

# Creative ideas of pharmaceutical sale and marketing

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**Abstract:** In the dynamic landscape of pharmaceutical sales and marketing, creativity plays a pivotal role in driving success. This abstract explores innovative approaches to engage stakeholders, enhance brand visibility, and navigate regulatory challenges. From leveraging digital platforms for targeted campaigns to incorporating data analytics for personalized outreach, the pharmaceutical industry is witnessing a shift towards more inventive strategies. Additionally, collaborations with healthcare professionals, patient advocacy groups, and novel educational initiatives contribute to building trust and credibility. Embracing a holistic approach that combines traditional methods with cutting-edge technologies fosters a fertile ground for the evolution of creative ideas in pharmaceutical sales and marketing.

**Keywords:** sale, marketing, industry, pharmaceutical, creativity

## 1. INTRODUCTION

The goal of the marketing process is to satisfy both individual and group demands while turning a gain. It's a communal and managerial process that ultimately aids in the accomplishment of the organization's goals. In various forms of product marketing, the term "consumer" or "customer" refers to the product's user. However, in pharmaceutical marketing, the customer is a doctor or a group of doctors who advise end consumers to buy pharmaceutical products.[1] While certain companies are quite innovative when it comes to digital innovation, the adoption of these technologies is limited in the pharmaceutical industry due to a lack of strong case studies. [2]

Though many improvements in processes and products (goods and services) have been developed, new marketing tactics have received less attention. Recently, there have been many requests to look into marketing innovations, which come from creative approaches to the creation, pricing, distribution, and/or promotion of goods and services. Simultaneously, there is considerable misunderstanding when directly comparing empirical work due to the abundance of

pre-existing notions and the vagueness surrounding the operationalization of concepts related to marketing innovation, necessitating researchers to define language. Several viewpoints on marketing innovation have been discussed in academic and policy literature. [3]

## 2. INNOVATION IN PHARMACEUTICAL MARKETING

a. What constitutes innovative marketing? : Several viewpoints on innovative marketing have had been discussed in academic and policy literature. Governmental and multinational groups that determine policy include marketing innovation in their reports (like the European Innovation Scoreboard).[4] In our sample of 37 publications, the clientele and market oriented perspective is the second most common theoretical anchor. Market orientation measures a company's ability to meet customers' declared and implicit wants. [5]

b. Technological innovation: fresh goods or services the development of new products (63 articles) and services (31 articles) is examined in a significant number of publications that have a technical innovation viewpoint. According to this perspective, product innovation is the process of altering a product's features through the changing of underlying technologies. [6] Therefore, marketing innovation can result in a modification of the current market structure, a shift in consumer behavior, and the creation of new agreements between market participants—all without mentioning the technological aspect of new products. [7]

c. Innovation that is not technological: organizational facets of marketing innovation: Most publications that examined the relationship between marketing practices and innovation process concentrated on marketing strategies, competencies, skills, and activities. Innovation was defined as marketing innovation, or it was frequently understood to be

another concept of innovation, of which marketing innovation was a part (i.e. Design Cost Promotion of New Products and Services Name Practicality, beauty, emotional resonance, and symbolism Bundling, a flat feel, innovative discounting strategies, interactive pricing, and sophisticated payment methods Product characteristic changes brought about by underlying technology changes; new market Social media publishing, mobile coupling, discussion forums, and campaigns Customisation, on-demand management, pop-up stores, and channel restruring Name; symbol; meaning-signaling newness indicators; branded social media marketing allocation. Innovative Marketing. For instance, measures of organisational innovation intensity were used to identify innovations in management, marketing, processes, and products..[8] Although the majority of researchers discovered that marketing strategies improved innovation, some contradicting results were observed, especially when it came to cross-functional teams. For instance, in the UK, there was disagreement about whether or not to incorporate marketing capabilities for product design and development. [9]

d. Marketing innovation: one-dimensional versus multidimensional:

Several marketing elements are stacked onto one construct to create innovation in marketing as a monolithic concept. The quantity of elements found in the literature varies starting at three.10] The general goal of qualitative approaches is to highlight the various facets of marketing innovations and offer a comprehensive, rich view on a broad spectrum of creative marketing initiatives, capacities, and strategies. Tansuhaj, Hourii, and Mariadoss are a few examples. [11] Furthermore, several studies incorporate various facets incorporating innovative marketing techniques and tactics into their study plans. Among them are All away, Berkowitz, and O'Souza. [12]

e. The Importance of Innovation in Marketing:

Innovation in marketing includes applying novel, useful concepts in addition to utilising new technologies. Innovation is important since it improves your product or service. You can increase the size of your market and revenue and sales by being innovative.

f. Types of Marketing Innovation:

1. Radical innovation. It significantly alters the brand, its target market, or the expansion of the

company. This kind of innovation happens when a business entirely modifies its offering, market positioning, or operational procedures. Consider Apple as an illustration. People were using smartphones when the company unveiled the iPhone.

