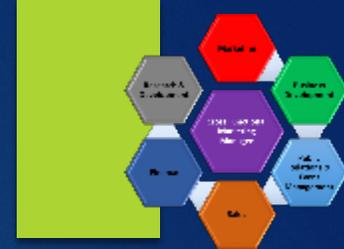
Marketing



- ▶ **Marketing** is a cross-functional discipline, relying heavily on, and developing links with other departments within the organization in order to be successful.
- ▶ Historically, organizations have developed by dividing tasks into manageable working units, with individual departments taking on specific roles.
- ▶ Product Marketing Manager Key role is marketing but not the only task as per modern challenges.
- ▶ Different marketing strategies are chosen as per situational analysis of existing portfolio



Marketing (cont.)



- ▶ **Blue Ocean strategy** for new products in new category (Nutraceuticals)
- ▶ First softgel facility in KSA, 1st Nutraceutical local manufacturer in KSA
- ▶ Co-Q10 a success story for 97.5% Market share in KSA (New Concepts, New Indications, New messages) (22 Mil SR MKT Size 2017/2018)
- ▶ Glavolean as a new slimming molecule (2*2 mechanism of action)
- ▶ No Approved Indications for the category in PILs (regulations)
- ▶ All Dietary supplement come with no claim in PIL
- ▶ Re-Negotiate with SFDA to add claims based on evidence from EFSA, US.FDA, Health Canada
- ▶ Updating Product PILs with approved Claims

Blue Ocean Strategy

Create Uncontested Market Space
Make The Competition Irrelevant
Create & Capture New Demand
Break The Value-Cost Trade Off
Pursue Differentiation & Low Cost



Marketing (cont.) Launch events



- ▶ From Planning, concept, event management timing, speaker logistics and topics till the 3 city tour event
- ▶ PR & Social Media coverage to the events





Marketing (cont.) Sponsoring local clubs:

- ▶ (Jeddah Andrology club)



- ▶ Makkah Internist club.



Initiating Local Brand Club (Glavoleauge)



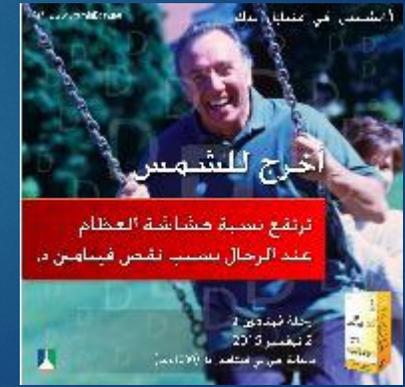
- ▶ For Obesity and Obesity specialty (Diabetologist, nutritionist, dietitians)



Marketing (cont.)



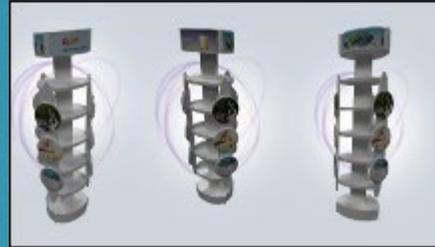
- ▶ Initiating Public awareness campaigns (For JP Vitamin D3 with MOH in 2015-2016)
- ▶ Biggest and longest campaign, doubled the market size of Vitamin D3 in KSA (صحتك تهمنا)
- ▶ 1ST Oral adult Softgel for Vitamin D deficiency in KSA (with HCPs, With consumer via in mall, social media and on ground team visits activities)



Marketing (cont.)



