

Digital Marketing Strategy for Multivitamin, Multimineral SKU's

Summer Training
at
GHC Drugs and Pharmaceutical Pvt. Ltd.

A Report
by
Paras Soni

MBA Pharmaceutical Management
Batch 2020-22



1, Prabhu Dayal Marg, near Sanganer Airport, Maruti Nagar, Jaipur, Rajasthan 302029
Ph: 0141 3924700, Fax: 3924738 Website: www.iihmr.edu.in

INTRODUCTION:

- The project is based upon digital marketing strategy primarily over social media platforms like Facebook, Instagram, Twitter, YouTube, and LinkedIn. The use of digital media is now increasingly utilized by the physician community and effective content in the form of photos, videos, flyers, infographics, etc. ensure increased brand awareness and promotion in the community.

About GHC

- Setup in 2020 and based out of Mumbai, GHC is one of the quickest developing organization with a strong presence in India, where our active pharmaceutical ingredient, oral solid dose, and injectables facilities manufacture high quality medicines. GHC was set up with a goal to bring inventive and excellent SKU's to patients. GHC is committed to empowering people to live healthier at every stage of life. GHC is committed to integrating environmental, social and ethical principles in everything they do. GHC has a mission of promise to provide good product, good science & good relationship through purpose of happiness, culture of helpfulness & philosophy of honouring healthcare heroes. GHC has a goal to be in top 10 of the Indian pharmaceutical market by 2030.

GHC Products:

- GHC has wide variety of product range and an interesting pipeline. GHC's has 28 SKU's in Paediatric (10 SKU's launched), 12 SKU's (7 SKU's launched) in Ortho and Phy. The pipeline has 10 more SKU's for pedia and ortho, 10 injectables are in discussion.

Drug in focus

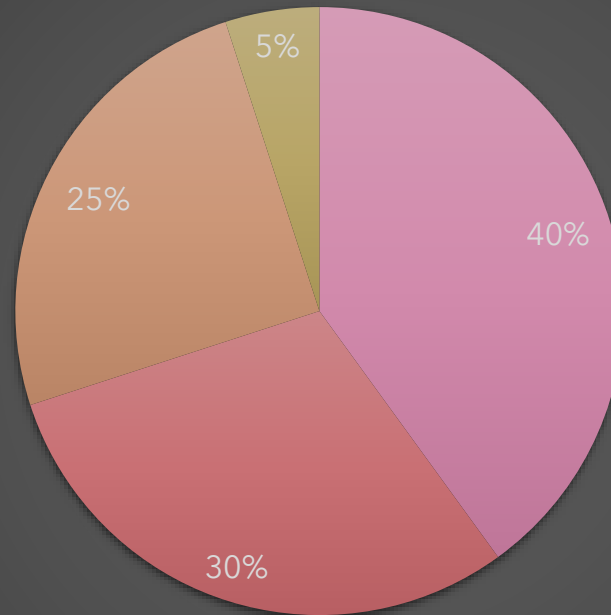
• This report is focused on multivitamin, multimineral product Gudwel™ available in 3 SKU's i.e., in suspension, in drops and in capsule form. It is composition of essential vitamins and minerals that are either extracted from food source or synthesized artificially. The major function of multivitamin and multimineral is to fulfil the nutritional requirements of the human body. This product is convenient as it is available for all age groups. The drug is used in:

- Certain illness like cancer, cardiovascular disease etc.
- Pregnancy.
- To boost immunity.
- To protect body from damage.
- Keep joints, bones, skin, and hair healthy.

Dietary supplement market

- The multivitamin and multimineral market in India largely grew at a CAGR of 20 % during the period 2015 to 2023. Figure 1 represents the split of market share. At 40% market share multivitamins and multimineral have a large chunk of the market. The dietary supplement market is expected to grow at a CAGR of around 18 % during 2021-26. In urban areas, higher income groups are the main consumers of dietary supplements, and this will grow at a considerable rate
- **Key growth drivers:**
 - Increasing in demand due to the incidence of several diseases such as diabetes, blood pressure, obesity, cardiovascular problems etc. due to change in the lifestyles.
 - Awareness about health consciousness.

