

Influence of digital marketing on the pharmaceutical product

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ABSTRACT

"Digital" has grown to be a significant aspect of daily life. Every industry has been adjusting to the digital age more quickly than before. The pharmaceutical sector hasn't exactly been able to embrace digital marketing, except from the website. Nowadays, a growing number of pharmaceutical enterprises use e-commerce or social media platforms for digital marketing. Customers can now purchase things online thanks to this. While some organizations are attempting to include digital into their larger marketing strategies, others are still striving to grasp the full worth of this medium.

KEYWORD - Social media, e-pharm, digital marketing, pharmaceutical marketing, and digital marketing tactics.

INTRODUCTION -Although there are several companies who are leading the way in digital innovation, there aren't many excellent case studies of digitalization in the pharmaceutical industry.(1)However, as online professional and patient communities have grown, so has the increased use of mobile, social media, and online information by patients, key opinion leaders (KOLs), healthcare professionals (HCP), and the medical community at large. As a result, pharmaceutical companies are now investing in and investigating digital marketing strategies within industry guidelines.(2)Pharmaceutical firms are currently being pushed toward digital marketing due to the growing popularity of social media and the Internet. Digital marketing has a huge potential to give millions of consumers quick and easy access to information about pharmaceuticals and healthcare.(17)



Digital marketing types -

1. Search engine optimization: Customers usually select Google, Yahoo, or MSN/Bing as their first choice when searching for health-related information. Searching for healthcare information on the internet is among the most popular things that people of all ages do. Reaching these users using SEO works well. In order to improve one's search rank on Google or any other search engine, search engine optimization techniques are used to manipulate search ranks. Thus, search engine optimization (SEO) represents a significant chance for businesses to connect with their target markets. Organizations that are not visible in search results are missing out on a huge chance to connect with their target audience.(3)
2. SOCIAL MEDIA MARKETING: Social media activity is used by search engines as a marketing tool. Retweets on Twitter, Facebook shares, and Google+ one-ups help you rank higher in search engine results. Social media marketing allows a business to communicate directly with its customers. It enhances the brand's values and fortifies the organization's reputation. By offering the most recent information from the company website and promoting conversation, one can mitigate the negative experiences in a public forum(4)
3. PAY PER CLICKS ADD: Google ads may be purchased if there isn't enough traffic to the company website. Direct purchases of advertisements on other websites can be made through the various ad networks. Pay-per-click, or PCC, advertisements rely on the keywords that Google users enter. With the aid of ad analytics software, the business can ascertain the PPC campaign success rate. The business will only get paid if someone clicks on the advertisement's link(4)
4. EMAIL NEWSLETTERS: According to a 2012 Channel Preference Survey from Exact Target, email is still the primary direct channel that consumers choose to use on a daily basis for both personal and business communications. Additionally, customers can access emails quickly due to the widespread use of tablets and smartphones. Additionally, the Exact Target study revealed that 77% of consumers would rather receive permission-based marketing communications via email than through text messaging (5%), social media, or other channels. With the sense of control and personalization that email offers, users can choose to establish a relationship and then only receive the information that they specifically want to receive.(5)



SURVEY ON DIGITAL MARKETING (6)

1. SURVEY CONDUCTED BY COUCH: To determine the challenges that the digital pharmaceutical industry would face in 2014, 119 pharmaceutical companies were surveyed by COUCH, an integrated digital marketing and creative healthcare communications agency. 1. 92% of respondents to the survey expressed dissatisfaction with their companies' current use of digital technology.

The adoption of digital technologies in their company is a challenge that 83% of the respondents faced.

A major obstacle to integrating digitalization into their overall marketing strategy, according to 75% of respondents, is budget.

Of those surveyed, 73% reported that their workplace lacked a digital plan. Week-to-monthly activity measurements were made by 14% of the respondents.

2. SURVEY CONDUCTED BY COM SCORE: "Online Marketing Effectiveness Benchmarks for Pharmaceutical Industry" survey was carried out. Online direct to consumer (DTC) marketing is still increasing patient and prospect conversion, according to com Score survey data from 163 pharmaceutical studies. It also demonstrates that, out of all industries, online advertising in the pharmaceutical sector has the highest view ability rates. Fifty-one percent of the pharmaceutical advertisements in a study comprising billions of impressions and more than fifteen brands could be viewed. The highest view ability rates were found in pharmaceutical advertising impressions among the ten industries benchmarked by com Score.