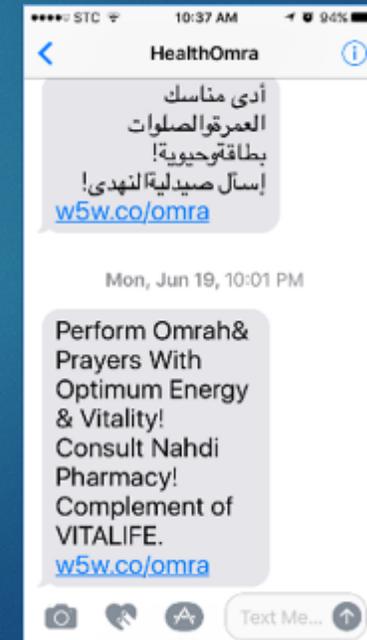
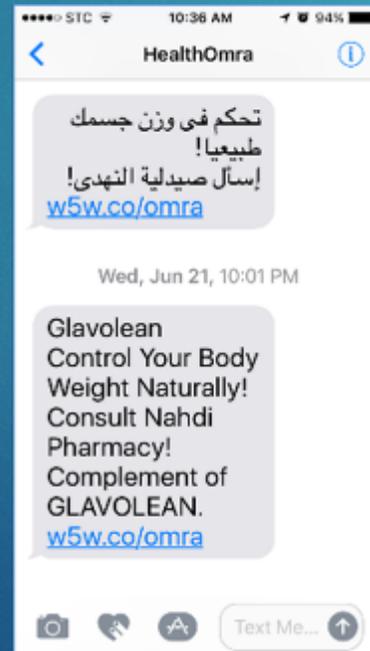
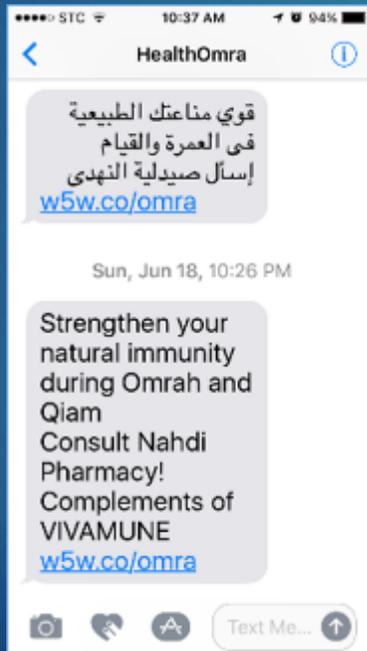
- ▶ Development of innovative POS materials for better branding, visibility and in pharmacy consumer experience.



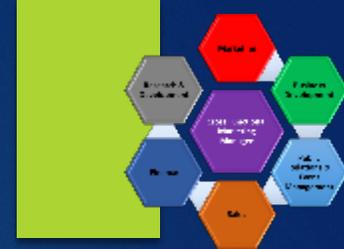
SMS Ramadan & Haj Campaign



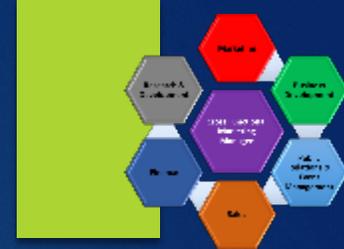
- ▶ 1 million sms in both Ramadan & Haj in both Makkah & Madinah
- ▶ 500 k directed to Mega Chains & 500 K to other chains.
- ▶ Award consumer using the message with points or discount to measure the impact of the campaign on sales



Impact of activity on mega chain retail ROI of Ramadan



Business Development

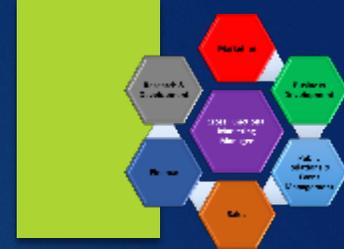


▶ **Business development** was once away from the daily actions for a Product Marketing Manager, but now a successful marketer should practice business development on daily basis in terms of:

- ▶ New sales channels (E-Commerce)
- ▶ New Products to be added to portfolio (Portfolio Management)
- ▶ New Marketing Channels (Social Media, SEO, SEM)
- ▶ World wide exhibitions participations (Vita Foods & Arab Health to open new markets and new countries)
- ▶ World wide contests (Nutra Awards of the year) finalist of 2017
(1st Arabian Product & Company nomination)



