



Internship Report

Enhancing B2B relationships in veterinary medicine through digital marketing

Guided by:

Mr. Mahin Aboobaker

Mentor:

Dr. Deepti Sharma

Submitted By:

Ronak Sharma

Roll no. 1802

INTRODUCTION

This is my internship experience with Al Noor Veterinary Pharmaceuticals Trading Company, Dubai, during 10th March, 2025 to 31st May, 2025. During 12 weeks, I undertook digital marketing tasks to augment the company's strategic objective of consolidating the B2B relationship in the UAE veterinary market.

This internship was performed as part of my MBA in Hospital and Health Management at IIHMR University. The task entailed implementing digital marketing instruments like WhatsApp Business, email campaigns, SEO, and CRM systems to market the products of the company and increase client interaction.

When I entered Al Noor's Dubai office for the first time, I was struck by the frenetic atmosphere and the multinational nature of the team. Having graduated from academia, I wasn't quite sure what to anticipate from the veterinary pharma sector. Within seven days, though, I knew that this business world works very differently compared to generic healthcare marketing. The trust, technical, and continuous communications-based relationships here are something that could be greatly developed through digital marketing.

The timing of my internship was also interesting because the company was undergoing a digital transformation process. Similar to most traditional trading firms in the region, Al Noor was seeing the necessity of updating their approach to marketing in order to remain competitive. This provided me with the special chance to be involved in this change and contribute significantly to their digital marketing efforts.

What interested me the most was the way the veterinary medicine industry in the UAE remains highly relationship-based. Veterinarians, farm owners, and distributors only want to work with suppliers they know and trust. My task was to learn how digital solutions could complement such existing relationships and not supplant the human factor the industry places so much emphasis on.

OBJECTIVES OF INTERNSHIP

- To learn digital marketing uses in the veterinary pharma industry

- To enhance client interaction via WhatsApp, email campaign, and content strategy
- To evaluate the influence of digital tools on B2B relationships with veterinary clinics, distributors, and farms
- To gain hands-on experience in executing marketing strategies for underperforming product segments
- To drive the brand visibility of Al Noor's best-selling products such as Calcimin-D and Livodin
- To learn digital platform skills like Mailchimp, Google My Business, and Meta Business Suite
- To examine customer segmentation and create targeted marketing strategies for various client groups
- To understand the regulatory landscape impacting digital marketing in veterinary pharmaceuticals
- To assist in lead generation and conversion optimization strategies

ORGANIZATIONAL PROFILE

Al Noor Veterinary Pharmaceuticals Trading Company is a Dubai company that distributes veterinary medicines and nutritional products since 2018, catering to the UAE market. The company serves a broad spectrum of animal healthcare needs such as livestock, poultry, and pet care needs across the UAE and GCC markets. Famous for high-quality products such as Calcimin-D, Livodin, Hematin, and PowerLyte, Al Noor distributes through veterinary clinics, pharmacies, and wholesalers, offering timely delivery and after-sale services.

The company has a competitive and well-regulated industry that it works within, hence the need for digital communication and relationship management to achieve long-term growth. Al Noor is unique in ensuring not only that they sell products, but also that they educate their customers on the right use, dosing, and management of animal health.

While I was there, I learned that the business's prosperity primarily relies on building close relationships with some 200 active customers, from large livestock farms to small animal clinics. Every customer has specific requirements and tastes, making customized marketing essential. The product lineup of the company comprises more than 150 varied

products, from simple nutritional supplements to sophisticated pharmaceuticals for peculiar animal ailments.

The organizational culture of Al Noor is very entrepreneurial. Although a relatively young organization, they've been able to become a reliable supplier in the competitive Dubai economy. The management is receptive to new thought and digital innovations, which made my internship experience all the more enriching. They realize that old ways of doing business must change to suit the times, particularly after COVID, when digital communication became even more crucial.

One of the areas that caught my attention was their quality and compliance focus. The veterinary drug industry is highly regulated, and Al Noor is extremely stringent in product handling, storage, and distribution standards. Even their marketing operations are strict with all promotional materials being fact-checked and compliant to local laws.

SERVICES PROVIDED BY ORGANIZATION

1. Distribution of veterinary medicines and nutritional supplements: Al Noor has a well-stocked inventory of veterinary products, all sourced from trusted manufacturers in Europe, India, and the Middle East. Their distribution network spans the entire UAE, offering same-day delivery in Dubai and next-day delivery to other emirates.
2. Product promotion and education for veterinary professionals: The company frequently holds educational sessions for veterinarians and farm managers, helping them get acquainted with new products and the best practices in animal health management. During my internship, I had the opportunity to help organize several of these sessions, and I witnessed firsthand how beneficial they are for fostering long-term relationships.
3. Client relationship management and follow-up: Al Noor takes pride in nurturing strong relationships with clients through regular check-ins, product updates, and personalized service. Their sales team makes weekly visits to key clients, and the digital marketing initiatives I was involved in were designed to enhance these personal interactions.

4. Marketing and promotional support for partner brands: The company collaborates closely with manufacturers to promote their products in the UAE market. This includes creating marketing materials, organizing product launches, and managing promotional campaigns. I played a role in several of these initiatives during my internship.
5. Order processing and logistics across the UAE: With an efficient order management system and strategically located warehouses, Al Noor guarantees quick and reliable delivery. Their logistics capabilities are a significant competitive edge, especially when it comes to emergency medicine needs.
6. Digital catalogue development and online customer engagement: This was an area where I made a notable contribution. The company was moving from traditional paper catalogues to digital formats, making it much easier for clients to browse products and place orders online.

