

Strategic Utilization of Digital Channels in Pharmaceutical Marketing Company.

Ms. Komal H. Kale, Dr. Kishor Ghormade

(Taywade College, Mahadula Koradi, Nagpur)

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I. INTRODUCTION

Pharmaceutical Marketing

The economic life of any business depends on the production and sale of goods and services.

Organizations work on both key factors to fulfill their obligations to their shareholders.

Every manufacturer's goal is to create a defect free product for their customers which will fulfill the satisfaction of the consumers. Marketing plays a very important role to sale the product which is produce Hence, manufacturing a product doesn't have the ability of buying that product in to mind of customer. In general, marketing focuses on meeting consumer demand.

—Marketing is all about creating a need in mind of consumers and satisfying that need: Philip Kotler”

Marketing Strategies

For achieving the organisation goals, it is important to have a marketing strategy which involves a long-term plan. The most important is to understand the needs of consumer and creating a best and sustainable competitive advantage. It is essential to identify your customers and to

Deciding which channels, you use to reach those customers.

Following are some Marketing Strategies which can be used in Pharmaceutical Companies- Product Development Strategy, Revenue Strategy, Target Marketing Strategy, Positioning and Differentiation Strategy, Customer Engagement Strategy.

Involvement of Digital Media in Pharmaceutical industries.

Digital media plays an important role in the life of individuals. Each and every sector is going to adopt the “Digital Media” concept in their Business. Digital marketing means marketing using of digital technology. As far as pharmaceutical marketing is concerning digital marketing like e-detailing, engagement portals; social media management, email marketing and web conference are some of the channels widely used by

pharmaceutical companies. This helps customers to their product by online/

Types of Digital Media

1. **Search engine optimization:** As consumers search the most used search engines they first turn into Google, Yahoo or MSN / Bing. Searching health information among internet users of all ages is one of the most common activities. The most popular way to find products or details is via search engines is said by 47 percent of web users. The top 10 search results receive 78% higher visitors than trailing lists, other businesses use SEO to ensure their sites are high on the list. Nearly every day, SEO approaches change. Search ranks are manipulated with the help of search engine optimisation strategies, which improve Google or any other search engine's search ranking. This is a significant opportunity to reach their target audiences with companies that use Search Engine Optimization (SEO) approaches. Organizations which are not in search engines lose a massive chance to reach the target population. The keyword use of titles and URLs, internal links from your own page, backlinks from other pages, proper use of image tags and the social network operation are important aspects of search engine optimization.[1]
2. **Search Engine marketing:** SEM is a digital marketing strategy that is different from SEO and SMO, as here you have to pay the search engines like Google for the marketing of your products and services on Search Engine Result Pages. The more you pay, the more are the chances of your ads to appear on the top of the search engine listings. So, it is the practice of marketing a business through paid advertisements such as Pay per Click ads (PPC) that appear on search engine result pages above the organic results.[2]
3. **Affiliate Marketing:** Affiliate marketing is an advertising model in which a company

compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.[4]

4. **Social Media Optimization:** In Social Media Optimization, we increase traffic, and thus ranking of sites through social media sites such as Facebook, Twitter, LinkedIn, and Google+. These sites offer an online platform to interact with other people and build a social network throughout the world. Each of the social media

sites has different features and offers you lots of ways to drive traffic to your website and promote your business and services.[2]

5. **Email Marketing:** Email marketing is also one of the most profitable means of marketing, like SMO, PPC, etc. It refers to sending a commercial message to a group of people, usually potential customers using mail. In simple words, it is the use of emails for promoting products or services as well as developing and maintaining relationships with the clients.[2]



Source: <https://www.javatpoint.com/digital-marketing>

Objectives:

- To study the influence of social media marketing in Indian Pharmaceutical Industries.
- To Study the Challenges in Digital Pharmacy.
- To study the Opportunities in Digital Pharmacy.

Research Methodology

This research paper attempts to explain the behaviour of consumer against digital pharmacy in respect to Mobile Application and Challenges and Opportunities in Digital Pharmacy. All data in this research paper was collected by both Primary and Secondary sources. Questionnaire was sent in Online mode and total respondent of the study was 25 participant this primary data will help to study the behaviour of participant with respect to digital pharmacy. Secondary data was received from various research papers, website and journals.

