

#109th Marketing Club 26th Jeddah

71st Business Club

Best Practices in Pharmaceutical Digital Marketing

Tuesday 26-9-2023

10 PM EGY **10 PM** KSA **11 PM** UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat



INSTRUCTOR

Dr.Sherif Elkady
Marketing Manager

Best Practices in pharmaceutical Digital Marketing

By : Dr. Sherif Al-Kady
CHC Marketing manager KSA & BH



About Me

Short brief about myself :

- **Name:** Sherif Al-kady.
- **Bachelor of Veterinary Medicine, May 2004.**
- **Master of business administration (MBA)** - ESLSCA business school Paris (2014 – 2016) Global marketing.
- **Working experience :** more than 16 years .
- **Current Position:** Marketing manager KSA & BH-STADA MENA .
- **Marital status:** Married, have 3 girls.



About Me

MARKETING CAREER JOURNEY (2014-2023):



About Me

Digital presence:

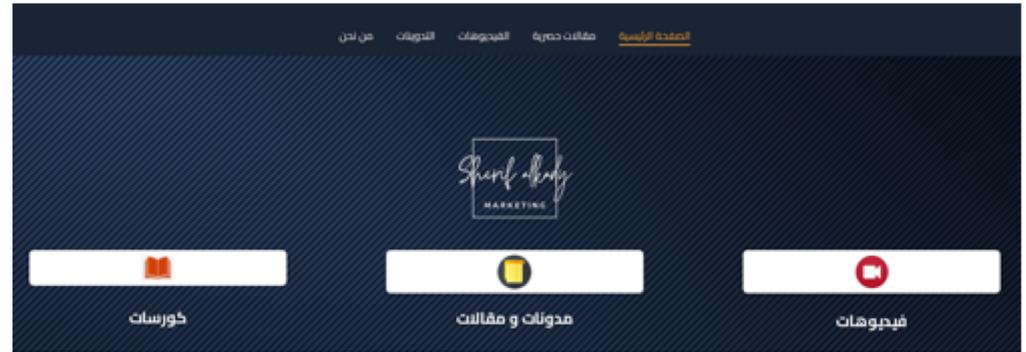
 **YouTube:**
<https://go.sherifalkadymarketing.com/YT>

 **Facebook:**
<https://go.sherifalkadymarketing.com/FB>

 **Instagram:**
<https://go.sherifalkadymarketing.com/IG>

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<https://go.sherifalkadymarketing.com/TT>

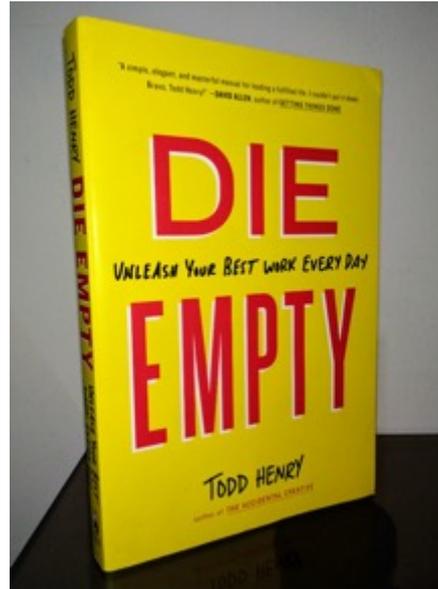


د. شريف القاضي

www.sherifalkadymarketing.com



Before take off





DR.SHERIF AL-KADY

MARKETING CAPSULE



SUBSCRIBE

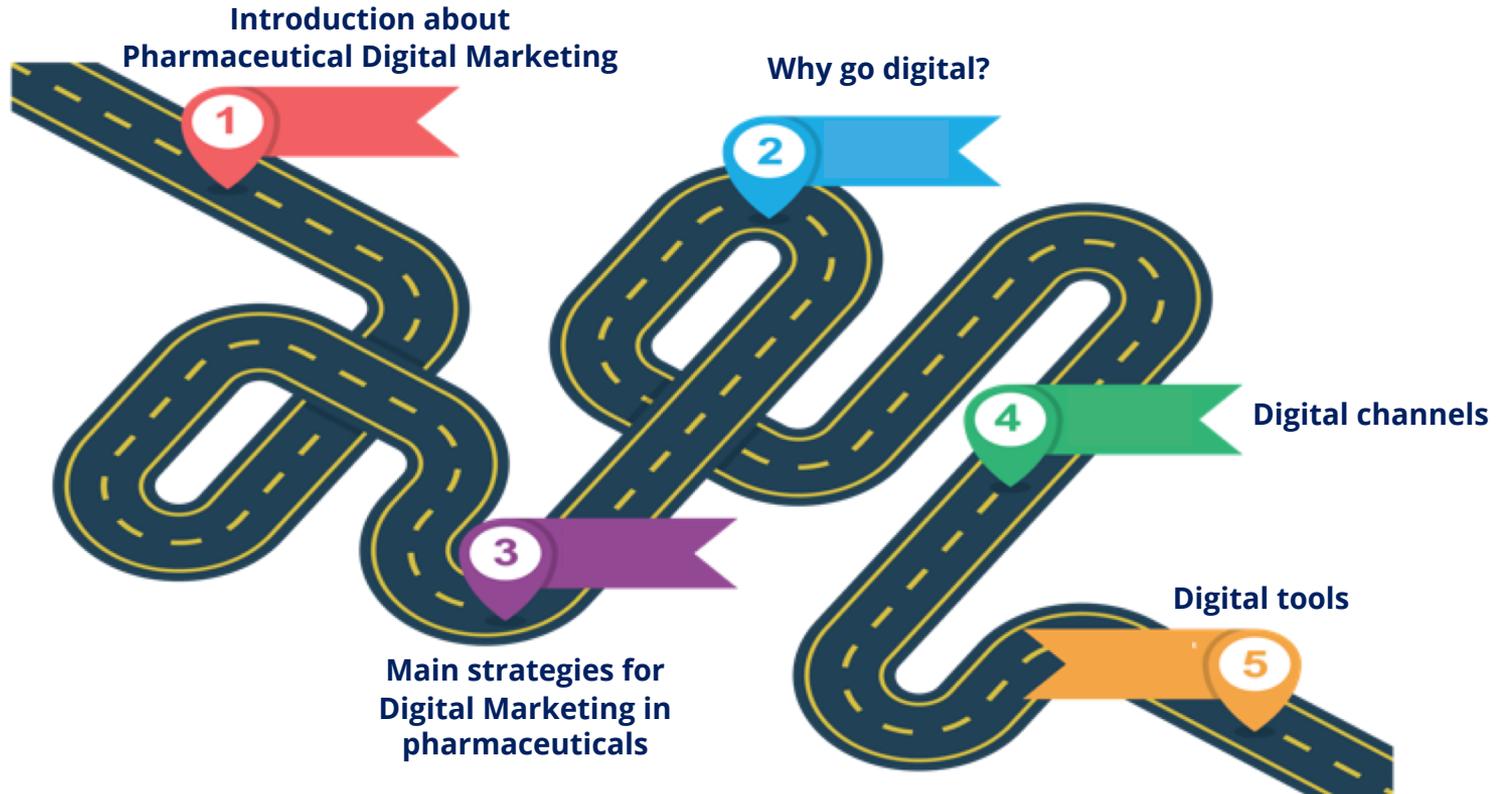


/SHERIFALKADYMARKETING

LET'S GO



Our Journey



Introduction about

Pharmaceutical Digital Marketing ?



What is Digital Marketing?



Digital Marketing
['di-jə-tl 'mār-kə-tiŋ]

The use of digital channels to market products and services in order to reach consumers.

 Investopedia

Pharmaceutical Digital Marketing

- The pharmaceutical industry plays a vital role in healthcare, developing and providing medications to improve patient well-being.
- In today's digital age, pharmaceutical companies need to leverage **digital marketing strategies** to reach a wider audience, educate patients and healthcare professionals, and drive business growth.
- Digital marketing offers various **channels and tools** that can effectively promote pharmaceutical products and services, engage with target audiences, and build brand awareness.



Pharmaceutical Digital Marketing

What's Involved with Pharmaceutical Marketing?

Pharmaceutical marketing, or pharma marketing, goes beyond just promoting a product.