STRATEGIES THAT CAN BE IMPLEMENTED:

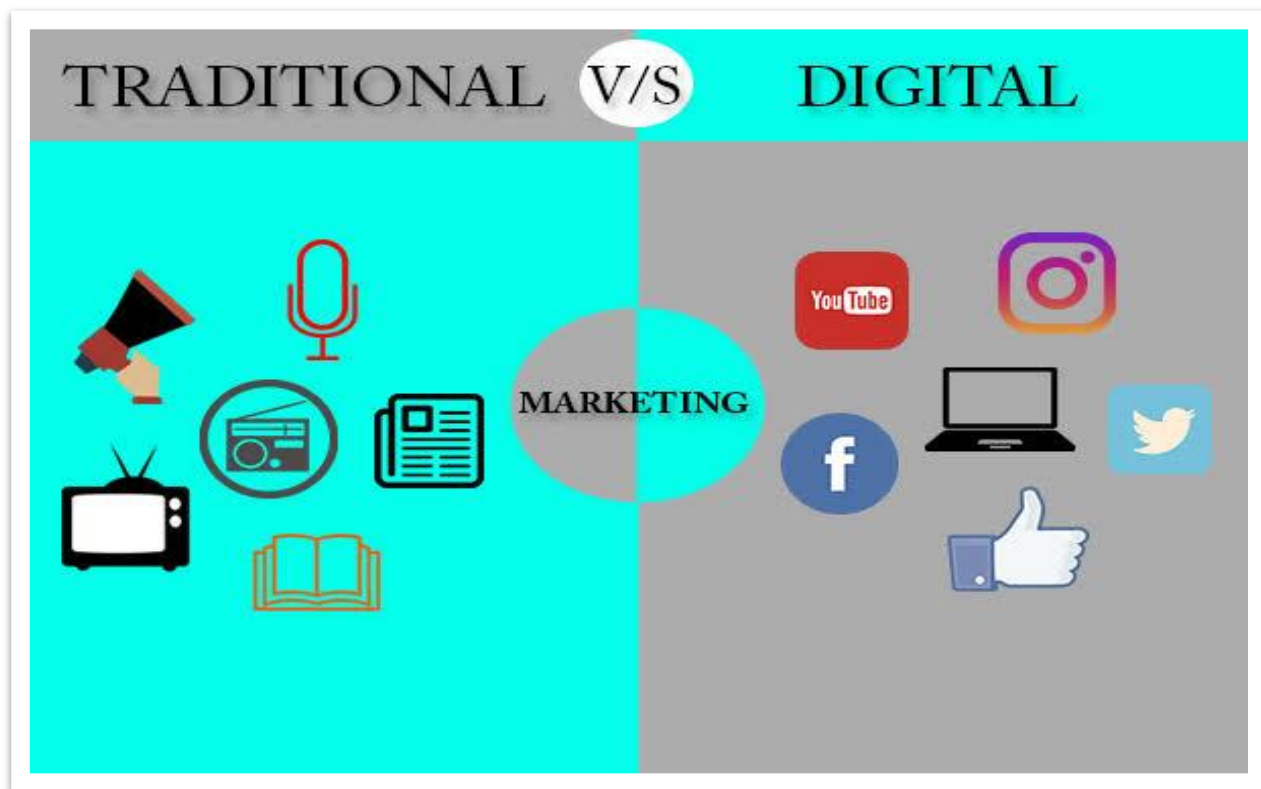
1. Assure IT assistance: Sufficient IT assistance is required to address any problems pertaining to digital marketing.(7)

2. Co-operative mode of operation: Despite its historical obstacles, the pharmaceutical industry is rapidly innovating through partnerships with stakeholders and other parties. The potential for virtually infinite collaboration is greatly enhanced by the availability of digital technologies. The partners are able to conduct research and create novel treatments with efficiency and effectiveness. To support intelligent trial design, precision medicine, and regulatory inquiries, Pfizer, for instance, has implemented an innovative cloud-based clinical data platform that allows participants to aggregate, analyze, and visualize clinical trial patient data across studies and drug programs.(8)
3. Describe the mobile applications: The FDA's release of guidelines regarding mobile medical apps put an end to the pharmaceutical companies' prolonged wait. Prior to discharge, patients' diagnoses and prescriptions are better understood thanks to apps that are sent to them on their mobile devices. The ability to discuss every detail of any medication in the apps enables more effective direct-to-consumer marketing.
If pharmaceutical companies collaborate with businesses that can provide the apps in the context of patient management—that is, symptoms and medication—rather than disease management specifically, they will make more money.(9)
4. Business associates: One way to implement digital strategies is to collaborate with businesses that focus on complementary facets of a particular illness. Companies that sell anticoagulants for atrial fibrillation, for instance, ought to collaborate with manufacturers of medical devices that identify these patients through remote cardiac monitoring. It's not hard to introduce a digital marketing tool. The businesses need to embrace them in addition to introducing them.(9)
5. Data exchange for population research: Large amounts of data that are gathered over time usually have little value unless they are properly analyzed. It is necessary to present the data's related results. The real transformation in digital healthcare will come from the combination of analytics, mobile, and point-of-care content.(9)
6. Services for patients and health care providers (HCPs): Pharmaceutical companies are expected to offer technology-based services that enable patients to monitor and manage their health, as both patients and healthcare professionals use more and more technology every day. These services can also have a big impact on the development of new treatments through research and development. Additionally, it links players in the larger healthcare system to facilitate the provision of care and offer proof of outcomes. It is recommended to use digitally enabled patient services, such as apps, online platforms, or educational materials that connect to a larger range of services that help patients and healthcare professionals deal with health issues.(10)