Dietary supplement market



■ Multivitamins and multimineral ■ Herbal products ■ Protein supplements ■ Others

PROJECT PLAN:

•The project was performed to understand brand plan with a focus on digital marketing strategy. Before building the brand plan there was a need to establish baseline understanding. The learning comprised of:

- Observational learning
 - Product, Anatomy and Physiology of the disease
 - Understand typical patient journey by understanding disease area of GHC established products including the pain points in the patient journey.
- Project based learning
 - Outline high level brand plan
 - Develop digital marketing strategy i.e. with focus on product promotion over different social media platforms like LinkedIn, Facebook, Instagram, Twitter, YouTube, etc.
 - Understand type of communication and product messaging to physicians via sales rep

OBJECTIVE:

- Gudwel™ has three SKUs and for all three there was a need to prepare independent/integrated -
- **Brand Plan.**
- **Digital Marketing Strategy** primarily over the social media.
- **Communication with** doctors, chemist for product promotion activities either in-person or remote/virtual.

PROJECT DESIGN:

- Research and data analysis was conducted to understand most suitable marketing strategy. Focus of the research was:

- Build know your product profile
- AWACS data analysis – data was provided by GHC to understand competitor brand performance, market segmentation, SWOT analysis and key trends.
- Social media research – to understand key promotional styles adopted by pharma in general for product promotion and awareness.
- Setting up remote connection with sales rep – GHC point of contact was not available in the assigned region. This engagement was done remotely to gather inputs about key communication for product promotion and awareness.

FINDINGS

Designing high level Brand plan

- **Know your Product**

- Table No. 1 has basic information about the key indication, SKUs available for the assigned product - GUDWEL™.

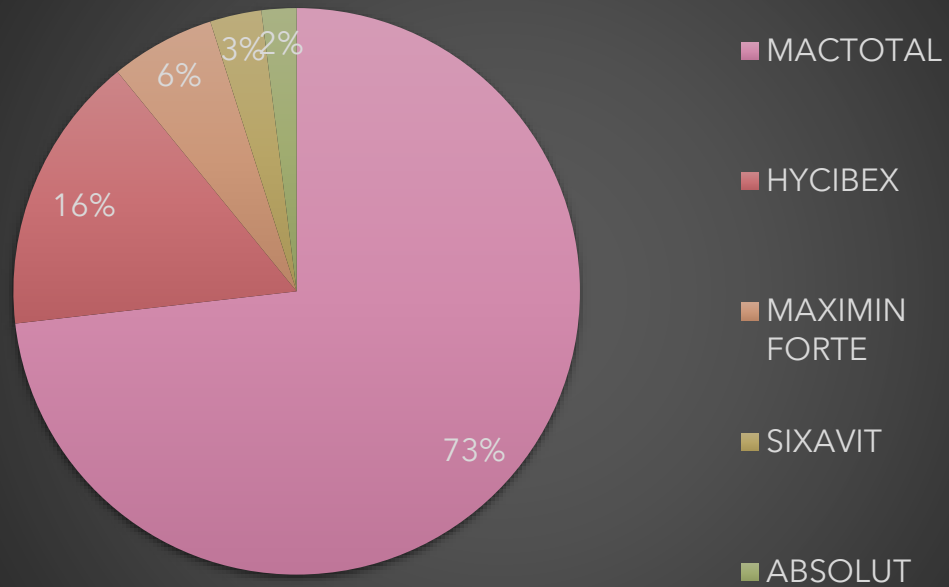
Brand name:	GUDWEL™
SKUs/Packs:	200ml (suspension)
	15ml (Drops)
	Capsule (10 unit strip)
Key Indication(s):	Vitamins and mineral deficiency, certain illness or during pregnancy, boost immunity, protects body from damage, supports healthy joints, bones, skin, hair and proper brain function
Target Market Segment (s):	Multimineral, multivitamin supplement

AWACS data analysis

Market Share of Competitor:

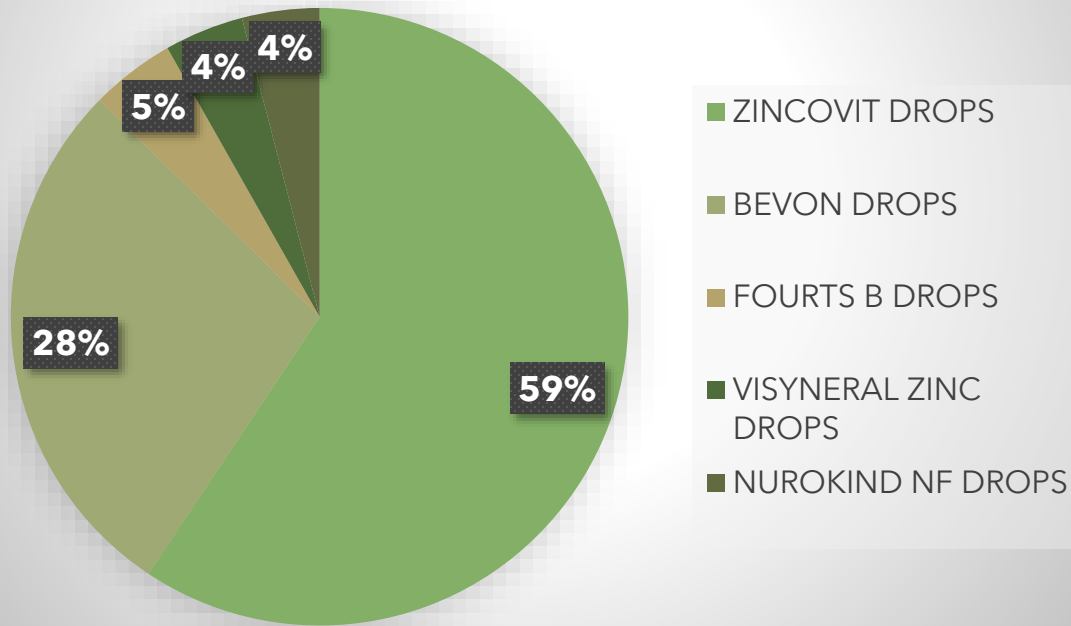
- AWACS data was used to conduct market analysis based on sales, product units, and growth rate data points. Key findings:
 - As per the MAT value 2021 total market value of multivitamin and multimineral is INR 2017 crores
 - Market share of competitors brand are given in Figure no. 2 (Suspension), Figure no. 3 (Drops) and Figure no. 4 (capsule)

Top 5 Products (Suspension 200ml) share as per MAT



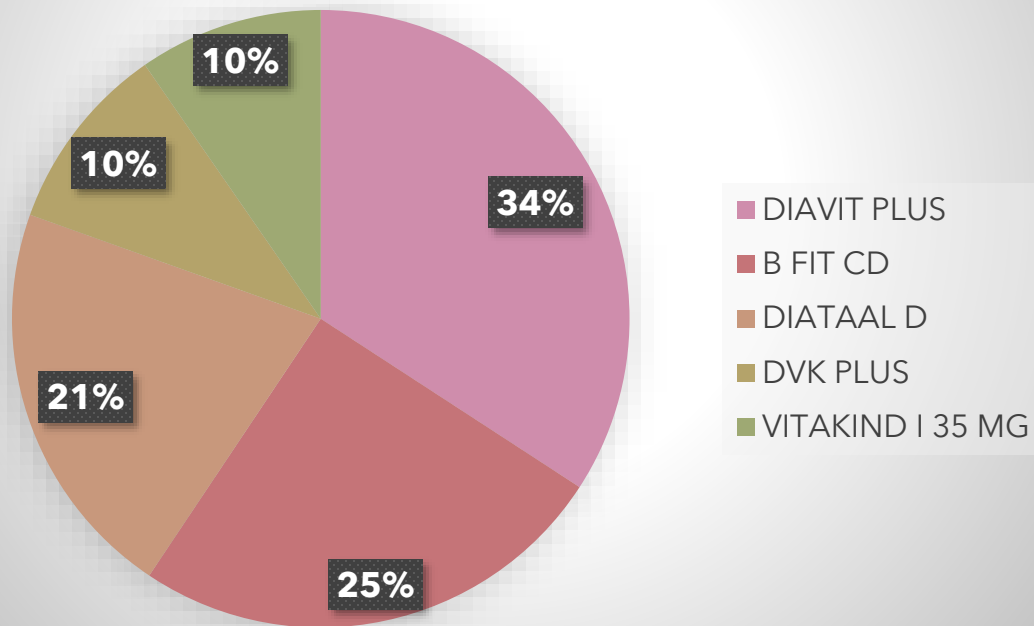
Competitors brands together have market value of INR 12 cr. and Mactotal alone cover 73% of market share

Top 5 Products (Drops 15ml) Share as per MAT Value April 2021



Competitors brands together have market value of INR 43.8 crore and top 2 brand covered 87% market share.

