

#77th Marketing Club 20th Jeddah

Digital marketing in Consumer Health Care

(CHC) Market

Tuesday 7-1-2023

8 PM EGY 9 PM KSA 10 PM UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat



INSTRUCTOR

Dr. Dr. Sherif Elkady
Consumer Health Care
Marketing Manager

Digital marketing in Consumer Health Care (CHC)

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

About Me

Short brief about me :

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



About Me

Digital presence

- **YouTube:**
https://www.youtube.com/user/drsherif2000?sub_confirmation=1
- **Facebook:**
<https://www.facebook.com/Sherifalkadymarketing>
- **Instagram:**
<https://www.instagram.com/sherifalkadymarketing/>
- **Linkedin:**
<https://www.linkedin.com/in/sherif-al-kady-mba/>
- **TikTok:**
<https://www.tiktok.com/@dr.sherif.alkady?lang=en>



PERSONAL PROFILE

Ambition Young Regional Marketer fulfilled with marketing passion and business management .

AREAS OF EXPERTISE

- Strategic planning.
- Pharmaceutical brand management
- Social media marketing .
- Chain pharmacies Marketing.
- Digital marketing .
- Retail and modern trade marketing .
- Search engine marketing (SEM)
- influencer marketing .
- ATL ,PTL campaigns.
- Training and development.

OTHER SKILLS

- Customer journey design.
- Business model canvas.
- Medical background.
- Presentation skills .
- Communication skills.
- Negotiation skills.
- Customer acquisition .
- Sales funnels.
- building brands.
- DTC
- financial effectiveness.
- Optimization of resources.
- Design management skills .
- Value proposition Creation.
- Business Model Canvas.
- Social media management.
- Inbound Marketing .
- Growth hacking strategies .

GET IN CONTACT

Jeddah, saudia arabia

dr.sherif.alkady@gmail.com

KSA No.:+966560885858
Egyptian No.:+201006974358

www.sherifalkadymarketing.com

<https://www.linkedin.com/in/sherif-alkady-mba-450b4166/>

8-1-1983

Egyptian

CERTIFICATES

MASTER OF BUSINESS ADMINISTRATION (MBA) – ESLSCA BUSINESS SCHOOL PARIS (2014 – 2016).
GLOBAL MARKETING
#MARKETING DIPLOMA – PARIS ESLSCA BUSINESS SCHOOL (2013 – 2014).
MARKETING FOUNDATION
BACHELOR DEGREE IN VETERINARY MEDICINE (2004).

CAREER OBJECTIVE

Looking for **Senior Marketing position** offers a room for creativity and the chance to join a growing and successful team with an ambitious company to best utilize my years of experience with highly visible accountabilities eager to bring to your firm ability to significantly increase growth ,profitability and shareholders values.

MARKETING CAREER JOURNEY MAP (2014-2023):



About Me



sherif alkady
MARKETING



كتب مجانية



مدونات و مقالات



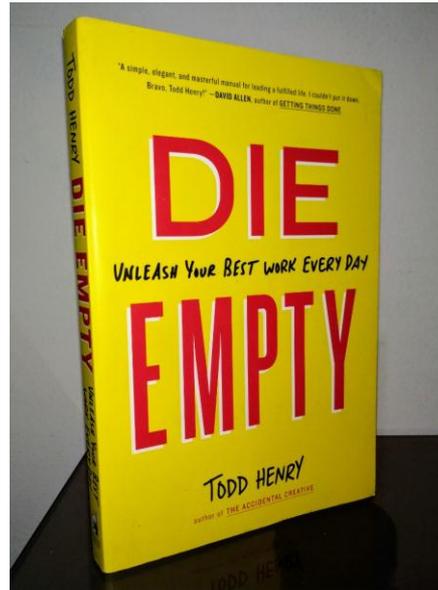
فيديوهات



د. شريف القاضى

www.sherifalkadymarketing.com

Before take off



Agenda

- **CHC definition** →
- **Why go digital?** →
- **Digital DTC Healthcare activities**

DR.SHERIF AL-KADY

MARKETING CAPSULE



SUBSCRIBE



/SHERIFALKADYMARKETING



LET'S GO

What is Digital Marketing?

Digital marketing include all marketing efforts that use an electronic device or the internet.”

Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.

HubSpot
Academy

<https://blog.hubspot.com/>



What are Consumer health care products?

- **Consumer health care products** are goods that individuals use to maintain and improve their health, wellness, and personal hygiene. They may include over-the-counter drugs, dietary supplements, medical devices, and personal care items such as (toothbrushes, shampoos, and non medicated cosmetics)



CHC worldwide

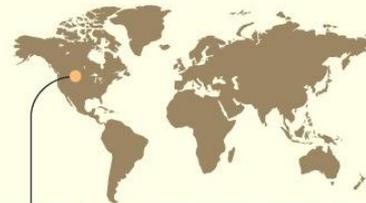
Global OTC Consumer Health Products Market

Market Revenue

Market Size (USD Bn)



Regional Analysis



North America is dominates the market.

CAGR
4.0%
(2021-2027)



Market Drivers

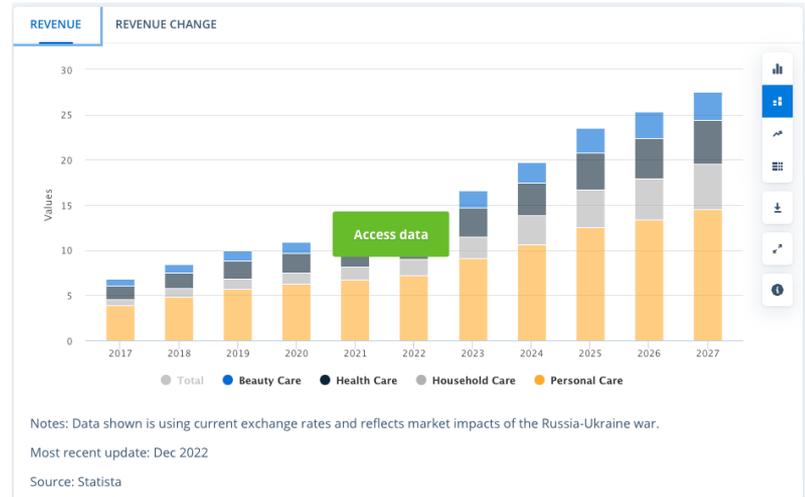
- ▶ Rising Awareness Of Lifestyle Diseases In The People.
- ▶ Increasing Disposable Income Of The Consumers.