Future reach –

In the future, pharmaceutical companies will develop extensive connectivity, data analysis, and collaboration in response to digitalization. If the pharmaceutical industry develops and implements appropriate marketing strategies, digital will soon become its backbone. The platform for brand communication would be provided by the patients and medical staff. With the aid of digitalization in this industry, the conventional one-way relationship in our healthcare system will soon give way to a two-way relationship exclusively.(11)

1. COMPARISON BETWEEN TRADITIONAL AND DIGITAL MARKETING: THE MOST WELL-KNOWN TYPE OF MARKETING IS TRADITIONAL MARKETING. DUE TO ITS LONGEVITY, TRADITIONAL MARKETING IS FAMILIAR TO MOST PEOPLE. TRADITIONAL MARKETING CAN TAKE THE FORM OF TANGIBLE PRODUCTS LIKE NEWSPAPER OR MAGAZINE ADS. A BILLBOARD, BROCHURE, RADIO OR TV AD, POSTER, ETC. ARE ALSO INCLUDED. IT IS A NON-DIGITAL MARKETING STRATEGY. ON THE OTHER HAND, DIGITAL MARKETING REACHES CLIENTS THROUGH A VARIETY OF DIGITAL PLATFORMS. THE FOLLOWING ARE A FEW COMPARISONS:



Traditional Marketing	Digital Marketing
1) A telephone, magazine, newspaper, broadcast, poster, brochure, and magazine are a few examples of traditional marketing.(12)	1) A website, social media platforms, email marketing, affiliate marketing, and search engine optimization are a few examples of digital marketing.(12)
2) A traditional marketing strategy can only target a small or local customer base.(12)	2) A digital marketing strategy allows for the targeting of customers worldwide.(12)
3) Transporting goods shapes a physical relationship.(13)	3) Since digital marketing is digital, no physical relationship is formed.(13)
4) 4.For a market study Conventional marketing relies on experiments or surveys; the results are difficult to interpret and the data is	4) It is incredibly easy to evaluate and interpret data thanks to the facts and data that are

Inaccurate.(13)	readily available on a variety of analytical tools.(13)
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Advantages of digital marketing -

Rapid technological advancements have an impact on consumer purchasing patterns as well. Some benefits that digital marketing offers to customers are listed below.

- ❖ By 2020, users will be able to access the internet from anywhere in the world at any time. Additionally, because digital marketing is digital, customers can access updates about any product or service around-the-clock.(12)
- ❖ Digital marketing is used by many different companies to promote their products, making it easier for consumers to compare the offerings of various companies. They can compare products without having to go to multiple retail locations.(13)
- ❖ In traditional marketing, customers see ads on TV, posters, or any other conventional medium before going to a retail location to purchase them. However, in digital marketing, customers can instantly purchase the product through digital media when they see advertisements.(14)
- ❖ The digital medium allows viewers to share details and attributes about goods and services with other people.(13)

Disadvantages of digital marketing -

- ❖ Digital marketing has many benefits nowadays, but it also has some drawbacks, which are covered below:
 - ❖ A rival's digital marketing campaign can be easily replicated. Logos or brand names can be used to deceive consumers.(14)
 - ❖ Despite India's digitalization, a lot of consumers don't know or still don't trust the online payment system.(15)
 - ❖ The lack of confidence among clients stemming from the vast amount of fraudulent information regarding virtual innovations. Fair organizations may be impacted because their reputation and image may suffer.(14)
 - ❖ Digital marketing relies heavily on technology and the internet, both of which are prone to errors.(12)
 - ❖ Not everyone understands digital marketing yet; some clients, particularly those with more experience, prefer to use traditional methods because they don't think there is anything computerized about the world.
 - ❖ Websites may take too long to load if there is a slow internet connection or other issue, in which case customers may give up and leave.
 - ❖ Customers can physically touch products to verify in traditional marketing, but e-commerce does not allow for this.