It's about navigating a complex environment, balancing medical accuracy with **compelling storytelling**, and reaching diverse stakeholders — from doctors to patients to pharmacists , distributor, and purchaser.

Customers of Pharmaceutical Marketing



Prescribers

Payers

Pharmacists

Distributors

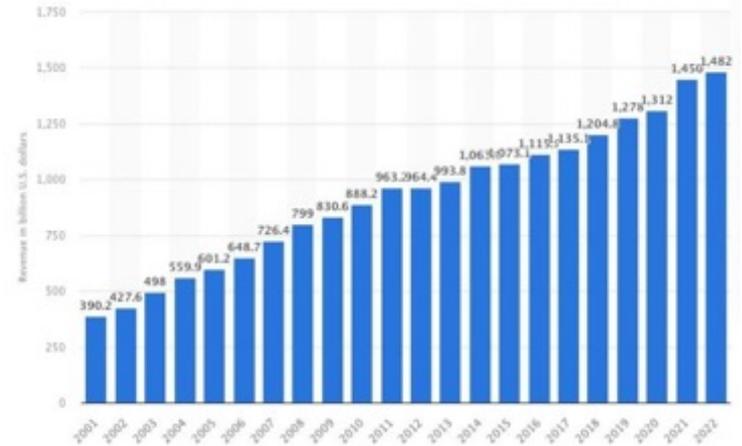
Consumers



Pharmaceutical Digital Marketing

Industry build upon trust

It involves understanding the science behind the products and translating complex medical jargon into easily digestible information that informs and engages.



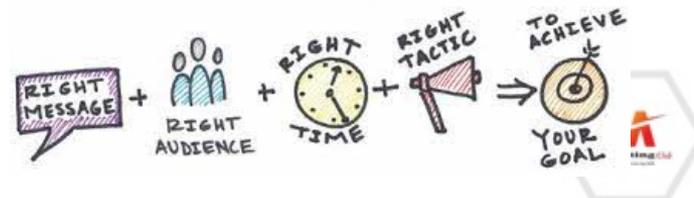
It's about building relationships based on trust and providing value at every stage of the **patient journey**.

And in an industry with a total market value estimated at \$1.48 trillion in 2022, trust is key.

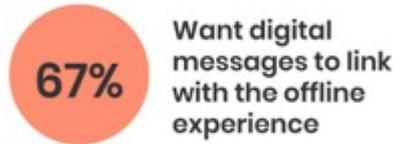
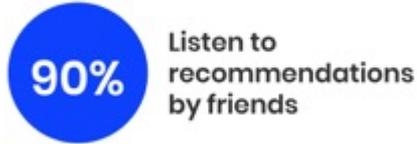


Understanding the Digital Landscape

- Digital marketing in the pharmaceutical industry encompasses various **channels and platforms**, including websites, social media platforms (such as Facebook, Twitter, LinkedIn), email marketing, and website & mobile applications.
- Understanding the digital landscape involves identifying the **target audience** and **segmenting** it based on demographics, behavior, and interests.
- By understanding the digital channels and their respective strengths, pharmaceutical companies can tailor their marketing efforts to reach the **right audience** with the **right message** at the **right time**.



Today's Customers



Today's Customers



Average human attention span in 2015



Average attention span of a goldfish

Conduct research online before making a big purchase



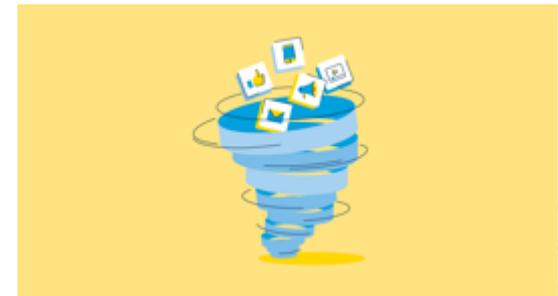
Compliance and Regulatory Considerations

- The pharmaceutical industry faces unique **compliance and regulatory challenges** in digital marketing due to the sensitive nature of healthcare information and the need for ethical promotion.
- Companies must adhere to guidelines set by regulatory bodies such as the **U.S. Food and Drug Administration (FDA)** for prescription drug promotion. These guidelines govern content accuracy, fair balance of information, and proper disclosure of risks.
- Data privacy laws, such as the **General Data Protection Regulation (GDPR)**, also require pharmaceutical companies to handle personal data responsibly.
- Complying with these regulations is crucial to ensure transparency, maintain trust with customers, and avoid legal penalties.



Digital Marketing challenges in pharmaceutical industry

- May Require Health care authorities , local governmental approvals according to its classification **“i.e.: SFDA regulation for different classifications”**.
- Should have Consistency and Continuity overtime.
- Require dedicated Manpower with extra costs in marketing budget.
- Customers/patients did not prefer to follow pharmaceutical products that let other know about their diseases.
- Should have a powerful digital strategy .
- Content must provide an impact on sales.



Why Go Digital?



Covid-19 Changed the face of worldwide marketing



Microsoft Is Closing Its Retail Stores Permanently Due to COVID-19

By Joel Hruska on June 26, 2020 at 2:33 pm 3 Comments



Microsoft has announced it will close all of its physical store locations. Officially, this is due to COVID-19. The [memo announcing the change](#) is long on PR-speak, short on actual information. We are told, for example, that "As we look forward, we start a new chapter for Microsoft Store," and "As part of our business plan, we announced a strategic change in our retail operations," — a strategic change, you say? How delightful! — "including closing Microsoft Store physical locations."

It Representing New distribution channel "4th P of Marketing"

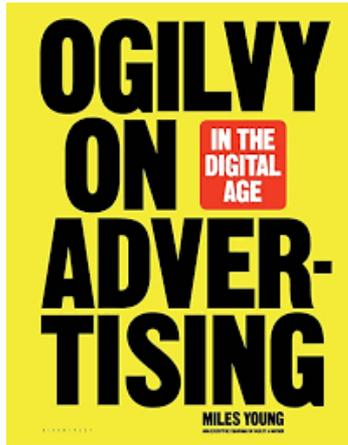


Huger customer exposure

Outdoor & TV advertising killer ..



Cost efficiency



Miles Young say that the average salesman's call costs **\$178** , a letter **\$6.63** .. while you can reach prospect through advertising for only **17 cents**.



Flexible Level of scalability

Controlling the level of spending



Expansion of new e-commerce channels in pharmaceuticals



INDUSTRY AT A GLANCE

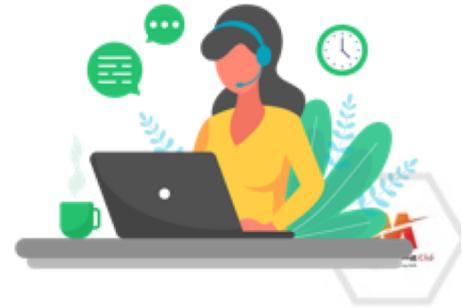
GCC E-Pharmacy Market



Make an alliance with them or compete their presence!

Importance of Digital presence

- Reflect the **Brand equity** , brand value proposition (**USP**).
- Ensure your **quality and integrity** .
- Build Direct contact with customers.
- Faster customer service and support.
- Efficient tool for **optimize brand Performance**.
- Efficient way for converting prospects to → Leads.



Main strategies for
Digital Marketing
in pharmaceuticals



Digital marketing “AVP” Model

Analyze

↑ Digital Marketing

g Google Trends & Search

Drug View: Glipizide, Teofedra, Tyabir, Cispavine

Region View: United States, Canada, United Kingdom, Germany, Australia



Google Autosuggests for Phrases

Some interesting phrases and their corresponding Google Search autosuggestions for Teofedra across popular regions.