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Beauty, Health, Personal & Household Care - Saudi Arabia

- Revenue in the **Beauty, Health, Personal & Household Care** segment is projected to reach **US \$2.77bn** in 2023.
- Revenue is expected to show an annual growth rate (CAGR 2023-2027) of **13.43%**, resulting in a projected market volume of **US\$4.59bn** by 2027.
- In the Beauty, Health, Personal & Household Care segment, the number of users is expected to amount to **13.6m** users by 2027.
- The average revenue per user (ARPU) is expected to amount to **US \$258.40**.



Worldwide TOP 10 consumer health companies 2022

The World's Largest Healthcare Companies In 2022

| Rank | Name | Country | Sales (TTM) ▼ | Profit (TTM) | Market Value (TTM) |
|------|---------------------------------|---------------|------------------|----------------|--------------------|
| 2 | Johnson & Johnson | United States | \$94.9 billion | \$19.8 billion | \$477.4 billion |
| 4 | Pfizer Inc. | United States | \$81.5 billion | \$22 billion | \$271.8 billion |
| 7 | Roche Holding AG | Switzerland | \$68.7 billion | \$15.2 billion | \$308.1 billion |
| 5 | AbbVie, Inc. | United States | \$56.2 billion | \$11.5 billion | \$273.8 billion |
| 6 | Novartis AG | Switzerland | \$51.6 billion | \$24.1 billion | \$200.7 billion |
| 9 | Merck & Co., Inc. | United States | \$50.4 billion | \$13 billion | \$213.8 billion |
| 11 | Sanofi | France | \$44.6 billion | \$7.4 billion | \$136.9 billion |
| 1 | UnitedHealth Group Incorporated | United States | \$297.6 billion | \$17.5 billion | \$490.2 billion |
| 3 | CVS Health Corporation | United States | \$292 billion | \$7.9 billion | \$133.5 billion |
| 8 | Cigna Corporation | United States | \$174.3 billion | \$5.4 billion | \$81.2 billion |
| 10 | Anthem, Inc. | United States | \$144.3 billion | \$6.2 billion | \$121.3 billion |

Forbes

Source: [Forbes Global 2000](#) • [Get the data](#) • Created with [Datawrapper](#)

<https://www.forbes.com/sites/katiejennings/2022/05/12/forbes-global-2000-the-worlds-largest-healthcare-companies-in-2022/?sh=35d2461c3f78>



Main categories of CHC

| Ex-Manufacturer Sales in Local Currency Dollars | | | | |
|---|---|------------------|------------|---------------|
| Rank | Category | Total Sales | | |
| | | Sales | | % Growth 2021 |
| | | LC\$ (000) | USD+ | LCD+ |
| | Total Saudi Arabia | 1,100,691 | 8.1 | 8.0 |
| 1 | 06 Skin Treatment | 252,334 | 9.3 | 9.2 |
| 2 | 01 Cough, Cold and Other Respiratory Products | 225,301 | 0.6 | 0.6 |
| 3 | 04 Vitamins, Minerals and Nutritional Supplements and 05 Tonics | 222,816 | 5.2 | 5.2 |
| 4 | 02 Pain Relief | 168,036 | 7.5 | 7.4 |
| 5 | 03 Digestive and Other Intestinal Products | 72,178 | 6.7 | 6.6 |
| 6 | All Others | 160,025 | 25.0 | 25.0 |

Source: IQVIA audited data

Pain relief
658,478,047



Vitamins and minerals
495,164,082



Cough, cold, sore throat
344,368,375



Gastrointestinal
294,473,525



Skin treatments
198,193,725



Smoking cessation
139,943,583



Hayfever
140,690,573



Eye care
73,030,024



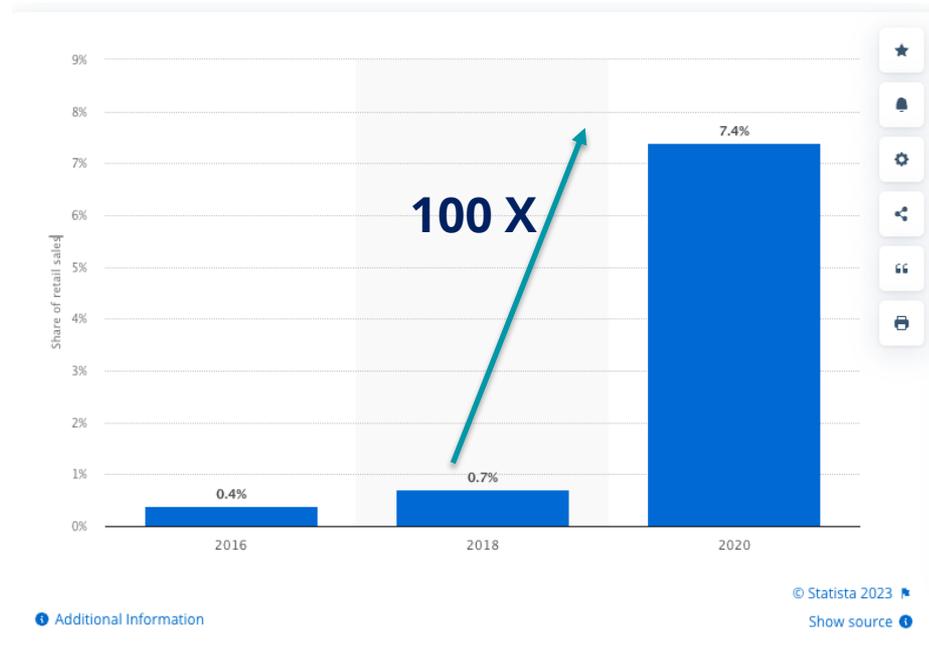
Sleeping aids
57,777,722



Other
227,071,889

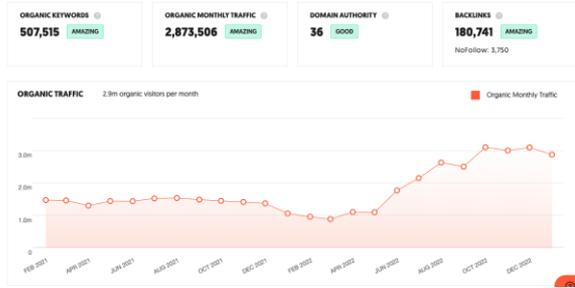


Consumer health e-commerce sales in Saudi Arabia (from 2016 to 2020)