- ❖ There are many cases when users ordered products through pay on delivery method with no intention of buying using a fake id. This shows a loophole of pay on the delivery method

CHALLENGES IN FRONT OF DIGITAL MARKETER (16)



- ❖ The spread of digital media. Customers utilize a wide range of digital platforms and devices with a variety of protocols, requirements, and interfaces. They also engage with these devices in different ways and at different resolutions.
- ❖ Increasing competition. Digital channels are comparatively cheap, compared with traditional media, making them within influence of practically every industry of every size. As a result, it's becoming a lot harder to capture customers' attention.
- ❖ Creating Valuable Content. Even if your small business has a good looking website, without respected, revealing content, your marketing won't deliver results.

REASONS FOR THE GROWTH OF ONLINE ADVERTISING : (17)

- ❖ Globally, advertisements can reach a very large number of potential customers.
- ❖ A webpage is easily editable and can be updated at any time.
- ❖ Online advertisements are active 365 days a year, 24 hours a day, 7 days a week.
- ❖ Online advertisements have the ability to target particular individuals or interest groups.
- ❖ The convergence of text, audio, graphics, and animation can be effectively utilized in online advertisements.

CURRENT SCENARIO AND CHALLENGES:

In 2019 there were an estimated 4.48 billion internet users worldwide, with 560 million of those users being in India and 802 million in China. The number of users is still growing daily. This has significantly accelerated the digital era across a number of industries. When compared to traditional marketing, digital marketing is a more economical and efficient way to reach out to customers in any industry. Pharmaceutical marketers can use data from digital marketing to create more strategic interactions with prescribers and doctors. However, a lot of businesses still struggle to incorporate digital into their overall business plan. The pharmaceutical industry is having a number of challenges putting digital marketing strategies into practice, some of which are covered below.(18)

1. **Inadequate organization vision:** Most organizations lack a clear vision for the adoption of digital marketing techniques. The methods aren't accepted, widely publicized, or well defined. Strong management is required to uphold the mission, establish objectives, and monitor operational quality. It is typically not possible to identify the field force and marketing champions within the companies that support the digital pharmaceutical vision.
2. **A lack of digital minds:** The pharmaceutical industry lacks skilled workers who are motivated to lead digital transformation. To develop digital marketing within the company, staff members should be knowledgeable about both digital marketing and the challenges associated with digital adoption in the pharmaceutical sector. The majority of businesses lack an effective workforce that is simultaneously knowledgeable about the industry and the emerging digital market.
3. **A digital disaster:** Many pharmaceutical companies have begun to use digital channels and campaigns, but their marketers are unable to create a comprehensive, successful digital strategy. Better data enabled more complex analyses, and the application of data in digital methods resulted in a worldwide catastrophe. Pharmaceutical marketers will integrate data from various sources, use it in real-time, and adjust their digital brains to optimize digital campaigns.
4. **Strict Regulations:** Before beginning any digital projects, the regulations in each jurisdiction must be carefully examined. Marketing in the life sciences is subject to more stringent regulations than other industries. From privacy to creative copy, the pharmaceutical industry is subject to Federal Trade Commission (FTC) and FDA regulations. The security and privacy of health data were ensured in 1996 with the enactment of the Health Insurance Portability and Accountability Act (HIPAA). In order to protect the confidentiality of medical records, the act forbade digital abuse of health data by advertisers. Since there was insufficient information available about the Tassigna medication used to treat leukemia, the FDA sent a warning letter to Novartis in 2010 asking them to withdraw their Facebook share. The pharmaceutical companies have been more circumspect in light of the quest limitations.
5. **Poorly maintained websites:** Producers of biopharmaceuticals use social media slowly. A few pharmaceutical companies continue to operate in the antiquated "Web 1.0" world. The pharmaceutical industry has opted for one-way information sharing that has been adequately examined, approved by law, and protected from outside influence.

The few strategies that can be adopted by pharmaceutical companies to increase their chances in the digital world follow.(19)

1. **Introducing mobile apps:** The long wait for mobile medical application guidelines in the pharmaceutical sector was relieved when the FDA released them. Before taking medication, patients can better understand their diagnosis and treatment thanks to mobile applications. Complete information about any drug can be found in apps that facilitate more effective direct marketing to

consumers. Pharmaceutical companies would be more profitable if they partnered with businesses that could provide the applications in the context of patient management, including symptoms and medications, rather than just disease management.

