

***“PERPARATION AND IMPLEMENTATION OF DIGITAL
STRATEGY FOR GOODLACT GG”***

SUMMER TRAINING REPORT

By

DISHI CHAUDHARY

MBA Pharmaceutical Management

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Guide/ Mentor

Industry Mentor

Mr. Prashant Bhamare

Head, Marketing and Sales

GHC Drugs and Pharmaceuticals

Faculty Guide

Dr. Saurabh Banerjee

Dean, Associate Professor



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, near Sanganer Airport, Maruti Nagar, Jaipur, Rajasthan 302029

Ph: 0141 3924700, Fax: 3924738 Website: www.iihmr.edu.in

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DISHI CHAUDHARY
MBA PM12(0238)

Introduction

This project aims at the changes in the marketing strategies from conventional to digital and for these digital strategies, not only innovation but sustainable innovation is required to get success.

Organization Profile

GHC Drugs & Pharmaceuticals Pvt. Ltd. is a startup company that comes with a Mission to server community through “Good quality medicines for all” We are joining hands with healthcare Professional and promises to provide G3 i.e., Good Product, Good Science & Good Relationship with the help of H3 i.e., Purpose of Happiness, Culture of Helpfulness & Philosophy of Honoring Healthcare Heroes. The company was established in the year 2020 and aims to be in top 10 pharma companies in India by 2030.

GHC Drugs and Pharmaceuticals is one of the quickest developing Indian drug organization, settled in Mumbai. GHC was set up in year 2020 with a goal to bring inventive and excellent prescriptions. GHC is committed to empowering people to live healthier at every stage of life. With one of our global centers in Mumbai, GHC have active pharmaceutical ingredient, oral solid dose and injectables facilities manufacture high quality medicines for global markets.

GHC also comes up with a Flagship Program Known as Honor Your Healthcare HEROES(HHH) which is a landmark initiative which corresponds to

- i. Reinforce trust between Doctor's fraternity and society at large.
- ii. Highlight the selfless service of Drs under most tiring circumstances.
- iii. Re-emphasize the contribution of Doctors towards Building society and Nation.

The company deals in the field of Orthopedics and Pediatrics having 12 SKUs in Orthopedics and 28 SKUs in Pediatrics department and will be launching 10 more SKU in these department by this year and have a pipeline of 100+ SKUs for launch.

PROJECT TIMELINE-

The project was designed for 8 weeks in which different types of activities were designed for gaining experience:

0	Allocation of GHCMentors	
1	Brief introduction about the therapeutic categories along with the product brief and monographs	
2	The teams for 1st week will study the therapeutic categories (including Anatomy and Physiology of the disease and the disease category)	1 st week
3	Will develop the PATIENT JOURNEY and the pain points in the patient journey and then based on the patient journey they will develop the BRAND PLAN	2 nd week
4	In the BRAND PLAN teams will develop the DIGITAL STRATEGY i.e. how they will promote the product on the different SOCIAL MEDIA PLATFORMS (<i>Linkedin, FB, Instagram, Twitter, Youtube, Blogs, Patient Communities, Pintrest, Emailers, whatsapp promotion</i>)	3 rd week
5	Providing Drs list with email ids and contact number for Digital Promotion (including Webinars -for Drs & patient Communities)	4 th week
6	Field work (alone/with Field force) -personal call to the Drs/Chemists (if the Covid condition permits)	5 th week
7	Digital Promotion (to be continued)	6 th week
8	Digital Promotion (to be continued)	7 th week
9	Interim report -first presentation for the work done	8 th week
10	Preparation of the Final report	8 th week

PRODUCT OVERVIEW-

GHC Drug and Pharmaceuticals has wide range of products and some are in the pipeline. My work was to make digital strategies and implement it to attract doctors as well as consumers towards it. Among all the products, I was provided with GOODLACT GG SACHET which is a probiotic.

GOODLACT GG sachet contains Lactobacillus Rhamnosus 10 Billion CFU. Lactobacillus rhamnosus GG is a bacteria that exists naturally in the body, primarily in the intestines. Lactobacillus rhamnosus GG has been used as a probiotic, or "friendly bacteria," to prevent the growth of harmful bacteria in the stomach and intestines.

Its benefits are-

- Exhibit positive health benefits with overall improvement in digestive system.
- Helps in regeneration and maintenance of bacterial flora in the gut.
- Inhibits the growth of harmful bacteria and pathogenic microorganisms.

Dosage- 1 sachet / day or as directed by the health care professional.

Indications – Diarrhoea
Irritable Bowel Syndrome
Ulcerative colitis
Lactose intolerance
Urinary tract infections
Protect against cavity

Brand name :	GOODLACT- GG
Brand launch date:	2021
Generic name :	LACTOBACILLUS RHAMNOSUS GG
Formulation:	10 BILLION CFU
Packs:	SACHET

Key Indication(s):	IBS , DIARRHEA
Target Market Segment (s):	GASTROENTEROLOGIST , PHYSICIANS .