United States	Canada	United Kingdom	Germany	Australia
does teofedra cause weight gain	does teofedra work	does teofedra cause weight gain	does teofedra cause weight gain	does teofedra cause weight gain
does teofedra work	does teofedra cause weight gain	does teofedra cause hair loss	does teofedra work	does teofedra work
does teofedra cause constipation	does teofedra cause constipation	does teofedra work	does teofedra cause constipation	does teofedra cause constipation
does teofedra cause headaches	does teofedra cause headaches	does teofedra cause constipation	does teofedra cause headaches	does teofedra cause headaches

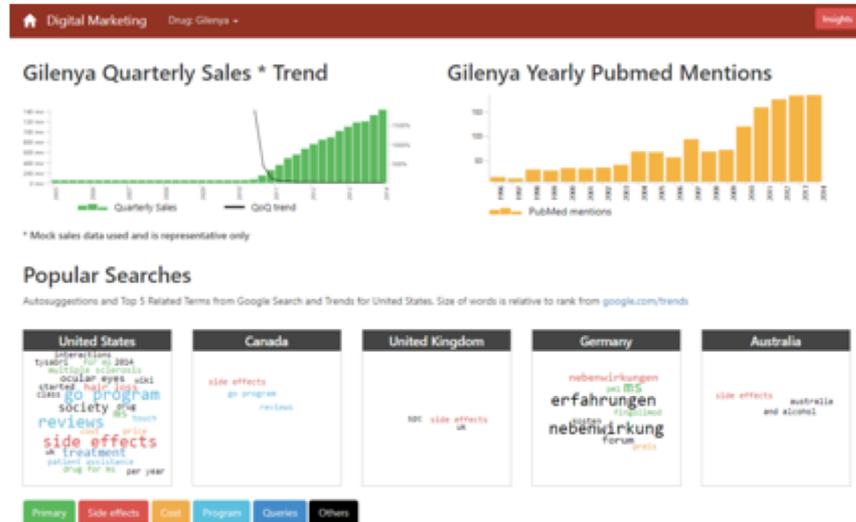
Analysis is Visualized by **Grammarly**

- Initially you have to analyze the competitive landscape , users , their needs and demands.



Digital marketing "AVP" Model

Visualize



Digital marketing “AVP” Model

Prioritize

- Set marketing channel priorities and campaigns needs and objectives per each channel.

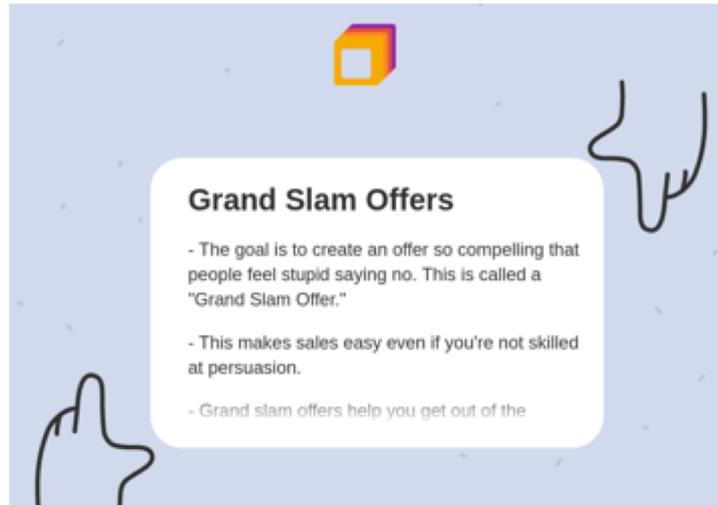


Successful digital marketing Strategy



\$100 M leads- Strategy

Grand slam offer "offering"



Grand Slam Offers

- The goal is to create an offer so compelling that people feel stupid saying no. This is called a "Grand Slam Offer."
- This makes sales easy even if you're not skilled at persuasion.
- Grand slam offers help you get out of the

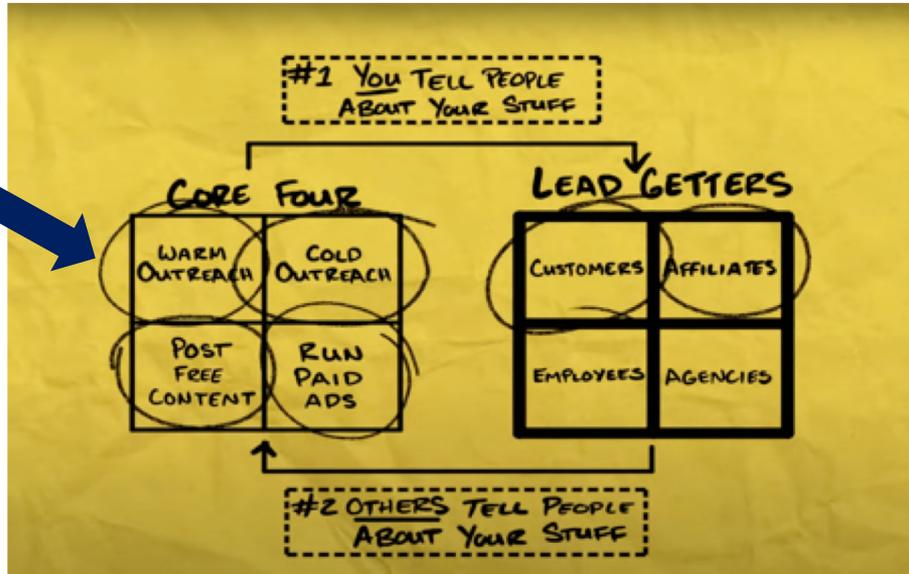
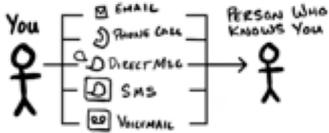