Regional Exhibitions (Arab Health 2018, 2019)

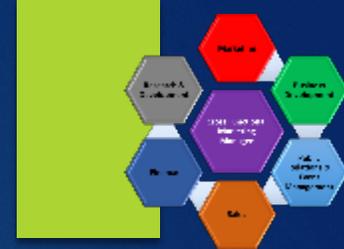


► Objectives of Regional & International Exhibitions:

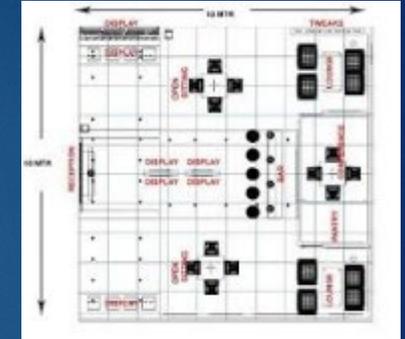
- Increase Company exposure and Branding
- Increase awareness for consumer and other business partners
- Help discovering and opening new markets
- Help discovering potential new products
- Representing company in international contest
- Look for new local distributors or local agencies in new target market.
- Discuss deals and contracts for local & toll manufacturing for KSA.



Regional Exhibition Preparations



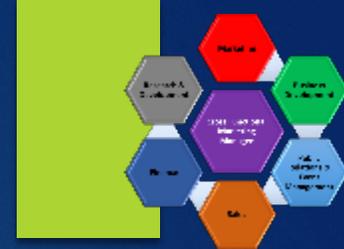
- ▶ Booth location choice (Immediately after each year event)
- ▶ Communicate with local contractors for design
- ▶ Developing booth design as per company vision & objective
- ▶ Develop booth messages (Business & Consumer)
- ▶ Develop print materials for the booth
- ▶ Align for samples shipment offsite
- ▶ Align for booth execution, supervise on the booth final setups onsite
- ▶ Plan for all event days (attendees, dress code, materials and messages,...)
- ▶ Analyze post even to evaluate the extent of ROI



Regional Exhibitions (Arab Health)



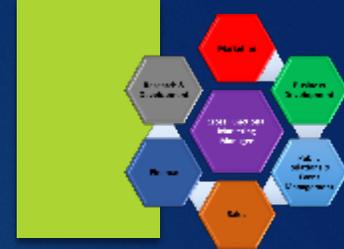
New Product development From Idea to Pharmacy



- ▶ Identify market needs in term of molecules, SKUs, Pack size
- ▶ Identify new molecules from Worldwide exhibitions and new launches.
- ▶ Do market research to confirm final wish list (consumer, Doctors, Pharmacists)
- ▶ Co-Operate with R&D and formulation for feasibility of local manufacturing
- ▶ Work with supply chain & finance for economy of production and avoid SFDA pricing strategy from selection to registration.
- ▶ Tailor expected volume of batch based on market volume
- ▶ Pricing strategy based on both P&L and market feedback
- ▶ Develop Carton Artwork & PIL from scratch
- ▶ Develop Brand Name (innovative and not patented)
- ▶ Finalize with regulatory all supportive documents for claims and PILs Bilingual.



New Product development From Idea to Pharmacy



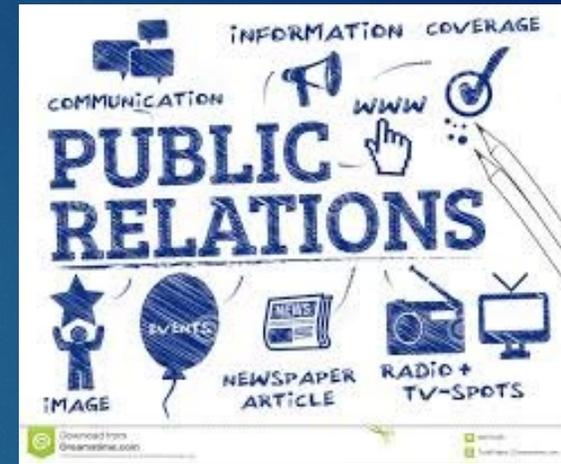
- ▶ Collaborate with all stakeholders till file is submitted to SFDA
- ▶ Reply to SFDA quires, Handle objections
- ▶ After registration, prepare pre-launch activities, Launch training, Launch materials, Marketing Plan
- ▶ Launch event

