

SUMMER TRAINING PRESENTATION

**PREPARATION
AND
IMPLEMENTATION
OF DIGITAL
MARKETING
STRATEGY FOR
GHCAL**

PRESENTED BY:

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MBA-PM12 (0259)**

Executive Summary

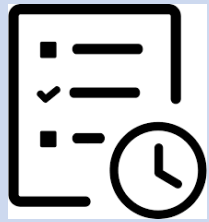


Good Quality for All

Project Focuses on
The Preparation and Implementation of Digital Marketing Strategies for the Product of GHC Drugs and Pharmaceuticals named GHCAL which is a Vitamin D3 and Calcium Supplement product

Organization Profile

- GHC stands for **GOOD HEALTH CARE** and believing in Honoring Healthcare Heroes.
- Working on Mission on **Good Quality Medicines for all**
- Newly Launched in 2020, Mumbai based pharmaceutical Company
- Chosen Specialty Areas:
 - **Orthopedics, Pediatrics, ENT, Gynecology**
- Currently:
 - **13 Pedia** and **7 Ortho** products launched in 2021
 - **100+ SKUs** in pipeline (Pedia, Ortho, CP/GP, Gyn., ENT, Derma)



Project Description

Therapeutic Category

- To understand Disease and its Therapies

Patient Journey

- To understand pain points of patients

Brand Plan

- To understand market Scenario and Competitors

Digital Marketing Strategies

- For Brand Promotion

Field Work

- To understand Market Scenario and Brand Preference



Objectives

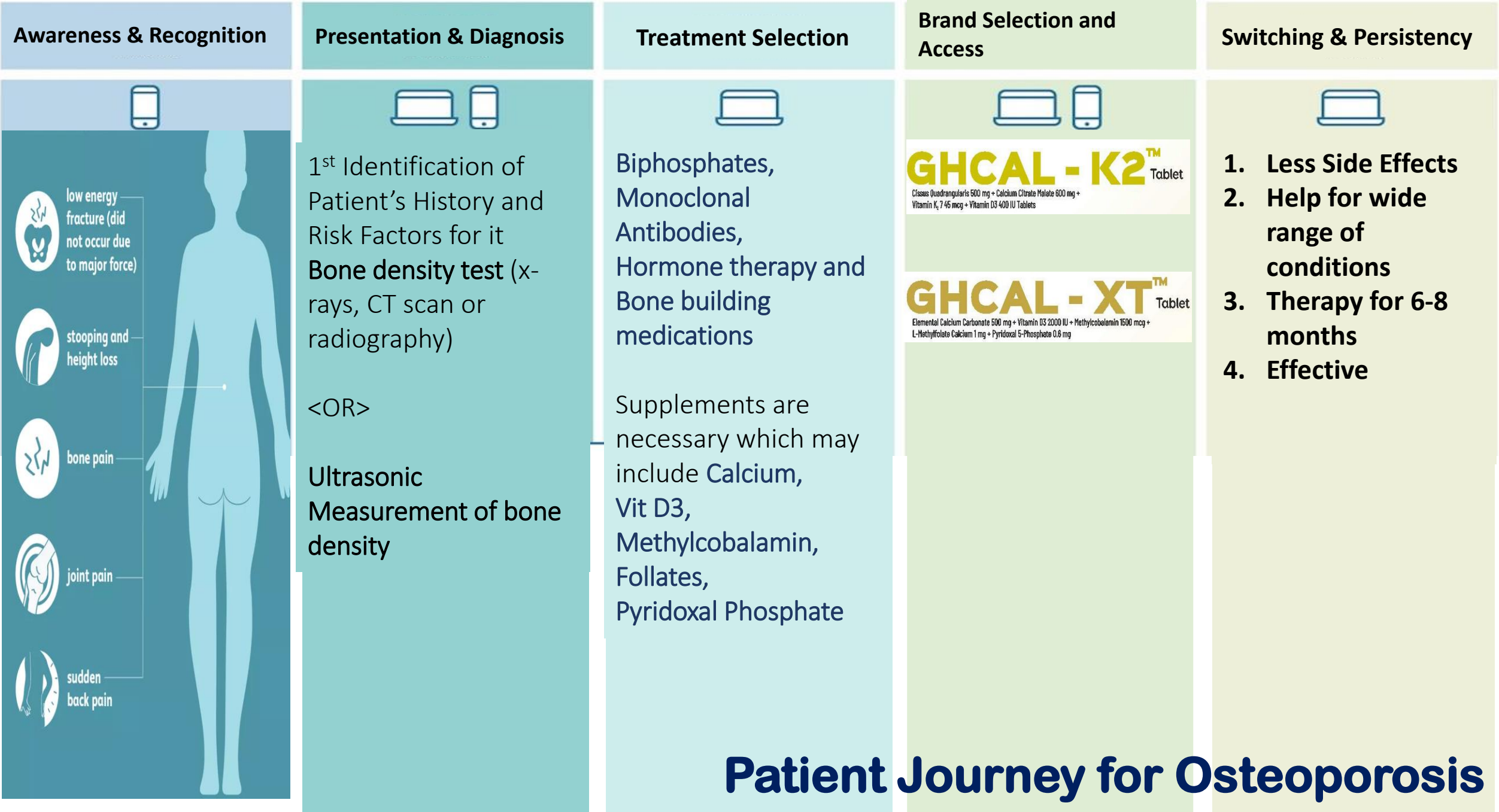
- To Create Brand Plan for the Product GHCAL to understand Market Scenario.
- To create Digital Marketing strategies for GHC Drugs and Pharmaceuticals for GHCAL and promote it digitally.