<https://go.sherifalkadymarketing.com/100m-leads>

\$100 M leads- Strategy

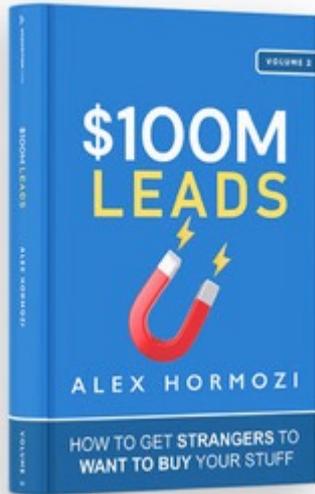
Lead Generation framework

WARM REACH OUTS



\$100 M leads- Strategy

Lead Generation framework



Lead Magnet Concept



Funnel Concept in Digital Marketing

Change mindset of classical marketing Funnel



Marketing Funnel



Digital Marketing Funnel



Main types of Digital funnels

Categories

All Categories

Lead Generation

Sales Funnels

Launch Funnels

Webinar Funnels

Customer Funnels

All Categories

Blank Template

Lead Magnet Funnel

Online Course Sales Funnel

Onboarding Funnel

High Ticket Sales Funnel

Ebook Sales Funnel

The Physical Product Sales Funnel

The Webinar Funnel

The 2-Step Tripwire Funnel

Search



click funnels

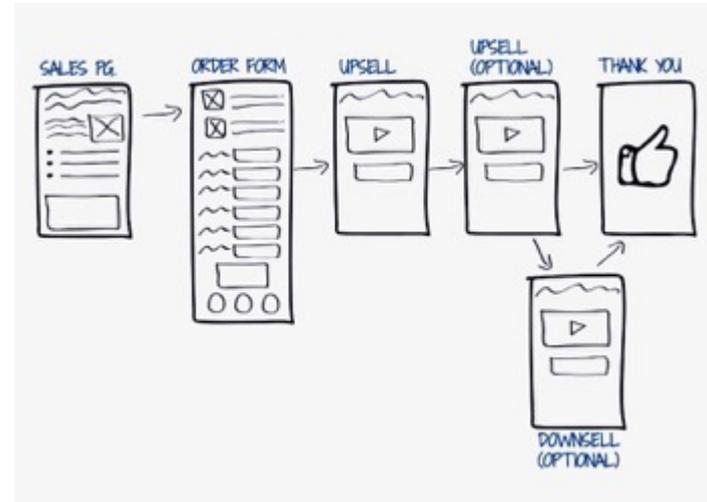


Main two types of funnels

Lead Generation funnel



Sales funnel

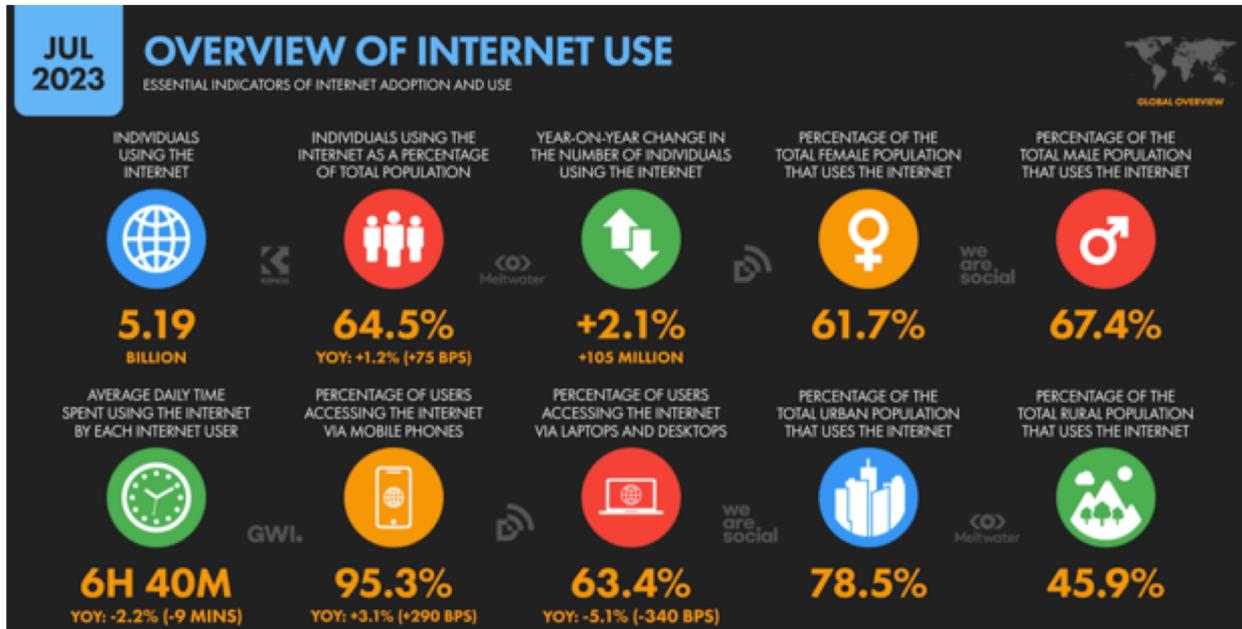


Keep yourself being updated with global & local Digital trends





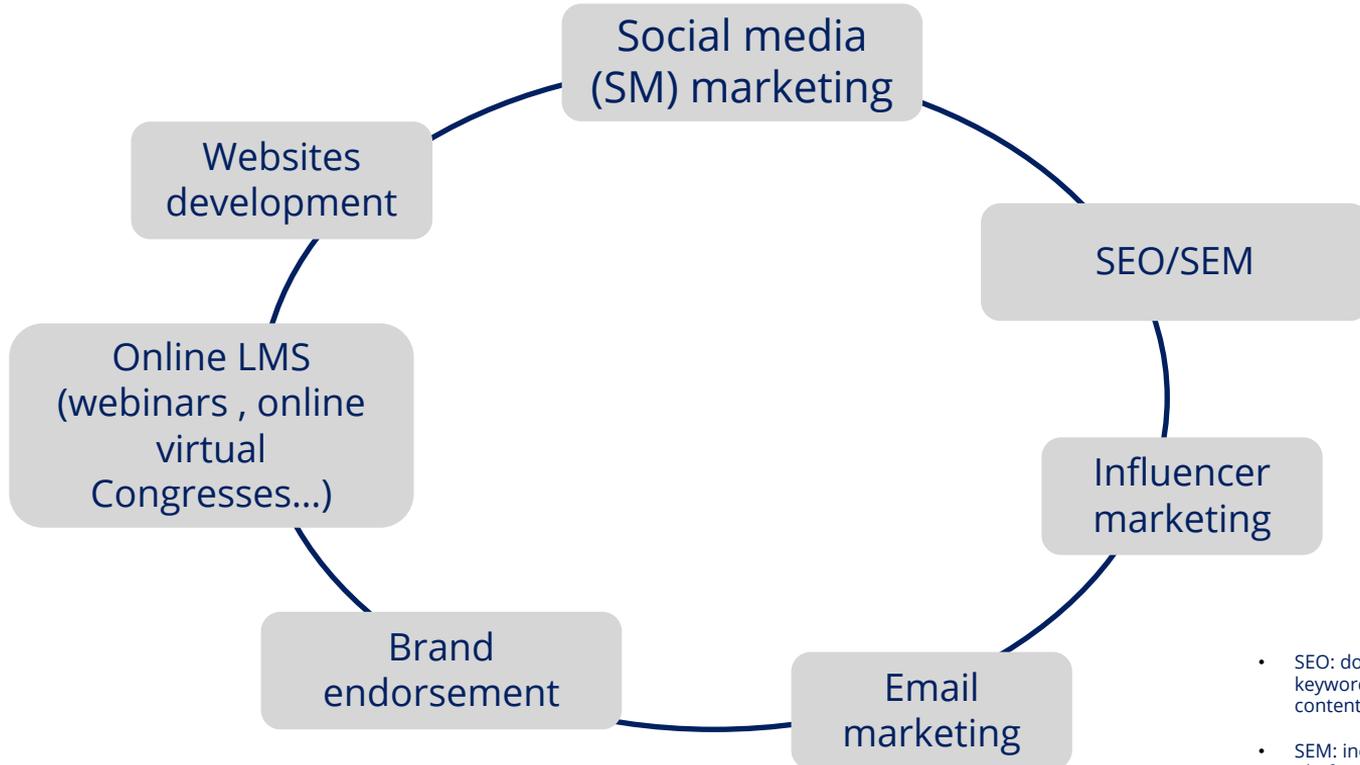
Main insights



Digital channels



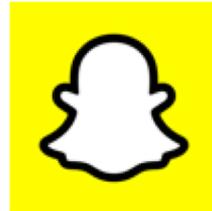
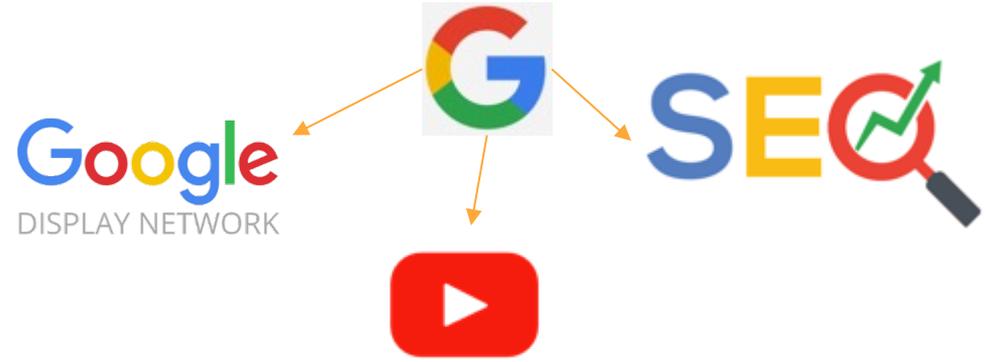
Digital Marketing landscape for Healthcare activities



- SEO: done through techniques such as keyword research, link building, and content creation
- SEM: includes paying for ads through platforms such as Google Ads



