



Synopsis

Dissertation Topic:

**Enhancing B2B relationships in veterinary medicine
through digital marketing**

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Research Synopsis

Title:

Enhancing B2B relationships in veterinary medicine through digital marketing

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Abstract

This study evaluates the effectiveness of digital marketing in enhancing B2B relationships in the veterinary pharmaceutical sector, with a focused case study on Al Noor Veterinary Pharmaceuticals Trading Company, Dubai. Based on real-time weekly internship data, the research identifies the impact of tools such as WhatsApp Broadcast, email marketing, SEO, and CRM on distributor-clinic relationships. Through a mixed-methods approach involving campaign performance reviews, stakeholder insights, and product-specific strategies, the study reveals how digital marketing enhances client engagement, promotes top-selling products like Calcimin-D and Livodin, and identifies gaps in underperforming categories such as pet supplements. Strategic recommendations are provided to align digital techniques with operational B2B needs.

Introduction

The veterinary drugs market in the UAE is thriving. Pet ownership is increasing, livestock farming is expanding, and a greater emphasis is being placed on animal welfare. This growth has made the market very competitive and has encouraged traditional distributors to reevaluate their approach to the veterinary market and to veterinary professionals in particular. Veterinary pharmaceutical companies have relied heavily on relationships with their clients. They relied on their clients inviting them to their clinics and spending quality

time marketing their products. These sales techniques are still established and have their place in this industry but the digital revolution – particularly since COVID-19 – has completely changed the landscape of how businesses connect to consumers. Businesses that do not evolve can only expect to be left behind.

Al Noor Veterinary Pharmaceuticals Trading Company is an excellent example of a distributor that has been in this industry for so long that they know they need to adopt a more digital approach but they do not know the best digital tools to use and how to implement them.

What makes this opportunity interesting in this industry, is it is a unique industry. The products that we use are technical and require a detailed explanation, clients are all specialized veterinary professionals and have their own needs, and there are stringent regulatory considerations for every company. Furthermore, since this is a B2B transaction, it is absolutely necessary to form strong relationships if your company is going to be successful for the long term.

During my 12-week internship at Al Noor, I had the chance to work hands-on with their digital marketing efforts. This project examines how digital tools can do more than just facilitate sales – they can build trust, streamline communication, add real value for clients, and create lasting competitive advantages in this crowded market.

Main Research Question:

How could the use of digital marketing strategies improve B2B relationships in veterinary medicine in the UAE, and which specific strategies offer the greatest potential for client engagement and business results?

Sub-Questions:

1. Communication Barriers:

What are the main communication barriers faced by veterinary pharmaceutical distributors when developing and maintaining relationships with their clients, and how does this differ between types of veterinary practices?

2. Digital Tool Performance:

What digital marketing tools (WhatsApp Business, email marketing, SEO, social media) provide the greatest effectiveness in terms of client engagement, response rates, and relationship quality?

3. Product Category Differences:

How could the effectiveness of digital marketing differ between product categories in veterinary pharmaceuticals, and what factors could explain that difference?

4. Best Implementation Strategies:

What improvements should Al Noor Veterinary Pharmaceuticals make to its current digital marketing pursued strategy to extract maximum value from relationships and grow its business?

5. Measuring performance:

How should companies demonstrate return on investment for digital marketing in B2B veterinary pharmaceutical distribution?

Objectives of the Dissertation:

1. To analyse the Existing Practices of Al Noor Veterinary Pharmaceuticals' current marketing approach should be undertaken to understand the key strengths that can be built upon and weaknesses to be improved.
2. To analyse Digital Tool Performance of various digital marketing tools (for example, WhatsApp Business campaigns, email marketing campaigns, search engine optimization (SEO) marketing campaigns, and a customer relations management (CRM) program) to understand how well these are performing.
3. To identify the Performance Stresses of product categories that perform less well in digital marketing campaigns, and propose ways to improve these.
4. To provide a Road Map supporting Al Noor Veterinary Pharmaceuticals to improve effectiveness of digital marketing for different product groups and types of clients.

5. To improve CRM (customer relationship management) and follow-up, client segmentation, and engagement.

Hypothesis:

H1: Use of structured digital marketing tools significantly improves B2B client engagement among veterinary distributors in the UAE.

Materials and Methods

1. Research Design:

The research will take a mixed-methods approach by combining qualitative interviews with quantitative campaign data.

Quantitative Aspects (Numerical Data):

- Open rates
- Click-through rates (CTR)
- Engagement rates
- Performance comparisons of different product categories

Qualitative Aspects (Non-numerical Data):

You also described:

- Interviews with sales and marketing stakeholders
- Feedback from clients
- Thematic analysis of responses and experiences

2. **Setting:** Al Noor Veterinary Pharmaceuticals Trading Company, Dubai.

3. **Study Population:**

- Inclusion: Marketing team and engaged veterinary clients.
- Exclusion: Clients not reachable via digital channels.

4. **Duration of Study:**

10, March 2025 – 31, May 2025

5. **Data Collection:**

- Primary: Interviews with the sales team & marketing stakeholders in the organization.
- Secondary: Weekly reports, marketing campaign data, feedback obtained from clients.

6. **Tools:**

Google Forms, Excel, WhatsApp Business, Google Keyword Planner, Meta Ads Manager.

7. **Sample Size:**

Focus on the 30-40 distributor-client relationships examined during the internship.

8. **Sampling Technique:** Purposive sampling.

9. **Ethical Considerations:**

All client data was anonymized; the research in this project was approved by the company mentor as the research was based on the internship.

Data Analysis Plan

The analysis included a combination of quantitative and qualitative data. The metrics that were analyzed quantitatively included open rates, click-through rates (CTR), and engagement responses to establish the campaign's success. The feedback from clients and marketing staff was analyzed thematically for qualitative purposes to identify the major pain points and areas of potential opportunity.

Ethical Considerations

- Confidentiality and voluntary participation were respected.
- Company and client names were anonymized, if necessary.
- All tools and data were used for academic use only.
- Weekly reports were reviewed, with permission and permission.

Implications of Research

1. Academic Contributions

The research provides knowledge contribution to a reservoir of academic discussions. Notably, it provides empirical evidence towards strategy effectiveness in a concerning digital marketing theory in the context of specialized B2B environments, particularly those related to healthcare. The research builds upon the available frameworks to demonstrate their real-world applications relating to niche markets.

2. Practical Applications

The research provides a pragmatic framework for small-to-medium veterinary pharmaceutical distributors who want to evolve their marketing activities with a more modern approach. This includes position indications with evidence-based guidelines for tool selection, implementation best practice road maps, key performance area measurement systems, and models for allocation of resources.

The research provides direction to these organizations for increasing client retention, developing a broader/driven market reach, ultimately optimizing marketing return on investment, and enhancing the organizations positioning in the competitive marketing space through better digital relationship management.

Timeline (Week-by-Week Work Division)

Week	Activities & Tasks
Week 1	Orientation at Al Noor, understanding operations and key products
Week 2	Digital audit and competitor analysis
Week 3	WhatsApp and email template drafting
Week 4	CRM and client follow-up strategies
Week 5	SEO and Google Business Profile update
Week 6	Email and WhatsApp broadcast campaigns
Week 7	Monitoring product response and feedback collection
Week 8	Pet product marketing planning and execution
Week 9	Product content design and catalog updates
Week 10	Data review and performance analysis
Week 11	Drafting final findings and discussion
Week 12	Report submission and presentation preparation

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