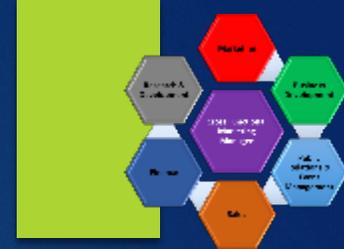


Public Relation & Event Management



- ▶ Dealing with PR campaigns, Journalism and press conferences became a very critical function to promote a product.
- ▶ Who is better knowing everything about a Brand than the Brand Manager !!
- ▶ Organizing TV Interviews, press conferences, Radio interviews, writing indirect article about problem & Health issues handled with the product became an additional crucial task for the successful cross functional Product Manager.
- ▶ Organizing launch events, social brand activations events became also part of modern brand management (One Billion step with mega chain in Jeddah, Vitamin D3 Public awareness campaign with MOH)

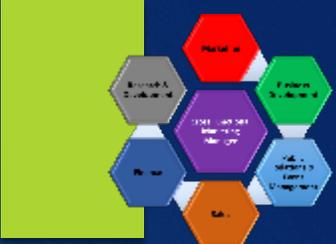




Radio & TV Interviews



Social Media



- ▶ Strong Social media for Glavolean Rasheeq N Rasheeqa with YouTube channel & Facebook Page with over 90 k Followers

Rasheeq & Rasheeqa رشيق و رشيقا
Rasheeq N Rasheeqa

Home About Photos Events Likes Videos Posts

Like Following Share

People

267 People Talking About This

61,511 Total Page Likes
▲ 0.2% from last week

139 New Page Likes
▲ 479.2%

— This week
— Last week

01/27 01/28 01/29 01/30 01/31 02/01 02/02



Benefit One

Licorice prevents fat accumulation

5 1

Cycles Stems Seed

Like Comment View

You and 4 others

3 likes

Who reacted:

3008090 1763443

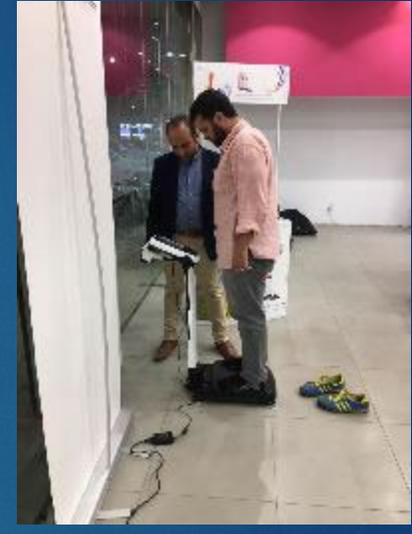
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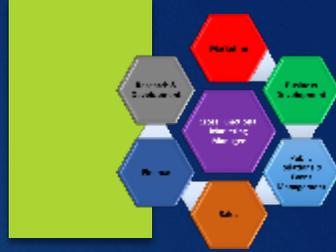
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Public Events & Brand Activations



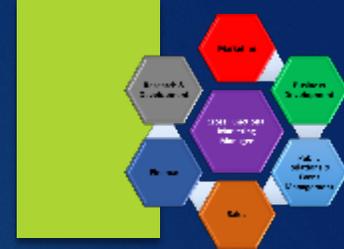
Research & Development



- ▶ To develop new product with potential patency in the category of Nutraceuticals
- ▶ Propose to formulation team and R&D teams combination of herbal extracts to be a patent product for company
- ▶ Use the culture (geographical & religious culture) as source of innovation for such combination
- ▶ Regular portfolio analysis to identify gaps and see with R&D how to develop SKUs suitable for patients, target age groups, convenient for use
- ▶ Update the status for all new products under development in terms of cost, time frame doses and SKUs



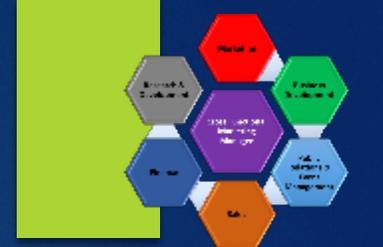
Research & Development (cont.)