Methodology

- Project Completed in 4 parts:
 - Patient Journey
 - Brand Plan
 - Digital Strategies and Content Creation
 - Field Work







Brand Plan

Focus of Brand Plan was to understand market scenario and competitors along with generation of marketing strategies

It includes:

- Product Description
- Situational Analysis
- Competitor Analysis
- SWOT analysis
- Strategy and Planning



Product Description



Brand name :	GH-CAL-K2 Tablet
Generic name :	Calcium Citrate Malate Vitamin D3 and K2 7 Cissus Quadrangularis
Formulation:	500/600/45 mg/400 IU
Packs:	1*10 Tab
Key Indication(s):	Joint Pain and Inflammation, Adjuvant for Osteoporosis
Target Market Segment (s):	In Calcium Deficiency & Osteoporosis

Brand name :	GH-CAL-XT Tablet
Generic name :	elemental Calcium carbonate, Vitamin D3, Methylcobalamin, L- Methylfolate Calcium, Pyridoxal-5-Phosphate.
Formulation:	500 mg/2000 IU /1500 mcg/ 1 mg/ 0.6 mg
Packs:	1*10 Tab
Key Indication(s):	Osteoporosis, Osteomalacia, Hypoparathyroidism, Hyperhomocysteinemia
Target Market Segment (s):	In Calcium Deficiency & Osteoporosis



