

SUMMER TRAINING REPORT

BY

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MBA (Pharmaceutical Management)

2019-21



SCHOOL OF PHARMACEUTICAL MANAGEMENT

THE IIHMR UNIVERSITY

1, PRABHU DAYAL MARG, SANGANER, JAIPUR-302029

**SCHOOL OF PHARMACEUTICAL MANAGEMENT
THE IIHMR UNIVERSITY
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CERTIFICATE

This is to certify that MS. BOMMU KRISHNA KOUTILYA student of MBA PM 11, Enrollment no. **IIHMR-U/02/2019-20/0174** (academic year 2019-2021) has submitted his **SUMMER TRAINING REPORT** in partial fulfillment for the requirement for the award of **MASTER OF BUSINESS ADMINISTRATION**.

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PLACE: JAIPUR

ACKNOWLEDGEMENTS

The project report defines and signifies the sheer mannerism in which numerous interacted tasks are performed by a team composed of committee members. Each member bearing their own importance and providing contribution which is nothing short of being invaluable

The day which marked the beginning of my project report bears a special status to all of us; I begin with the proceedings and support of **Saurabh Kumar** for his valuable support in the preparation of the project report.

Last but not the least, I wish to remember with the deep sense of gratitude the encouragement provided to me by my Industry mentors Sudip Mukarjee and Somu sir for the valuable guidance and support.

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- OBJECTIVES
- ABOUT THE PRODUCTS
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TOPIC FOR THE PROJECT

“Sales and Marketing strategy for
Inj Bortizomib, Inj Temozolomide,
and Cap Abiraterone Acetate
250mg”

OBJECTIVES

- To prepare brand remainders Inj Bortizomib, Inj Temolzoomide, and Cap Abiraterone Acetate.
- To understand the market and align new Strategy according to it.
- How to position the products: Inj Bortizomib, Inj Temozolomide, and Cap Abiraterone Acetate to several brand leaders.
- How to generate Prescriptions from Doctors in all levels ?
- Understanding Disease Management.
- To design strategies where the Patients will get benefits financially when they will be treated with oncology products
- To design strategies where the Customers will get benefits when they will treat with oncology products
- To what benefit the sales person will get if the oncology products will sale?

ABOUT ATISA LIFESCIENCES

Company name – Atisa Lifesciences Pvt ltd

Brand Name- Inj Cadovel, Inj Tidar and Cap Zyterone

Brand Vision- The aim of Atisa Lifesciences is to become a transnational pharmaceutical business by launching a wide range of oncology generic drugs into key markets.

Brand Mission-

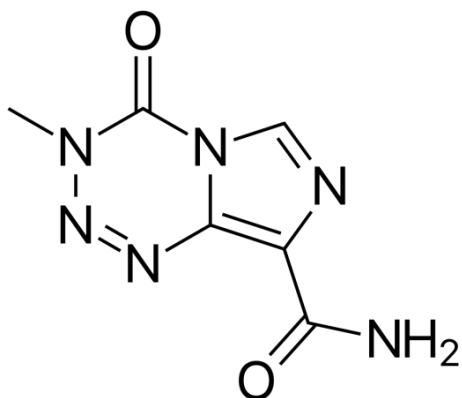
Atisa Lifesciences is committed to bring the healthcare professionals to Innovate the products to improve the health and well-being of individuals.

Assumptions

- Atisa Lifesciences Ltd., a top company is planning to launch only oncology products in India
- The company is very strong in the oncology segment.
- They are strong brands.

ABOUT THE PRODUCTS

Drug description: TIDAR
peglyted liposomal doxyrubicin

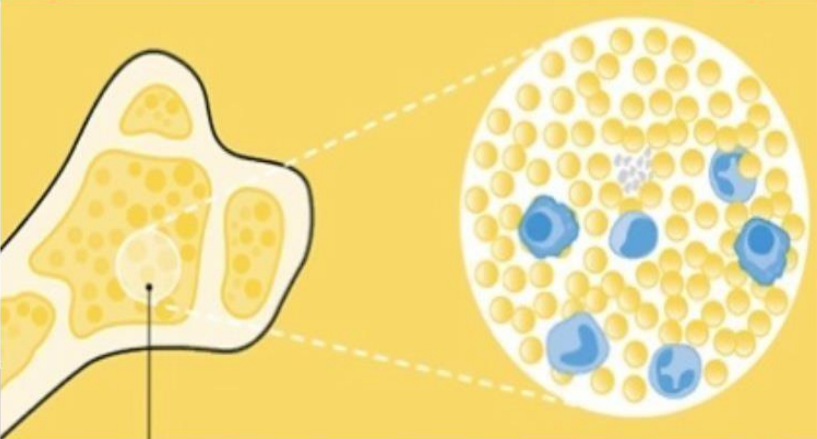


Molecular Formula: $\text{C}_{26}\text{H}_{36}\text{N}_2\text{O}_7$
+

Used: To Treat some brain **tumors** such as glioblastoma multiforme or anaplastic astrocytoma.

Brand Reminders :-

CADOVEL (BORTIZOMIB)





MORE LIFE WITH CADOVEL

Don't feel Sad and get into depression
due to Cancer .
Our Drug is manufactured to deliver
consistently superior For Survival.
As your Doctor more information
about TIDAR .

ATISA LIFE SCIENCES.



TIDAR
(Temozolomide)



Tidar is used for treatment of Brain Cancer , for Malignant Glioma.
Ask you Doctor for more info.



ZYTERONE

Abiraterone Acetate 250mg



Given in combination with others. Oral use only.
Swallow whole Tablet. Do not crush or chew.
Contains Cytotoxic Agent ,so needs Special
Handling.

Use as directed by your physician.