- ▶ Quarterly meetings to update the status of underdevelopment products
- ▶ Propose new products to be studied for feasibility
- ▶ Discuss problems facing existing brands and market feedback and how to overcome in new submissions
- ▶ Discuss reference products and or Innovations and their status in terms of local ability to produce a generic or not .



Finance



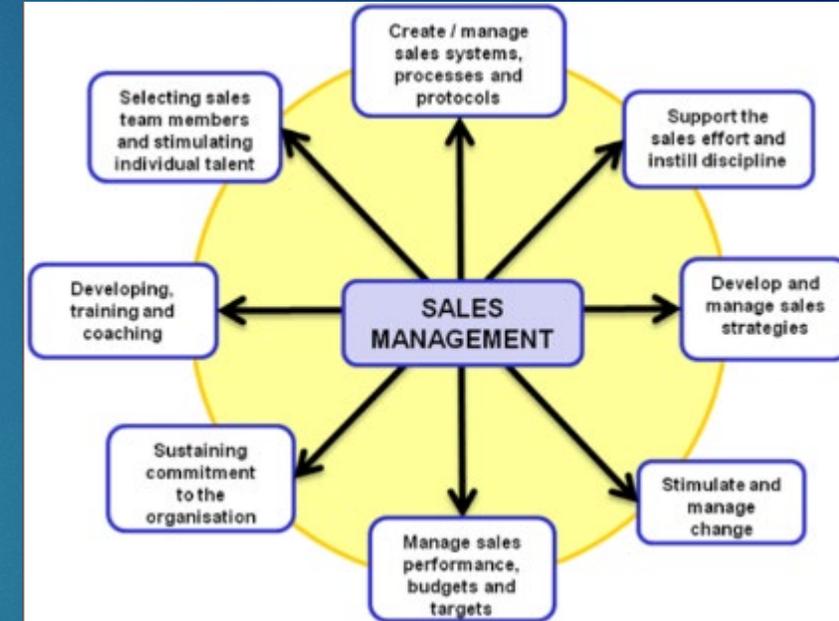
- ▶ Dealing with product costs, P&L, Budget control
- ▶ Consumer offers (2+1 or discounts on 2nd pack) profitability calculations are also new responsibilities for Product Marketing Manager.
- ▶ Overall Marketing Budget utilization with PR, Social Media, convenient marketing Plan activities executions
- ▶ Quarterly review of Budget, Activities, ROI to revise tactics and find solutions for financial problems
- ▶ Annual deals with mega customers design and binding it with budget and marketing plans and continuous revisions of revenue
- ▶ Manage the sales through new platforms (E- Commerce)



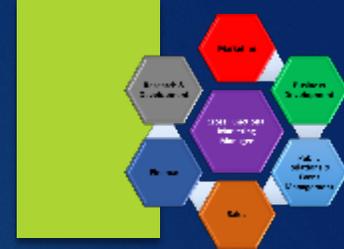
Sales Management



- ▶ Manage the sales through new platforms (E-Commerce)
- ▶ Develop sales force skills via training and field visits (conventional)
- ▶ Field force double visit to KOLs
- ▶ Field Visits to customers to collect feedback
- ▶ Team Refreshment training throughout the year
- ▶ Prepare action plans with sales managers to low performer and put KPIs for plan execution.