Challenges in Digital Pharmacy

- **Inter State Sale of Drugs:** For shipping medicines from one place to another state in India there is some rules. As we all know that every state is having their own drug departments which have the authority to grant licence for any drugs manufactured. As we can

not sale any drugs without permission of the authority their may be possibility of some drugs which has licence in some state and that same may not have licence in another state.

- **Selling Scheduled Drugs:** Online selling of drugs poses a serious risk of selling Schedule X and Schedule H medicines to customers. Drugs which fall within the two schedules shall not be delivered to customers without prescription and is a crime. Proper customer record needs to be maintained including name of the patient, doctor and address for every Schedule H and Schedule X medicines sold by the pharmacy. A single prescription can be used for multiple delivery of drugs through different e-pharmacy websites. A proper regulatory framework is the need of the hour to deal with this complicated issue as this may rise the percentage of drug abuse in India. Another important issues which need proper regulation is the selling of drugs to minors. It will be very difficult to trace the authenticity of the prescription when it is uploaded in the websites for online purchase of drug.[11]
- **Internet Penetration:** Challenges in internet penetration in pharmacy include limited digital literacy, poor rural internet infrastructure,

regulatory restrictions, and data privacy concerns. Other barriers include resistance to change, misinformation, high costs of digital transformation, language barriers, and unreliable real-time access. All these require better infrastructure, better cybersecurity, regulatory reforms, and localized content for broader and safer adoption of digital solutions in healthcare.

- **Government Support:** Government support in pharmacy faces the following challenges:

-Regulatory Barriers: Strict regulations and slow drug approval processes delay access to new treatments and increase costs.

-Funding Shortages: Limited public health budgets hinder key initiatives like drug subsidies and support for underserved areas.

-Distribution Issues: Delivering medications to remote areas and maintaining consistent supply is difficult, especially during disruptions.

-Policy Inconsistencies: Frequent policy changes and regional disparities create instability in access to medications.

-Pharmacist Shortages: A lack of trained pharmacy professionals, particularly in underserved areas, worsens service delivery.

-Political Influence: Pharmaceutical companies' influence on policies can drive up drug prices and limit access.

-Lack of Public Awareness: Misunderstanding about pharmacies and medication use leads to misuse and underuse of treatments.

-Balancing Access and Safety: Ensuring affordability while maintaining drug safety can limit access to essential medications.

-Technological Integration: Sometimes, the implementation of technological solutions faces significant resistance due to technical problems combined with financial issues and privacy issues.

- **Lack of Logistic:** Poor logistics in pharmacy causes several issues, including medication shortages, delayed deliveries, and inventory management challenges, which can impact patient care. Inefficient distribution leads to gaps in access to medications, while poor logistics can raise costs and reduce accessibility, especially for low-income areas. Inadequate storage and transportation can compromise drug quality and safety. Additionally, logistical problems may result in non-compliance with regulations, particularly for temperature-sensitive medications, and hinder the rapid distribution of critical drugs

during emergencies. Efficient logistics are crucial for reliable medication access and patient safety.

- **Cyber Threats:** Cyber threats in pharmacy pose several challenges, including data breaches, ransomware attacks, and disruptions to operations, which can compromise patient care and pharmacy services. Phishing scams and the theft of intellectual property are also risks. Cyberattacks can lead to medication errors, non-compliance with regulations, and damage to a pharmacy's reputation. Many pharmacies, especially small ones, may lack the resources to defend against these threats. Robust cybersecurity measures and staff training are essential to protect sensitive data and ensure safe, uninterrupted pharmacy operations.
- **Data Security:** As our each and every data is shared with the online application apps so consumer feels insecure to share their information with company as it contains mobile number, address, etc.
- **Lack of Awareness:** Most of the peoples have less or no awareness regarding digital pharmacy as there is absence of direct communication between the pharmacist and consumer.

Some Pharmaceutical companies using digital media

1. Sun Pharmaceuticals

Digital Platforms Used:

Search Engine Marketing (SEM): Invests in paid search advertising to increase online visibility.