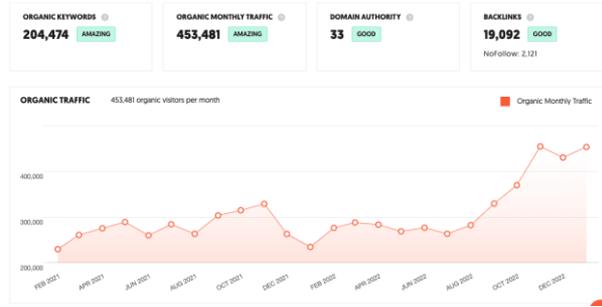


Traffic records of main chains in KSA & UAE

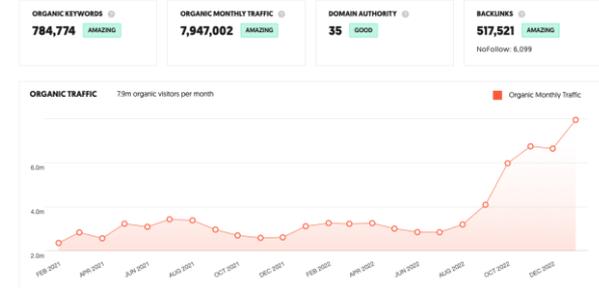
Traffic Overview @ : <https://www.al-dawaa.com/>



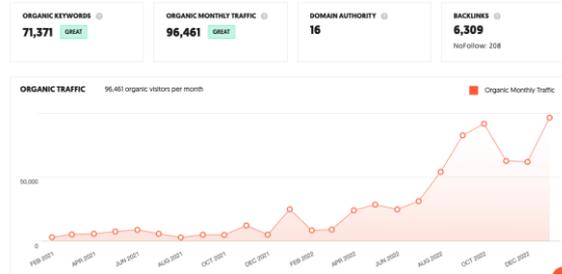
Traffic Overview @ : <https://www.lifepharmacy.com/>



Traffic Overview @ : <https://www.nahdionline.com/>



Traffic Overview @ : <https://unitedpharmacy.sa/>



What next for consumer health after Covid-19?

- The impact of COVID-19 has made consumers **more health conscious** and has made more people aware of the health risks that certain lifestyle factors present.
- These include smoking cigarettes (or other forms of tobacco like shisha and cigars), overeating on a regular basis, excessive consumption of fast food or sugary beverages, leading a sedentary lifestyle, and suffering from high levels of stress (in the workplace or otherwise).

Consumer centric approach

- A **consumer-centricity** means that an organization focuses on understanding and meeting the needs, wants, and expectations of its target customers.
- It involves putting the needs of consumers at the center of all business decisions and designs, such as product development, marketing, and customer service.



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



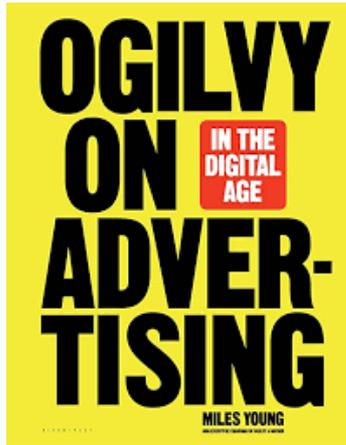
Microsoft has announced it will close all of its physical store locations. Officially, this is due to COVID-19. The [memo announcing the change](#) is long on PR-speak, short on actual information. We are told, for example, that "As we look forward, we start a new chapter for Microsoft Store," and "As 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."

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 Retailers in CHC Business



amazon



نون
noon



mumzworld.com
#1 mother, baby & child site in the Middle East



iHerb®



nahdi النهدي



الدواء
al-dawaa

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.



Challenges in Digital Marketing

- May Require Health care authorities , 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.
- Consumer are not prefer to follow consumer products.
- Should have a powerful digital strategy .
- Content must provide an impact on sales.