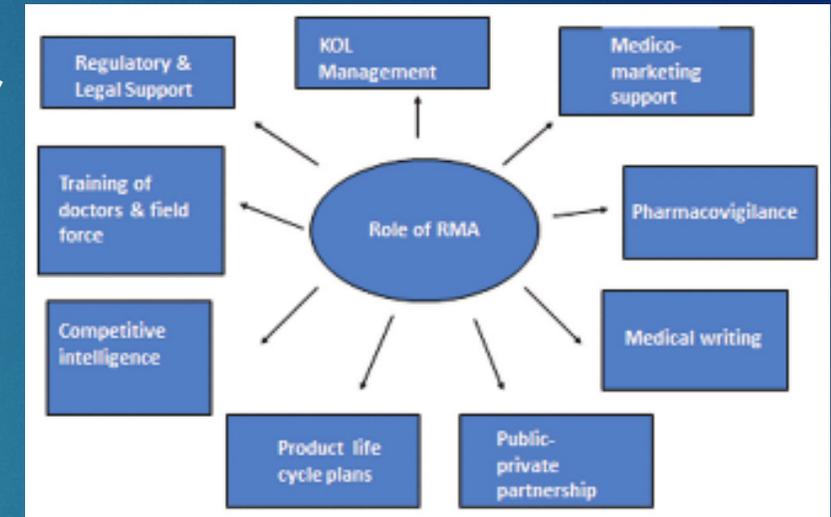


Other functions based on company status



Medical Advisor:

- ▶ for small or start-up business in Pharma, Nutraceuticals, Cosmeceuticals usually Product Managers or Marketing managers take this additive role or medical advisor and medical trainer.
- ▶ They prepare all medical knowledge presentations and handle all questions and case studies, queries and market feedback in this regard



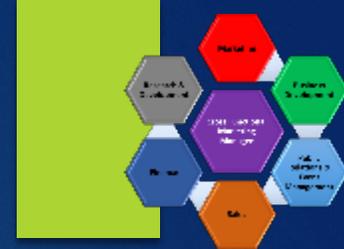
Pharmacovigilance officer



- ▶ Train the team, put the SOPS
- ▶ Follow up with regulatory bodies (SFDA) reports
- ▶ Revise all PMSS (post marketing surveillance studies) protocols
- ▶ Make sure that all procedures are compliant with local SFDA regulations
- ▶ Report Adverse events



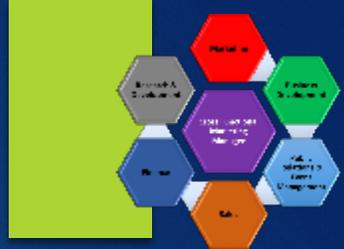
Creative copy writer



- ▶ In absence of medical department
- ▶ Product Manager have to prepare all detailing aid and become a creative copy writer to quote from clinical trials and use references in the best way possible for brochure, drop cards, presentations.
- ▶ He has to adapt consumer messages from English trials to Arabic to introduce it in simple language to consumer.



