

Digital Marketing Strategy for Multivitamin, Multimineral SKU's

Summer Training

at

GHC Drugs and Pharmaceutical Pvt. Ltd.

From Date 10th May, 2021 to 5th July, 2021

A Report

by

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Batch 2020-22



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Ref.No:GHC/CORPHR/FF/Internship/07-21

24th July, 2021

To Whom Ever It May Concern

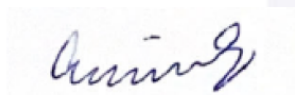
This is to certify, that Mr. Paras Soni S/o Mr. Hari Singh Soni, student of Pharmaceutical Management (First Year) of IIHMR University, Jaipur has undergone two months internship from 10th May 2021 to 5th July 2021 at GHC Drugs & Pharmaceuticals Pvt. Ltd.

As a part of internship he has completed his study on **"Innovation and Sustainability in Healthcare Sector"**.

During the period of his Internship with us he was found punctual, hardworking and inquisitive

We wish him all the best for future endeavours.

For **GHC Drugs & Pharmaceuticals Pvt. Ltd.**



Chief Corporate Affairs & HR

Acknowledgement

First and foremost, I would like to express my special thanks of gratitude to my industry mentor **Mr. Arun Kapoor (CMO and Corp. Communication)** as well as **Mr. Prashant Bhamare (Head, Marketing and Sales)** and **GHC Drugs and Pharmaceuticals** who gave me the golden opportunity to do this wonderful project which also help me in doing in lot of research and sharpen my knowledge in area of digital marketing and also for being available whenever I have doubt and for their guidance to complete this project.

I would like to express my sincere thanks of gratitude to my university mentor **Dr. Sandeep Narula (Assistant Dean and Associate Professor, IIHMR University)** for the continuous support during my project, for his motivation and immense knowledge. His guidance helped me in all the time of project and writing of this report.

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MBA PM12 (0258)

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Acronyms/Abbreviations

AWACS	Advance working action and correction system
CAGR	Compound annual growth rate
CME	Cycle meeting execution
ERTM	Electronic round table meeting
RCPA	Retail chemist prescription audit
SKU	Stock keeping unit
USP	Unique selling point

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 for global markets. 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

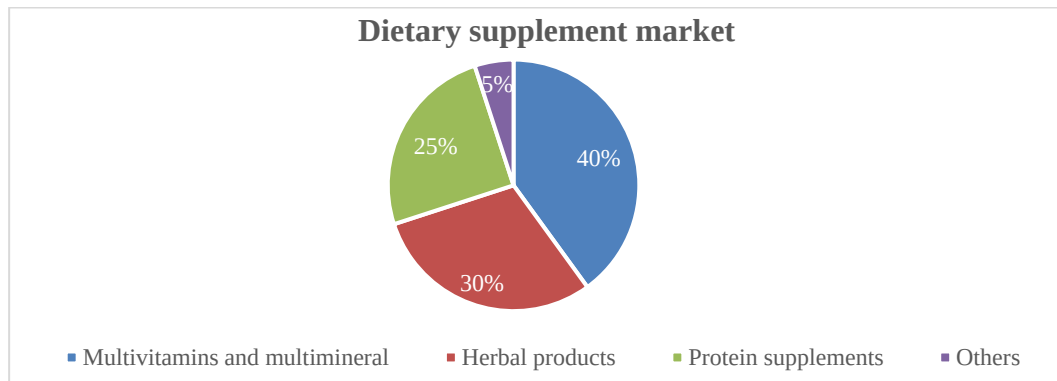


Figure 1: Dietary supplement market

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.

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 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™.

Table No. 1: GUDWEL™ basic information.

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 lakhs
- Market share of competitors brand are given in Figure no. 2 (Suspension), Figure no. 3 (Drops) and Figure no. 4 (capsule)
- Competitors brands (Suspension 200ml) together have market value of INR 12 cr. and Mactotal alone cover 73% of market share.

