



DIGITAL MARKETING

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What is digital marketing?

“Digital marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.



Why are people going online?

- ✓ For information on a new product, service or location
- ✓ If they have a question
- ✓ If they are looking for help
- ✓ If they want more information on certain individuals or organizations
- ✓ Meeting attendants
- ✓ Business contacts
- ✓ General information
- ✓ New employees
- ✓ Available jobs
- ✓ Etc.



With the constant growth of the web, and more people getting connected every day, digital marketing has become a necessity for many organizations. This also includes small businesses that want to trade online and make a name for themselves on the web.

There are many benefits of digital marketing Over traditional marketing.

- ✓ Puts the consumer in control
- ✓ Provides convenience
- ✓ Increases satisfaction
- ✓ Drives brand loyalty
- ✓ Reduces the selling cycle
- ✓ Reduces the cost of sales
- ✓ Builds your brand
- ✓ Provides targeted results
- ✓ It is measurable
- ✓ Cost effective



What does digital marketing consist of?

- ✓ Website design
- ✓ Search engine optimization (SEO)
- ✓ Pay per click (PPC)
- ✓ Social media marketing (SMM)
- ✓ Email marketing
- ✓ Affiliate marketing
- ✓ Content marketing



Website Design:-

- Your website is often the first point of contact potential customers have of your company and your brand. It only makes sense then that you put your best foot forward and effectively communicate what you're all about through professional and user-friendly web design.
- Web design encompasses a multitude of variables including layout, content, graphics, search engine optimization and conversion rate optimization. While web design is a significant and critical component of your promotional efforts, many businesses forget that it's just one part of an overall digital marketing plan and should be consistent in look, feel and purpose with your other marketing efforts such as pay per click advertising.

WHAT IS SEO

Whenever you enter a query in a search engine and hit 'enter' you get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query. If you have ever wondered why some of these websites rank better than the others then you must know that it is because of a powerful web marketing technique called Search Engine Optimization (SEO).

PPC(PAY PER CLICK)

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website, rather than “earning” those clicks organically

There are different types of PPC ads, but one of the most common types is the paid search ad. These ads appear when people search for things online using a search engine like Google – especially when they are performing commercial searches, meaning that they're looking for something to buy.

This could be anything from a mobile search (someone looking for "pizza near me" on their phone) to a local service search (someone looking for a dentist or a plumber in their area) to someone shopping for a gift ("Mother's Day flowers") or a high-end item like enterprise software. All of these searches trigger pay-per-click ads.

OPTIMIZATION



All

Maps

Images

News

Shopping

More ▾

Search tools

About 756,000 results (0.31 seconds)

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**Organic
Results**

SOCIAL MEDIA MARKETING:-

- Social media marketing is widely used in various businesses like small business, banking, retail marketing, B2B marketing.
- Social media marketing that focus on people not on products.
- With the explosion of internet based messages transmitted through the social media:- They are now main factor in influencing many aspects of consumer behaviour such as:-
 - awareness
 - information gathering
 - opinion
 - attitude
 - purchasing decision
 - post purchase evaluation

Email Marketing:-

- Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations.
- Email marketing strategies commonly seek to achieve one or more of three primary objectives, to build loyalty, trust, or brand awareness. The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads.

Affiliate Marketing:-

- The main role of an affiliate marketer is to promote or advertise the products of others to generate sales and earn commission per sales. As an affiliate marketer, you get a link from the company whose product you have to promote and when someone buys a product through that link you get the commission

Content Marketing:-

- Content marketing is the creation and distribution of digital marketing collateral with the goal of increasing brand awareness, improving search engine rankings and generating audience interest. Businesses use content marketing to nurture leads and enable sales by using site analytics, keyword research and targeted strategy recommendations.

Digital marketing objectives

One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

- ✓ Reaching the right audience
- ✓ To engage with your audience
- ✓ To motivate your audience to take action
- ✓ Efficient spending on your campaign
- ✓ Return on investment (ROI)

Digital marketing goal

Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers.