Social Media: Active on platforms like Facebook and LinkedIn to share updates and engage with audiences.

Online Video: Utilizes YouTube for educational content and product information.

2. Cipla

Digital Platforms Used:

Social Media: Engages with healthcare professionals and patients through Twitter and LinkedIn.

Mobile Applications: Develops apps to assist patients with medication adherence and information.

Online Video: Produces educational videos on YouTube to raise disease awareness.

3. Dr. Reddy's Laboratories

Digital Platforms Used:

Search Engine Marketing (SEM): Employs paid search strategies to promote products.
Social Media: Active presence on Facebook and Twitter for corporate communications.
Online Video: Shares patient stories and product information on YouTube.

4. Glenmark Pharmaceuticals

Digital Platforms Used:

Social Media: Utilizes Instagram and LinkedIn for brand promotion and engagement.

Online Video: Creates content for YouTube focusing on health education.

SEM: Investing in paid search to boost online presence.

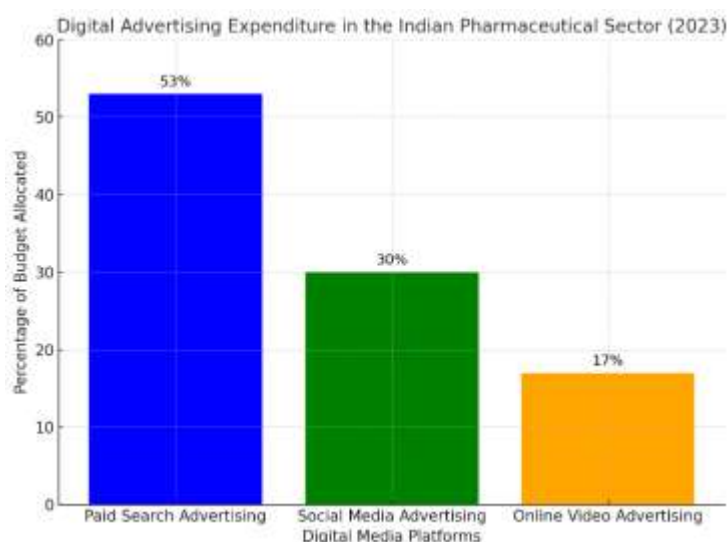
5. Mankind Pharma

Digital Platforms Used:

Social Media: Health tips and product promotions on Facebook and Instagram

Online Video: YouTube videos to create awareness about the products and educate patients

SEM: Paid search advertising to reach the target customers.



Source <https://www.statista.com/statistics/1372719/india-pharmaceutical-digital-advertising>

In 2023, paid search advertising was at the top of the agenda for the Indian pharmaceutical sector, with 53% of its digital ad budget allocated to this channel to drive more traffic and increase visibility. Social media advertising remained important for engagement with the audience and brand awareness, though it declined a bit. Online video ad spends also increased, reflecting growing importance of video content in digital strategies.

All these trends reflect the fact that paid search advertisement is the most commonly used digital media platform, followed by social media and online video advertisement. Adoption of digital technology allows Indian pharmaceutical companies to effectively communicate with their target audiences, keep abreast of changing consumer behaviours, and maintain competitive advantage.

II. CONCLUSION:

Digital media has become a vital tool for the pharmaceutical industry to enhance visibility,

engage with consumers, and promote products effectively. Pharmaceutical companies in India, such as Sun Pharmaceuticals, Cipla, and Dr. Reddy's Laboratories, are increasingly utilizing digital platforms like search engine marketing, social media, and online videos to reach their target audience, drive awareness, and educate consumers about health and medication. Despite its potential, the adoption of digital pharmacy faces challenges like regulatory hurdles, cyber threats, limited internet penetration, and data security concerns, which can hinder the growth of digital solutions in healthcare.

Moreover, there is a lack of awareness among consumers about digital pharmacy services, which affects their acceptance. However, with continued advancements in digital technologies and improved cybersecurity measures, digital pharmacy holds great promise for enhancing accessibility to medications and improving patient care. Pharmaceutical companies must address these challenges and leverage opportunities to adapt to

the evolving digital landscape, ultimately ensuring a safer and more efficient healthcare ecosystem.

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