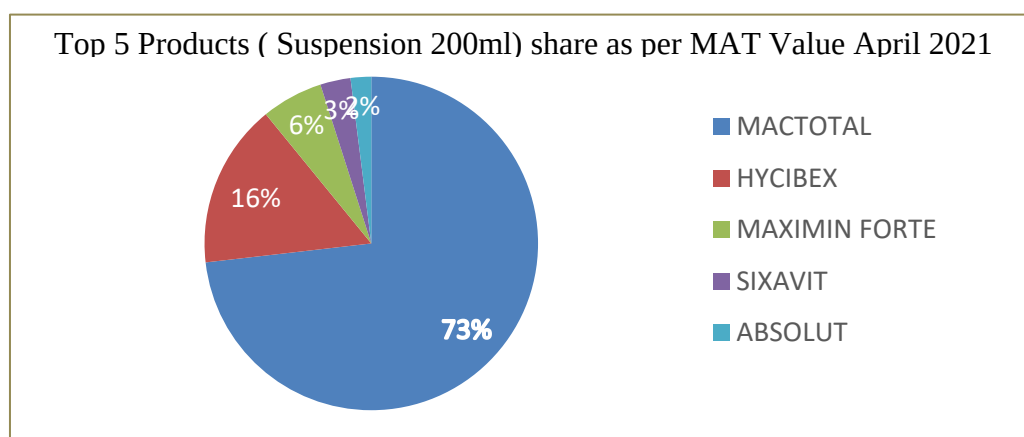


Figure no. 2: GUDWEL™ suspension, 200 ml product – top 5 competitor

- Competitors brands (Drops 15ml) together have market value of INR 43.8 crore and top 2 brand covered 87% market share.

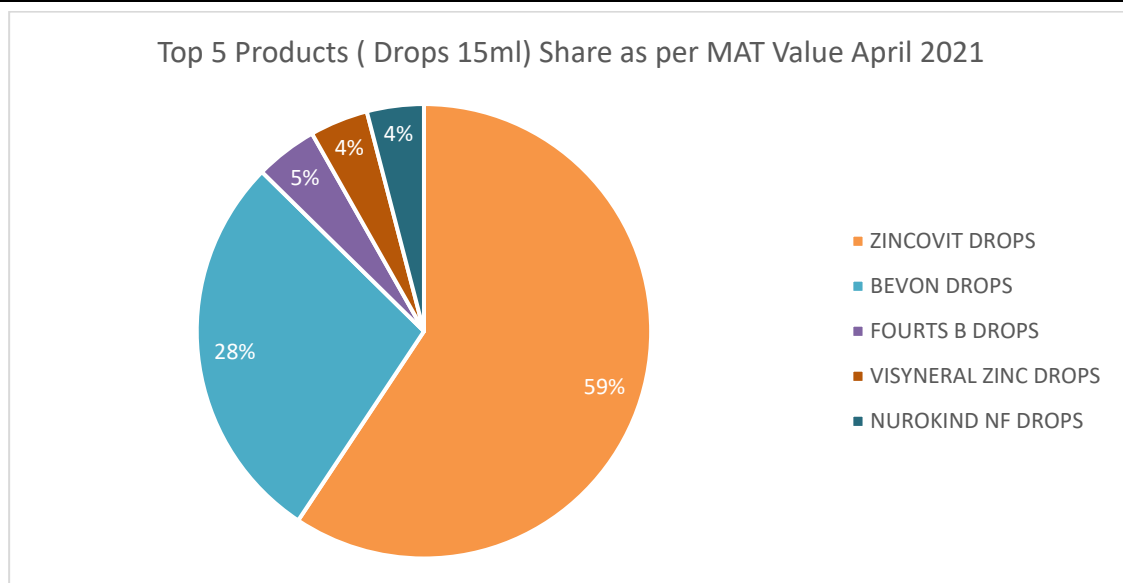


Figure no. 3: GUDWEL™ drops, 15 ml product – top 5 competitor

- Competitors brands (Capsule 10s) together have market value of 59.0 crores and market share is equally distributed.