In CHC Transform from

**Patient
Approach**



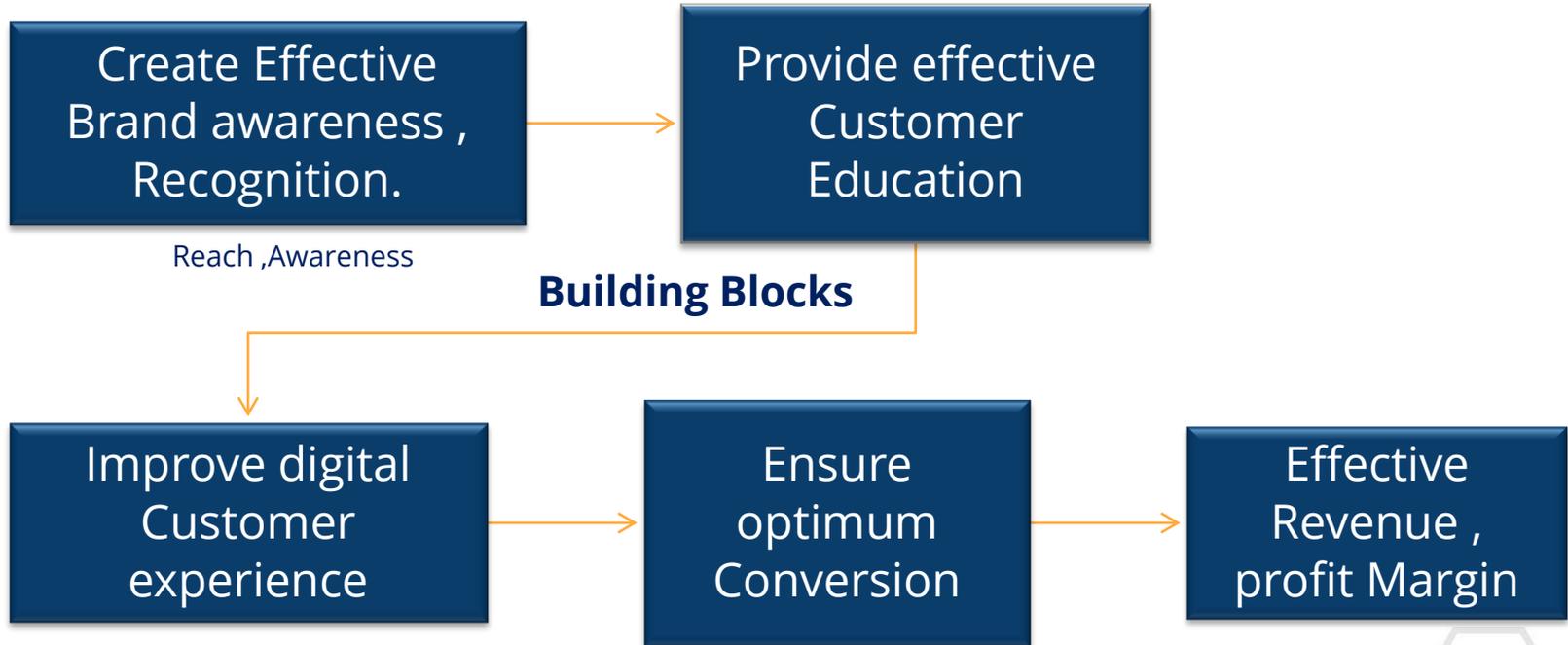
**Consumer
Approach**

****Turn: Drug/Medication concept into consumer Goods.**

Successful digital marketing Campaign



Brand digital Journey



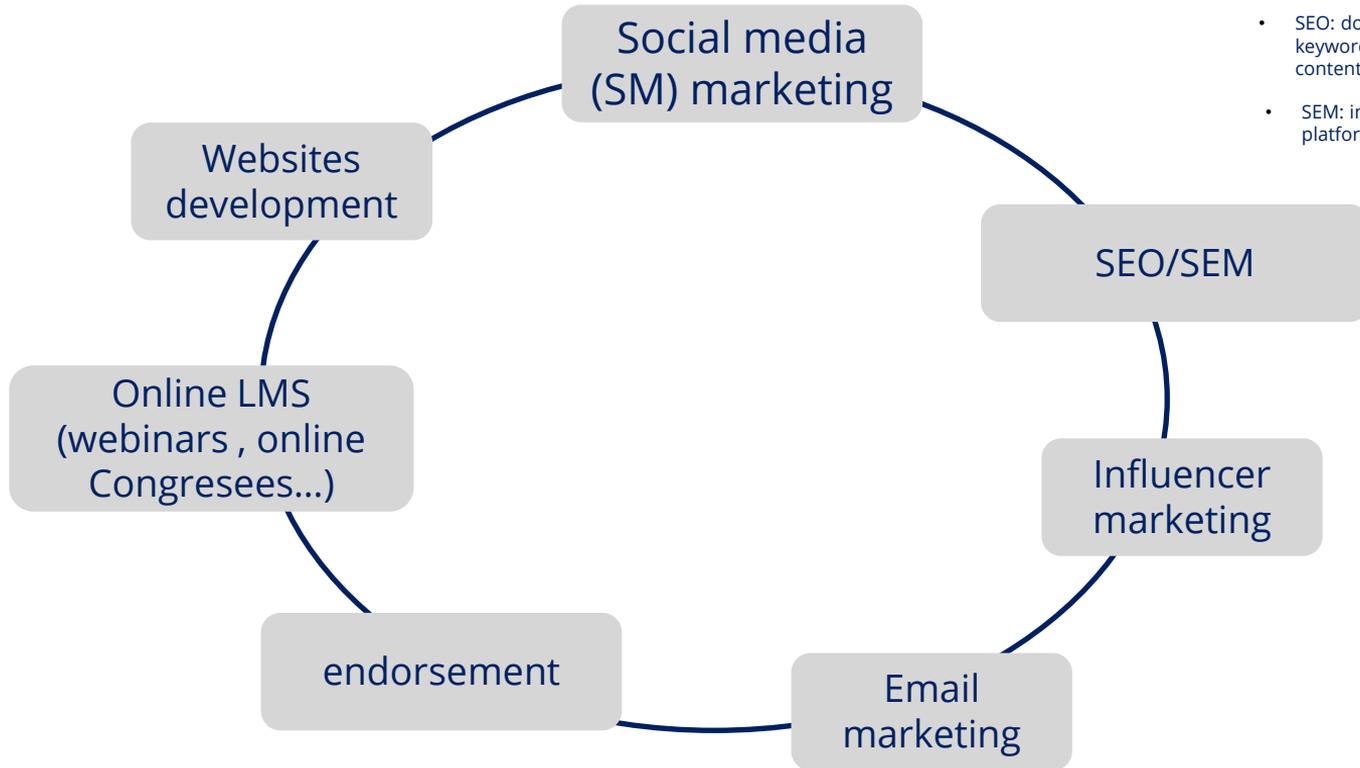
Keep yourself being updated with Digital trends



<https://datareportal.com/reports/digital-2023-global-overview-report>

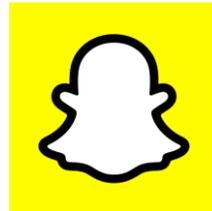
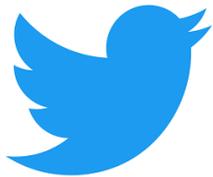
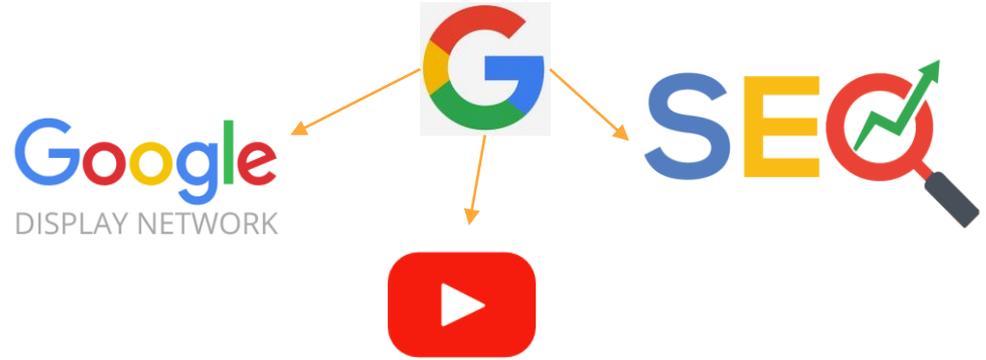


Digital Direct-to-Consumer Healthcare activities



- 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



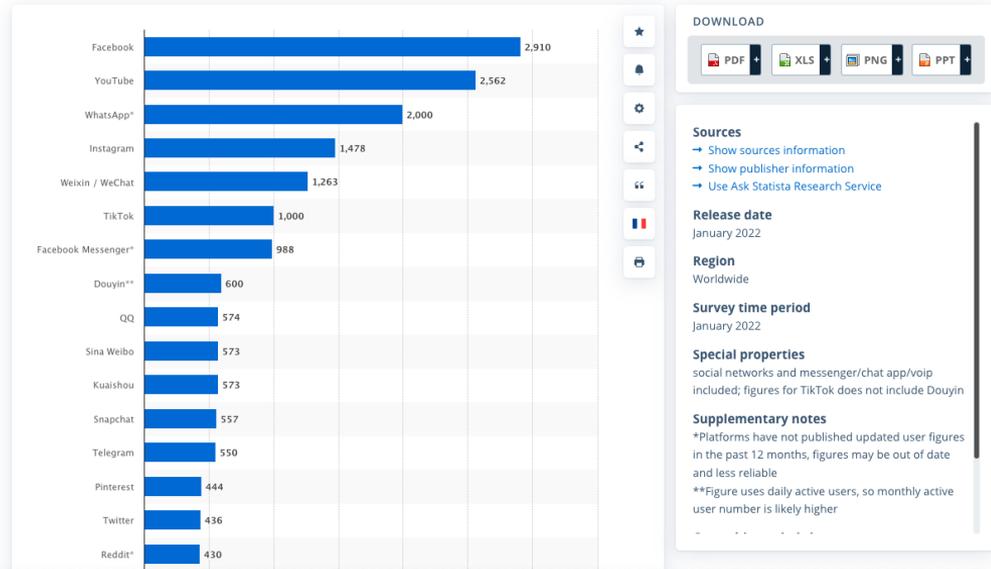
Social media Marketing

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

Social media Marketing

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

(in millions)