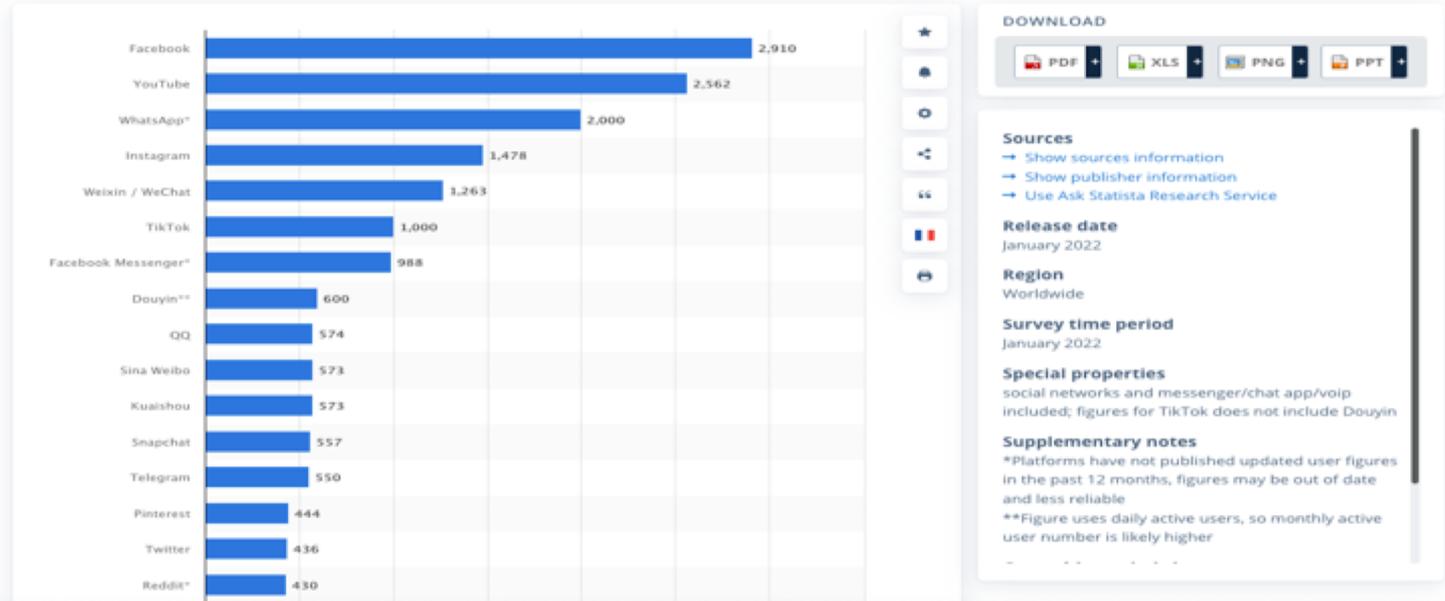
Social media Marketing channels



Social media Marketing

Most popular social networks worldwide as of January 2022, ranked by number of monthly active users

(in millions)



<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>



Social media Marketing

Product – market – **digital channel** fit

Optimize the suitable channel fits your brands , region
,Target audience , PLC....



Don't ignore vertical content



Non-Social Media digital Marketing channels

Blogs
& Websites



Emails &
Newsletter



WhatsApp
msg.



Connect Your
Network On digital
(LMS)



*I Have a replacer for professional
LMS for you

Building Your Pharmaceutical Digital Marketing Plan

Defining Goals

Without clear goals, your marketing plan is like a ship without a compass. Whether it's increasing brand **awareness**, **educating consumers**, driving **website traffic**, or boosting conversions, defining your goals will guide your efforts.

Remember to **make your goals SMART** — Specific, Measurable, Achievable, Relevant, and Time-bound. This provides a clear vision and enables you to track progress and make necessary adjustments along the way. Your **marketing funnel may be longer**, but it will also be more effective.

HOW TO MAKE A SMART GOAL



Source: <https://blog.hubspot.com/marketing/smart-goal-examples>



Building Your Pharmaceutical Digital Marketing Plan

1. Produce Value-Focused, Branded Content

In the world of pharma marketing, content needs to be **valuable, accurate, and branded**. Whether it's blog posts, patient education materials, videos, or infographics, your content should offer meaningful insights while adhering to brand guidelines.

For example, if your audience is comprised largely of medical professionals, white papers and in-depth articles on recent clinical studies can be valuable. Clear and empathetic explainer videos about how your product works could be impactful if you're reaching out to patients. And remember, while you're crafting this valuable content, **every claim must align with your brand guidelines and be supported by scientific evidence.**

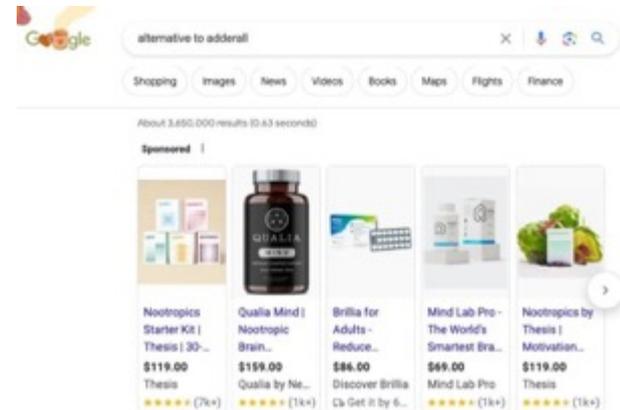


Building Your Pharmaceutical Digital Marketing Plan

2. Optimize for Pharmaceutical Search

Pharma consumers — healthcare professionals and patients — rely heavily on online searches to find information. Implement a robust SEO strategy to ensure your brand appears when users search for relevant keywords.

For example, if your company specializes in a specific drug for ADHA, using keywords like “new treatment” or “alternative to **Omacor**” in your content and metadata can improve visibility. Also, remember to optimize your website structure for search engines and user navigation



Building Your Pharmaceutical Digital Marketing Plan

3. Leverage Social Media Influencers

While compliance considerations may make social media marketing challenging in the pharma industry, there's one area where you can really shine: influencer marketing.

This could be doctors, health advocates, or patients who share their journeys.

For example, partnering with a cardiologist to share the benefits of your heart disease medication on their Instagram could reach a large audience that values their opinion. When working with influencers, it's very important to take the time to make sure that any partnerships or content you create are fully compliant.



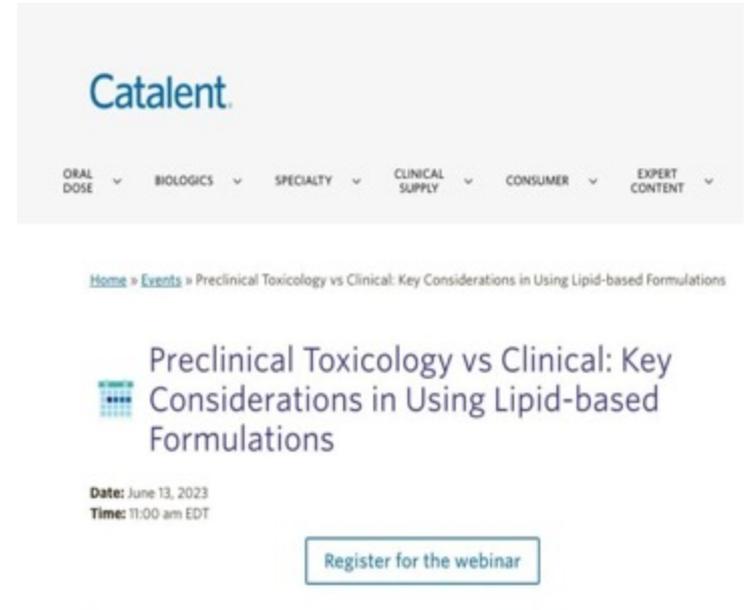
Building Your Pharmaceutical Digital Marketing Plan

4. Host Virtual Events and Webinars

Virtual events and webinars provide a platform to connect directly with your audience.

You can use them to educate about a disease area, discuss the latest research, or present a product demonstration. It's a great way to engage your audience, establish thought leadership, and collect first-party data.

For example, you might host a webinar to explain the science behind your latest drug release, with a Q&A session that allows attendees to get their questions answered directly. This promotes your product and helps establish your brand as a thought leader.



The screenshot shows the Catalent website's navigation menu with categories: ORAL DOSE, BIOLOGICS, SPECIALTY, CLINICAL SUPPLY, CONSUMER, and EXPERT CONTENT. Below the menu is a breadcrumb trail: Home > Events > Preclinical Toxicology vs Clinical: Key Considerations in Using Lipid-based Formulations. The main heading reads "Preclinical Toxicology vs Clinical: Key Considerations in Using Lipid-based Formulations". The event details are: Date: June 13, 2023 and Time: 11:00 am EDT. A prominent button labeled "Register for the webinar" is located at the bottom right of the event information.



Building Your Pharmaceutical Digital Marketing Plan

5. Take Advantage of Email Marketing

Despite the rise of other digital channels, email marketing remains a powerful tool.

It allows for direct communication with your audience and can be highly personalized.

For example, you could set up a monthly newsletter featuring the latest updates on your drug development, insightful blog articles, and patient success stories.

Tailoring content to individual recipients' interests based on their behavior or past interactions can also enhance engagement.



Building Your Pharmaceutical Digital Marketing Plan

6. Incorporate Artificial Intelligence (AI)

AI can revolutionize your pharmaceutical marketing strategy. From AI chatbots providing customer support to predictive analytics improving campaign performance, AI offers a range of possibilities.