2. **Collaborative business model:** The pharmaceutical industry is pushing the boundaries of innovation by working with and without its partners, despite its traditional barriers. The availability of digital technologies makes comprehensive collaboration possible. The employees are capable of producing new treatments quickly and effectively. For example, Pfizer has created an innovative cloud-based clinical data platform that helps with smart test design, precision medicine, pharmacovigilance, and regulatory inquiries. It also collects, interprets, and visualizes patient data in clinical tests through trials and medical programs.
3. **Sharing data on population studies:** If extensive overtime data is not analyzed, it seems to be a waste of time. It is necessary to report the data's outcomes. The true revolution in digital healthcare will come from the integration of point, mobile, and analytical content.
4. **Create a new digital marketing organizational structure:** appoint a e-marketing strategy manager, e-marketing product manager, digital marketing committee, etc., it help boost company digital marketing innovation, and to develop digital strategies
5. **Business partners:** Digital strategies entail forming alliances with businesses that address complementary aspects of diseases. For instance, businesses that sell anticoagulants for atrial fibrillation ought to collaborate with manufacturers of medical devices that use remote cardiac monitoring to identify such patients. Introducing a digital marketing strategy is not hard.

Challenges of Pharmaceutical Digital Marketing:

The term "digital marketing" describes the application of technology to marketing campaigns, such as the promotion of products, services, concepts, knowledge, and advertisements via mobile phones, display ads, and the Internet. Marketing data-driven programs demonstrate the strategies for drawing in clients, raising their awareness, making them feel good, and directing them toward internet marketing. Numerous well-known writers have mentioned digital marketing without explicitly stating their opinions. This is related to Strauss and Frost's "Use of electronic data and applications to design, distribute and implement pricing, distribution, and pricing of ideas to create exchanges that serve individual and organizational objectives" . According to Smith and Chaffey's definition, "Achieving marketing objectives through the application of digital technologies".(20)

Indian internet-based pharmaceutical startups are having difficulty turning over close to \$1 billion in orders. Prescription medications have not been provided to customers correctly. Due to a prescription error, over half of all online pharmacy orders are returned with hesitation. Startups that have already encountered opposition from brick-and-mortar pharmacies and regulatory scrutiny are now investing an enormously substantial amount of their funds in educating patients about the illness.(21)

Discussion of the Study:

One important aspect of digital marketing is the truncation of healthcare costs in the pharmaceutical industry. Studies on the financial burden of public health following the COVID-19 pandemic and lockdown have shown that people's pockets have been tapped dry. Numerous individuals experienced job loss, a rise in unemployment, business closures, and a persistently difficult impact on their health. Due to the ability of

multiple evaluators to review separate modules, digital marketing provides a platform on which an effective, fair, and efficient drug information tracking system can be built. This facilitates the submission of applications for marketing sanctions and speeds up the drug registration process by recovering losses and expediting operations. Traditional outpatient patients have to pass through three essential health accommodations on their journey: pharmacy, counseling, and diagnostics.(22)

CONCLUSION

It is irrefutable that the world is rapidly transitioning from a simple to a digital one. People are spending more money on internet content, so businesses that are struggling to incorporate this into their advertising strategy will need to change fast. People's use of digital platforms is constantly evolving, as evidenced by the amount of time they spend online each year. Digital India's primary goal is to advance digital media. Due to the fact that people can use digital platforms from anywhere at any time, businesses must switch from traditional to digital marketing strategies.

Customers no longer need to visit physical stores or shopping centers in order to purchase any product because they can quickly obtain product information and compare it with other products when they shop online. It demonstrates that customers are more likely to shop online than they are to visit a physical store. Businesses must adapt their advertising strategies and use digital platforms for marketing as consumer purchasing behavior changes. Due to their hectic schedules, most people these days spend most of their time on digital, laptop, or Android devices. The research data that is currently available indicates the significance of digital marketing in the pharmaceutical industry. Digital commercialization enables the sectors to expand quickly. A small number of digital marketing strategies are well-liked, and the rest are being developed. However, all forms of digital marketing are easily accessible and offer significant cost, energy, time, and effort savings. Pharmaceutical companies have introduced these new technologies in keeping with the digitally advanced world of today. However, these strategies were only widely adopted for use with blogs, Facebook profiles, LinkedIn profiles, etc. Despite this, the information is inadequately organized and of low quality. Our study also demonstrated the same thing.

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