Top 5 Products (Capsule 10s) Share as per MAT Value April 2021



Competitors brands together have market value of 59.0 crores and market share is equally distributed.

SWOT analysis:

Strength

Gudwel have three SKU's.
Cover all age group's

Opportunity

Potential to be a market leader as
the three SKUs make the product
available to all age groups.

Weakness

Lack of brand awareness
Already existing competition

Threat

Competition from generic drug

Market segmentation:

By utility	By end- user
General Health	Adults
Bone & Joint Health	Geriatric
Gastrointestinal Health	Pregnant Women
Immunity	Children
Cardiac Health	Infants
Others	-----

DIGITAL MARKETING STRATEGY:

- The first goal was to create content and appropriately position the product in the market in-line with the overall brand plan. Social media-based awareness/promotion was one of the key project goals and the relevant content was created to support presence on the following platforms:

Facebook

Protocol followed:

Create a Facebook account or page handle for GHC Drugs and Pharmaceuticals

Upload flyers or post related to the product with information on awareness, upcoming events as post (on world health day, world doctor's day etc.), and invites for any upcoming events.

Upload short videos about disease area, product awareness, etc. on both GHC Facebook account or Facebook page handle.

Link Facebook page handle with GHC website where user can get more details about product, SKUs, etc.

Any content to be posted should be precise, crisp and interesting to grab attention.

GHC handle should also be connected to relevant physician group to post content for awareness or key upcoming events.

Generate hashtags, tag peoples to create buzz on social media

Create a customer support link on the page/handle to answer any query or receive feedback from the user



- **Type of Contents:**

- Visual content: flyers for disease area information, product information.
Flyers for invitation in upcoming events by GHC.
- Posts: Awareness post, upcoming event post [on world health day, world doctor's day etc.]
- Tags and hashtags
- Short reels on both personnel handle and page handle.

Post Details

Reported stats may be delayed from what appears on posts



GHC Drugs And Pharmaceuticals

6d · 🌐

#doctorsday #doctors #doctor #doctorslife #nationaldoctorsday
#doctorstrange #doctorsoffice #covid #medical #doctorstranger
#happydoctorsday #doctorswithoutborders #doctorsorders #doctorlife
#medicine #doctorsappointment #doctorslifestyle #doctorsdiary
#doctorsappt #medschool #doctorswholift #healthcare #doctordocor
#doctorsonline #doctortobe #surgeon



68

People Reached

17

Engagements

[Boost Post](#)

👍 9

2 Comments

👍 Like

💬 Comment

➦ Share



Performance for Your Post

68 People Reached

11 Likes, Comments & Shares

9
Likes

9
On Post

0
On Shares

2
Comments

2
On Post

0
On Shares

0
Shares

0
On Post

0
On Shares

6 Post Clicks

1
Photo Views

0
Link Clicks

5
Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

Used Videos

Expiring

Impressions

249

980

12

70

10

Instagram:

Protocol followed:

Create an Instagram handle for GHC Drugs and Pharmaceuticals

Post should be acc. to the trend and audience particular age because Instagram is use by people with all age groups.

Content shared should be catchy, attractive, precise, crisp, and short but informative.

Two options are available on Instagram that is reels and IGTV. Some long educational videos can be uploaded on IGTV video option and short awareness videos on reels of GHC account. Live session could be done.

Regular posting with appropriate or required hashtags should be used which will to increase reach to our targeted audience.

Create a customer support link on the page/handle to answer any query or receive feedback from the user



- **Type of Contents:**

- Visual content: flyers for disease area information, product information. Flyers for invitation in upcoming events by GHC.
- Posts: Awareness post, upcoming event post [on world health day, world doctor's day etc.]
- Tags
- Short reels on personnel handle.
- Some long educational videos can be uploaded on IGTV video option and short awareness videos on reels of GHC account.
- Uploaded infographics

YouTube:

Protocol followed:

As we all know it is a huge platform on which we can share video content. And reach millions and billions of people.

