# ENHANCING B2B RELATIONSHIPS IN VETERINARY MEDICINE THROUGH DIGITAL MARKETING

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# INTRODUCTION

INDUSTRY: VETERINARY PHARMACEUTICALS (UAE)

ORGANIZATION: AL NOOR VETERINARY PHARMACEUTICALS TRADING LLC

AIM: MAXIMIZE DIGITAL MARKETING'S IMPACT ON B2B RELATIONSHIPS AT AL NOOR

TIMELINE: INTERNSHIP FROM MAR 10 – MAY 31, 2025

# RESEARCH OBJECTIVES

| | |
|---|---|
| Analyze | Analyze current digital tools used by Al Noor |
| Evaluate | Evaluate tool effectiveness across client types |
| Assess | Assess differences by product category |
| Recommend | Recommend strategic improvements |

# LITERATURE REVIEW HIGHLIGHTS

- 78% of B2B firms prioritize educational content (Johnson et al., 2024)
- 156% increase in LinkedIn engagement among vets (Wilson & Chen, 2023)
- TAM and Relationship Marketing Theory as foundational frameworks
- Need for regional adaptation in UAE & GCC markets

# RESEARCH METHODOLOGY

- Mixed-methods approach: Quantitative + Qualitative
- Tools: Surveys, interviews, CRM data
- Sample: 56 stakeholders (clinics, distributors, sales team)
- Analysis: SPSS, Excel, thematic coding