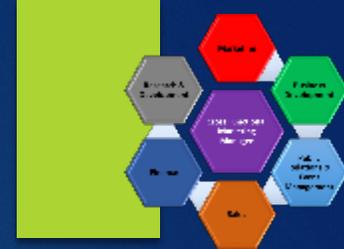
Activation Manager



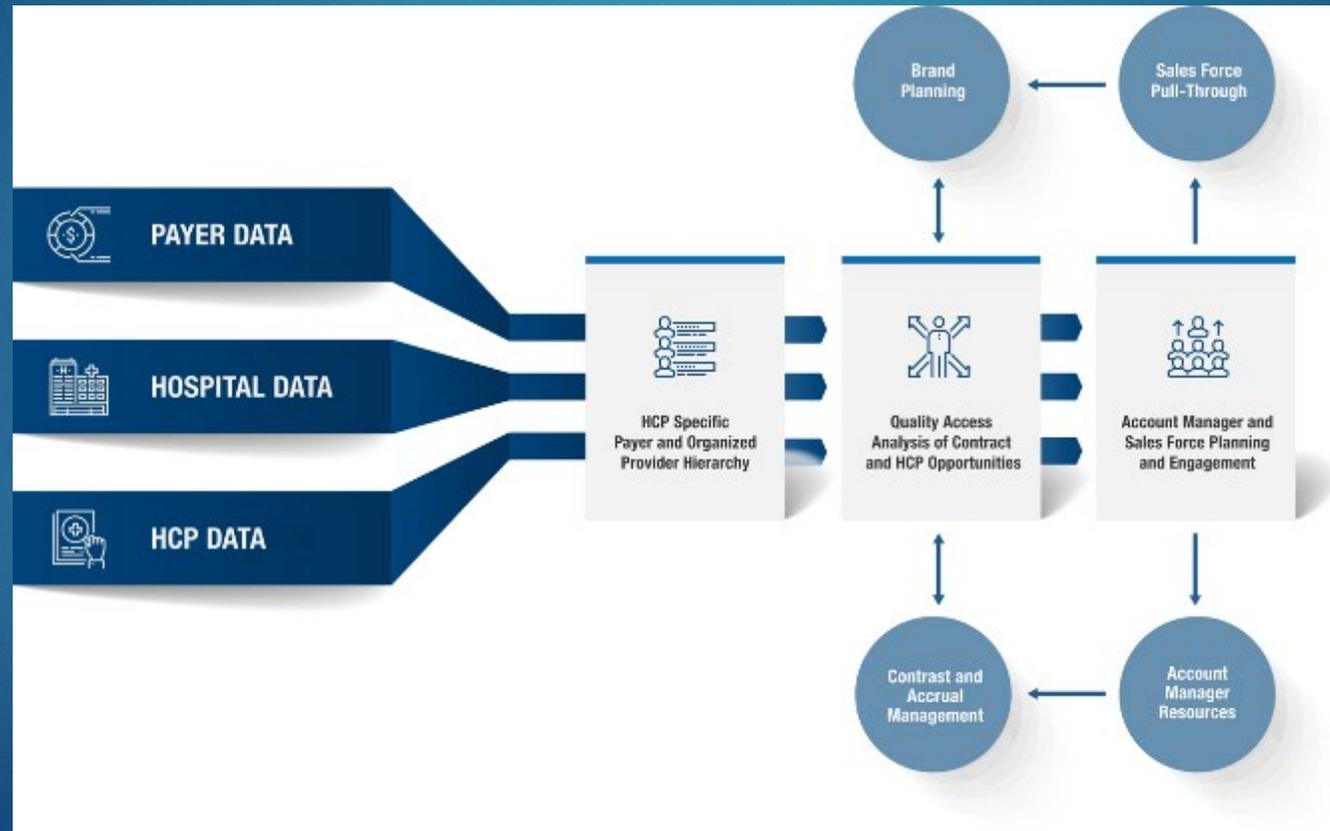
- ▶ Drive all DTC activities (In store, In Mall, celebrities endorsement)
- ▶ Participate in CSR activities.
- ▶ Plan and execute the brand activities for Public



Market Access Manager



- ▶ Market access is the process to ensure that all appropriate patients who would benefit, get rapid and maintained access to the brand, at the right price.

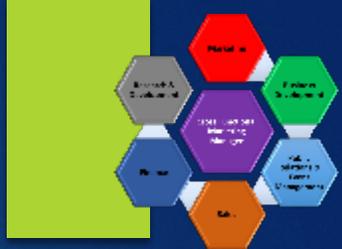


Cross functional Product Marketing Manager



- ▶ Marketing.
- ▶ Business Development.
- ▶ PR & Social Media.
- ▶ Sales Management.
- ▶ Finance.
- ▶ Research & Development.
- ▶ Medical Advisor
- ▶ Pharmacovigilance
- ▶ Creative Copy Writer
- ▶ Activation Manager
- ▶ Market Access Manager





Q & A



Thank You

