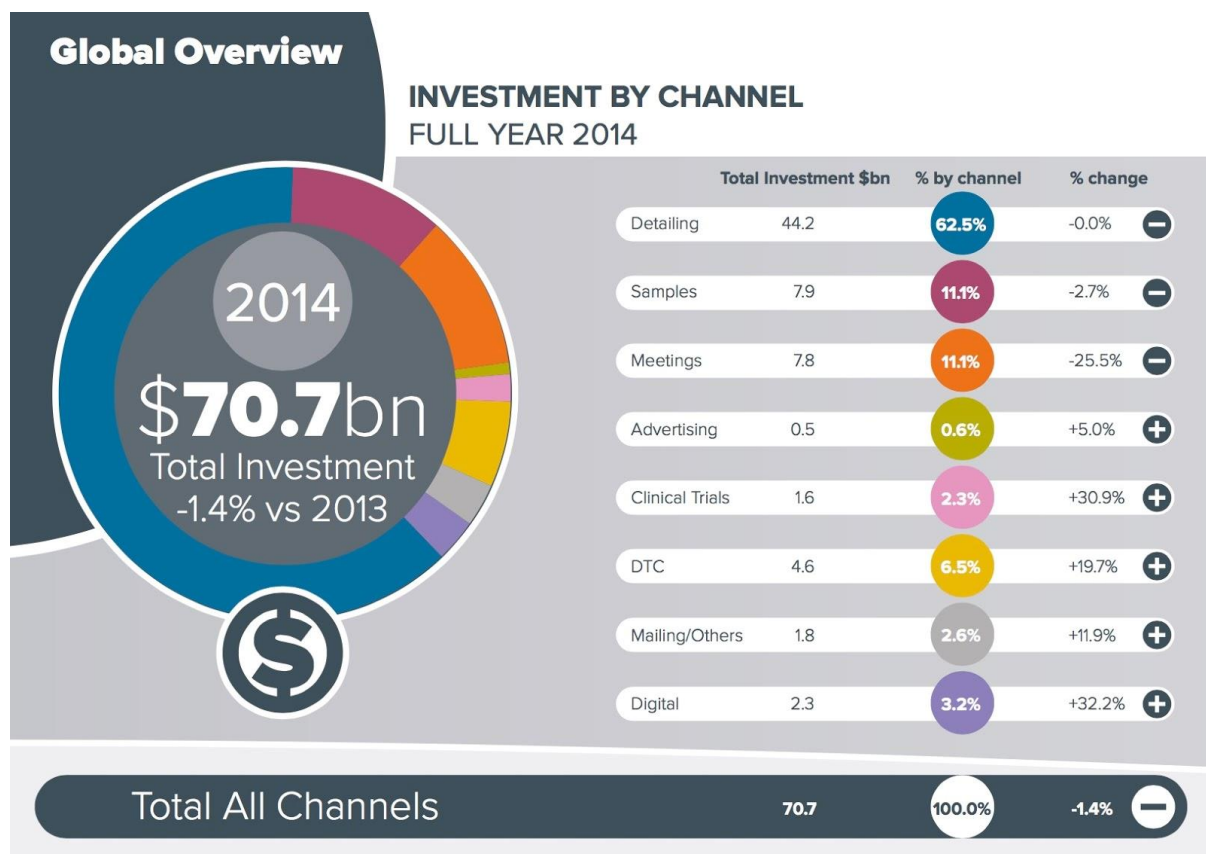


The future of pharma marketing needs a digital injection

Pharma and healthcare companies have trouble communicating the benefits their business provides in terms that the government allows, and the clients can relate to. Statistics say that 72% of the patients search on the net for health-related information whereas only 3% of proportion of pharmaceutical promotional spend goes into digital means.

Every pharmaceutical company has massive amounts of disease and product-related content eg – patient stories to help them attract and retain valuable customers by generating and curating valuable content with the intention of enhancing consumer behaviour.



When this content is engaging, it becomes “shareable” through social sites such as Pinterest, Twitter, YouTube and Facebook. According to the PwC Health Research Institute, 90% of adults would trust medical recommendations shared by their peers over social networks. Such an approach to reach out to the customer is called content marketing.

This article includes tips about how content marketing can help your business reach potential customers. We have also included a few use cases where content helped various pharma industries get the better of marketing restrictions.

1. Need - based Content Marketing:

Direct-to-consumer marketing is on the rise but has to come in a more educational and needs based method than the animated ads you see. As users do not prefer ads that interrupt their program, videos online have to do their job on customers own time and address their needs. This can be done through video covering the companies profile, goals, and impact on society. Consumers these days are more interested in the background of a company and the values they represent vs simply the product offered.