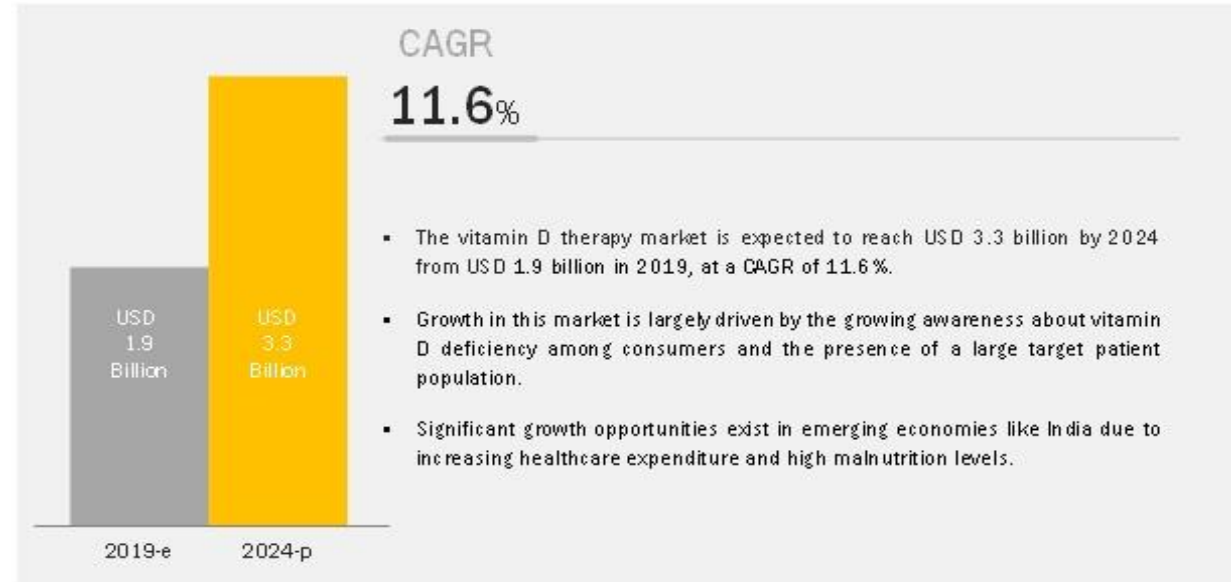
Situational Analysis

- Vitamin Supplement market in India:
 - **\$3924 Mn in 2020** and expected to **grow over CAGR of 16% till 2027**
- Vitamin D3 and Calcium supplement market:
 - **2.7% share** of overall with **CAGR of 11% to reach 2.5\$ billion in 2021.**
 - **April,2021** it values at **374.8 crore.**

Growth factors:

- Awareness and change in a life-style in this digital era
- Sedentary life-style leading to increase in Calcium Deficiency

Attractive Opportunities in the Vitamin D Therapy Market

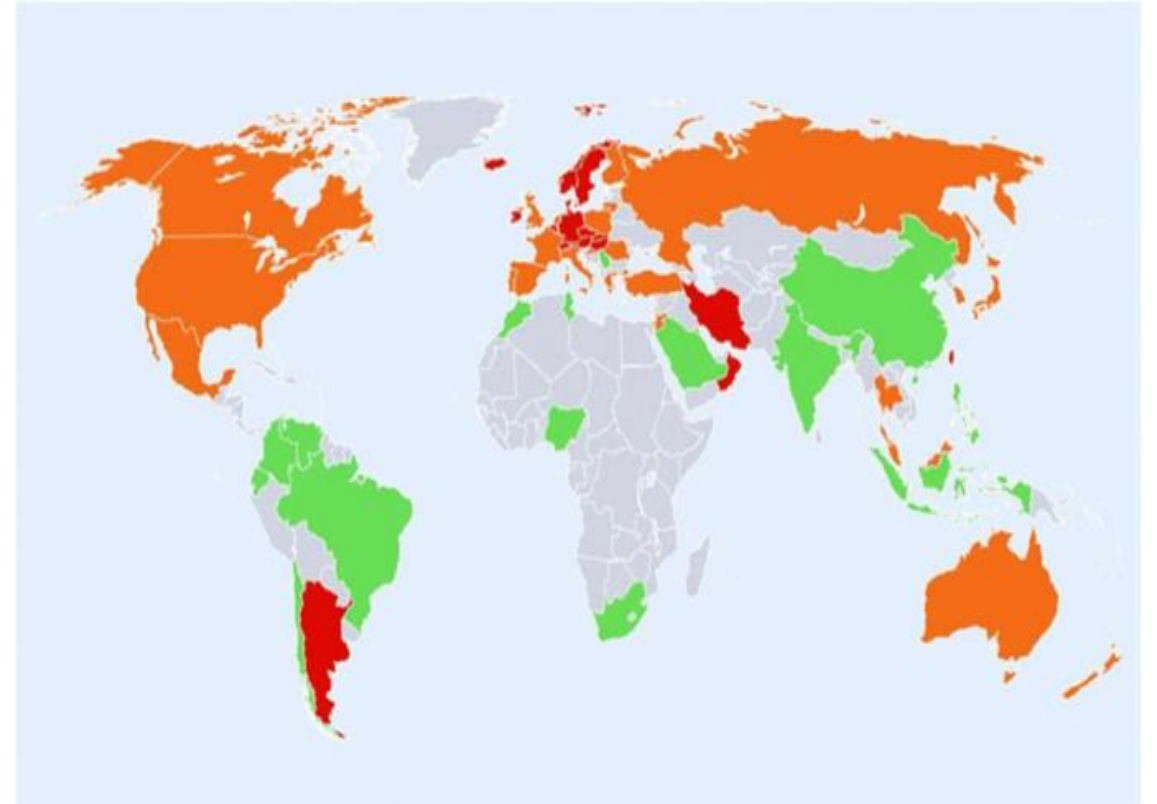
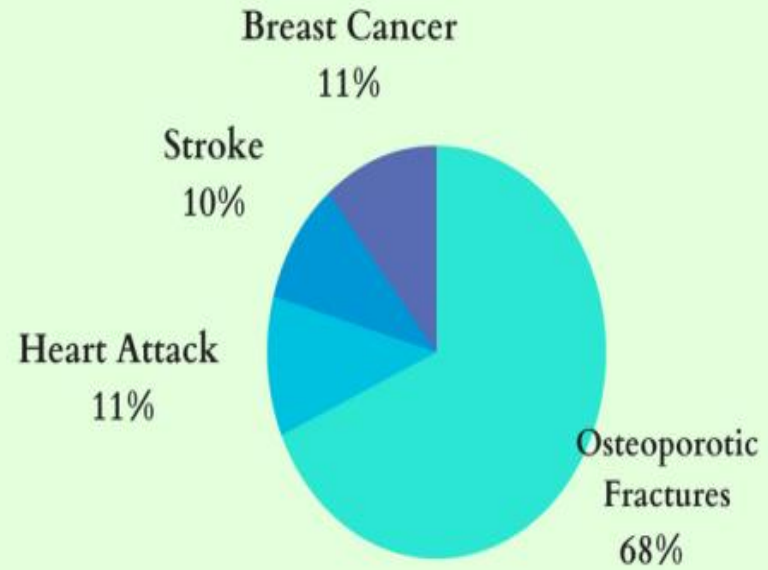