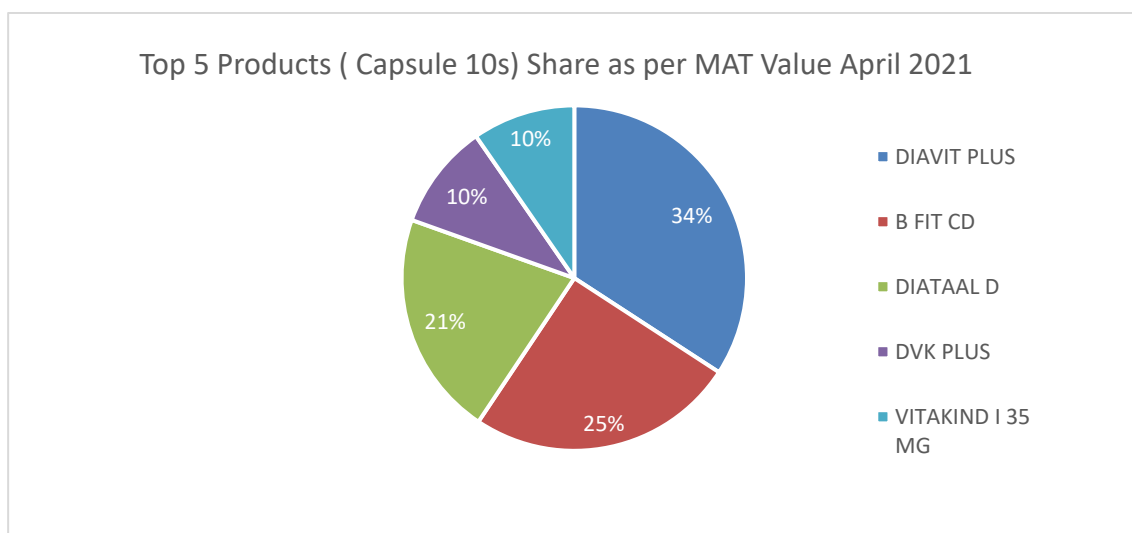


Figure no. 3: GUDWEL™ capsules, 10s – top 5 competitor

Swot analysis:

Strength	Weakness
- Gudwel have three SKU's. - Cover all age group's	- Lack of brand awareness - Already existing competition

Opportunity

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

Threat

- Competition from generic drug

Market segmentation:

Divided into two sub-categories **By Application & By End- User**. As given below:

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:

1) 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 reels 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
 - Short reels on both personnel handle and page handle.



- Target audience in physicians actively treating for :
 - General Health
 - Bone & Joint Health
 - Gastrointestinal Health
 - Immunity
 - Cardiac Health
 - Others

2) Instagram:

- Protocol followed:
 - First, we must 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 also be acc. To the audience as well acc. to the product or event. It 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.
 - Regular posting with appropriate or required hashtags should be used which will to increase reach to our targeted audience.
 - If anyone asks a relevant query on any post, it should be rectified timely.
- 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 both personnel handle and page handle.
 - Some long educational videos can be uploaded on IGTV video option and short awareness videos on reels of GHC account.
 - Uploaded infographics
- Target audience in physicians actively treating for :
 - General Health
 - Bone & Joint Health
 - Gastrointestinal Health
 - Immunity
 - Cardiac Health
 - Others

3) 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 have to made an channel for GHC Drugs and Pharmaceuticals.

- What can we do on you tube? 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.
 - Video 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
 - Target audience in physicians actively treating for :
 - General Health
 - Bone & Joint Health
 - Gastrointestinal Health
 - Immunity
 - Cardiac Health
 - Others

4) 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.
 - If anyone asks a relevant query on any post, it should be answered timely.
- 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
 - Target audience in physicians actively treating for :
 - Bone & Joint Health
 - General health
 - Gastrointestinal Health
 - Immunity
 - Cardiac Health
 - Others

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

5) 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.
 - If anyone asks a relevant query on any post, it should be answered timely.
- 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
- Target audience in physicians actively treating for :
 - General Health
 - Bone & Joint Health
 - Gastrointestinal Health
 - Immunity
 - Cardiac Health
 - Others
- 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 of lot of words and use hashtags. This is applied 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 table below:

Questioning with MR	Key learnings
What are the precautions taken during covid pandemic?	Double mask and sanitizer provided by the company
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 and P4 (i.e. about diseases, about drug composition, mechanism action of drugs and unique selling point.)
Why should doctors will prescribe only 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.

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