For example, AI chatbots on your website can offer round-the-clock customer support, answering frequently asked questions about your drugs or guiding users to relevant resources.



Building Your Pharmaceutical Digital Marketing Plan

7. Personalize and Segment All of Your Marketing Channels

Personalization is the key to standing out in today's noisy digital world. Segment your audience based on their behavior, needs, or demographics, and tailor your messaging accordingly.

A personalized user experience can drive engagement, improve conversion rates, and build customer loyalty.

For example, if you're a pharmaceutical company specializing in oncology, you might segment your audience into oncologists and healthcare professionals, researchers, and patients and caregivers, providing personalized content for each group.

An oncologist might appreciate advanced data from clinical trials, while a patient may find more value in personal stories of recovery and manageable treatment plans.

Novartis

Navigate Novartis

[Patients and Caregivers](#)

[Healthcare Professionals](#)

[Researchers](#)

[Job Seekers](#)

[Journalists](#)

[Investors](#)

[Partners](#)

[Suppliers](#)



Elements of effective digital marketing campaign

“SOPs of effective Ad campaign “

Effective campaign brief



SMART Campaign objective



Ensure campaign integration with other 360 elements

Prior: Google Form -Docs

live tracking for performance



Measure campaign metrics

Running : Looker Studio Dashboard

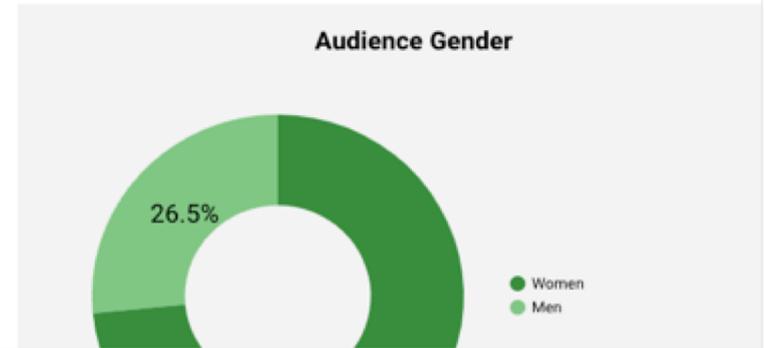
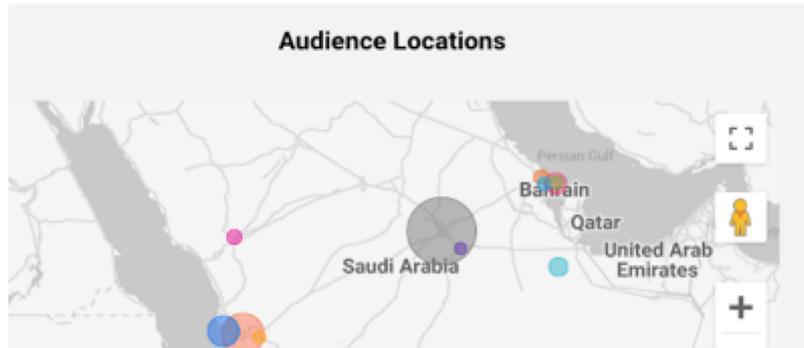
After by: tracking links + report + funnel tracker

& Funnel Tracker



Metrics and KPIs for Digital Campaigns

–“Live stage”

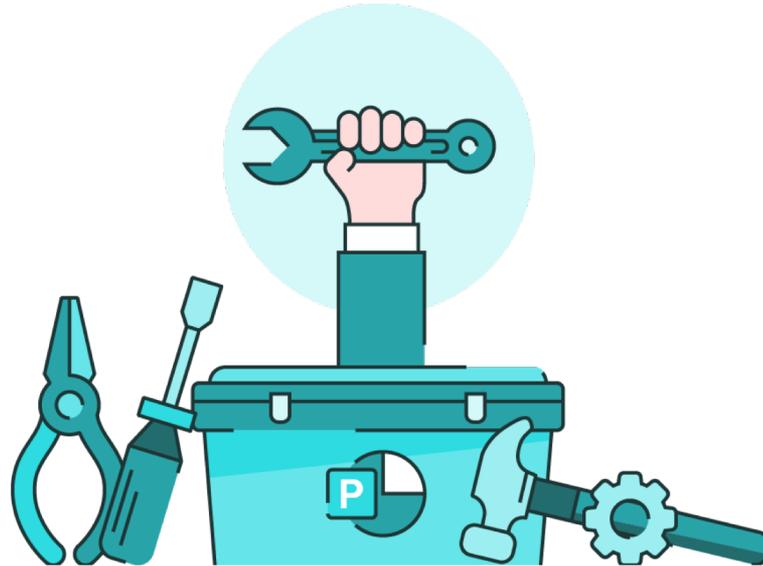


Advanced Digital Marketing Toolkit

N.B: "If I find an interest of having it , I will share tools link separately!"



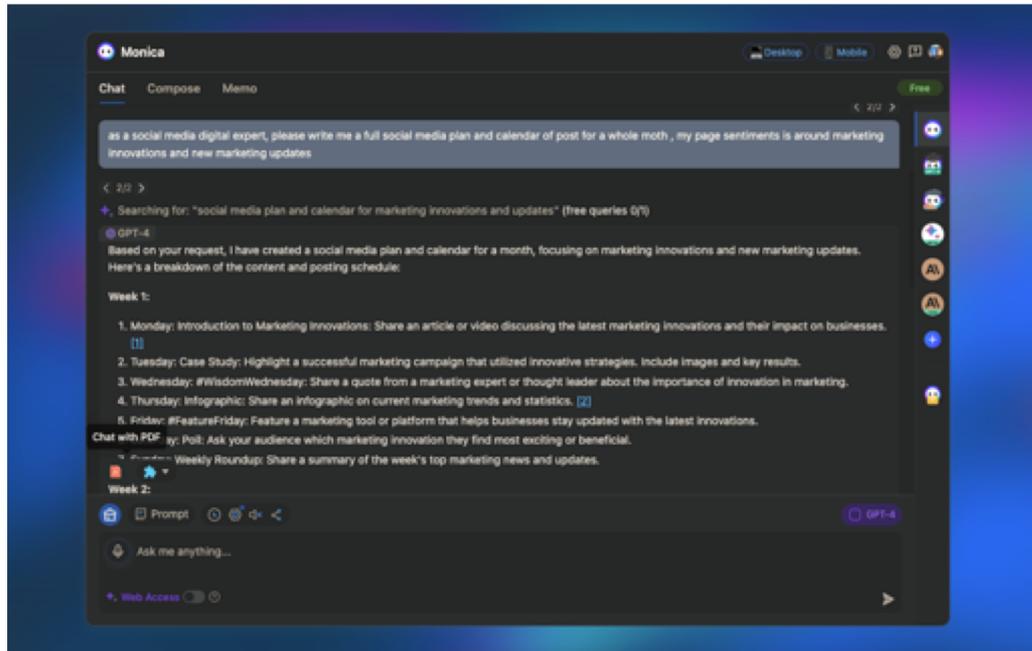
Advanced Digital Marketing Toolkit



Ensure digital optimization

1- AI tools “Build on base of ChatGpt API”

Get Support of having assistance of AI in providing the full digital marketing plan



I have many tools for you!