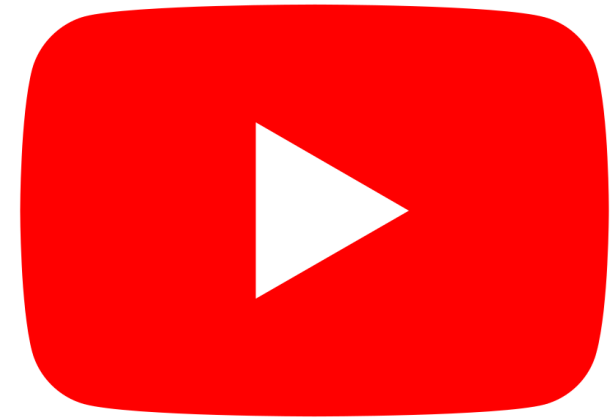
First, we must make a channel for GHC Drugs and Pharmaceuticals.

We could run doctors show, where doctors will come and addresses the audience.

We can put our video, whether it is related to the product or related to the awareness video or may be event related video, as an ad on other trending video or own channel

But one point to remember is the video content should be precise, crisp, and should have all the required information regarding drug, diseases and event.

If video are putting on other trending video it should be less than 30 sec. because video greater than 30 sec is skippable and less than 30 sec. is not skippable.



- **Type of Contents:**

- Doctors talk show.
- Hashtags
- Short videos on channel
- Uploaded infographics
- Awareness video
- Event related video

LinkedIn:

Protocol followed:

Create a LinkedIn account for GHC Drugs and Pharmaceuticals

About section of the account should be crisp, precise and should contain all the relevant information about company.

Invites should be sent to the targeted audience.

Frequency of the content like photos, videos, news related article, written articles, flyers and event related post should be continuing.

Required hashtags and appropriate tags should be used.

Join the preferred page or community and share content like awareness videos, educational videos, promotional videos and event related flyers.

Content related to the post should be short, precise, crisp and informative.

Create a customer support link on the page/handle to answer any query or receive feedback from the user



- **Type of Contents:**

- Event related video
- Visual content: flyers for disease area information, product information. Flyers for invitation in upcoming events by GHC.
- Posts: Awareness post, upcoming event post [on world health day, world doctor's day etc.]
- News related articles, written articles.
- Hashtags and appropriate tags
- Educational videos, promotional videos, and Awareness videos

Try Premium for

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																																														
<table> <tr><td>IHMR University</td><td>3</td></tr> <tr><td>SUN PHARMA</td><td>3</td></tr> <tr><td>Micro Labs Limited</td><td>3</td></tr> <tr><td>Pharmaceutical Company</td><td>2</td></tr> <tr><td>Cipla</td><td>2</td></tr> <tr><td>Shah TC</td><td>2</td></tr> <tr><td>IPGA Student Forum</td><td>2</td></tr> <tr><td>Indian Immunologicals Limited</td><td>2</td></tr> </table>	IHMR University	3	SUN PHARMA	3	Micro Labs Limited	3	Pharmaceutical Company	2	Cipla	2	Shah TC	2	IPGA Student Forum	2	Indian Immunologicals Limited	2	<table> <tr><td>Salesperson</td><td>34</td></tr> <tr><td>Student</td><td>19</td></tr> <tr><td>Business Development Specialist</td><td>14</td></tr> <tr><td>Executive Director</td><td>11</td></tr> <tr><td>Marketing Specialist</td><td>11</td></tr> <tr><td>Export Sales Specialist</td><td>5</td></tr> <tr><td>Business Strategist</td><td>5</td></tr> </table>	Salesperson	34	Student	19	Business Development Specialist	14	Executive Director	11	Marketing Specialist	11	Export Sales Specialist	5	Business Strategist	5	<table> <tr><td>Ahmedabad Area, India</td><td>21</td></tr> <tr><td>Hyderabad Area, India</td><td>21</td></tr> <tr><td>New Delhi Area, India</td><td>14</td></tr> <tr><td>Surat Area, India</td><td>7</td></tr> <tr><td>Bengaluru Area, India</td><td>6</td></tr> <tr><td>Vadodara Area, India</td><td>5</td></tr> <tr><td>Chennai Area, India</td><td>5</td></tr> <tr><td>Indore Area, India</td><td>4</td></tr> </table>	Ahmedabad Area, India	21	Hyderabad Area, India	21	New Delhi Area, India	14	Surat Area, India	7	Bengaluru Area, India	6	Vadodara Area, India	5	Chennai Area, India	5	Indore Area, India	4
IHMR University	3																																															
SUN PHARMA	3																																															
Micro Labs Limited	3																																															
Pharmaceutical Company	2																																															
Cipla	2																																															
Shah TC	2																																															
IPGA Student Forum	2																																															
Indian Immunologicals Limited	2																																															
Salesperson	34																																															
Student	19																																															
Business Development Specialist	14																																															
Executive Director	11																																															
Marketing Specialist	11																																															
Export Sales Specialist	5																																															
Business Strategist	5																																															
Ahmedabad Area, India	21																																															
Hyderabad Area, India	21																																															
New Delhi Area, India	14																																															
Surat Area, India	7																																															
Bengaluru Area, India	6																																															
Vadodara Area, India	5																																															
Chennai Area, India	5																																															
Indore Area, India	4																																															