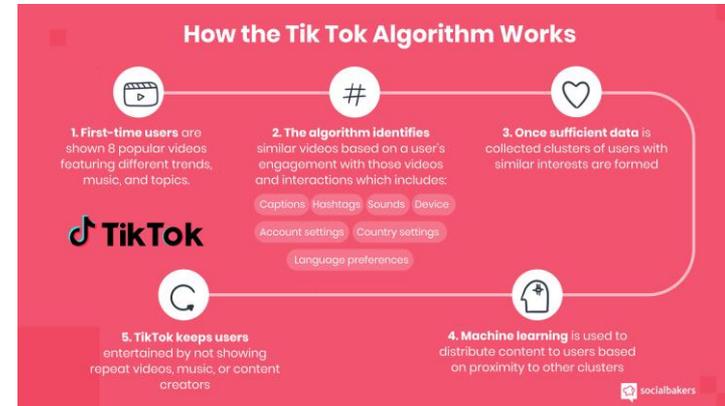


<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Don't ignore vertical content



Understand Algorithm signals for each platform



Algorithm signals



<https://www.facebook.com/reel/1038366603764397>

Understand the different objectives for Paid content of each platform

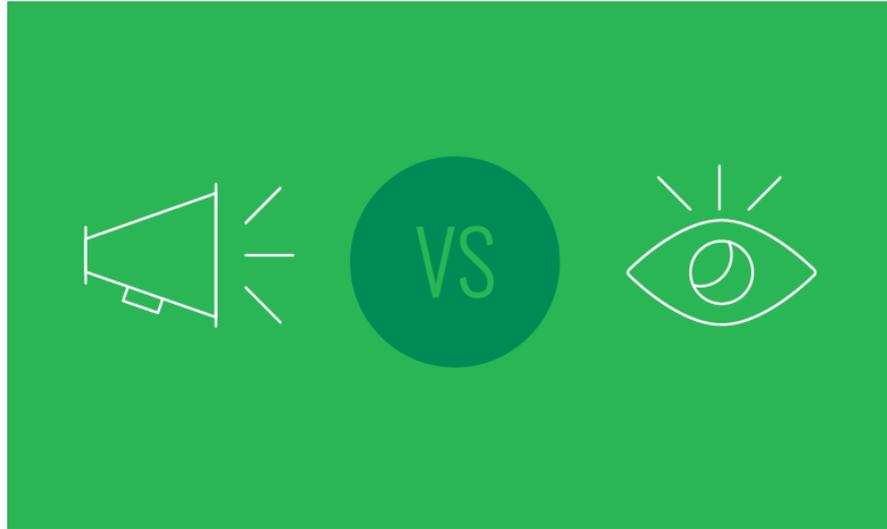
Use Paid ads through different platforms “ Instagram , Facebook , YouTube,...” to provide required action by customers on your social media channels.

What's your marketing objective?

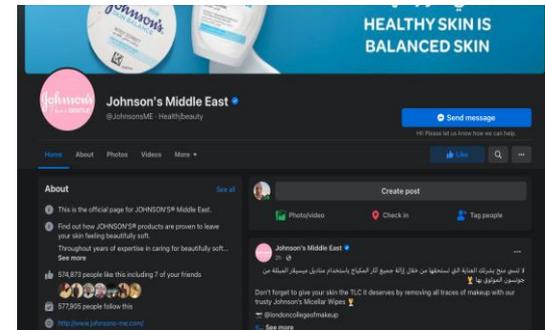
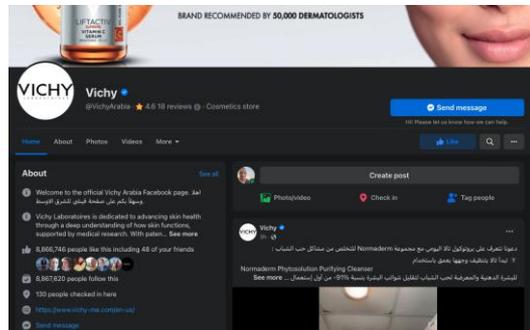
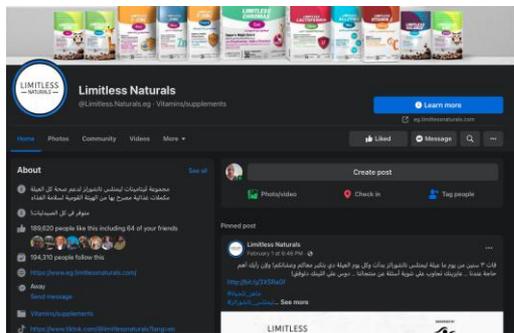
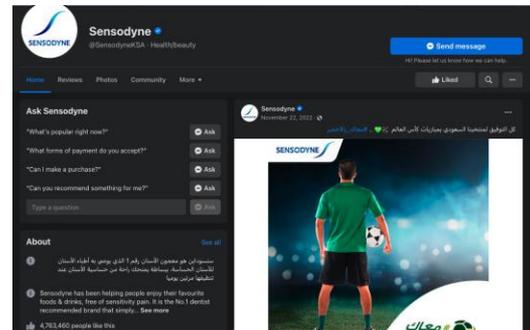
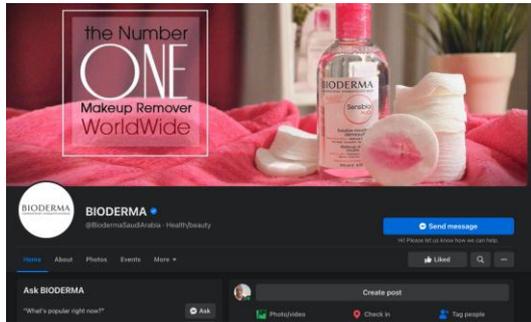
Auction Reach and Frequency

| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand Awareness |  Traffic |  Conversions |
|  Local Awareness |  Engagement |  Product Catalogue Sales |
|  Reach |  App Installs |  Store Visits |
| |  Video Views | |
| |  Lead Generation | |

Reach, Awareness Vs link clicks



Recognized presence of consumer health care brands



Social media Content composition

Text level { Effective Customer Education about the **BRAND** (Captions)

Visual level { effective Visual components

management level { Effective CTA

The image shows a social media post from 'Max Muscle Egypt'. The post includes Arabic text explaining the benefits of Omega 3-6-9, such as improving blood circulation and supporting joint health. It features a large, vibrant image of a Quamtrax Omega 3-6-9 supplement bottle set against a background of water and a sunset. The bottle is labeled 'Quamtrax Omega 3-6-9' and '100% Natural'. Below the image, there is a call to action in Arabic: 'وفر احتياج جسمك من 3-6-9 أوميغا' (Save your body's need for Omega 3-6-9). The post also includes contact information for Max Muscle Egypt, including a website (www.maxmuscleelite.com) and a phone number (19983). A 'Shop Now' button is visible at the bottom right of the post.