Globally 1/3 women and 1/4 men aged 50+ are suffering from Osteoporosis every Year.

Over 10 million people suffer from Osteoporotic fractures Every year in India.

Osteoporosis accounts for more Hospital stays than Diabetes, Myocardial Infraction and Breast Cancer.

Burden of Osteoporosis Worldwide



Risk of Osteoporotic fracture rates for men and women

Red (annual incidence > 250/100,000)

Orange (150–250/100,000)

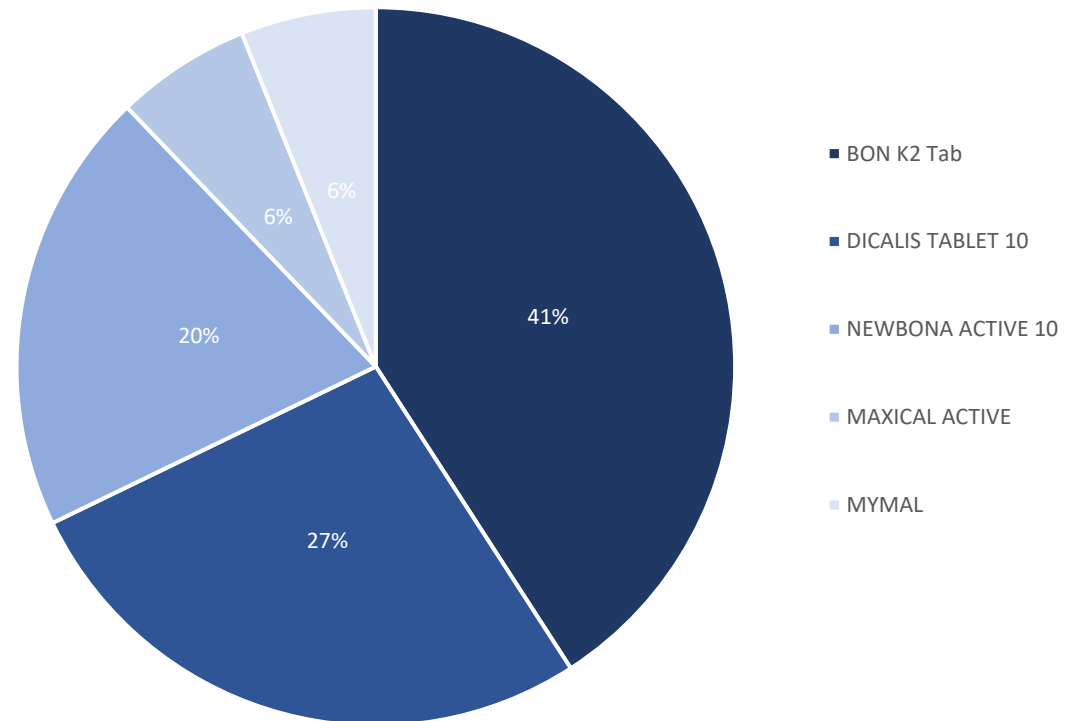
Green (< 150/100,000)