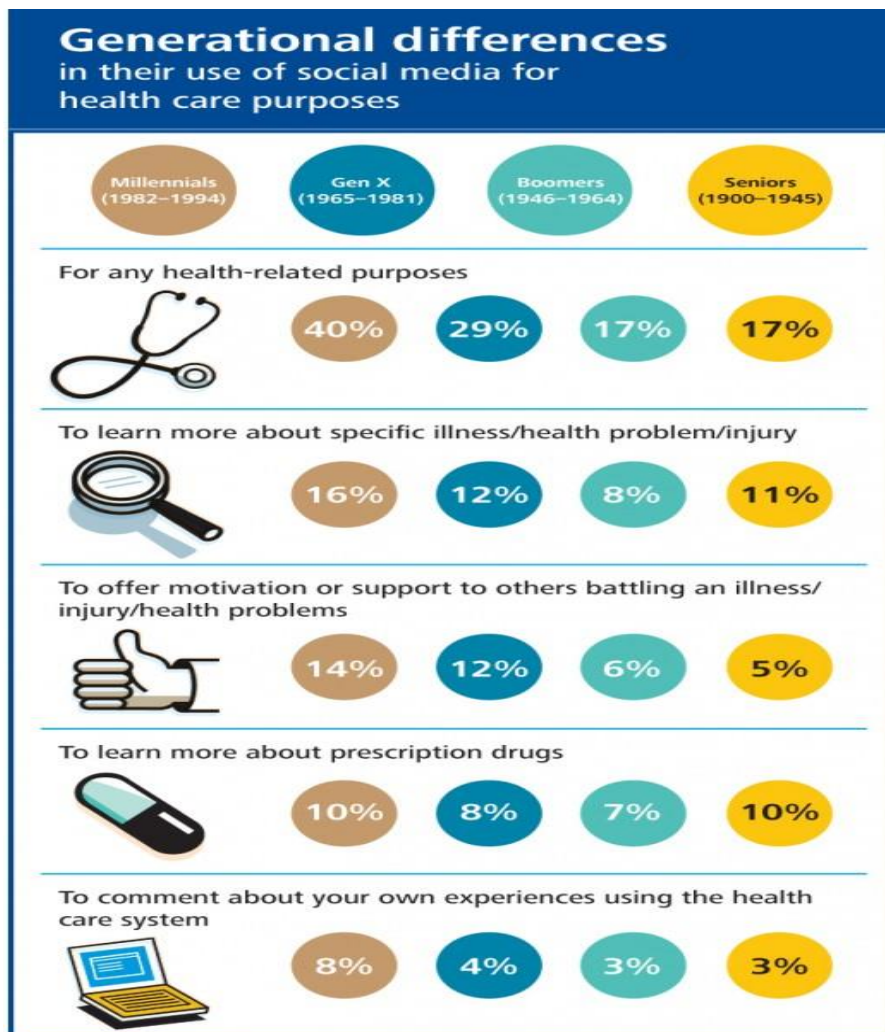
It is also important to adapt digital marketing to reach doctors and hospitals that pharma companies sell to.

2. Social Media Marketing:

Social Media marketing is the method of reaching out to your customer base and product users through Facebook, Twitter, LinkedIn, and other social networks. The goal is to bridge the informational and sentimental gap that lies between you and your audience.

Most companies in other industries use social media to sell their products, but pharma companies cannot do it.

Instead, you can use social media as a way to promote new research, upcoming products, higher-ups in your staff, and more. You may not actually generate sales from your Twitter account — but you can at least help people feel more comfortable with your products.



3. Review Management:

Pharmaceutical companies are subject to lots of online reviews. Those reviews can be product reviews for medicines or occupational reviews for jobs.

While you don't have direct control over what people say about you in public, you can at least Google your company's products every occasionally, to gauge public sentiment. If any review is unfairly given, you can always contact the review outlet and explain the situation to get the review changed or reviewed. You can also supplement some reviews with information on your products, so readers can more accurately judge your medicines for themselves.

4. Adding Blogging to your marketing:

With the technological advancement, it's fair to say that nearly everyone does their healthcare research online. People frequently go online to learn more about health conditions that concern them and to even self-diagnose troubling medical symptoms. Still others research available medications and their side effects. In short, these research queries mirror many of the questions your customers ask you in their correspondence or in person.

Information of such kind can be dangerous, as any one with a website can advice on just about anything. Therefore, pharma companies should get out there and provide people with the information required. The other benefit is that its digital marketing opportunities and brand awareness increases. You should blog on topics that concern your customers. This is important because your blog should be (mostly) about your customers rather than about yourself and your business. For the most part, people are only interested in their own concerns. Of course, to benefit from this, you will have to write about your business and products as well. But you should limit this to about 20% of your blogging content.