Social Content composition

Clear Product Description

Good caption

Effective CTA on Landing page, hot No. ,WhatsApp

Embedded Call to action

Max Muscle Egypt
1d · 🌐

وفر احتياج جسمك من الـ Omega 3-6-9 مع Quamtrax
كبسولة غنية بالدهنات اوميغا الدهنية من زيت السمك و زيت الكتان و زيت الفول السوداني. والتي يُعتبر من
مصادر الأوكسدة ومعداة التهابات. وتُحافظ على تنظيم الهرمونات، وخفض الكوليسترول في الدم
والحفاظ على القلب والأوعية الدموية.
اطلعه من موقعنا:
bit.ly/QuamtraxOmega
أو اطلب من خلال رسائل الصفحة أو كلفنا على 19983
WhatsApp
01111440048 - 01111440084 - 01143940071
#بمكملاتنا #مكملاتنا #مكملاتنا #مكملاتنا #مكملاتنا
#we_lead_they_follow_since_2009

MAX MUSCLE
EGYPT'S NO.1 SUPPLEMENT STORES

Quamtrax
omega
3-6-9
100% natural
60 capsules

وفر احتياج جسمك
من الـ **OMEGA 3-6-9**
www.maxmuscleelite.com 19983

Max Muscle Egypt
Vitamins/Supplements

Shop Now

#Hashtag

Brand logo



Organic vs paid

Pros of Organic Social Media

1. IT'S A FREE WAY TO BUILD YOUR BRAND ONLINE
2. FOSTER AUTHENTIC RELATIONSHIPS WITH COMMUNITY
3. GIVES YOUR BUSINESS CREDIBILITY

PLANOLY

Organic vs Paid



Pros of Paid Social Media

1. REACH A SPECIFIC TARGET AUDIENCE
2. EXPERIENCE GREATER FOLLOWER GROWTH & ENGAGEMENT
3. DRIVE MORE TRAFFIC TO YOUR SITE

PLANOLY

Differ according to your brand – (PLC) phase - budget

Elements of effective digital campaign

Effective campaign brief



SMART objective



Ensure campaign integration

Prior: Google Form

live tracking for performance



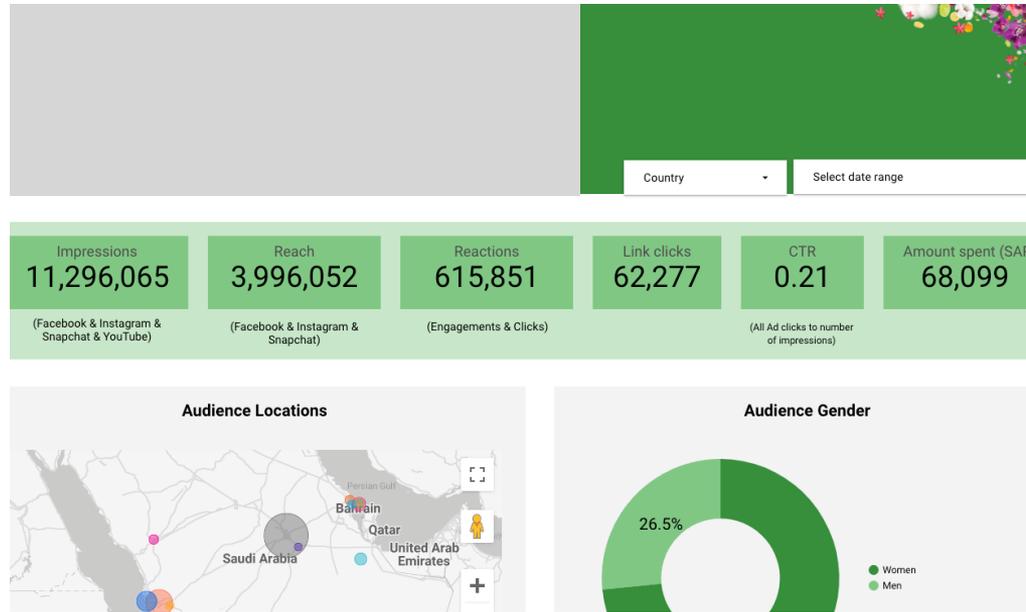
Measure campaign metrics

During :Dashboard

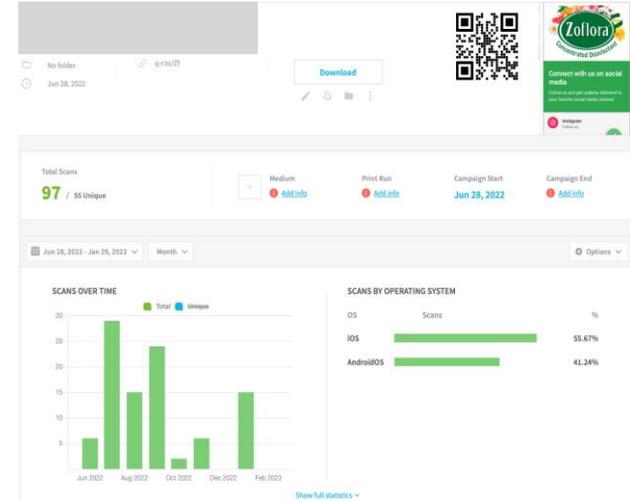
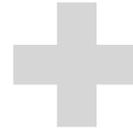
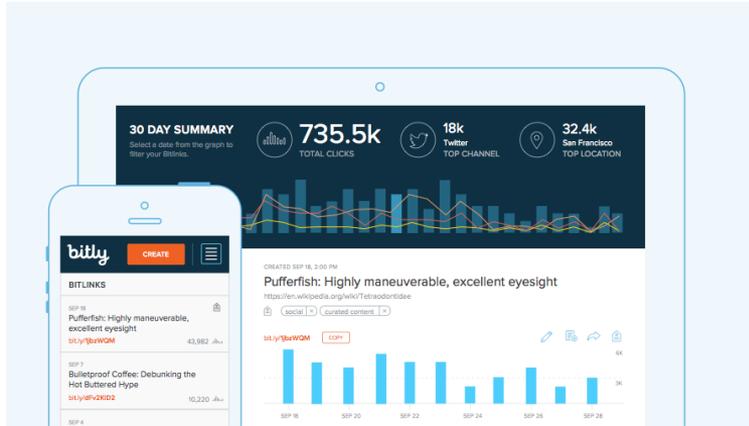
After: report



