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Study of the most important areas of digital marketing for pharmaceutical companies

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According to a study by Avenga, digital marketing was a weak spot for many pharmaceutical companies till 2020. But in 2021 pharmaceutical businesses included a robust online presence into their strategy. Digital marketing is expected to become one of the most important marketing trends in the pharmaceutical industry.

Digital marketing offers immense opportunities for the pharmaceutical industry to promote its products to the right set of audiences. Pharmaceutical companies can take advantage of multiple mediums and techniques to build a scrutinized marketing strategy.

The aim of this work is to analyze the most powerful tools of drug promotion via Internet and other digital channels.

The paper uses methods of desk marketing research: analysis of documents, statistics, comparative and descriptive method.

The analysis of literary sources and recommendations of consulting and development companies made it possible to highlight the most important areas of digital marketing for pharmaceutical companies:

1.   Search Engine Optimization (SEO). Most of practitioners consider (SEO) an integral part of the marketing strategy and the base of Internet marketing. It makes a website show up in Google search results so consumers and doctors can find it when they want information about some products. Companies with SEO-friendly websites gain a competitive advantage in the industry and generate organic traffic to website. Even the small pharmaceutical companies may be ahead in positioning their medicines on the first position of Search Engine Result Page.

2.   High-quality content. Content marketing is the practice of writing, designing, and publishing interesting and useful information online. The terminology

"content" typically refers to text on a web-page, it can also include accompanying images, videos, interactive elements, and more. A pharmaceutical company can use several forms of specialized content: Material Safety Data Sheet (MSDS) documents, consumer guides, physician manuals on drug prescriptions. MSDS documents contains information on the potential hazards (health, fire, reactivity and environmental) and safely work with the chemical product. These types of content are hyper-targeted to the pharmaceutical industry and perfectly complements other digital strategies.

Pharmaceutical companies often publish such kinds of content as blogs, articles, statistics, shareholder reports and transparency reports on their corporate websites. Blogs make it possible to write about industry events, changes to company, and other timely news or information. Articles are the perfect way to target new keywords with high-quality, informative content that teaches website's visitors something new. Statistics are excellent for stealthily promoting a brand. Shareholder reports are ideal for quarterly reports for stock owners. By publishing them on company site for everyone, it makes the company appear more transparent.

Providing high-quality educative content on medicine use to patients is important these days. There are multiple fraudulent websites and YouTube channels misleading the audience with incorrect facts and information. Pharmaceutical companies should make use of this opportunity to post authentic articles, statistics, and video content that builds credibility and reliability between the company and the audience.

3.   Reputation Management. This practice means maintaining a positive company or product reputation in online mediums. One of the best ways to have a good reputation online is to provide search saturation by writing more positive articles.

The marketing process in the pharmaceutical industry is related to many challenges for the marketing team as the industry operates under intense rules and regulations considering all legal aspects involved. Therefore, the marketer has to be careful while create a marketing program for a medicine.