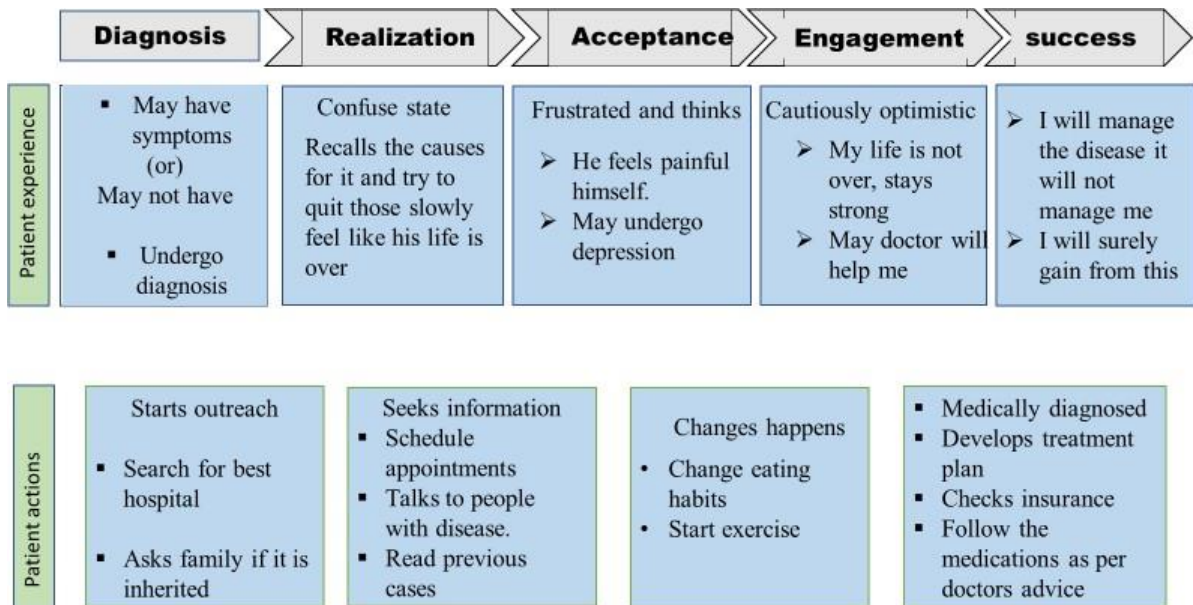
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Apart from Traditional Marketing tools which we use.

- Adopting to new market environment also plays a vital role.

- 1) Defining the Right Target
- 2) Understanding the context
- 3) Aligning to them

General Patient journey.



Positioning of our products with other brands.

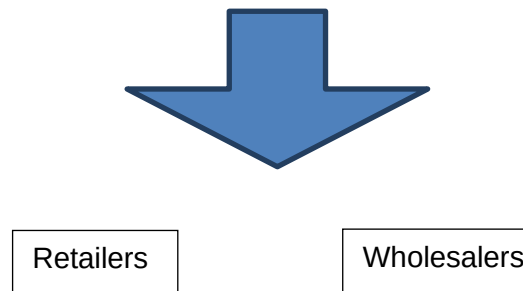
Guidelines we must consider for our products :-

- The old good days pharma are gone.
- First, If We look into the general **Marketing mix**. We must follow this basics of 4P's which now became 7P's.

❖ Positioning becomes more easier if we consider 3 parameters. We would explain the same to doctors as well as to convince them.

- Comparative Strategy
 - Differentiation strategy
 - Segmentation strategy
- These strategies work by Comparing our products with the original ones.
- Example- Cadovel (Bortizomib) injection compared with its trade brand name Valcade co-developed by Taleda and Janssen pharmaceutical company.
- Comparing our brand with more expensive brand product, adds value near doctors.
- Picking up primary focal points that the brand highlights about pricing, efficacy, and more.
- Segmenting Doctors (explained in generating prescriptions)
- Leveraging a mobile video to differentiate products to doctors by stressing on our Unique selling preposition.
- Positioning of Product can be done in many ways. These are some of the methods which we have to focus on for our company.

- 1) Unique selling proposition
- 2) Moving from product specific or Market specific to Customer specific.
- 3) Promotional activities
 - a) Medical Reps
 - b) Hospitals
- 4) Product ----- → Distribution channels



Positioning with Oral Temozolomide

Brand name- TIDAR

Product category- Anti – Neoplastic drug.

Target customers- Patients suffering with brain cancer.

Key benefit- Interferes with growth and spread of cancer cells.

These are taken on basis of potential significance and are not necessarily inclusive.

- Drug Interactions occur more with oral temozolomide.
- Capsules contain capes made of gelatin.
- Oral temozolomide causes some abnormal changes with certain types of food excluding the affect by absorption.
- Because of the chronic condition of patient.
- Strength of Injectables.

- Rapid onset of action
- Poor Intestinal Absorption of oral medications.
- Absence of effective oral medications.

Generating of prescriptions of the products from Doctors.

We have some techniques which increases prescriptions of our products.

- For our understanding, we will classify into 4 groups
 - ✓ Class 1 - 76 - 100 patients /Day
 - ✓ Class 2 - 51 - 75 patients /Day
 - ✓ Class 3 - 26 - 50 patients /Day
 - ✓ Class 4 - 1 - 25 patients /Day
- The main point here is we need to identify the Availability of source.
-

Class 1 (76-100):-

- These class 1 Doctors are very busy in attending patients and they generally don't prefer/ have time to attend us.
- For these Doctors, we can Imbound Therapeutic use and any new interventions in ongoing process happened.
- These Doctors always prefer to be updated about the advancements in drug the therapies we must give all those articles on behalf of our company, so that they remember & prescribe our products.

Class 2 (51-75) :-

- These class 2 Doctors have time to address us. keeping Discussions with top doctors seeking helpful information, thus providing goodwill on behalf of our company.
- Helping in doing research papers .