Use cases of AI in pharma industry



New Digital Assistants Transforming
Patient Medical Information



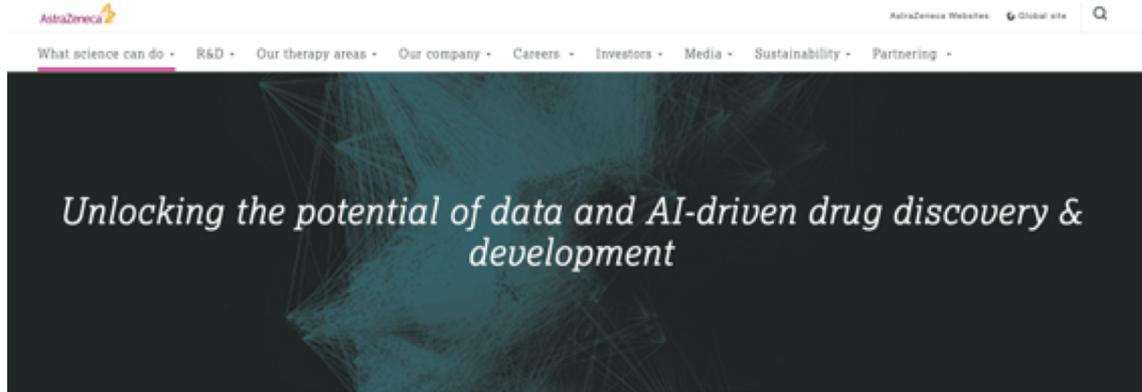
Medibot

<https://www.pfizermedicalinformation.com>

https://www.pfizer.com/news/articles/meet_the_new_digital_assistants_transforming_patient_medical_information?fbclid=IwAR0uOw-2Wvg4xKfOL7utTu_WRcCt-jzDiBrenA7AFs-oYs2RX1yeYyvqb04



Use case of AI in pharma industry



PUBLISHED
14 April 2023

All stories

Written by:

Topics:

[Data science & AI](#)
[Disease understanding](#)
[Next Generation](#)



Ran Siddars



Justin Inhnenn



Saian Khnela

AstraZeneca 



Use case of AI in pharma industry

May 4, 2023

New ACUVUE® Campaign Encourages Gen Z to Take a Social Media Break with #MyVisionMySight

ACUVUE®

Inspiring young creators join Where Vision Meets Sight social media campaign to support young people to pause their scrolling and pursue their purpose, vision, and dreams.

JACKSONVILLE, FL – May 4, 2023 – The ACUVUE® brand today announced the Where Vision Meets Sight social media campaign (#MyVisionMySight) that partners with Gen Z to take social media breaks to not only give their eyes a rest, but also recognize the impact screen time is having in their lives. Through inspiring young creators, the campaign encourages Gen Z to close their apps and use their newfound time to clarify their vision for their lives, whether that's becoming a **beauty influencer**, **focusing on athletics** or embracing their unique talents.

Johnson & Johnson VISION

<https://www.jjvision.com/press-release/new-acuvuer-campaign-encourages-gen-z-take-social-media-break-myvisionmysight?fbclid=IwAR1rLLLKoKbnJITYIjNY2mgu7pl7UMa0K32gWX0-RPZtQCEhvUZtMsKYwSE>



2- Landing Page

Land your user on own professional website & ensure "Pixel" their data!

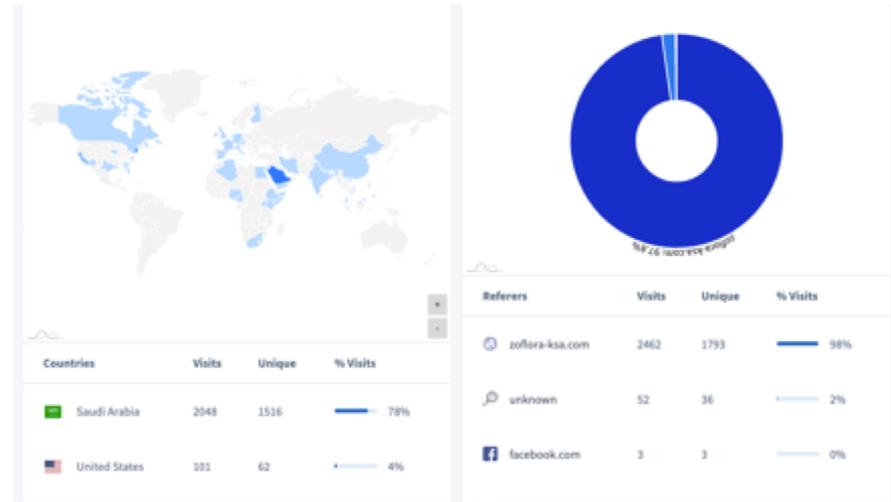


I have a tool for you!



3- Shortening & Tracking Tools

Ensure effective tracking and analyzing



I have a tool for you!



4- Research your Competitors email newsletter & their social presence

By using best-in-class tools



I have a tool for you!



4- Research your Competitors email newsletter & their social presence

Make smart (Competitive Intelligence)

Subject Analysis



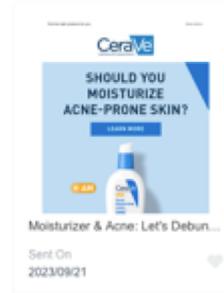
*analysis based on 150 email(s)

Content Analysis



*analysis based on 150 email(s)

2023 Sep



I have a tool for you!



5- Content writing

Writing without any effort using capabilities of AI

4 من 4 ✓ علاج القولون العصبي

لأن مع كاتب يمكنك إنشاء مقال مدعوم بالمصادر محسن لمحركات البحث ومدعوم بالمصادر التحليلية خلال دقائق وأكثر من 60 لغة مختلفة.

HI 🇲🇪 ✓ علاج القولون العصبي

ARABIC ✓ ✓ اختر لغة المقال

SAUDI ARABIA ✓ ✓ الجمهور المستهدف

1000 كلمة ✓ ✓ عدد كلمات المقال

حفظ و متابعة ← G +

أهذه المقال

علاج القولون العصبي

فهم متلازمة القولون العصبي

كمريض لديك تجربة متعبة ومزعجة مع متلازمة القولون العصبي؟ إذاً لا تقلق عزيزي القارئ، فانت في المكان المناسب!

1. تعريف متلازمة القولون العصبي

متلازمة القولون العصبي هي حالة مزمنة تؤثر على القناة الهضمية وتنتسب في أعراض مثل الألم والانتفاخ والإمساك أو الإسهال، على الرغم من أن مسبباتها ليست معروفة بشكل واضح، ولكن يُعتقد أن التوتر النفسي والتهيح الأمعاء يلعبان دورًا في ظهور هذه الحالة. تعد متلازمة القولون العصبي شائعة جدًا وتؤثر على الكثير من الأشخاص في جميع أنحاء العالم.

2. أعراض وعلامات متلازمة القولون العصبي

بعض الأعراض الشائعة لمتلازمة القولون العصبي تشمل الألم أو المص في البطن، والانتفاخ والغازات، والإمساك أو الإسهال، قد يشعر المرضى أيضًا بالتعب والصداع والتأرق، يجب ملاحظة أن الأعراض قد تختلف من شخص لآخر ويمكن أن تتفاقم أو تحف بشكل مؤقت بسبب العوامل النفسية أو التغذية.

3. الأسباب المحتملة لمتلازمة القولون العصبي

5- Content writing



Have a look for

علاج القولون العصبي

الحالة تعد متلازمة القولون العصبي شائعة جدًا وتؤثر على الكثير من الأشخاص في جميع أنحاء العالم.

2. أعراض وعلامات متلازمة القولون العصبي

بعض الأعراض الشائعة لمتلازمة القولون العصبي تشمل الألم أو المصص في البطن، والانتفاخ والغازات، والإمساك أو الإسهال، قد يشعر المرضى أيضًا بالتعب والصداع والأرق. يجب ملاحظة أن الأعراض قد تختلف من شخص لآخر ويمكن أن تتفاقم أو تخف بشكل مؤقت بسبب العوامل النفسية أو التغذية.

3. الأسباب المحتملة لمتلازمة القولون العصبي

على الرغم من عدم وجود سبب محدد لمتلازمة القولون العصبي، إلا أن هناك عوامل محتملة قد تسهم في ظهورها، من بين هذه العوامل التوتر النفسي، والتهيج الأمعاء، وتغيرات في الهرمونات المعوية، والتهاب المعوية، بالإضافة إلى ذلك، قد يؤثر النظام الغذائي والعادات الغذائية الغير صحية على ظهور أعراض متلازمة القولون العصبي.

لا تنسى أن استشارة الطبيب هي الخطوة الأولى والأهم للتشخيص والعلاج المناسب لمتلازمة القولون العصبي.

