

FORMAT OF SYNOPSIS

TITLE: “Digital Marketing Trends in the OTC Drug Industry”

INTRODUCTION: The over-the-counter (OTC) drug industry is witnessing significant changes due to digital advancements. Consumers increasingly rely on OTC options for treating ailments and injuries. This synopsis explores key trends in OTC pharmaceutical marketing.

RESEARCH QUESTION:

How can digital marketing strategies enhance OTC drug promotion?

What role does influencer marketing play in promoting OTC products?

How can personalized content and targeted advertising enhance OTC drug campaigns?

OBJECTIVES:

Explore emerging digital trends in OTC marketing.

Identify effective strategies for promoting OTC products online

HYPOTHESIS

Effective digital marketing can positively impact OTC drug sales and consumer awareness.

Digital Channels Influence Sales

MATERIAL AND METHODS:

STUDY DESIGN: Observational study analysing digital marketing practices in the OTC drug industry.

STUDY POPULATION

Inclusion criteria:

Age Group: Participants aged 18 years and above.

Consumers of OTC Drugs: Individuals who have purchased or used over-the-counter medications in the past year.

Digital Literacy: Participants with basic digital literacy (e.g., ability to use the internet, access social media platforms).

Exclusion criteria

Healthcare Professionals: Exclude healthcare professionals (doctors, pharmacists) who might have different perspectives due to their expertise.

Non-Users of OTC Drugs: Individuals who have not used any OTC drugs in the past year.

Limited Digital Access: Exclude participants with limited access to digital devices or the internet.

Study tools

Interview Schedules: Structured interviews with participants to explore their experiences with OTC drugs and digital marketing.

Questionnaires: Surveys to collect quantitative data on consumer behaviour, preferences, and awareness.

DURATION OF STUDY: How long will the study take with dates.

SAMPLE SIZE: A representative sample of OTC drug companies.

SAMPLING TECHNIQUE: Convenience sampling based on availability of data.

DATA COLLECTION PROCEDURE: Collect data on digital marketing campaigns, social media presence, and online engagement.

OPERATIONAL DEFINITIONS: Define key terms related to digital marketing metrics (e.g., click-through rates, impressions).

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DATA ANALYSIS PLAN:

Analyse digital marketing performance metrics (e.g., website traffic, social media interactions).

Compare strategies across different OTC drug categories (e.g., cough and cold, vitamins).
of software, tests (univariate, bivariate and multivariate whichever applicable) and level of significance to be provided.

ETHICAL CONSIDERATIONS

Ensure privacy and compliance with data protection regulations.

Transparently disclose any sponsored content or paid promotions.

IMPLICATIONS OF RESEARCH

Improved digital marketing strategies can enhance OTC drug visibility and consumer trust.
Brands should adapt to changing consumer behaviour and leverage online platforms effectively.

REFERENCES:

OTC Pharma Marketing Trends. Snipp. [Link](#)

OTC Drug Marketing – Global Trends and Indian Experiences. [Link](#)

Pharma Marketing Trends 2024: Digital Transformation & Patient-Centric Approach