Competitors Analysis

- Competitors brands:
 - Bon K2 by Glenmark,
 - Dicalis Tablet 10 by Sun pharma,
 - Newbona Active 10 by Akumentis Healthcare,
 - Maxical active by LifeStar
 - Mymal,
- Together have **market value of 43.1 Crore.**

Market share of Competitors



GHICAL SWOT Analysis

S

Strengths



1. Cissus quadrangularis which is natural product. So, less side effect and better efficiency
2. Multi-vitamin therapy used in wide variety of conditions
3. It works in both ways, helps in DNA synthesis along with overcoming calcium deficiency leading better treatment option

W

Weaknesses



1. Lack of Brand Awareness
2. Low presence in Social Media

O

Opportunities



1. New in market, so lots of opportunities to grow in existing market
2. To reach more and more retailer and chemist to increase sales
3. To increase presence in social media

T

Threats



1. Higher competition with existing brands
2. Improved packaging and marketing strategies



Strategies and Planning

Parameters	Description
Market Segmentation	General Physicians, Consultant Physicians, and Orthopaedics, Gynaecologist
Brand USP	Cissus Quadrangularis and Vit. K2 and multi-vitamin therapy.
Value proposition	• GHCAL-XT • Helps in DNA synthesis along with overcoming calcium deficiency leading better treatment option • GHCAL-K2 • Vitamin K₂ 7 which increase the absorption and Cissus Quadrangularis which fastens the new bone formation
Positioning statement	vitamin supplement and positioned for the treatment of calcium deficiency in various conditions like Osteoporosis, Osteomalacia along with joint pain

- Blogs
- About the disease information and therapy
- Posts
- Videos
- Hashtags and mention of doctors via @



- Short Videos(~1 min) about the Awareness of Osteoporosis and its General Therapy
- Facts about the Disease
- Infographics
- Post along with popular hashtags
- Various Days celebration:
 - Doctors Day
 - Bone and Joint Day
 - Osteoporosis Day
 - Yoga day



- Series of Email regarding product description
- Short and on point content
- Personalized Promotional mail which contains:
- E- detailing
- Offers and gift coupons
- Awards/ Rewards to the doctors under the Program:



Honor Our Healthcare Heroes

- Mail about the Video Series where Doctor can show video to patients about the disease and its sign and symptoms

Video Series/ Campaign:



- Series of videos (~30 sec) including
 - Information of Disease
 - Sign and Symptoms
 - Risk Factors/ Causes
 - Main treatment
 - Life-style Changes/ Precautions

Chat show:

Doctors will come to that show and talk about the disease and its awareness



Field Work

- **Objective:**

- To understand detailing of the product as well as Market Scenario

- **Targeted Doctors:**

- General Practitioners
- Orthopedics
- Gynecologist

- **No. of Doctors: 20**

- **Key Learnings:**

- Proper detailing about the product
- What to say and what not to say
- Pinpoints that attract Doctors towards the Product
- About the menopausal osteoporosis
- Necessity of Vitamin D3 and calcium supplements is high in women compare to others
- Proper dosage and frequency of Vitamin Supplements in patients having bone fractures and other bone disorders.
- Importance of various composition and combination of supplements that can work effectively.