- Holding laptop meeting in lunch time.

Class 3 (26-50):-

- These are generally young doctors & has 5-8 years of experience.
- These usually connect easily with us.
- conducting webinars, promoting them by making video content to promote the drug & about it's effectiveness.
- Inviting them for Medical Conferences would enhance them.

Class 4 (1-25):-

- These Doctors are vulnerable.
- Providing samples makes sense here.
- we should connect these doctors to NGO's or smaller communities.
- Therefore we can improve our content here by helping him connect for various places.
- Awareness campains to educate the people with small groups.

Market segmentation

- Change from product focused to Customer focused. (Explained below)
- Segmenting Customers to
 - Income Levels
 - Location
 - Gender
 - Age

Building Teams as well as increasing Sales and Profits.

- As our drugs are to be given for longer periods
|
- If we can collect Generated prescriptions
|
- We can directly sell to consumers based on prescription by removing hidden charges, commissions to retailer, gaining an additional advantage .

Getting connected with Doctors Emotionally.

- In some cities where we have strong sales team reaching physicians personally in their free time thus Maintaining Healthy relationships, linked digitally makes getting connected emotionally.
- By practicing this kind of connection our team force becomes strong particularly in a region and so on as we have strong emotional connectivity, doctors tend to discuss about our products & company with their fellow doctors , friends which indirectly optimises convincing others and making convert both doctors as our clients. (Prescribers)

Disease Management

Firstly, Cancer is a debilitating and lethal disease. In Cancer, Self management interventions reduce severity of physical and emotional distress and that may improve quality of life.

Firstly we will see Cancer continuum phases.

❖ **Treatment -----Survival----- End-of-life**

I strongly say cancer SM interventions are focused on SM of physical symptoms and psychosocial distress. Some include

- Behavioural and Supportive Treatment.
- Information and support to help patients making themselves take care for their health and illness.
- As No HCP's take care about them.(Give less time) Systematic follow-up and monitoring tailored to clinical severity, including more intensive management of high-need patients.Coordination of care between patients and professionals shows some impact.

Developing plans with discussions as per their present position.

Patients may become more passive during active, aggressive treatment due to being physically or emotionally overwhelmed, during post-treatment phase they may feel better physically and may want to manage the demands associated with their treatment and their surveillance period.

Partnership for quality health care.

- The delivery of quality cancer care is dependent on productive interactions between patients and providers. We must include interventions for improving communication with health care providers.

For example, managing symptoms, expressing feelings, asking questions, and requesting help. There are many more challenges in onco department, all these specialties should Be organised well and integrated to care. These may change as patients progress along the cancer-care continuum. (Told above)

- Oncology practitioners should open a way by forging strong patient-provider relationships and becoming the practice home for patients in their care.

Customer journey Mapping

- We can use tools like Calling, Text Messages , Emails..etc to interact with them regularly remembering about medications.
- Thus tracking small amounts of data called as customer journey mapping.

Explaining this in a diagram:-

Steps representing flow

Patient Partnerships

Productive Interactions

Discussing care plans

Goal Setting

Self Management Interventions

Goal Attainment until end

With this, Atisa life sciences can aim to support customers throughout journey helping them to achieve control and live life more fully and satisfactorily.

Negative indication in this

I also believe major drawback or Limitation of Self management in the context of the cancer-care continuum is lacking of common set of actions to teach patients and families how to take care of themselves.

How Doctors will get benefits when they will treat by our products ?

- As we are dealing with an integrated segment like high end profile doctors, there will zero chance for unethical practices.(like paying for trips)
- The ethical ways how doctors will get benefited are explained above . (Below Generating Prescriptions)

Benefits the sales person will get if the products will sale?

- PLI(performance linked incentive) based on performance.
- lolkSpecial incentive.
- Personal Accidental Insurance because he of Travelling here and there.
- Halting Allowance (Sometimes)
- Campaigns based on number of products you sell. (Sometimes)
- Limitless Income opportunity if they make convince doctors and make them prescribe.

Patients get Benefited Financially

Patients are benefited directly because of reduced cost offered by company compared with others.

They can also take some value Insurances so that they can be benefited financially.

CONCLUSION

Sales and Marketing strategy is the plan for reaching, engaging, and converting target prospects into profitable customers. It's the charter that guides marketing and sales in their daily activities, helping them clarify shared objectives and how to achieve them without a strategy, all your Marketing and Sales activities and tactics might be for nothing if there is no strategy planned. The bottom line of any business is to make profits and this can be achieved by using a perfect strategized plan. The marketing strategy gives the marketing department of a company the direction it needs to take to achieve an effective result. It builds on external market place insights and remains aligned with corporate strategy while addressing how marketing builds demand for the products of the company. It requires choices on which channels of the market to invest in and which ones to abandon. Business planning is a systematic approach for achieving the right marketing targets and the right outcomes. Steps such as situation analysis, strategy formulations, action program de

velopment, implementation, control, review and evaluation are done perfectly for the planning of the executive market.

Planning objective should always be customer satisfaction if customer is not satisfied with price, quality his priority will not be our brand so in case of marketing an oncology products for the treatment of several types of cancer is always challenging. Here we should consider the facts that how patients financial feasibility towards the medicine and the stage of the patients disease is availed towards the situation analysis. The market potential of the products are depends on the stage, grade of the individual cancer & affordability of patients.

1. MARKET PLANNING

The organization will create brand, advertising, budget and data strategies to make the numbers and reach the targets during the marketing planning stage. Company will be aware of budget to create success and how you solve customer problems in your products and solutions. Also find out what promotions are being run, which content is required

To attract customers, and which data will be required to help you decide. What will boost the chances of success with the right plans in place?