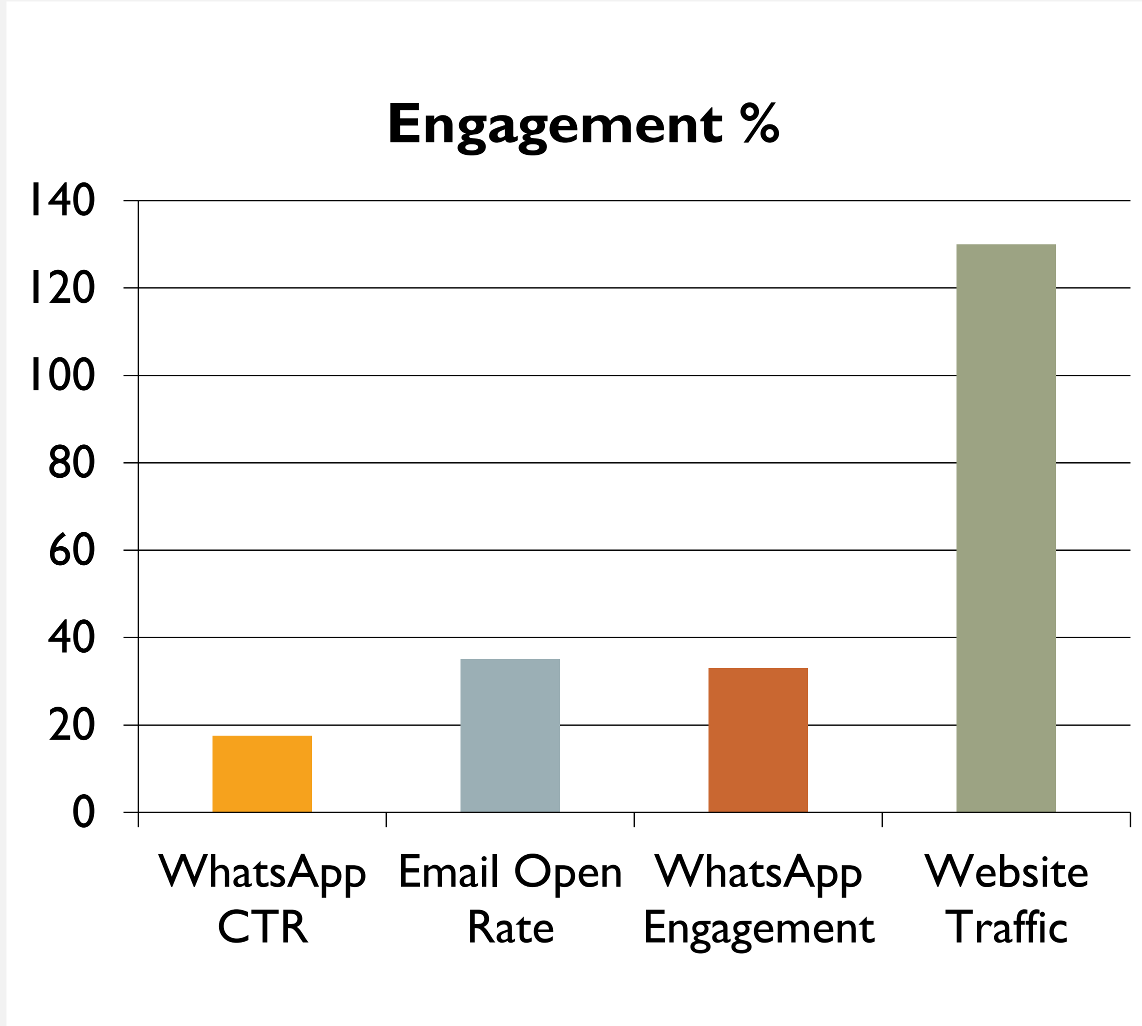
# KEY FINDINGS

- WhatsApp and Email were most effective for outreach
- High-performing products (e.g., Calcimin-D) saw better engagement
- CRM usage was inconsistent
- Underperforming segments lacked targeted messaging

# QUANTITATIVE FINDINGS

- WhatsApp CTR: 17.6% | Conversion: 12.1%
- Email Open Rate: 35% | Website Traffic: 2,600/month
- CRM automation improved retention by 24%
- Mobile-first tools preferred by 92% of respondents

DIGITAL TOOL ENGAGEMENT RATES



# QUALITATIVE FINDINGS

- Stakeholders praise real-time updates and transparency
- Mobile messaging (WhatsApp) valued for convenience
- Low engagement in pet supplement category needs targeted content

# SWOT & PESTLE SUMMARY

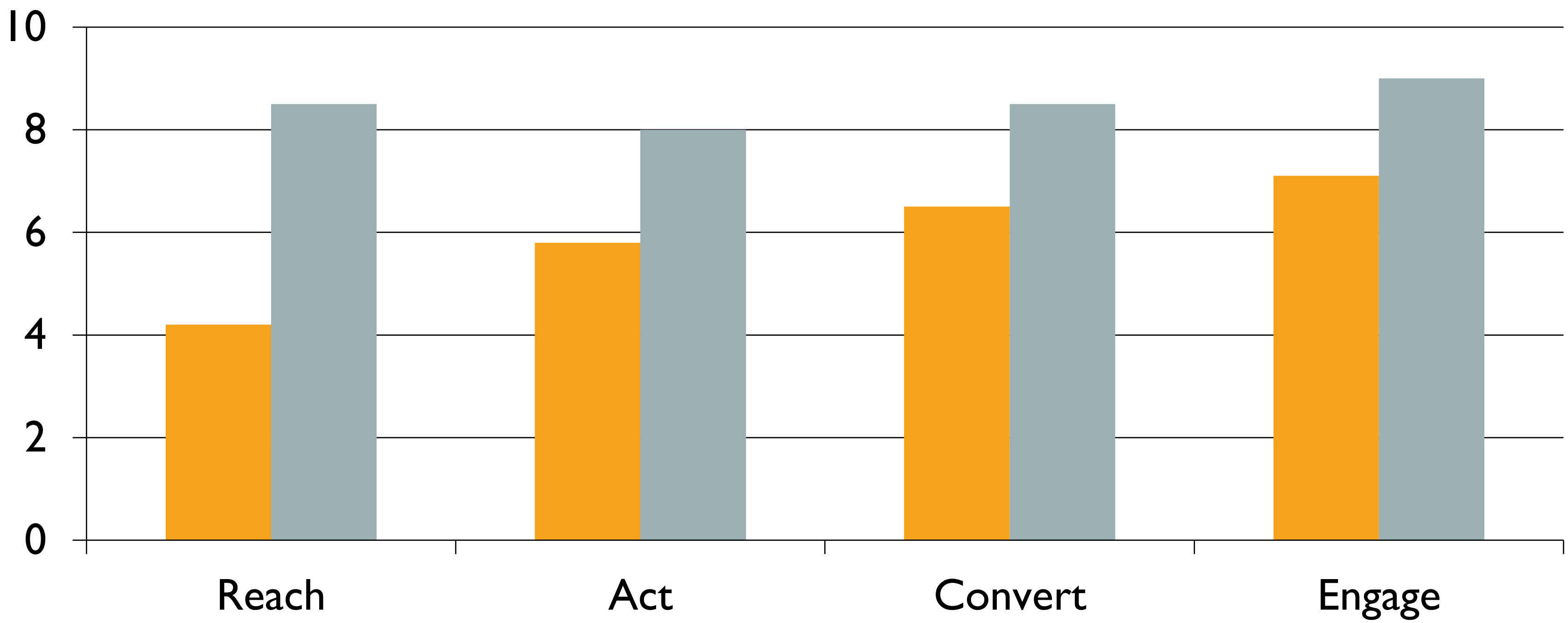
- Strengths: Trusted brand, quality products, expert sales force
- Weaknesses: Limited digital footprint, supplier dependency
- Opportunities: GCC expansion, proprietary products, e-commerce
- Threats: Price competition, regulatory changes, new digital entrants

