

The Case For Digital Marketing in Pharma Industry

Navigating the New Era of Healthcare Engagement



CONTENT
360

Strategic
Online
Marketing



Digital Marketing Impact On Healthcare

Understanding how digital marketing enhances patient engagement and improves healthcare service delivery in today's world.

01

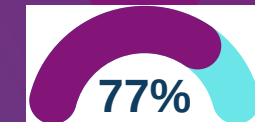
- The healthcare industry is progressive in many ways, but marketing strategies tend to lag behind other consumer-centric industries. **Why?**

02

- With POPIA regulations, and the MCC constraining marketing efforts
- Difficult for healthcare organisations to keep up with other industries' marketing innovations.
- Marketing strategy is not the priority in healthcare patient care is (and rightfully so).

03

- Consumers and patients are taking advantage of online resources both during **initial research** and **ongoing care**
- Important that companies take advantage of digital marketing to **boost patient engagement** and, ultimately, **care outcomes**.



recent study¹ found patients perform **online research** prior to **booking an appointment**.



Pew Internet & American Life project study found that 93 million Americans (approx. **80%** of Internet users) have **searched for a health-related topic online**.

01 Content Marketing



Affiliate Marketing 06

02 Search Engine Optimisation



Email Marketing 07

03 Online Advertising



Video Marketing 08

04 Social Media Marketing



Mobile Marketing 09

05 Influencer Marketing



Analytics & Continuous Improvement

What is Digital Marketing?



Why Digital Marketing?

- Pharmaceutical companies play a crucial role in **supporting the healthcare sector** and treating patients with care.
- In today's digital age, it's essential for these companies to adopt effective digital marketing strategies to **stay competitive** and relevant.
- Compared to traditional marketing, digital marketing offers more targeted, measurable, and **cost-effective ways** to reach and engage with healthcare professionals and patients.
- Digital marketing is indispensable for the **commercial success** of pharmaceutical companies.
- It provides tools and strategies that are **more adaptable and scalable** than traditional marketing methods.



Evolution of Healthcare Marketing

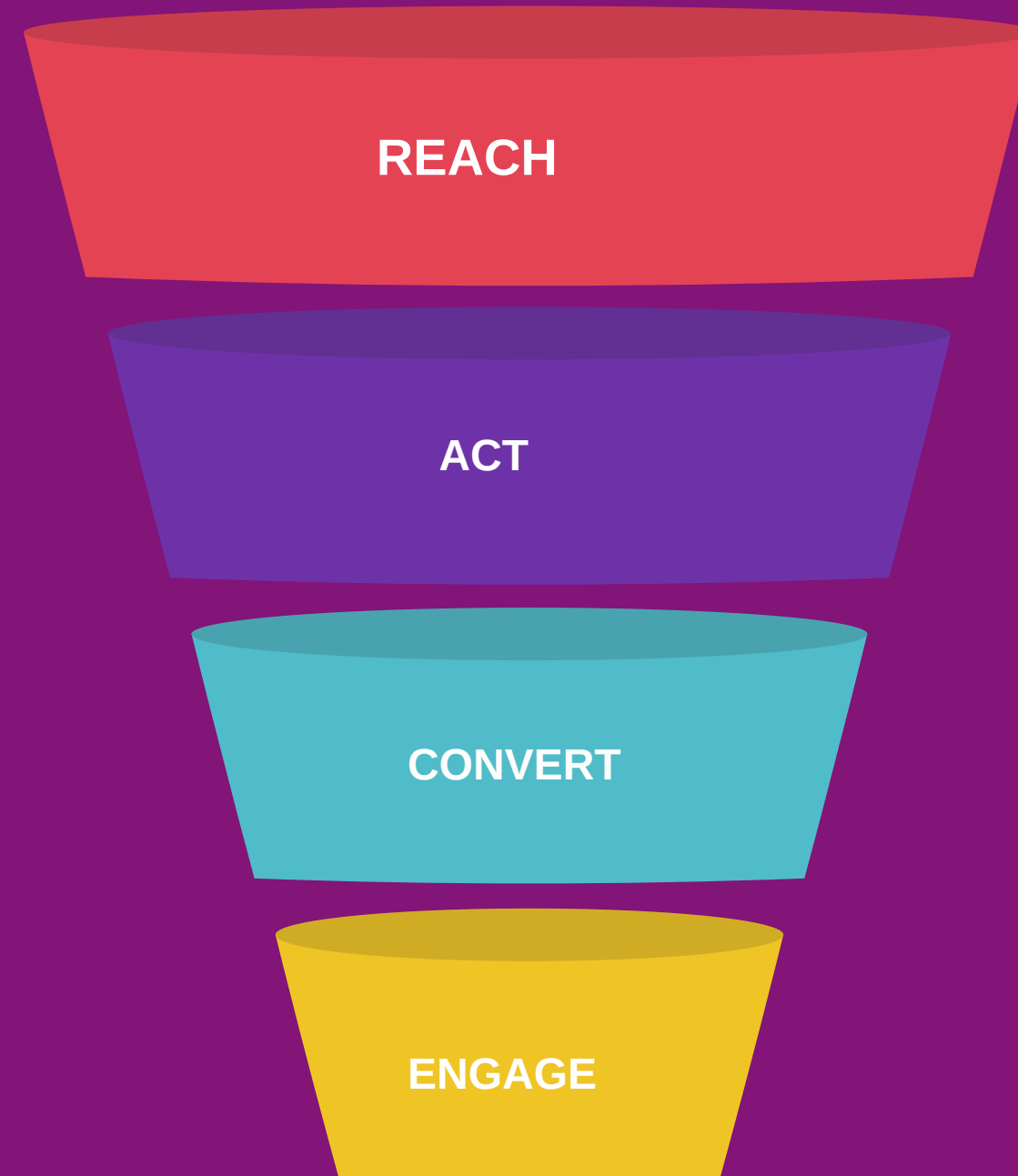
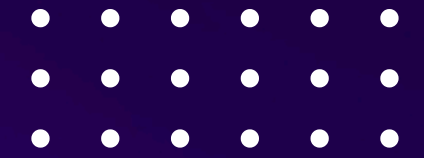
Traditional Marketing

