

Synopsis for Dissertation Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Pharmaceutical Management

By

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Title: Digital Marketing Strategies for Pharmaceutical Product Launches

Introduction: The pharmaceutical industry is experiencing significant transformation driven by rapid advancements in digital technology and evolving consumer preferences. Traditional marketing methods, once the cornerstone of pharmaceutical product promotion, are increasingly being supplemented or replaced by innovative digital marketing strategies. These strategies enable pharmaceutical companies to reach a broader audience, engage more effectively with healthcare professionals (HCPs) and patients, and measure the impact of their marketing efforts with unprecedented precision. This dissertation explores digital marketing strategies used in pharmaceutical product launches, aiming to identify key tools, evaluate their effectiveness, and understand the challenges faced during implementation. This study is crucial given the dynamic nature of the pharmaceutical market and the need for innovative approaches to successfully launch new products.

Research Question: What are the most effective digital marketing strategies for pharmaceutical product launches, and what challenges do companies face in their implementation?

Objectives:

1. **Identify prevalent digital marketing strategies in pharmaceutical product launches.**
2. **Evaluate the impact of these strategies on the success of product launches.**
3. **Analyze the challenges and limitations in implementing digital marketing for pharmaceuticals.**
4. **Propose solutions for optimizing digital marketing efforts.**

Hypothesis: Digital marketing strategies, when effectively implemented, significantly enhance the success rates of pharmaceutical product launches compared to traditional marketing methods.

Material and Methods:

- **Study Design:** Mixed-methods approach combining qualitative and quantitative research.
- **Setting:** The study will be conducted within the pharmaceutical industry, focusing on companies that have recently launched new products using digital marketing strategies.
- **Study Population:** Marketing professionals, digital marketing experts, and product managers within pharmaceutical companies.
- **Inclusion Criteria:** Participants with relevant experience and expertise in digital marketing for pharmaceutical products.
- **Exclusion Criteria:** Participants without any professional experience in pharmaceutical marketing.
- **Study Tools:** Structured questionnaires for quantitative data and in-depth interviews for qualitative insights.
- **Duration of Study:** March 18, 2024 – June 18, 2024.
- **Sample Size:** 100 respondents for the survey and 10 participants for in-depth interviews.
- **Sampling Technique:** Purposive sampling to select participants with the necessary knowledge and experience.
- **Data Collection Procedure:**

- **Survey:** An online questionnaire will be used to gather quantitative data on the types of digital marketing strategies used, their perceived effectiveness, and the challenges faced.
- **Interviews:** In-depth interviews will be conducted with selected respondents to gain qualitative insights into the implementation and effectiveness of digital marketing strategies.
- **Operational Definitions:** Definitions of key terms such as digital marketing strategies (e.g., SEO, social media marketing, content marketing) and success metrics (e.g., engagement rates, conversion rates, ROI).

Data Analysis Plan:

- **Software:** SPSS will be used for quantitative data analysis.
- **Descriptive Statistics:** Mean, median, mode, and standard deviation will be used to summarize the data.
- **Inferential Statistics:** Regression analysis and correlation will be employed to identify relationships between variables and measure the effectiveness of digital marketing strategies.
- **Qualitative Analysis:** Thematic analysis of interview transcripts will be conducted to identify recurring themes and patterns.

Ethical Considerations:

- **Informed Consent:** Informed consent will be obtained from all participants, ensuring they are fully aware of the study's objectives and their role in it.
- **Confidentiality:** All data will be kept confidential and used solely for research purposes. Participants' identities will be anonymized to protect their privacy.
- **Voluntary Participation:** Participation is voluntary, and participants can withdraw at any time without facing any repercussions.

Implications of Research: The findings from this research will provide pharmaceutical companies with actionable insights to optimize their digital marketing strategies, leading to more successful product launches. This study will contribute to the existing body of knowledge on the application of digital marketing in the pharmaceutical industry and help address current challenges faced by marketers.

References:

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