

SUMMER TRAINING

GHC DRUGS AND PHARMACEUTICALS PVT.LTD

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PROJECT TITLE

INNOVATION AND SUSTAINABILITY IN THE HEALTHCARE SECTOR



OBJECTIVE

- To find digital marketing strategy and make an effective brand plan for the marketing of the pharmaceutical products.
- Tasks – brand plan
- Social media marketing.

Brand plan

- GHC focus on pediatrics and orthopedics.
- My product is Goodpod suspension– A pediatric product
- Goodpod contains cefpodoxime ,It is an antibiotic used in the treatment of pneumonia, bronchitis and skin infections.
- Data collection-
- GHC corporate report
- Visual aids
- Covered market data sheet

GOODPOD

Brand name :	Goodpod
Brand launch date:	2021
Generic name :	Cefpodoxime
Formulation:	50mg/5ml, 100mg/5ml
Packs:	30ml suspension
Key Indication(s):	Bacterial Infections
Target Market Segment (s):	Antibiotics

AWACS ANALYSIS

Particular	BRAND NAME	MAT VALUES				
		Sum of MAT values APR 19	Sum of MAT Values APR 20	Sum of MAT value APR 21	Sum of MAT value GR APR 21	Sum of MAT Unit GR APR 21
Brand group CVM						
MONOCEF O 50 MG SUSPENSION 30 ML	Aristo Phama Pvt.ltd	29.0	32.9	27.9	-18.0	-22.2
MONOCEF O 100 MG SUSPENSION 30 ML	Aristo Phama Pvt.ltd	26.1	32.7	23.1	-29.2	-31.6
SWICH 50 MG SUSPENSION 30 ML	Alkem Laboratories	15.2	16.6	14.3	-13.8	-17.7
SWICH 100 MG SUSPENSION 30 ML	Alkem Laboratories	16.1	18.7	12.7	-32.3	-35.7
GOODPOD total market		369.8	417.8	269.3	-35.5	-28.1

Swot analysis

STRENGTH	WEAKNESS
1. Very good and effective formulation 2. With new and attractive packing.	1.new product 2. formulation may have some sideeffects.
OPPORTUNITIES	THREATHS
1. Can come in combinations like cefpodoxime and clavulanic acid . 2. Can reach to untargeted doctors.	1.It is a new company and has many competitors .

Digital marketing strategies

- Email marketing
- social media marketing
- Search engine optimization
- Blogging
- Website
- Webinars
- Campaign marketing

Market Insights

- • Market Insights
- 1. Cefpodoxime is used to treat infections caused by bacteria , including upper respiratory infections , ear infections, skin infections , and urinary tract infections .
- 2. New market creation- various new combinations drugs with higher effectiveness and broad spectrum effective against many diseases- eg-. Cefpodoxime and clavulanic acid combination .
- 3. Fixed dose combination and me too products are capturing the market.
- 4. Nowadays patients are more aware of their health and have access to knowledge from various websites and online consultancies .
- 5. Should focus on patient centric marketing .

Social media marketing

- Awareness videos/posters on diseases related to the product
- Posters /videos on current affairs.
- Awareness campaigns and webinars .

Analytics

- Facebook – what is antibiotic resistance

Engagement	reactions	shares	comments	Reach
33	27	4	2	173

- Facebook – avoid antibiotic resistance

engagement	reactions	shares	comments	Reach
10	7	1	2	26

Analytics

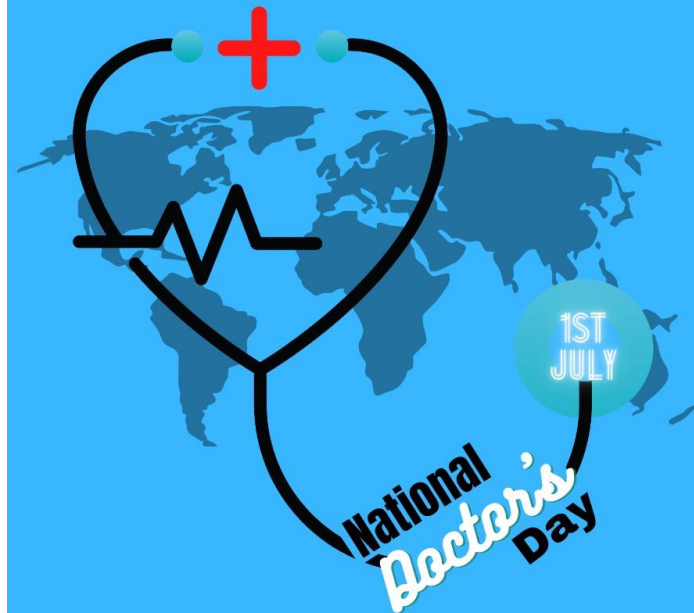
- Facebook

Engagement	reactions	shares	comments	Reach
90	71	14	5	955

- Facebook

Engagement	Reactions	Shares	Comments	Reach
15	13	2	0	249

People can pay for professional help
but always remain indebted for his
human kindness...!!!