How digital marketing evolved over the years

Back in the day, it was all about search engine optimization – (organic search)

- ✓ Build a website
- ✓ Apply the art of on and off page SEO to your website, you build links, you build more links, and you build even more backlinks, focus on the meta-tags, content, etc.
- ✓ You hope it shows up in Google someday
- ✓ You hope it displays on the results with the right keywords
- ✓ It was like fishing and hoping you will get a catch.

With SEO, PPC was born – (paid search)

- ✓ Google's AdWords (3 line ads that show up on the right/top of search engine results)
- ✓ Microsoft's AdCenter
- ✓ Yahoo's search marketing (Overture)
- ✓ Build ads around keywords and pay for everyone that clicks the ad and visits your site



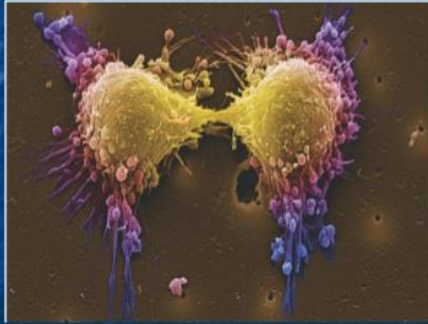


Internship Report Presentation

Presented by :- Aayushi sharma



CANCER



INTRODUCTION:-



Company Name- ATISHA LIFE SCIENCES PRIVATE LIMITED

Located At - Hyderabad(Telegana)

Company works on- Oncological Products.

Value:-Our mission is to be a leading manufacturer providing superior quality products and services at competitive price

Mission:- To improve and upsurge patient survival rate and ensure a high quality of life with affordability.



The task which was assigned to me :-

To prepare marketing and sales strategies for injection Futran PFS 250mg (Injection Fulvestrant 250mg) and Tylap 250 mg Tab (Lapatanib 250 mg Tab) and Eenib 150mg Tab (Erlotinib 150 mg Tab) .The following things which was done by me is:-

- 1.Brand reminders
- 2.Positioning the products with brand leader of fulvestrant and their activities.
- 3.Disease management with the benifits of the products.
- 4.Generating of prescription of the products from the doctors into two cats A & B.
- 5.Design strategies where the patients will get benifits financially when they will be treated with our products.
- 6.Design strategies where the customers will get benifits when they treat by our products.
- 7.The benifit the sales person will get if the products will sale.



What is Cancer?

What is cancer Exactly:

Cancer is the uncontrolled growth of the cells in the body. it may occur any part of body. the uncontrolled growth of cells may causes the life-threatening situations.

The growth of cells may be dangerous if it breaks away from the place of initial development and travels through the bloodstream to strike an organ and continue with its unwarranted, uncontrollable growth.

ABOUT THE PRODUCTS:

They are launching 3 products:

□ INJECTION FUTRON PFS 250 mg - (Injection fulvestrant 250 mg)

Fulvestrant, sold under the brand name Faslodex among others, is a medication used to treat hormone receptor (HR)-positive metastatic breast cancer in postmenopausal women with disease progression as well as HR-positive, HER2-negative advanced breast cancer in combination with palbociclib in women with disease progression after endocrine therapy. It is given by injection into a muscle.



Competitors of FUTRON:

- 1.Fulviglen 250 mg- Glenmark
- 2.Fulvenat
- 3.V-Strant
- 4.Fulvetra
- 5.Fasnorm
- 6.Fulvether 250mg
- 7.Strantas



• Medical uses:-

- Fulvestrant is used for the treatment of hormone receptor positive metastatic breast cancer in postmenopausal women; it is given by injection.
- It is also used to treat HR-positive, HER2-negative advanced or metastatic breast cancer in combination with palbociclib in women with disease progression after first-line endocrine therapy.