Learnings From The Project



TO PROMOTE ANY PRODUCT
EITHER NEWLY LAUNCHED OR OLD,
IT IS NECESSARY TO KNOW ALL
ABOUT THE PRODUCT FROM ITS
THERAPEUTICS TO ITS MARKET.



WITH ITS SITUATIONAL AND
COMPETITIVE ANALYSIS, IT BECAME
VISIBLE THAT THIS PRODUCT HAS
BRIGHT FUTURE IN MARKET



BY DIGITAL MARKETING, DOCTORS
AS WELL AS GENERAL PUBLIC WAS
TARGETED WHICH IS MAKING
BRAND VISIBLE TO ALL PLATFORMS



WITH FIELD WORK TO DOCTORS,
NEW FACTS RECEIVED ABOUT THE
PRODUCTS AND MARKET WHICH
WILL HELP IN FUTURE ANALYSIS OF
PRODUCT.



Jul 1, 2021 | Duration: 1:09

Doctors who have changed the face of Indian healthcare.

#doctorsday #doctors #doctor #doctorslife #nationaldoctorsday#doctorstrange #doctorsoffice #covid #medical #doctor
#healthcare #doctordocor#doctorsonline #doctortobe #surgeon

Engagement highlights

Excludes reshares

5 reactions

0 comments

1 share

Video performance

Audience

Previous 7 days Weekly

Data is tracked for 25 weeks

26.9 min lifetime

Total minutes this video has been watched, including views less than 3 seconds. Includes sponsored and organic distribution

3.5 min this week

81 views lifetime

Number of times this video was watched for more than 3 seconds, including sponsored and organic distribution

11 views this week

73 viewers lifetime

Number of unique people who watched this video for more than 3 seconds, including sponsored and organic distribution