So, Celebrate this Doctor's
Day with



by Honoring our Healthcare Heroes
with Respect and Dignity...!!!



posters

**#dailyinfodose
fact about Antibiotics**

1. antibiotics is only effective against bacterial diseases not in viral disease like flu

2. complete dose has to be taken otherwise you may fall sick again

3. antibiotics are specific to illnesses an antibiotic prescribed for someone else might not work for your ailment and may infact make it worse

your safety is our priority!

GHC DRUGS AND PHARMACEUTICALS

GHC
GLOBAL HEALTH CARE

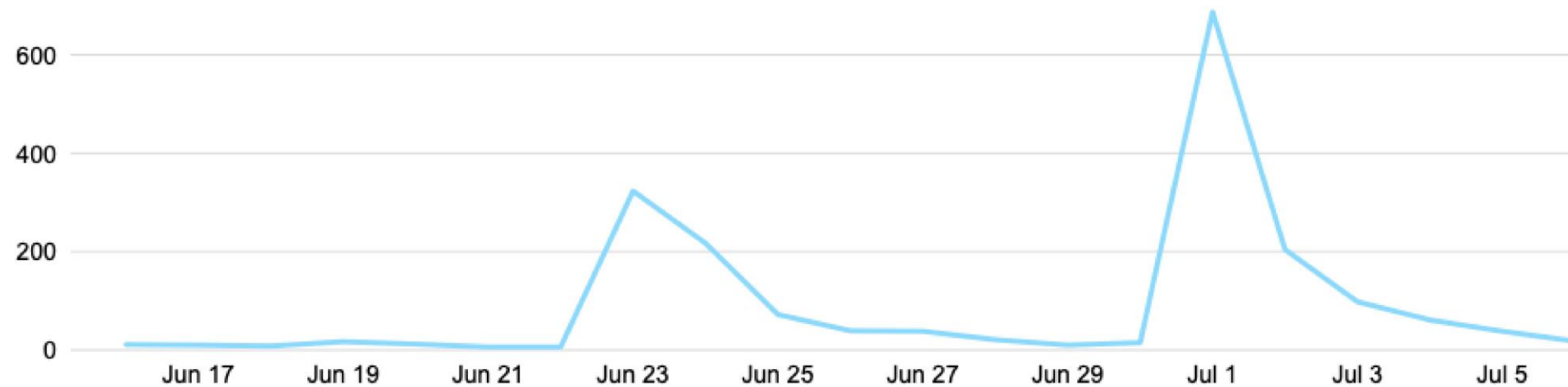
Facebook results

Results

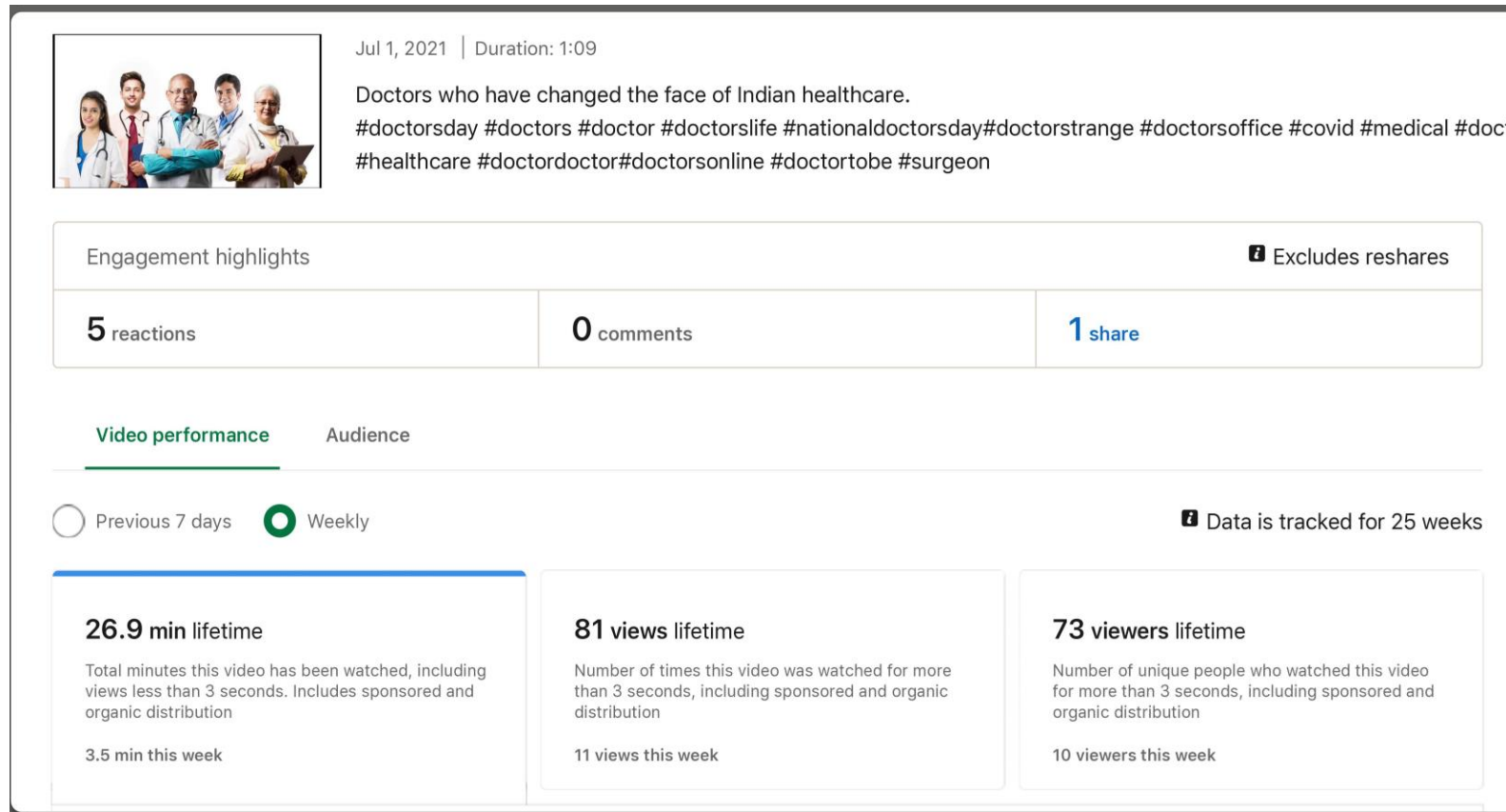
Facebook Page 

Reach

1,531 ↑ 219%



Linked In posts



Linked in post Analytics- world Olympics day

Your post posted on June 22, 2021			>		
11 reactions					
2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post		38 people who have the title Business Owner viewed your post		32 people viewed your post from Mumbai Area, India	
IIHMR University		Salesperson		Ahmedabad Area, India	
3		34		21	
SUN PHARMA		Student		Hyderabad Area, India	
3		19		21	
Micro Labs Limited		Business Development Specialist		New Delhi Area, India	
3		14		14	
Pharmaceutical Company		Executive Director		Surat Area, India	
2		11		7	
Cipla		Marketing Specialist		Bengaluru Area, India	
2		11		6	
Shah TC		Export Sales Specialist		Vadodara Area, India	
2		5		5	
IPGA Student Forum		Business Strategist		Chennai Area, India	
2		5		5	
Indian Immunologicals Limited				Indore Area, India	
2				4	

Antibiotics post

Your post posted on June 30, 2021

10 reactions



2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post

IIHMR University	4
Brane Enterprises Pvt Ltd	2
Stallion Laboratories pvt. ltd	2
Alembic Pharmaceuticals Limited	2
Bajaj Healthcare Ltd	1
Limagrain Cereal Seeds, LLC	1
JSS University (Jagadguru Sri Shivarathreeshwara University),Mysore	1

19 people who have the title Salesperson viewed your post

Student	18
Business Owner	16
Business Development Specialist	8
Export Sales Specialist	5
Marketing Specialist	4
Research Fellow	3
Corporate Finance Specialist	3
Business Strategist	2

16 people viewed your post from Mumbai Area, India

Hyderabad Area, India	13
Ahmedabad Area, India	8
Vadodara Area, India	7
Bengaluru Area, India	6
New Delhi Area, India	6
Surat Area, India	4
Indore Area, India	3