العلاج المنزلي لمتلازمة القولون العصبي

1. تغييرات في النظام الغذائي الصحي

لعلاج متلازمة القولون العصبي في المنزل، ينصح بإدخال تغييرات في النظام الغذائي اليومي، يجب تجنب الأطعمة المهيجة

إظهار/إخفاء المراجع

العمل و الصحة

تظهر أيضًا

- ما هي الكارثة العنق
- كيف يمكن معرفة أنك حامل
- كيف تتأكد من أنك حامل في الشهر الثاني
- بماذا تتكون الطعام بعد الولادة
- ما هو وقت الحمل المثالي
- ما هي فوائد دواء الحمل
- هل يمكن تناول الحليب بعد الولادة
- ما هي فوائد الحليب

موضوع

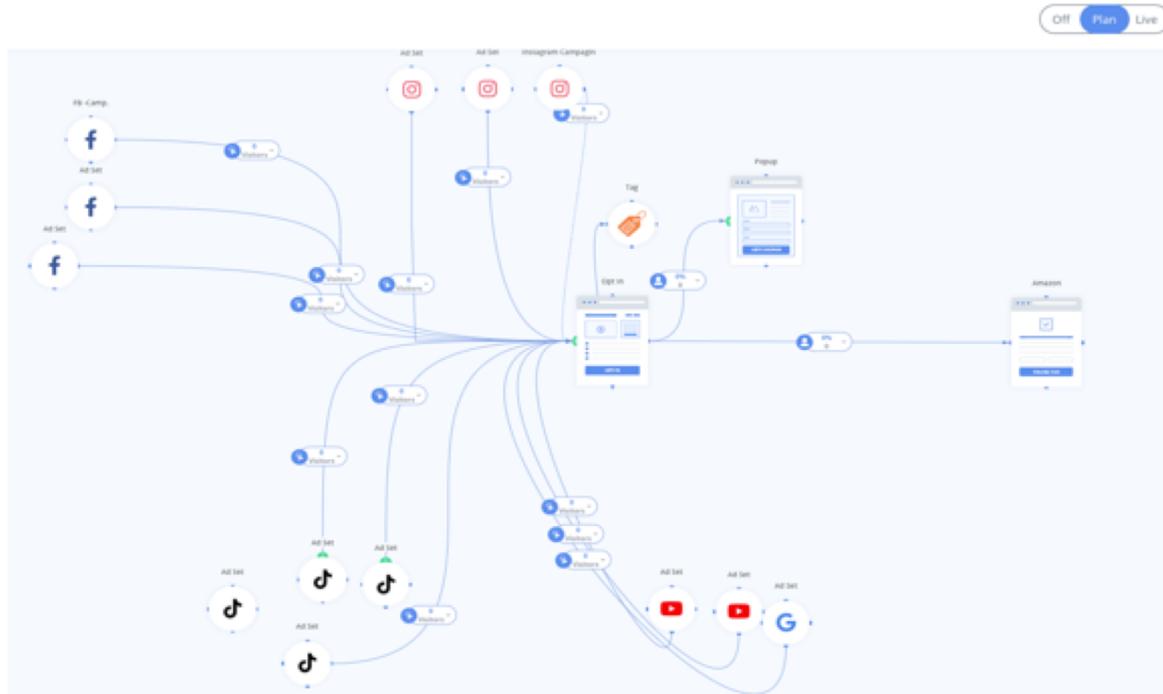
www.mawdoo3.com



Sherif Alkady
MARKETING

I have a tool for you!

6- Advanced Funnel building for Ads



I have a tool for you!



7-Project management

+ Quick Add

- New Company
- New Person
- New Meeting

Resources

- Companies
- People
- Meetings
- Save LinkedIn profile
- Save LinkedIn company

Deals Peoples Meetings

Company Name	Description	People	Website	LinkedIn
<input checked="" type="checkbox"/> Salesforce	We're Salesforce, the Cust		http://www.salesforce.com	https://www.linkedin.com/corr
<input type="checkbox"/> Bardeen	Automate repetitive tasks, cor	Artem Harutyuny	https://www.bardeen.ai/suppc	https://www.linkedin.com/corr
<input type="checkbox"/> Tesla	Tesla's mission is to accelerat	Elon Musk	https://www.tesla.com/career	https://www.linkedin.com/corr

+ New

COUNT 3



+ Deals + Filter Sort Search New

Identified 1 Qualified 1 Approaching 0 Discovery 0 Proposal 0

Hidden groups: Customers 1, Lost 0, Archived 0

Bardeen: https://www.bardeen.ai/support/download?utm_source=linkedin.com, 11-50 employees

Tesla: <https://www.tesla.com/careers>, 10,001+ employees

+ New

I have a tool for you!



8- Automation tools

Let your digital efforts in a system



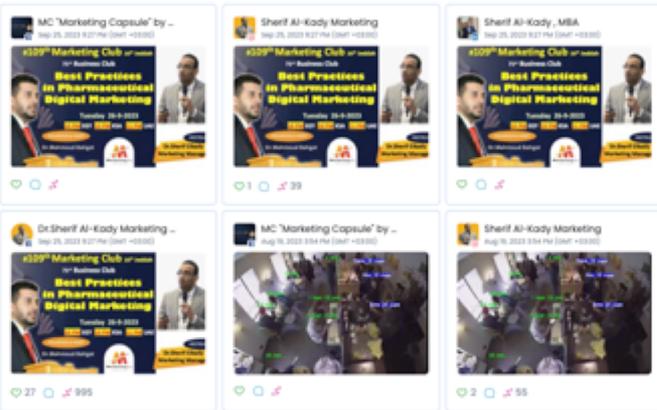
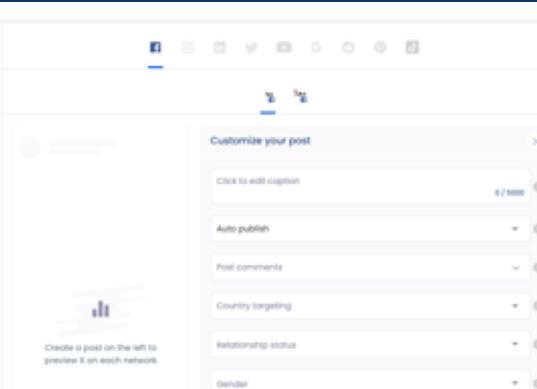
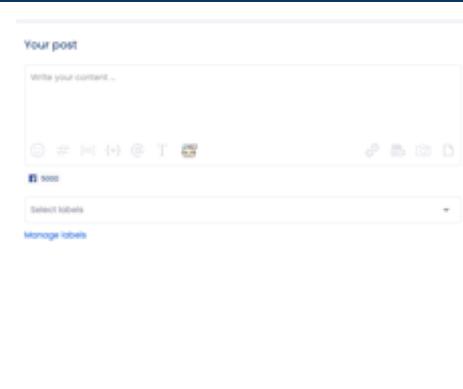
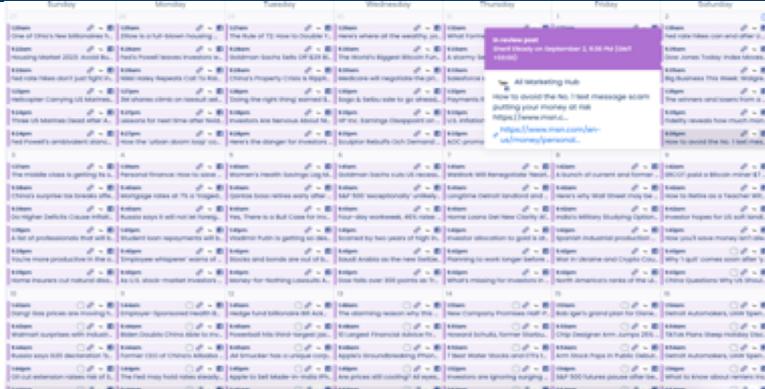
The Zapier logo, featuring a short orange horizontal line followed by the word "zapier" in a bold, black, lowercase sans-serif font.



I have a tool for you!

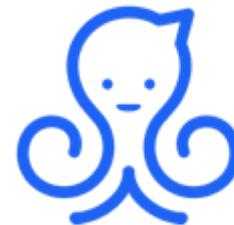


9- SM channel management tools



10- Chatbots

Let your channels talk automatically without human



I have a tool for you!

Thank You!
Q&A



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MARKETING CAPSULE



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#109th Marketing Club 26th Jeddah

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Best Practices in Pharmaceutical Digital Marketing

Tuesday 26-9-2023

10 PM EGY **10 PM** KSA **11 PM** UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat



INSTRUCTOR

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