Their second product:

TYLAP 250 mg Tab (Lapatinib 250 mg Tab)

- Lapatinib is a small molecule inhibitor of several tyrosine kinase receptors involved in tumor cell growth that is used in the therapy of advanced breast cancer and other solid tumors.
- 1).It is also used in breast cancer Lapatinib inhibits the tyrosine kinase activity associated with two oncogenes, EGFR (epidermal growth factor receptor) and HER2(human epidermal growth factor receptor 2) .
- 2). Over expression of HER2 can be responsible for certain types of high-risk breast cancers in women.
- Like sorafenib, lapatinib is a protein kinase inhibitor shown to decrease tumor-causing breast cancer stem cells.

Competitors:-

- 1.Herduo
- 2.Abrib
- 3.Combinib
- 4.Tykerb



Third product:-



EENIB 150mg Tab (Erlotinib 150 mg Tab)

Erlotinib is an inhibitor of the epidermal growth factor receptor (EGFR) tyrosine kinase that is used in the treatment of non-small cell lung cancer, pancreatic cancer and several other types of cancer. It is typically marketed under the trade name Tarceva.

The FDA approved erlotinib in combination with gemcitabine for treatment of locally advanced, unresectable, or metastatic pancreatic cancer.

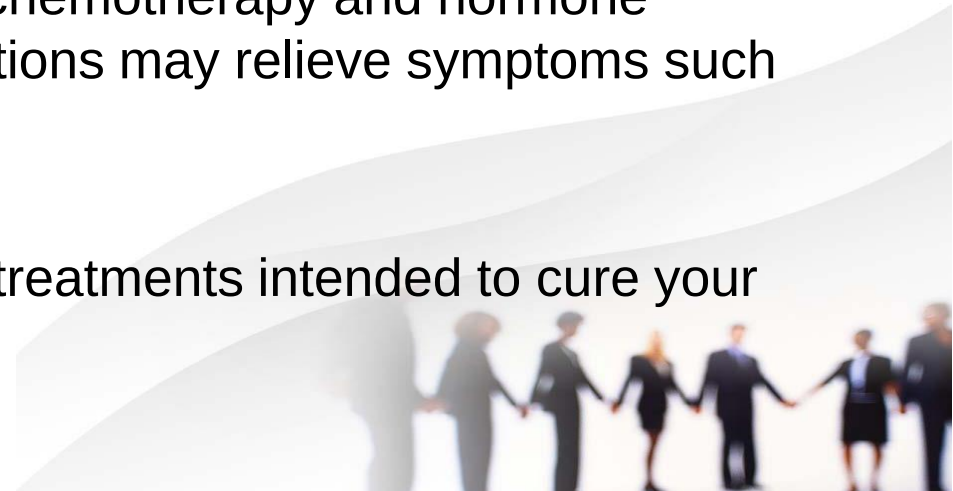


Why it's done:

- The goal of cancer treatment is to achieve a cure for your cancer, allowing you to live a normal life span. This may or may not be possible, depending on your specific situation. If a cure isn't possible, your treatments may be used to shrink your cancer or slow the growth of your cancer to allow you to live symptom free for as long as possible.
- Cancer treatments may be used as:
 - Primary treatment. The goal of a primary treatment is to completely remove the cancer from your body or kill all the cancer cells.
 - Any cancer treatment can be used as a primary treatment, but the most common primary cancer treatment for the most common types of cancer is surgery. If your cancer is particularly sensitive to radiation therapy or chemotherapy, you may receive one of those therapies as your primary treatment.



- Adjuvant treatment. The goal of adjuvant therapy is to kill any cancer cells that may remain after primary treatment in order to reduce the chance that the cancer will recur.
- Any cancer treatment can be used as an adjuvant therapy. Common adjuvant therapies include chemotherapy, radiation therapy and hormone therapy.
- Neoadjuvant therapy is similar, but treatments are used before the primary treatment in order to make the primary treatment easier or more effective.
- Palliative treatment. Palliative treatments may help relieve side effects of treatment or signs and symptoms caused by cancer itself. Surgery, radiation, chemotherapy and hormone therapy can all be used to relieve symptoms. Other medications may relieve symptoms such as pain and shortness of breath.
- Palliative treatment can be used at the same time as other treatments intended to cure your cancer.