2. MARKET EXECUTION

The company will enforce the plan in the implementation process, concentrating on product promotion, content creation, campaign implementation, leadership and field promotion.

Determine how content will be produced to meet marketing and sales requirements. In order to generate sales leads you have to execute campaigns and manage the pr

ocess. You must also find out how the sales team can work. Via reporting, the details from the planning stage required for decisionmaking should be evident during implementation. When this is done right, the marketing campaign will start to come alive.

ONLINE COURSE REPORT

MARKETING USING DIGITAL TOOLS IN THE DIGITAL WORLD



ONLINE COURSE SUBMITTED TO-
THE IIHMR UNIVERSITY, JAIPUR
TOWARDS 1st YEAR FOR THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

Dr. Saurabh Kumar

Ph.D., M.Pharm, M.B.A,

Dean SPM, Associate Professor

**SCHOOL OF PHARMACEUTICAL
MANAGEMENT**

THE IIHMR UNIVERSITY

SUBMITTED BY

Mr. Bommu Krishna Koutilya

MBA PM 11

1ST YEAR

IIHMR-U/02/2019-21/0174

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CERTIFICATE

This is to certify that MR. BOMMU KRISHNA KOUTILYA student of MBA PM 11, Enrollment no. **IIHMR-U/02/2019-21/0174**(academic year 2019-2021)has submitted his report on **“MARKETING USING DIGITAL TOOLS IN THE DIGITAL WORLD”** in partial fulfillment for the requirement for the award of **MASTER OF BUSINESS ADMINISTRATION.**

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The day which marked the beginning of my online course report bears a special status to all of us; I begin with the proceedings and support of **Ms Sowmya Nemuri** for his valuable support in the preparation of the online course.

Last but not the least, I wish to remember with the deep sense of gratitude the encouragement provided to me by my faculties, friends and batch mates.

DATE:

PLACE: JAIPUR

BOMMU KRISHNA KOUTILYA

MBA PM 11

IIHMR-U/02/2019-21/0174

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CHANGING IN RECENT TIMES**

**04.HOW DIGITAL TOOLS ARE
CHANGING PRICE**

05.CONCLUSION

ABSTRACT

Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them. HubSpot gives us the ability to automate the emails after customers take specific actions, like downloading content, making a purchase or signing up for emails. Nurturing contacts into customers is a key feature in the inbound methodology. SEMrush is an all-in-one tool suite for improving online visibility and discovering marketing insights. HubSpot has an email platform that connected directly to the company marketing contacts database. Email marketing compresses the timeframe needed to measure response, process, and detailed campaign analysis.

The main purpose of the period of the internship was to study and understand HubSpot and SEMrush. Find keywords using SEMrush useful in increasing the traffic on the companies' website. To update email Id and company profiles to run an email campaign and to generate leads.

INTRODUCTION

HubSpot is an inbound marketing software platform that helps companies attract visitors, convert leads, and close customers. Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them. While outbound marketing interrupts your audience with content they don't want, inbound marketing forms connections they're looking for and solves problems they already have. Inbound Marketing Strategies: 1) Attracting Strategies 2) Engaging strategies 3) Delighting strategies.

1) Attracting Strategies: Inbound marketing strategies that attract target audience and buyer personas are tied to content creation and development. To reach the audience, we have to start by creating and publishing content — such as blog articles, content offers, and social media — that provide value. Examples including a guide on how to use the product, information about how the solution can solve challenges, customer testimonials, and details about promotions or discounts. To attract audience members on a deeper level through inbound marketing, optimize all of this content with an SEO strategy. An SEO strategy will require you to target specific keywords and phrases related to the products or services, the challenges solve for customers, and the ways we help target audience members. This will allow our content and information to organically appear on the search engine results page (SERP) for the people who are searching for this information — also known as your target audience or the right customers for your business.

2) Engaging strategies: When using inbound strategies to engage the audience, we should ensure communicating and dealing with leads and customers in a way that makes them want to build long-term relationships with you. When using these engagement strategies, we should inject information about the value our business will provide them with. Specific engagement strategies may include how you handle and manage your [inbound sales calls](#). Focus on how customer service representatives handle calls from interested people and prospects. Additionally, we should be sure of solution selling rather than product selling. This will ensure all deals end in mutually beneficial agreements for customers and our business — meaning, we should provide value for your right-fit customers.

3) Delighting inbound strategies: It ensures customers are happy, satisfied, and supported long after they make a purchase. These strategies involve your team members becoming advisors and experts who assist customers at any point in time. Incorporating thoughtful, well-timed Chabot's and surveys to assist, support, and request feedback from customers is a great way to delight these people. Bots and surveys should be shared at specific points in time throughout the customer's journey to ensure they make sense and are of value. Social media listening is another important strategy when it comes to delighting customers. Social media followers may use one of your profiles to provide feedback, ask questions, or share their experience with your products or services. Respond to these interactions with information that helps, supports, and encourages followers — this shows you hear and care about them.

HubSpot gives us the ability to automate the emails after customers take specific actions, like downloading content, making a purchase or signing up for emails. Nurturing contacts into customers is a key feature in the inbound methodology. HubSpot CRM is built to be a platform that allows sales

teams to get started quickly without making much of a change in their existing workflow. HubSpot CRM will help you close more deals with less work involved, because it organizes and tracks each aspect of your sales pipeline, and helps you grow it and develop in the right direction.

SEMrush is an all-in-one tool suite for improving online visibility and discovering marketing insights. SEMrush tools and reports are able to help marketers that work in the following services: SEO, PPC, Keyword Research, Competitive Analysis, Social Media Marketing, Public Relations, Content Marketing, Marketing Insights, Campaign Management. SEMrush is trusted by internet marketers all over the world. It is also used by a number of businesses, big and small. SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

SEO in detail:

Quality of traffic: You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead, you want to attract visitors who are genuinely interested in the products that you offer.