- Healthcare marketing was focused on traditional tactics such as
 - print,
 - TV, radio,
 - direct mail.
- Marketers would launch campaigns and **hope for the best**, unable to make real-time adjustments once the ads were published.
- Patients were, in general, **less proactive** about their health.
- Healthcare **costs were much lower** than they are now, so patients did not reject or delay treatments based on cost, as happens presently.

Digital Marketing

- Today patients are healthier, live longer, and rely on healthcare organisations less.
- Today's patients are also able to do extensive research online, which means they are more particular about the services they receive.
- They also have access to physician reviews, ratings, and online forums to interact with other patients who may have similar conditions.
- Digital marketing allows providers to promote offerings through online platforms to delight today's increasingly online population.
- Digital marketing is a must-have investment for providers in the modern and growingly digital age.
- Digital marketing help health systems stay connected with current and future patients, it
- Helps with patient and physician/pharmacist engagement, retention, and in-network utilisation.

Digital Marketing Strategy Process



Streamlined Process for Maximum Impact



- Building connections through your company's website, or social media platforms.
- essential to proactively engage with them and address their needs!

- utilising various interactive tools like blogs, social media, websites, etc., to spark healthy conversations.
- Dispel myths by dissemination of trustworthy and valuable information across various platforms

- When your lead finally buys your product, you've successfully converted them
- you need to understand the requirements of your target market's and their position in the buying process!
- E-commerce platforms and product advertising are crucial for making your customers convert!

- This stage involves the continuous development of a relationship between the company and the patient that goes beyond mere transactions.
- Providing updates and information through direct mails, emails, webinars, and other channels can help in retaining patients.

Bridging The Gap Between Patients & Providers

One of the most significant impacts of digital pharmaceutical marketing is its ability to connect patients and healthcare providers in new and meaningful ways. Traditionally, pharma marketing focused on physicians as the primary decision-makers. Now, with patients taking a more active role in their healthcare journey, digital pharma marketing bridges this gap by:



1. Empowering Patients

Digital marketing provides access to credible information about -

- medications
- side effects
- & alternatives.



2. Support Healthcare Providers

Can offer tools like real-time data analytics and tailored content to enhance decision-making.



3. Fostering Collaboration

Digital platforms enable seamless communication between patients, providers, and pharma companies.