KEY ACTIVITIES/PROJECTS UNDERTAKEN OTHER THAN DISSERTATION

1. **WhatsApp Business Campaign Creation-** My greatest achievement was designing product-specific WhatsApp broadcast campaigns for various customer groups. I found that WhatsApp is very much used by veterinarians and farm managers in the UAE, and thus it can be a great platform to engage in B2B communication. I created different broadcast lists for veterinary clinics, large farms, pet shops, and distributors, each getting specific content as per their individual requirements.

The methodology involved client database analysis, customer segmentation from purchase history and preferences, and developing compelling content that offered something of value beyond product promotion. As an example, I developed weekly "Vet Tips" shows with seasonal health tips for animals that were received extremely well by veterinary professionals.

2. **Email Marketing Template Creation** – I spent significant time creating email marketing templates for both high-performing and underperforming products. The project gave me an understanding of the significance of various messaging strategies. For well-performing products such as Calcimin-D, branding awareness and new uses were the emphasis. For underperforming products, I needed to produce more didactic content that details benefits and usage.

Through working with Mailchimp, I acquired the skills to design automated email sequences, establish drip campaigns, and track performance metrics. Open rates for our veterinary demographic were higher than expected (around 35-40%), which further emphasized the potential of email marketing within the veterinary space.

3. **Google My Business and SEO Optimization** -I freshened up Google My Business listings with SEO-optimized content so that Al Noor was visible in the top position in local search results for veterinary medicines. This included researching keywords, writing well-crafted business descriptions, and posting periodic updates about new products and company announcements.

The SEO activities were taken to the company website as well, where I assisted in optimizing product pages and writing blog posts on animal health subjects. This not only enhanced search rankings but also established Al Noor as an informed partner instead of merely a supplier.

4. **Visual Content and Digital Brochure Development**- I assisted in the creation of visual content and digital brochures for new and seasonal products. This was especially difficult because veterinary pharmaceuticals need to be accurate, regulatory-compliant information but still visually pleasing and accessible. I collaborated with the graphic design team to develop materials that would be used by veterinarians in their own clinics.
5. **Pet Supplements Awareness Campaign**- I developed and conducted an extensive campaign for awareness for pet supplements, a rising category in the UAE market. It included conducting research on the pet owner demographic, developing content-based social media marketing, and forging alliances with pet stores and veterinary

clinics. The campaign led to sales of pet supplements increasing 25% during the three-month period.

6. **CRM Database Enrichment-** Part of CRM database enrichment was an ongoing effort that included cleaning up current data, having better lead tracking systems in place, and designing follow-up workflows. The effort made the sales team more efficient and allowed no potential clients to slip through the cracks.

KEY LEARNINGS FROM INTERNSHIP

1. **Digital Marketing within B2B Environments-** I have direct experience of digital marketing campaigns in B2B environments, which are quite different from B2C marketing. There are longer sales cycles, multiple stakeholders in decision-making, and relationship building. I have understood that effective B2B digital marketing in this environment needs to have a mix of educational content, personalization, and regular communication.
2. **Platform-Specific Strategies-** Learning how various tools affect product visibility and relationship building was enlightening. WhatsApp was great for fast updates and casual communication, while email campaigns were more appropriate for in-depth product info and educational content. LinkedIn was useful for networking with veterinary professionals, whereas Instagram unexpectedly worked great for reaching young veterinarians and pet owners.
3. **Technical Skills Development -** I gained hands-on skills in CRM and automation of emails and became proficient in Meta Business Suite, Mailchimp, and HubSpot. My technical skills, combined with my business skills, enabled me to become more productive in running marketing campaigns. I became familiar with analytics tools as well, learning to analyze metrics such as open rates, click-through rates, and conversion rates.
4. **Product Marketing Strategies-** Creating product-level marketing strategies based on performance levels instilled in me the importance of portfolio management and resource allocation. High-performing products had maintenance

marketing to maintain their success, and underperforming products needed highly intensive educational efforts to convey their value proposition.

5. **Professional Communication-** My professional presentation and communication skills were greatly enhanced through frequent client interactions and in-house meetings. I gained the ability to tone down or modify my style of communication according to the audience - from technical talks with veterinarians to management-level business presentations. This is important in B2B marketing where you are dealing with different stakeholders at all times.
6. **Data-Driven Decision-Making** - Being able to interpret analytics to optimize campaigns was a useful skill. I grew accustomed to working with data to know what to do and not to do, then tweaking strategies accordingly. This data-driven approach optimized campaign performance in the long run and proved the ROI of digital marketing efforts.
7. **Industry Insights-** I saw the way digital transformation is important even in specialized industries such as veterinary care. The pandemic brought the digitization of tools forward, and firms that adopted the shift were more ready for expansion. This experience reiterated my conviction that it is vital to stay abreast of technological developments irrespective of the industry.
8. **Regulatory Awareness-** Working in the veterinary pharmaceutical industry taught me the necessity of regulatory requirements to be complied with in marketing communications. All content needed to be verified for correctness and adherence to local regulations, which made it more complex but also resulted in ethical marketing practices.
9. **Cross-Cultural Communication-** I gained more insight in cross-cultural communication by working in Dubai's diverse environment. Our clients came from different cultural backgrounds, and framing the marketing messages in a way that would appeal to diversified audiences was challenging yet rewarding.
10. **Strategic Planning-** Through contributing to quarterly marketing plans and budget discussions, I gained skills in strategic planning. Knowing how marketing

efforts relate to business objectives provided me with a wider understanding of the operations of a business.

Throughout this internship, I have gained much professionally and have solidified my passion for a career that intersects digital marketing with specialist healthcare fields. The applied skills and expertise acquired during this time, specifically in B2B relationship development and specialty market promotion, will prove to be precious as I proceed with my academic and professional pursuits. The experience has also piqued my curiosity in the digital transformation prospects for classic industries, and I look forward to learning how new technologies can further unlock business relationships for special sectors.