Quantity of traffic: Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better. Organic results: Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

There are two types of **SEO**

1) On-Site SEO

2) Off-Site SEO

On-site SEO (also known as on-page SEO) is the practice of optimizing elements on a website (as opposed to links elsewhere on the Internet and other external signals collectively known as "off-site SEO") in order to rank higher and earn more relevant traffic from search engines. On-site SEO refers to optimizing both the content and HTML source code of a page.

Off-page SEO (also called "off-site SEO") refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

Features of SEMrush include:

1) Analytics reports

2) Tools

3) Projects

1. **Analytics reports:** It includes organic research, advertising research, display advertising tool, backlinks, keyword research, Traffic Analytics, Market explorer.
2. **Tools:** It includes keyword difficulty, domain vs. domain, charts, My reports, keyword magic tool, CPC map, SEO writing assistant.
3. **Projects:** It includes Position tracking, site audit, social media tracker, social media poster, Brand monitoring, On-page SEO checker, Backlink audit tool, Organic traffic insights, Content analyzer, PPC keyword tool, Ad builder.

Analytics reports	Tools	Projects
Organic research	Keyword difficulty	Position tracking
Advertising research	domain vs domain	Site audit
Display advertising tool	Charts	social media tracker
Backlinks	My reports	social media poster
Keyword research	Keyword magic tool,	Brand monitoring
Traffic analytics	CPC map	On-page SEO checker
Market explorer	SEO writing assistant	Backlink audit tool
		Organic traffic insights
		Content analyzer
		PPC keyword tool
		Ad builder

Table 1 Features of SEMrush

With over 4,000,000 registered users SEMrush helps small and large businesses in every corner of the world to become visible to their target audience. Our customers are enabled to grow organically with minimum investment and demonstrate a 10x revenue increase in under a year.

Labeling

Pharmaceutical labeling is an area of the industry in which a label's function – its role in identifying and explaining what a product is and does – is of the utmost importance. Labeling and artwork pack management are perhaps one of the most challenging functions to be effectively handled, managed and run by most life sciences and Pharma companies. Today, in most cases, the on-pack information seems to have a direct connection with the patient, helping improve user appeal, and most importantly impacting the direct effect on patient outcomes. Considering the enormous cost of developing, testing and launching an innovative drug in the market, using cheap and potentially less effective packaging that not only risks patient safety but also questions the efficacy of the drug is not the right approach. With more scope for impactful labeling and packaging techniques than ever before, the growing realization is that a given drug is only as efficient as the usage information conveyed to the patient. This has resulted in a massive change in the mindsets of brand-owners and manufacturers who recognize the need for clearly-presented, easy-to-follow labeling and packaging measures that is conducive to positive patient outcomes.

483's and warning letters: The FDA Form 483 is officially called a "Notice of Inspectional Observations," commonly referred to simply as a "483". The 483 is issued at the end of an on-site inspection if the FDA field investigator observed deficiencies in your quality system or conditions that violate the Food, Drug, or Cosmetic Act.

An FDA warning letter is an official message from the United States Food and Drug Administration (FDA) to a manufacturer or other organization that has violated some rule in a federally regulated activity.

LITERATURE REVIEW

Digital marketing allows customers to interact with the brand or product and help to attract customers through social media. When the message about the product or service is sent to the potential customer through emails it is called email marketing. The main benefit of email marketing is cost-efficiency.

Every 60 seconds, 400 hours of new content are uploaded on YouTube and nearly 3.3millions new posts appear on Facebook, 422000 tweets appear on twitter according to 2016 data. Digital marketing had changed the balance of power in marketing.

The email marketing has moved from a permission-based to a precision approach. Email marketing compresses the timeframe needed to measure response, process, detailed campaign analysis.

There are three stages: opening the email, paying attention to the email and the response. The more appealing the subject line is, the higher will be the response rate. The response rate is inversely proportional to the length of the mail. In 2004 the Email marketing worth was 5 billion\$.

HubSpot:

As fellow graduate students at MIT in 2004, Brian and Dharmesh noticed a shift in the way people shop and buy. Consumers were no longer tolerating interruptive bids for their attention — in fact, they'd gotten really, really good at ignoring them. From this shift, a company was born: HubSpot. It was founded on "inbound", the notion that people don't want to be interrupted by marketers or harassed by salespeople — they want to be helped. Today, the inbound movement continues to empower businesses around the world to stop interrupting, start helping, and return their focus to the customer.

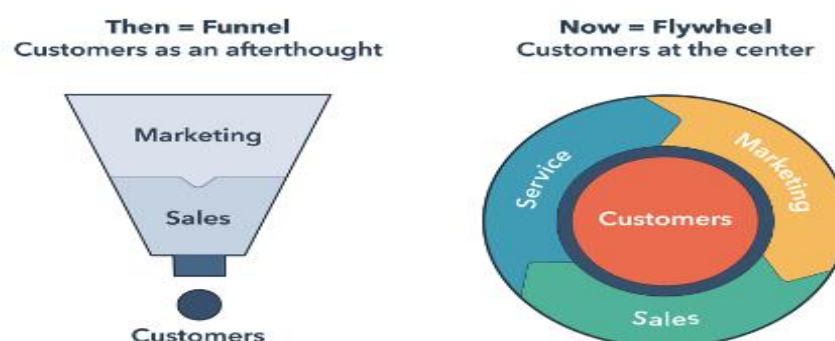
- 2005- HubSpot opens its door. Hardware store in Cambridge
- 2010- Brian Halligan and Dharmesh shah wrote Inbound marketing the seminal book onwell, inbound marketing.
- 2013- HubSpot celebrates its first international office located in Dublin, Ireland.
- 2014- The sprocket hits the floor of NYSE for HubSpot's first initial public offering
- 2015- HubSpotters release 15,000 orange ping pong balls into HQ's atrium to celebrate the company's 15,000 customers milestone
- 2018: The HubSpot customer code goes live, a new guidepost for the better way to grow

HubSpot began back in 2005 as a marketing hub, and even with the many additions since then, its marketing capabilities remain what the tool is best known for. The idea came out of a desire for a new

way to go to market online to drive new leads for businesses.