Metrics and KPIs for Digital Campaigns



Tracking links & QR codes



Track Market/Competitors Performance

<https://www.socialbakers.com/statistics/reports/industry>



Social media influencers

- Influencer marketing involves collaborating with popular and relevant influencers in your niche to promote your brand and increase your revenue
- Collaborating with influencers can help create **online buzz** about your brand. In addition, it can strengthen your brand's reputation, improve audience engagement, and increase conversions



Brand endorsements



Product placements



Collaborative Ads



VICTORY IS A STATE OF MIND

LOUIS VUITTON



Virtual webinars



Online communities



Connect Your Network On digital (LMS)

*I Have a replacer for professional LMS for you

Difference between Facebook Ads & Google Ads

Customer come to describe their problem

Appear on user news feed of customers

React

Proact

Super targeted

Slightly expensive

Wider reach , more cheaper

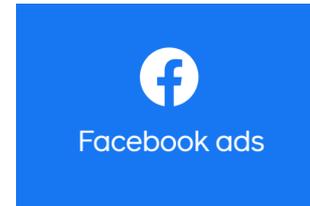
Challenge to find the right users

Ads with solution

Ads define the problem/solution

When your product is a Common solution

When you need to educate users





Search Engine Optimization

SEO as a powerful arm

WHAT SEO SUCCESS LOOKS LIKE



SEO stands for **Search Engine Optimization**, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results .

1) Auto-complete function

- Used as Guidance for Optimum general customer interest .
- Detect Preferability of customers for CHC products need.



1) Auto-complete function



Define preferability



Define priority

1) Auto-complete function



Rank Brands



Positioning creation

2) Keyword targeting

- Target your brand with right **keywords** similar to customers preferences .

Google

أوميغا 3 للأطفال

الكل صور الأخبار فيديو خرائط المزيد الإعدادات الأدوات

حوالي 117,000 نتيجة (عدد التواني: ٠,٤٧)

إعلانات - الأظلاع على أوميغا 3 للأطفال

| | | | | | |
|--|---|---|--|---|---|
| | | | | | |
| Carlson Labs زيت السمك iHerb ر.س. ٨١,١١ | فيتامينات VegLife نباتية متعددة iHerb ر.س. ٢٢,٤٥ | Coromega Kids, Omega-3, iHerb ر.س. ٧٦,٤٨ | أوميغا Coromega 3 بصارة البرتقال, iHerb ر.س. ١١٥,٦٨ | Coromega أوميغا 3, حادى iHerb ر.س. ٤٨,١٢ | Now Foods زيت أوميغا 3, iHerb ر.س. ٤٦,٢٢ |

مقدمة المثلل ، mawdoos.com

فوائد أوميغا 3 للأطفال - موضوع

2020/03/31 - لقراءة المزيد حول فوائد أوميغا 3 يمكن الرجوع لمقال ما فوائد أوميغا 3. الكميات الموصى بتناولها من الأوميغا 3 للأطفال تُشير قيمة المدخول الكافي للرفع إلى ...

٢ فوائد أوميغا 3 للأطفال - ٣ الكميات الموصى بتناولها من ... ٤ أضرار أوميغا 3 للأطفال

فيديوهات

| | | |
|----------------------------------|------------------|---|
| | | |
| فوائد أوميغا 3 للأطفال #موضوع | أوميغا 3 للأطفال | فوائد الأوميغا 3 (زيت كبد الحوت) للأطفال ... لازم كل الأطفال يأخذوا ... |

3) Search Engine Ranking

Rank you Brand Presence on Search engines .

امثل نوع حديد للحوامل

جوانى ٢٦١١٠٠٠ نتيجة (عدد النواتج: ٢٥)

أفضل أنواع حبوب الحديد للحامل | سوبر ماما
2020/05/04 - احتياج الحامل إلى الحديد: أفضل أنواع حبوب الحديد للحامل: طريقة تناول حبوب الحديد: هل تتعارض حبوب الحديد مع الكالسيوم؟ إيز الحديد للحامل: الحديد...
احتياج الحامل إلى الحديد - أفضل أنواع حبوب الحديد للحامل - طريقة تناول حبوب الحديد

فيديوهات

الحديد للحامل
أي شهر؟

الحديد للحامل في أي شهر و أفضل أنواع حبوب الحديد للحامل

تناول الحامل لمكملات الحديد يومياً يؤيد من وزن طفلها

نقص الحديد عند الحوامل يؤثر على دماغ الرضيع

مكي يوز عربية 2015/12/08 - YouTube

تلألؤن الآن Al Aan TV 2013/06/24 - YouTube

Assata TV - الدكتور سيد عامر 2020/05/18 - YouTube

أفضل أنواع حبوب الحديد للحامل - زيادة
تقدم لكم اليوم عبر موقع "زيادة" أفضل أنواع حبوب الحديد للحامل. تعتبر فترة الحمل من ...
أعرف حبوب الحديد على أنها نوع من المكملات الغذائية الذي تتناوله السيدة الحامل ...
ما هي حبوب الحديد - فوائد حبوب الحديد للحامل - الكمية المحدد تناولها خلال الحمل

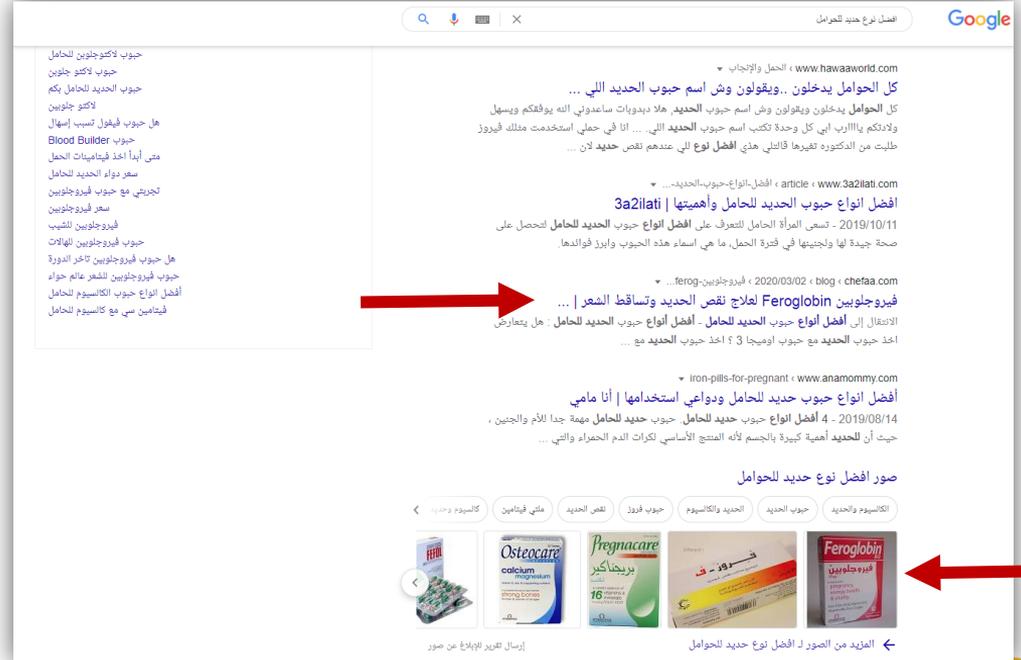
حبوب الحديد للحامل: أهم المعلومات - ويب طب

حبوب الحديد للحامل 2022



3) Search Engine Ranking

Rank you Brand Presence on Search engines .