4. Strengthens Relationships

- This evolution not only improves healthcare outcomes but also strengthens relationships, making digital pharmaceutical marketing an indispensable strategy in today's landscape.
- By prioritizing these initiatives, pharma companies can stay at the forefront of industry innovation while addressing the changing needs of their audiences.

Building Trust Through a Strong Online Presence



- A robust digital marketing strategy enhances patient experience and **builds trust** by providing valuable information and fostering open communication with healthcare providers.
- Healthcare consumers are opting for online services for **speed and ease of communication**, and convenience.
- Consumers are remarkably smart, demanding transparency and **two-way communication** from their healthcare providers.”³
- To appeal to this new brand of consumer, healthcare marketers need to adopt **innovative digital marketing tactics**.

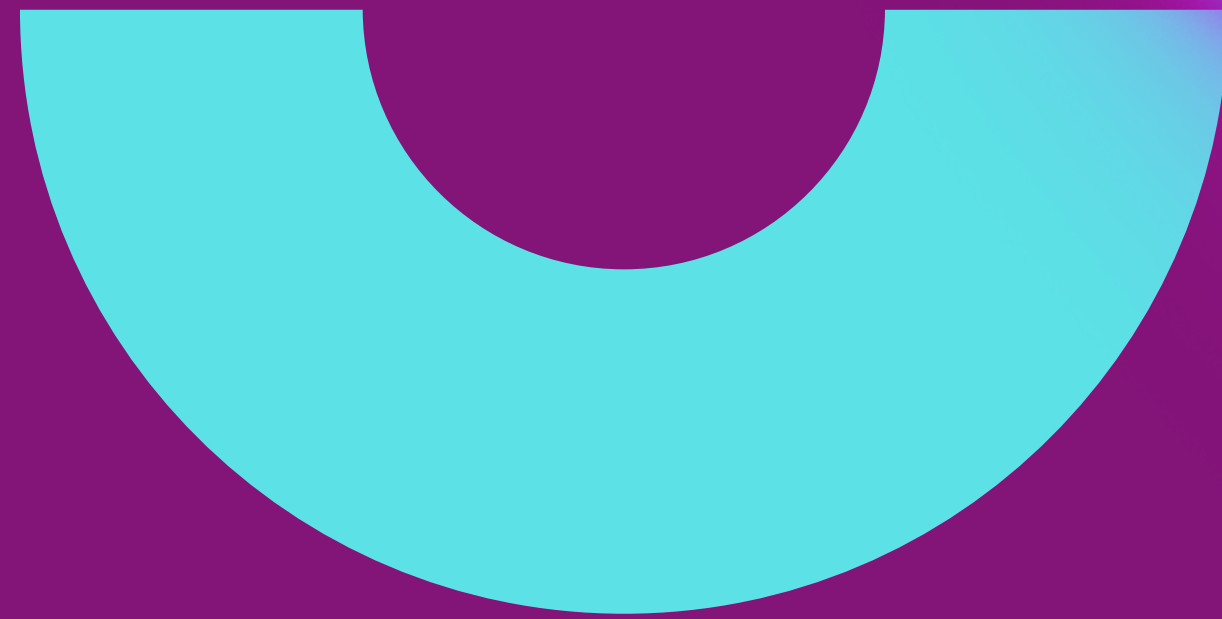
Key Digital Marketing Channels in Healthcare

Explore how healthcare providers can effectively use digital platforms to enhance patient engagement and reach.

Digital marketing in healthcare includes but not limited to -

- **social media**
- **SEO**
- **email campaigns**

which enable providers to connect with patients and share valuable health information efficiently.



Key Digital Marketing Strategies For Pharma Companies



1. Search Engine Optimisation (SEO)

- SEO ensures that pharma companies rank highly on search engines, making their content easily accessible to patients and healthcare professionals.
- That is what SEO does! By -
- **Optimising for Digital Marketing trends for Pharma Companies -**
 - Staying updated such as voice search and local SEO, is critical for maintaining visibility.
- **Driving traffic to Pharma websites with relevant, high-quality content -**
 - Create SEO-optimized blog posts, FAQs, and product pages with relevant keywords.

you can improve your visibility on search engines like Google.