- 3.Disease management with the benifits of the products.

- a)Continous medical education
- b)Conducting patient awarness programm
- c)Eary detection of cancer by conducting disease management programe
- d)By Providing pallivative care with the treatement
- e)Conduct Monitoring for Cancer.
- f)Educate them about self examination
- g)Feedback about drug from our doctors and patients



4.Design strategies where the patient will get benifits financially when they will be treated with our products?

a) When our price is low compare with our competitors.We will use Penetration pricing(Low initial price to capture market share)

b).We use pricing methods which is

- ☐ Cost focused
- ☐ Competition Based
- ☐ Customer value based pricing

For fulvestrant where 3 cycles is required in 1 month between each cycle there is 14 days gap (1,15,29) .



What you can expect:-



Many cancer treatments are available. Your treatment options will depend on several factors, such as the type and stage of your cancer, your general health, and your preferences. Together you and your doctor can weigh the benefits and risks of each cancer treatment to determine which is best for you.

Cancer treatment options include:

Surgery:- The goal of surgery is to remove the cancer or as much of the cancer as possible.

Chemotherapy:- Chemotherapy uses drugs to kill cancer cells.

Radiation therapy:- Radiation therapy uses high-powered energy beams, such as X-rays or protons, to kill cancer cells. Radiation treatment can come from a machine outside your body (external beam radiation), or it can be placed inside your body (brachytherapy).

- **Bone marrow transplant:-** Your bone marrow is the material inside your bones that makes blood cells from blood stem cells. A bone marrow transplant, also known as a stem cell transplant, can use your own bone marrow stem cells or those from a donor.



- A bone marrow transplant allows your doctor to use higher doses of chemotherapy to treat your cancer. It may also be used to replace diseased bone marrow.
- ☐ Immunotherapy. Immunotherapy, also known as biological therapy, uses your body's immune system to fight cancer. Cancer can survive unchecked in your body because your immune system doesn't recognize it as an intruder. Immunotherapy can help your immune system "see" the cancer and attack it.
- ☐ Hormone therapy. Some types of cancer are fueled by your body's hormones. Examples include breast cancer and prostate cancer. Removing those hormones from the body or blocking their effects may cause the cancer cells to stop growing.
- ☐ Targeted drug therapy. Targeted drug treatment focuses on specific abnormalities within cancer cells that allow them to survive.
- ☐ Clinical trials. Clinical trials are studies to investigate new ways of treating cancer. Thousands of cancer clinical trials are underway.
- Other treatments may be available to you, depending on your type of cancer.



- **CONCLUSION:-**



Cancer is the uncontrolled growth of abnormal cells.

We worked on breast cancer and the lung cancer drugs which they are launching on this july. Futron,eenib and tylap.

Their drugs works by inhibiting the Receptors which promote the growth of the cancer. We completed this internship by making brand reminder and strategies of the oncological drugs.Positioning in general ,rightly positioning a brand which was Futron, Eenib and tylap would lead to the creation of a value proposition that would appeal to the needs of the target market.Finally ,consumers may make their own conclusions about the brand based on their perception of the actual positioning.





It is not important to arrive at a positioning strategy .It is equally important to communicate in a meaningful and convincing manner to the customer It is at the heart of marketing strategy. . It is the “act of designing the company’s offer and image so that it occupies a distinct and value place in the target customer’s minds.”

As the name implies, positioning means finding the proper “location” in the minds of group of consumers or market segment, so that they think about a product or service in the “right” or desired way to maximize potential benefit to the firm. Good brand positioning helps to guide marketing strategy by clarifying what a brand is all about, how it is unique and how it is different to competitive brands, and why consumers should purchase and use it.We learned how their competitors are different than them .what are their value proposition.We understand the lifecycle of the cell in order to understand the cancer and pharmacokinetics of the drug..It was great learning.

THANK YOU