Email Marketing

3 jobs of email

Excite + Edify (What to do?) + Click

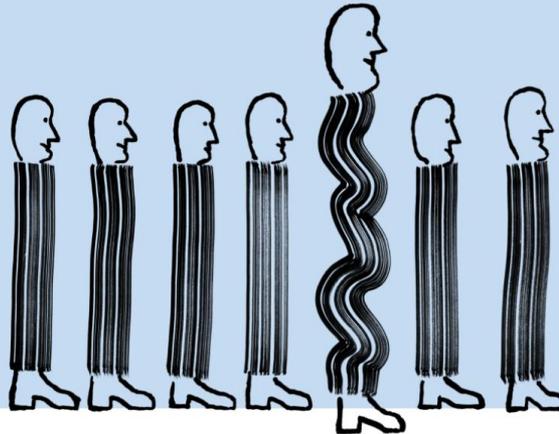


Email Marketing



Email Marketing Benchmarks by Industry

Compare how your emails are doing with the average unique open, click, and bounce rates for thousands of Mailchimp users.



Email Marketing

Average email campaign stats of Mailchimp customers by industry

| Industry | Average Open Rate | Average Click Rate | Hard Bounce | Soft Bounce | Unsubscribe Rate |
|-------------------------------|-------------------|--------------------|-------------|-------------|------------------|
| All non-labeled accounts | 22.71% | 2.91% | 0.40% | 0.61% | 0.25% |
| Agriculture and Food Services | 23.31% | 2.94% | 0.32% | 0.50% | 0.28% |
| Architecture and Construction | 22.51% | 2.51% | 0.73% | 1.18% | 0.32% |
| Arts and Artists | 26.27% | 2.95% | 0.30% | 0.51% | 0.28% |
| Beauty and Personal Care | 16.65% | 1.92% | 0.26% | 0.33% | 0.30% |
| Business and Finance | 21.56% | 2.72% | 0.43% | 0.55% | 0.20% |
| Computers and Electronics | 19.29% | 2.08% | 0.47% | 0.79% | 0.27% |



Email Marketing

| | | | | | |
|--|---------------|--------------|--------------|--------------|--------------|
| Restaurant and Venue | 20.39% | 1.40% | 0.32% | 0.45% | 0.39% |
| Retail | 18.39% | 2.25% | 0.22% | 0.32% | 0.25% |
| Social Networks and Online Communities | 21.06% | 3.32% | 0.20% | 0.34% | 0.22% |
| Software and Web App | 21.29% | 2.45% | 0.65% | 0.97% | 0.37% |
| Sports | 24.57% | 3.09% | 0.26% | 0.39% | 0.28% |
| Telecommunications | 20.92% | 2.27% | 0.63% | 0.87% | 0.23% |
| Travel and Transportation | 20.44% | 2.25% | 0.31% | 0.51% | 0.24% |
| Vitamin Supplements | 15.03% | 1.62% | 0.23% | 0.36% | 0.27% |
| Average Totals | 21.33% | 2.62% | 0.40% | 0.58% | 0.26% |

Average email campaign stats of Mailchimp customers by industry



Email Marketing



The average open rate for all industries we analyzed is 21.33%.

The average click rate for all industries we analyzed is 2.62%

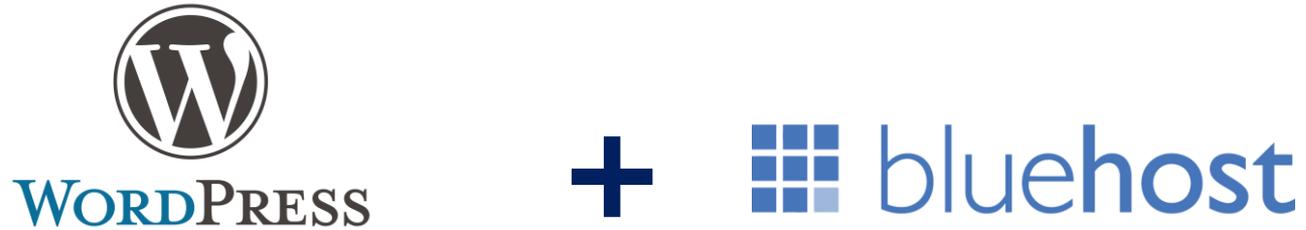
Websites

Build Your Company website

- Reserve your Company Domain www.companyname.com.
- Hosting The domain then it will become active .

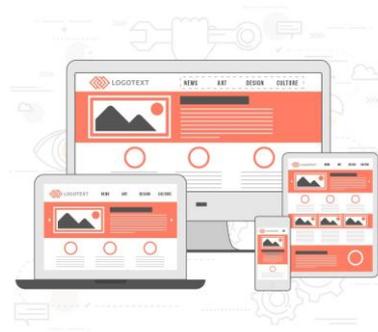
Websites

Traditional way



Websites

Website building blocks



Websites

1-Selecting and buy domain:

- Name.com
- Namecheap
- Godaddy
- Google domain



namecheap

<http://namecheap.pxf.io/XxeKQy>



Websites

2-Hosting:



Hosting+ Web builder

systeme

<https://bit.ly/3XrneQM>

Websites

3-Website builder:



Websites

Anchoring - Linking

link Domain with host & Website builder



Powerful digital marketing tools



<http://partner.canva.com/Ke594N>



<https://app.neilpatel.com/>



<https://www.semrush.com/>



<https://keywordseverywhere.com>



<https://trends.google.com/trends/>



<https://www.similarweb.com>

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Q & A

Thank You!



#77th Marketing Club 20th Jeddah
Digital marketing
in Consumer Health Care
(CHC) Market

Tuesday 7-1-2023
8 PM EGY 9 PM KSA 10 PM UAE

FOUNDER & HOST
Dr. Mahmoud Bahgat

INSTRUCTOR
Dr. Dr. Sherif Elkady
Consumer Health Care
Marketing Manager

Marketing Club