Marketing processes in the early 2000s were still comprised mostly of billboards, print ads, commercial advertising and postal mailing campaigns that had become oversaturated and difficult to track any direct sales ROI from. Sales processes were ridden with Robo-dialing numbers over and over again in the hopes that out of maybe 150 dials, or 25 random office drop-in visits, one or two people would bite on the pitch and agree to have a meeting HubSpot changed the marketing and sales game with a process they call inbound marketing.

Additional HubSpot tools like the Projects, Services and Connect Hubs are now offering more ability to manage the entire customer experience from the first marketing content a prospect sees, through the entire sales cycle, and all the way down to how they interact with a customer service representative after the product or service has been delivered. Basically, the funnel is now dead, and the flywheel is now how we should view the customer purchasing and experience process.



EMAIL MARKETING:

Relevance is critical to your email marketing campaign. If your emails are not relevant to leads, they will not promote any meaningful engagement. HubSpot has an email platform that connected directly to the company marketing contacts database. This means you can make the content more personalized and increase the rate at which emails are opened and drive consumer action. This is where the integration of HubSpot really pays off.

SEMrush :

- 🚩 20,000+ partners
- 🚩 4,000,000+ users
- 🚩 16,300,000,000+ keywords
- 🚩 >650 employees in 4 countries
- 🚩 6 offices in two continents
- SEMrush started out in 2008 as a small group of SEO and IT specialists united by one mission — to make online competition fair and transparent, with equal opportunities for everyone.

After ten years of trailblazing experiments and constant progress, they grown into the world's leading competitive research service for online marketing. Having traveled the path from a small startup to a

big international company, the at SEMrush are still loyal to the fundamental values that got them to where they are now — adapting to change over following a strict plan and always placing individuals over processes.

The software was first launched as Seodigger before being launched as a Firefox extension and was subsequently renamed to SeoQuake Company in 2007 and eventually to SEMrush with more than 650 employees in offices in Boston, Philadelphia, Czech Republic, Cyprus, and Russia. In 2016, it reached its milestone of 1,000,000 users with clients in more than 100 countries.

RECALLS:

In 2018, 9% of all medical device recall events — and the return of more than a million units were caused by labeling issues. It's an expensive business, with organizations known to spend as much as \$350,000 for every global label change. And yet, despite opportunities to de-risk the process using automated technologies, many persist with archaic methodologies that leave them vulnerable to human error. It's an insanity that's as unsustainable as it is avoidable.

OBJECTIVES

- ✓ To study and understand HubSpot and SEMrush
- ✓ To find keywords using SEMrush useful in increasing the traffic on the company's' website
- ✓ To generate leads and run an email campaign by updating companies details and email IDs on HubSpot
- ✓ To list out 483s and warning letters regarding labeling
- ✓ To update company status through SEMRUSH

PRACTICE WORK INCLUDES:

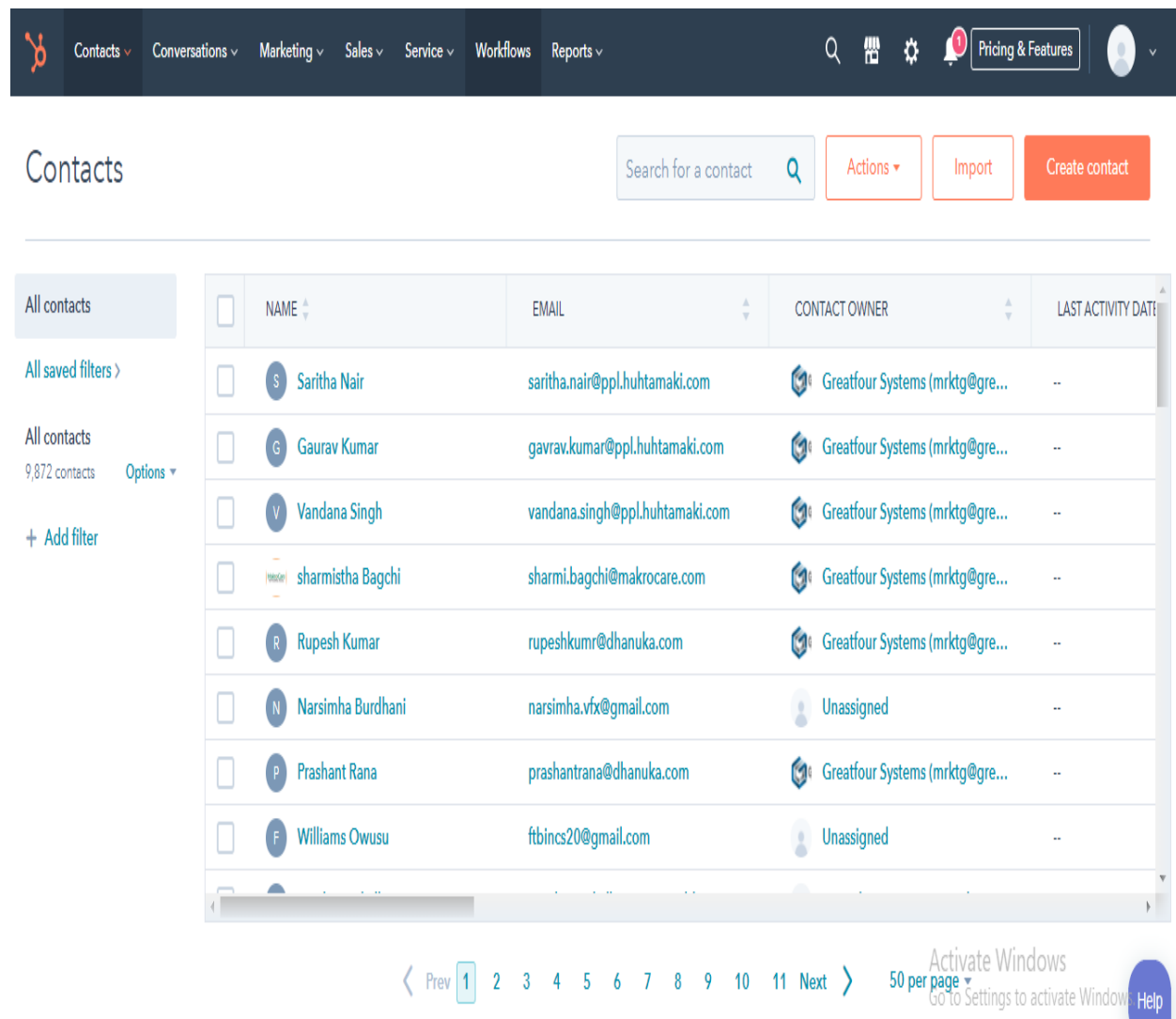
Key aspects include:

- 1) Updating Email ids and companies details in HubSpot
- 2) Finding keywords using SEMrush
- 3) Collecting 483s and warning letters of pharma companies

The email ids are obtained from leadleaper .

LeadLeaper is a LinkedIn email finder that empowers us to find and capture 1000's of new LinkedIn leads - each with a verified business email address.

After entering the details the contact dashboard looks like :



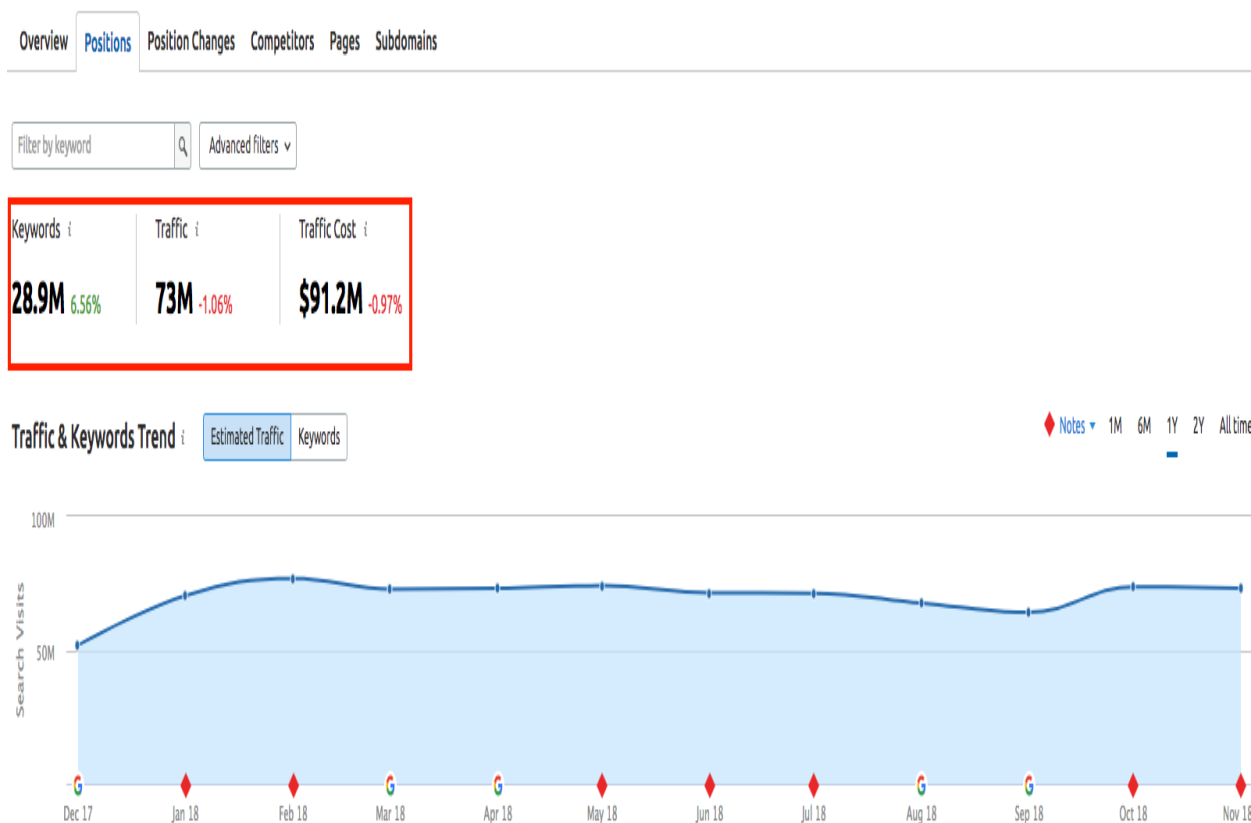
	NAME	EMAIL	CONTACT OWNER	LAST ACTIVITY DATE
☐	S Saritha Nair	saritha.nair@ppl.huhtamaki.com	Greatfour Systems (mrktg@gre...	--
☐	G Gaurav Kumar	gavrav.kumar@ppl.huhtamaki.com	Greatfour Systems (mrktg@gre...	--
☐	V Vandana Singh	vandana.singh@ppl.huhtamaki.com	Greatfour Systems (mrktg@gre...	--
☐	sharmistha Bagchi	sharmi.bagchi@makrocare.com	Greatfour Systems (mrktg@gre...	--
☐	R Rupesh Kumar	rupeshkumr@dhanuka.com	Greatfour Systems (mrktg@gre...	--
☐	N Narsimha Burdhani	narsimha.vfx@gmail.com	Unassigned	--
☐	P Prashant Rana	prashantrana@dhanuka.com	Greatfour Systems (mrktg@gre...	--
☐	F Williams Owusu	ftbincs20@gmail.com	Unassigned	--

Activate Windows
Go to Settings to activate Windows

SEMrush's Organic Research reports will tell you about a website's top organic search competitors, what keywords they get their traffic from if they are ranking for any SERP Features and more. You can run research on any domain in our database, so it is easy to analyze the SEO of any and all of your competitors.