2. Content Marketing

- Think of content marketing as telling your story in a way that resonates with your audience.
- **Educational Resources to promote Brand Credibility and Awareness -**
 - in-depth guides
 - Blog articles
 - videos, and infographicscan boost your search rankings, drive traffic to your website, and build strong relationships with your audience.
- **Examples of Effective Pharmaceutical Marketing Strategies for Content -**
 - **Whitepapers** on groundbreaking research to engage healthcare professionals.
 - **Explainer videos** that simplify complex medical concepts for patients.
 - Collaborating with **influencer's** in the healthcare field to amplify reach.
- It is about **providing valuable information** that helps and **educates healthcare professionals and patients.**



3. Engage in Social Media

- Social media is where everyone is hanging out these days.
- Platforms like **LinkedIn** allow pharma companies to **engage** healthcare professionals through **thought leadership**
- platforms like **Facebook and Instagram** help **educate patients** on treatments and wellness.
- Share relevant content, join conversations, and respond to questions to build a loyal following and enhance your brand presence.
- Always ensuring content is MCC compliant.



4. Email Marketing

- Email marketing allows pharma companies to deliver targeted, **personalised messages** to both **patients and healthcare professionals.**
- **Personalised Campaigns for Patients and Healthcare Providers -**
 - Tailored emails can address specific concerns or interests, such as reminders for medication adherence or updates on new treatments for healthcare providers.
 - Sending a series of educational emails to healthcare providers can keep your customers informed about new products, updates, and industry news.
- It is a great way to **foster connections** and **boost interaction**

Strategies Continued



01 PPC Advertising

- PPC is like paying for your ad to be placed in front of potential customers, but only **paying** when **someone clicks on it**.
- This targeted approach allows you to **control your budget and drive traffic efficiently**.
- It is an excellent way to increase your **online visibility** and **generate leads**, however within regulatory rules.



02 Webinars & Online Events

- Utilising **healthcare professional speakers** is like having a direct conversation with your audience.
- It is an **interactive platform** where you can share valuable insights, answer questions, and network with healthcare professionals.
- Plus, it is a fantastic way to **showcase your expertise** and generate leads.



03 Pharma-focused Digital Agencies

Partnering with a **pharma-focused digital agency** provides access to industry-specific expertise and resources, helping companies craft and execute innovative marketing strategies.

- **Streamlining Strategies -**
 - Agencies like Content 360 specialize in regulatory compliance and digital trends, ensuring campaigns meet legal requirements while staying cutting-edge. **For Example -** Collaborating with a pharma digital agency to launch a social media campaign that adheres to MCC guidelines while increasing patient awareness.
- **Driving Innovation -**
 - Agencies bring fresh perspectives and emerging technologies to the table, such as augmented reality (AR) tools for patient education or influencer marketing to engage healthcare professionals

Key Benefits Of Digital Marketing In Healthcare

Here are the main advantages you can expect -



1. Personalised Content

Increases patient engagement through personalised content



2. Brand Visibility

Enhances brand visibility across multiple online platforms



3. Patient Experience

Improves patient experience with convenient online services



4. Better Communication

Facilitates better communication between providers and patients

About Content 360 Agency

- Full service Digital Agency based in Pineslopes, Sandton
- Established in 2008
- We provide integrated digital marketing services to a wide variety of businesses.



PERSONALISED SERVICE

We pride ourselves on being able to offer a one-on-one personalised service to ensure project continuity.



MARKETING INTEGRATION

We ensure marketing integration of both your offline & online marketing activities. This enables marketing continuity across all platforms.



PHARMACEUTICAL EXPERIENCE

Owner has more than 22 years experience in the Pharma industry and is familiar with regulatory and Pharma rules and regulations



EXTENSIVE QUALIFICATIONS

Owner has extensive formal qualifications including -

- BSc degree Microbiology - (WITS)
- MBA - (Henley)
- Post-graduate Diploma in Digital Strategy (Stellenbosch Business School)

Client Portfolio



We have clients covering a wide variety of Industries

Skincare



Debt Recovery



Nurse Practitioner Practice



Architect



Home Care Provider



Security Uniforms



Contact Us for More Information about Our Services

Email

info@content360.co.za

Website

www.content360.co.za

Call

+27 83 226 5077



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