About the project

Project started with Introduction of Therapeutic Categories and then distribution of categories in which I have to understand Category of disease and its anatomy and Physiology. On the basis of Disease, products of GHC Drugs and Pharmaceuticals are given which we have to promoted digitally. After that, Patient journey was developed for the particular disease by which pain points were identified. Based on the Patient Journey, Brand Plan was developed and in the brand plan, main focus was on the product promotion strategy i.e., promotion of product on the different social media platforms such as LinkedIn, Facebook, Instagram, Twitter, YouTube, Blogs, Emails etc. After that, Field work with the field force was done to identify market scenario and promote product physically along with continuation of Digital promotion.

1. Objectives

- To Create Brand Plan for the Product Goodlact gg.
- To create Digital Marketing strategies for GHC Drugs and Pharmaceuticals for Goodlact gg and promote it digitally.

2. Methodology

Data collection methods: Secondary data from various sources provided by the company. Another main and important source was the internet sources which helped in developing the various stages of the summer training. Company also provided with the literatures to review about the molecule and also the visual aids detailing was also given to us.

Now, this project was distributed in 4 parts:

- Patient Journey
- Brand Plan
- Digital Strategies and Content Creation
- Field Work

Patient Journey Map

It is patient's interaction with doctor which starts with patient developing symptoms, getting information about it and identifies healthcare provider for care, continues to diagnosis and treatment to recovery and life-style changes for it^{vi}. Patient Journey is generally 5 step processes:

Step 1: Awareness and Recognition

Step 2: Presentation and Diagnosis

Step 3: Treatment Selection

Step 4: Brand Selection and Access

Step 5: Switching and Persistency

Brand Plan

According to the Nick Williams “*Brand planning is the process of allocating resources to a strategy designed to achieve a business objective that drives a brand closer to delivering on a valuable future vision.*”^x Purpose of brand plan is to create effective strategy for growth of the product with market competition.

It includes:

About the product

<u>Brand name :</u>	<u>GOODLACT- GG</u>
<u>Brand launch date:</u>	<u>2021</u>
<u>Generic name :</u>	<u>LACTOBACILLUS RHAMNOSUS GG</u>
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<u>Packs:</u>	<u>SACHET</u>
<u>Key Indication(s):</u>	<u>IBS , DIARRHEA</u>

Target Market Segment (s):

GASTROENTEROLOGIST , PHYSICIANS .

Digital Strategies and Content Creation:

So, based on the brand plan, Digital marketing strategies were created and for that targeted social media was:

- a) Facebook
- b) Instagram
- c) YouTube
- d) E-mails
- e) Twitter
- f) LinkedIn

Objective of Digital Media promotion:

- To aware Doctors and Consumers about GHC Drugs and Pharmaceuticals as a Brand.
- To aware Consumer about Disease and its therapy.

Strategic Planning:

Now, It is quite challenging to promote pharmaceutical products on Social Media if it is not OTC(Over the Counter). Prescription Drug can't be promoted on Social Media sites directly. So, Our goal was to target Consumers to make aware about the Disease and its therapy through GHC Drugs and Pharmaceuticals and by this we can make GHC Brand aware to general public.

Now, to make GHC as a brand aware, we need to post regularly. So, plan for posting content:

Day	Type of Content
Monday	Videos of Instagram, Facebook, YouTube
Tuesday	Posters, Posts, Infographics on Instagram, Facebook, YouTube, LinkedIn

Wednesday	Blogs on LinkedIn and Other Blogging sites such as WordPress
Thursday	Videos of Instagram, Facebook, YouTube
Friday	Posters, Posts, Infographics on Instagram, Facebook, YouTube, LinkedIn
Saturday	Blogs on LinkedIn and Other Blogging sites such as WordPress

Field Work

Although it was learning for Digital marketing and promotion, we got a chance to do field work along with Business Executive and Area Business Manager to get knowledge about the Brand Promotion physically. So, I visited around 10 doctors (Mainly General Practitioners, Consulting Physician) with the Area Business Manager.

Key Learnings/ Conclusion

The aim of the above study is to understand the digital marketing strategy and various promotional tools for the brand Goodlact gg . The study started by understanding the deep knowledge about the probiotics, their importance, and their role in daily functioning of life

Based on the disease condition patient journey was created to understand the problems which patient suffers.

By Brand plan, It became visible that where GOODLACT GG stands and where it can be reach innear future. Market scenario as well as Competitor Brands and their USP was understood.

Main focus in brand plan was to make digital promotion strategies to promote the Brand as well as GHC drug and Pharmaceuticals on social media. With the goal of patient centricity and awareness and by various contents such as Videos, Posts, Infographics, Blogs, Facts etc. posted regularly on Facebook, Instagram, YouTube, LinkedIn which generates lead and make GHC as a brand aware. The main learning from it was that if brand is new, we need to be constant with posting relatable things on social media to make brand succeed.

Along with continuous promotion of Brand, Field study made clear about the market scenario. With the Field study, meeting doctors physically and promoting brands their helped to learn about the detailing of the product and how you can make doctors believe in brand.

So, to make brand succeed, constant work is needed along with great promotion strategies and all the knowledge about the therapy.