- Analyze a complete list of your competitor's organic keyword rankings and pages
- See a competitor's recent ups and downs in their search rankings
- Identify all of competing domains your website is up against for organic search traffic
- Flexible filters for honing in on specific research
- SERP Features analysis to see all the keywords related to a website that have special results on Google

The Organic Positions report allows us to see all of the keywords that a domain has pages ranking for in Google's top 100 results. For every keyword a domain ranks for, we can see the corresponding landing page and a handful of metrics about the nature of that keyword. Running this report on a competitor's domain is a great first step in gathering competitive intelligence.



Keyword Gap offers a side by side comparison of the similarities and differences between keyword profiles of up to five competitors. Enter the domains and choose the types of keywords (organic, paid, or PLA keywords) to analyze. Then SEMrush will generate a report with data on all of the keywords and each domain's ranking. This information is super beneficial to SEO as they run competitive analyses of their target market and competitors.

- Instant SEO competitive analysis between you and your top competitors.
- See the unique keywords your competitor is ranking for that you are not.
- Organic, Paid, and PLA (Google Shopping) analysis.
- Visual charts of keyword overlap between sites.

Keyword Gap Desktop Mobile

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

Root Domain	Intersection	Intersection	Intersection
nike.com	nike.com adidas.com	nike.com adidas.com reebok.com	nike.com adidas.com reebok.com champion.com
801,720	156,992	40,286	3,731

In the Backlink Gap tool, you can compare the backlink profiles of up to five competing websites at once. Enter the domains and SEMrush will list all of the referring domains that are sending links to these sites. Filtering makes it easy to identify the websites that are linking to your competitors but not you. This helps SEOs identify gaps between competitors' link building strategies and plan their own outreach to build links.

- Line graph display of competing sites' backlink profile growth over time
- Quick filter to find the backlinks your site is missing out on
- Excel and CSV exporting
- Actionable link building and outreach insights

Backlink Gap Search Projects +

Dashboard > Gap Analysis > Backlink Gap Check out best link building tips Send Feedback

Backlink Gap

Root Domain start

SEMrush auto-suggests competitors

COMPETITORS

- huffingtonpost.com
- usatoday.com
- reuters.com
- wsj.com

How it works

Enter your and your competitor's domains.

Analyzing...

We will analyze these websites' backlink profiles and discover untapped backlink opportunities.

You'll receive a list of domains to target in your link-building campaigns.

The Keyword Overview is our top-level report that can be generated for any search engine keyword in the SEMrush database. After entering your word or phrase in the search bar you'll see the keyword's volume, number of results, CPC, Competition level, trend, and more.

- Instant top-level examination of any keyword in the SEMrush database
- Ability to research in all country databases, mobile databases
- Portal to deeper keyword research reports in the software

RESULT

Top five organic competitors in SEMrush

1. Twonas
2. Vanguard group
3. Discus solutions
4. Manageartwork
5. Glams

OBSERVATIONS

- Manage artwork is pulling 40% of traffic from the **packaging artwork approval process** on their website. We can upload an artwork approval process flow chart.
- Karomi is pulling 17% traffic from an organic keyword on **how to check artwork in pharma**.

Table 2 organic keywords

s.no	Organic keywords from competitors
1	Artwork automation
2	Artwork workflow
3	Free artwork software
4	How to check artwork in pharma
5	Packaging artwork development

❖ We
our

SUGGESTIONS:

can **display the existing client's** logo or list on website.

- ❖ We can share **success stories** of how we can solve various artwork problems of clients.
- ❖ We can attend various **label management events and conferences** and post in on-site.
- ❖ We can add additional **vision and mission** to the website.
- ❖ We lack in posting blog on the site. The blogs suggestions on recent label guidance such as
 - FSSAI Drafts the New Labelling and Display Regulations.
 - Draft Guidance for Industry: The Use of an Alternate Name for Potassium Chloride in Food Labeling (May 2019)
 - Guidance for Industry: Declaration of Added Sugars on Honey, Maple Syrup, Other Single-Ingredient Sugars and Syrups, and Certain Cranberry Product (JUNE 2019)
 - Draft Guidance for Industry: The Declaration of Allulose and Calories from Allulose on Nutrition and Supplement Facts Labels (April 2019)
- ❖ We can also post blogs on
 - How long would it take to get artworks approved?
 - Current problems faced by pharma companies related artwork
 - How to minimize label errors?

CONCLUSION

Labeling and artwork pack management are one of the most challenging functions to be effectively handled, managed and run by most life sciences and Pharma companies.

HubSpot products and services are useful in providing tools for social media marketing (email marketing), content management, web analytics, and search engine optimization.

HubSpot gives us the ability to automate the emails after customers take specific actions, like downloading content, making a purchase or signing up for emails. Email marketing compresses the timeframe needed to measure response, process, detailed campaign analysis.

SEMrush is an all-in-one tool suite for improving online visibility and discovering marketing insights.

SEMrush is trusted by internet marketers all over the world. It is also used by a number of businesses, big and small. It is used in finding the keywords for the company.