# STRATEGIC RECOMMENDATIONS

1. Segment clients using RFM analysis
2. Create tailored campaigns per product group
3. Invest in CRM and automation tools
4. Use SEO and educational content for visibility

# RACE FRAMEWORK APPLICATION

- Reach: Enhance SEO & social media to attract new clients
- Act: Launch webinars & downloadable guides
- Convert: Add e-commerce and chatbots for seamless ordering
- Engage: Introduce loyalty programs and automated follow-ups




# RACE FRAMEWORK – CURRENT VS TARGET

# RFM SEGMENTATION

Champions (15%): Premium services & loyalty rewards

Loyal Customers (25%): Upsell & reward programs

At-Risk (12%): Win-back campaigns

New Customers (18%): Welcome series & onboarding

| Segment | Recency | Frequency | Monetary | Recommended Strategy |
| --- | --- | --- | --- | --- |
| Champions | 9.1 | 8.8 | 9.2 | Premium services, early access |
| Loyal Customers | 7.5 | 8.2 | 7.8 | Upselling, loyalty rewards |
| Potential Loyalists | 8.1 | 6.5 | 6.2 | Engagement campaigns |
| New Customers | 9.0 | 2.1 | 4.5 | Onboarding offers |
| At-Risk | 3.2 | 7.1 | 6.8 | Re-engagement content |
| Cannot Lose Them | 2.8 | 8.9 | 8.5 | VIP retention plan |

# RFM SEGMENTATION – CUSTOMER STRATEGIES

# THEORETICAL IMPLICATIONS

- Supports Relationship Marketing Theory: Trust & communication
- Validates TAM: Ease-of-use drives adoption of digital tools
- Demonstrates Digital Transformation Framework in practice

Geographic scope limited to UAE stakeholders

CRM data access constraints

Ethical protocols: Informed consent & anonymity

# LIMITATIONS & ETHICS

# CONCLUSION

- DIGITAL MARKETING CAN ENHANCE B2B TRUST AND ENGAGEMENT
- RELATIONSHIP-BUILDING REMAINS KEY IN THIS NICHE INDUSTRY
- AL NOOR CAN SCALE USING CRM, TARGETED MESSAGING, AND ANALYTICS
- MODEL APPLICABLE TO OTHER VETERINARY PHARMA SMES IN EMERGING MARKETS

THANK YOU