Twitter:

Protocol followed:

Set up a twitter handle for GHC Drugs and Pharmaceuticals

Set up the profile by choosing profile name, upload an image, completing bio and adding website.

Bio should be crisp, precise, and attractive.

Start following some people.

Deciding what content to tweet about is imp. Content like infographics, videos, photos and flyers

Hashtags and mentions should use.

Join trending hashtags.

Continuation of tweet is necessary.

Create a customer support link on the page/handle to answer any query or receive feedback from the user



- **Type of Contents:**

- Event related video
- Visual content: flyers for disease area information, product information. Flyers for invitation in upcoming events by GHC.
- Posts: Awareness post, upcoming event post [on world health day, world doctor's day etc.]
- News related articles, written articles.
- Hashtags and appropriate tags
- Educational videos, promotional videos, and Awareness videos

Point to remember:

- To increase the brand awareness posting of videos, photos, infographics, articles, news articles, upcoming event information should be frequent, content should be crisp and precise and should not consist lot of words and use hashtags. This is applicable for all social medias.

Remote connection with sales rep

- Setting up remote connection with sales rep was done as GHC point of contact was not available in the assigned region. The COVID situation also acted as barrier to have field work in an in-person mode. This engagement was done remotely to gather inputs about key communication for product promotion and awareness. The interactions happened with area sales manager, medical representative, and chemist and learnings are shown in next slides:

Questioning with MR

1) What are the precautions taken during covid pandemic?

- Double mask and sanitizer provided by the company

2) What you learn during your training time?

- The training time was 10 to 15 days.
- There are a different division of drugs according to the diseases.
- First, each MR is assigning with a different division.
- Then they learn about brands of that division.(Composition and Mechanism of action)
- If an MR gets derma division, he must learn about the drugs of derma.
- Also, they must get knowledge about the competitors' brands are available in the market.
- How their brand is different than the brand available in the market.

What is the detailing process?

- They got very less time for detailing of the products.
- If they have 3 to 4 products so, they categorise them as P1, P2, P3, & P4
- They put most demanded and have big market in current time into P1 and P2 categorise
- And which is less demanded and very less demanded put under P3 and P4
- So, they give detailing about the drugs P1 to P4 (i.e. about diseases, about drug composition, mechanism action of drugs and unique selling point.)

Why should doctors will prescribe your brand?

- Relation with doctors (Regularity of area sales manager and medical representative to doctors)
- Quality of the product
- Less price
- Composition should be different than competitor brand.
- There should be a USP for a brand makes easy to become king of the market.
- Scheme and gifts

What are other activity to engage with doctors?

- **CME**: Company organise this webinar. Invite 2 to 3 KOL's of their area.
- Other doctors are also invited.
- KOL, s give the knowledge of diseases and its therapy
- **ERTM**: This is same as that of the CME. The difference only is it is done through online mode.
- **RCPA**: This is very important concept in pharmaceutical product management.
- It is a very power tool to gather the information about competitor in the market.
- There is always a Stockist in area of company which provide stock to the retail chemist.
- MR also give reminder card of the company in which all drugs are contain

CONCLUSION:

•Through this project there was an exposure to the commercial side of the pharma industry. Ample learnings opportunities came around that helped to understand considerations while launching/promoting a product. Content creation is very critical in marketing strategy to stay targeted, crisp and comprehensive. Key areas of learnings include:

- Understanding what the most critical information is to know within a disease area to build knowledge base to succeed in the given role
- AWACS analysis helped to understand how to understand market dynamics and best position the product.
- How to effectively communicate with physicians and ensure accurate product messaging based on product SKUs USP.
- What are the key elements of digital marketing strategy and how different platforms can be used to drive product awareness and promotion.

Thank's