10 viewers this week

Your post posted on June 30, 2021

9 reactions

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

VKT Pharma Pvt. Limited 2

Aculife Healthcare Private Ltd 2

IIHMR University 2

Deloitte 2

Brane Enterprises Pvt Ltd 2

Stallion Laboratories pvt. Ltd 2

Connqet Business Solutions Limited 1

34 people who have the title Salesperson viewed your post

Business Owner 34

Student 19

Business Development Specialist 16

Marketing Specialist 10

Export Sales Specialist 5

Consultant 4

Business Strategist 4

Founder 3

27 people viewed your post from Mumbai Area, India

Hyderabad Area, India 24

Ahmedabad Area, India 22

New Delhi Area, India 12

Bengaluru Area, India 10

Vadodara Area, India 8

Chandigarh Area, India 7

Indore Area, India 6

Chennai Area, India 6

12:42 PM

VoLTE 96

← Reach



Last 30 Days ▾

Jun 7 - Jul 6



Impressions

vs May 8 - Jun 6

931

+1,451%

Profile Activity

vs May 8 - Jun 6

Profile Visits

66

+6.4%

Website Taps

2

-33.4%

Email Button Taps

0

0%

Call Button Taps

0

0%

12:42 PM

VoLTE 97

← Insights



Last 30 Days ▾

Jun 7 - Jul 6

Insights Overview

You reached +2,272% more accounts compared to
May 8 - Jun 6

Accounts Reached

522

+2,272%



Content Interactions

70

-



Your Audience

Total Followers

59

0%



Content You Shared

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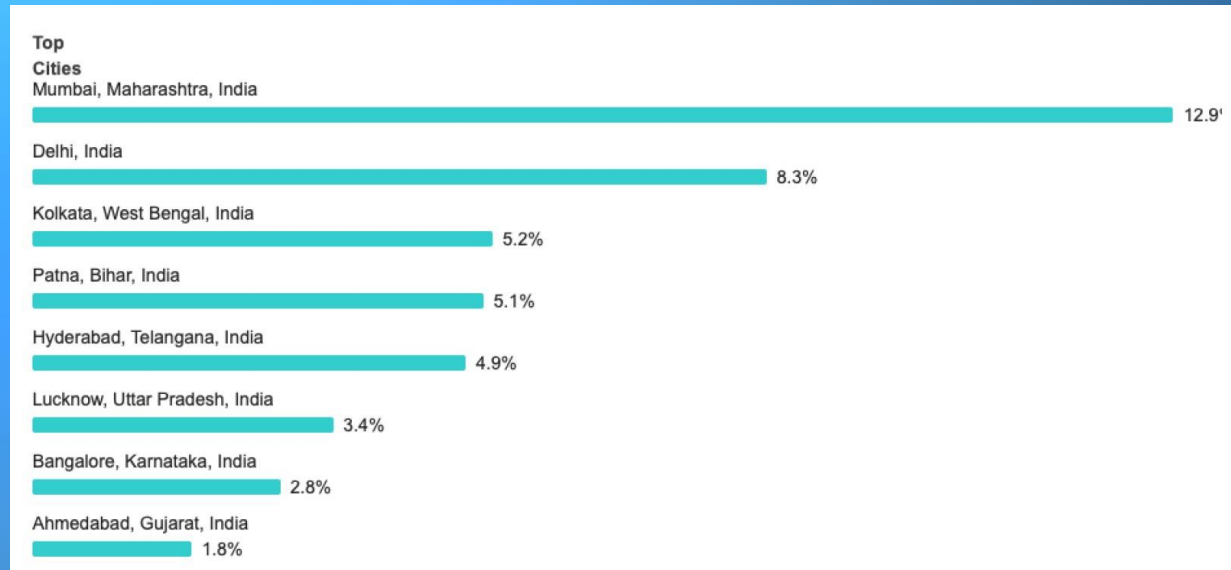
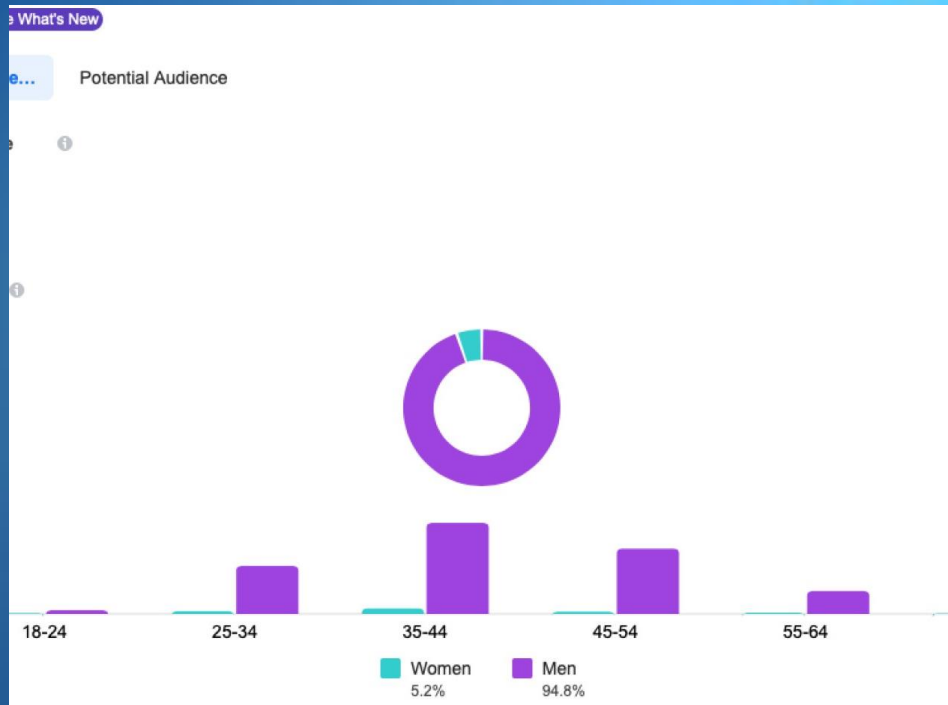
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Instagram Reach



Audience Reach on Facebook

facebook





Thank you...!!!

Guide/ Mentor

Industry Mentor

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Faculty Guide

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