Chennai Area, India	3

Instagram- analytics

- Followers and non followers based on reach

- | followers | Non- followers |
|-----------|----------------|
| 37 | 485 |

- Reached +2325 % more accounts that weren't following you compared to may 8-jun 6
- Igtv videos – 426
- Posts - 168

Field work

- Work with the sales team and observe them communicating with the doctors.
- Learnings:
 - Always doctor entertain the MR more when they are technically sound .
 - Appropriate knowledge is important about the drug.
 - Always make first sure that the chemist have the full stock of medicines before meeting the doctor.
 - At first meeting the MR tells about the company and then describe about the program then gives the detailing of the product.

Results

- The social media marketing is an effective marketing strategy and though we cannot directly advertise our products but making people aware about the diseases and making posts on current affairs is a good option for making engagement on the social media accounts .
- This will spread the brand awareness and sharing it on the doctor's group build trust among them .
- It can be seen that the followers and the Engagement increase in one month on Facebook and Instagram that means that the digital marketing is a good marketing strategy for the pharmaceutical sector.
- A good brand plan is made by understanding the competitive environment and about the product.
- AWACS analysis , market insights , communication strategy are important parts of the brand plan.

Conclusion

- The internship was of the marketing and sales department of the GHC drugs and pharmaceuticals in which we learn about how we can explore new marketing strategies in the pandemic times and engage more with the doctors and the customers. so digital marketing strategy is the very effective strategy to connect with the doctors and the patients we found that the videos on disease awareness got more engagement on social media. The digital marketing is found to be very innovative strategy and pharmaceutical companies can do more work in the digital marketing.
- At last, it is concluded that the digital marketing is a good innovation in the healthcare sector specially pharma sector.

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Thank you!

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