2. Incremental innovation: It doesn't modify a product significantly. Introducing new features to a business, product, or production process is known as incremental innovation. It's frequently already in place but still requires modification. Thus, companies produce them in order to boost client happiness.
3. Disruptive innovation. It appears in reaction to changes in behaviour and technology. In response to the target market, disruptive innovation seeks to deliver the greatest possible customer experience. Using Netflix, a well regarded video streaming service, as an example.[13]

### 3. DIGITAL MARKETING

a. Types of digital marketing:

1. Optimisation for search engine: The most widely used search engines, MSN, Yahoo, or Google /Bing, are the first ones users use while looking for health information. For people of all ages, searching for health information online is one of the most common activities. One effective strategy for reaching these users is SEO. By employing strategies to improve search engines so that Google or any other search engine has a better search role, search ranks are altered. For businesses utilising SEO strategies, this presents a significant chance to connect with their target markets. Businesses who are not visible in search results lose out on a significant opportunity to connect with the target market.[14]
2. Email Newsletters: According to Exact Target's 2012 Channel Preference Survey, emails are still the most popular direct channel that consumers prefer for daily use for both personal and promotional communications. Additionally, consumers can access emails with ease because to the growing popularity of smartphones and tablets. According to the Exact Target study, 77% of customers prefer authorised marketing communications sent by email over text and social media platforms, which only receive 6% of

the market. Email gives users the impression of control and personalisation, allowing them to choose a connection and only provide the information they wish to be contacted about.[15]

3. Business concept based on cooperation : Notwithstanding its customary challenges, the pharmaceutical is fast innovating through cooperation with investors, stakeholders and beyond. The availability of emerging technology offers enormous potential for almost infinite collaboration. The employees can study and create new treatments quickly and effectively. Pfizer, for example, has adopted an innovative cloud-based clinical database platform, which enables participants throughout studies and drug programs to compile, analyze and visualize clinical trial patient data supporting intelligent trial design, precision medicines, pharma co-vigilance and regulatory inquiries.[16]
4. Introduce mobile apps : The FDA's release of guidelines on mobile medical applications marked the end of the lengthy wait for the pharmaceutical corporations. Before being discharged, patients will have a better understanding of their diagnosis and medications thanks to apps offered by cell phones on the go. Apps can offer comprehensive information about any medication, allowing for more effective direct marketing to customers. Pharmaceutical companies might increase their profitability by forming partnerships with businesses that provide apps for patient care—that is, for managing symptoms and medications rather than diseases. [17]
5. Establish a new digital marketing organizational structure: To assist with innovative digital marketing for the company, appoint an electronic marketing campaign manager, an e-marketing product manager, a digital marketing committee, etc.[18]
6. Marketing on Social Media: Social media activity is a marketing tool for search engines. Google+1s, Twitter retweets, and Facebook postings all help to improve your search engine ranking. Social media marketing makes it possible for a company to communicate with its clients directly. It enhances the brand's values and fortifies the company's reputation. By promoting discussion and sending out updates about the corporate

website, it is possible to counteract the unfavourable interactions in a public forum..[19]

7. Future scopes: Pharmaceutical businesses will operate in a highly digitalized world with extensive networking, data collection, and teamwork. Digital will soon take centre stage in the pharmaceutical sector—that is, if appropriate marketing strategies are developed and put into action. Patients and healthcare teams will be the brand's engagement channel. Digitalization will eventually transform the traditional one-way relationship in our health system into a two-way relationship solely.[20]

#### 4. MARKETING STRATEGIC AND SALES

##### a. The pharmaceutical industry:

Similar to the NHS, the pharmaceutical business is enormous in terms of its impact on the UK economy as well as its global reach. The trade association for the pharmaceutical sector, the Association of the British Pharmaceutical Industry (ABPI), is made up of more than 75 businesses. More than 80% of NHS medications are developed, produced, supplied, and researched by these businesses.[21]

The fact that medicines cost the NHS in England over £7 billion annually—of which 80% is spent on branded (patented) medications—and that this amount accounted for about 12% of the overall NHS budget raised concerns in a parliamentary report on the influence of the pharmaceutical industry (House of Commons, 2005). In addition, the ABPI stated that about 8,000 drug company representatives are employed in the UK and that marketing and promotion account for about 14% of the pharmaceutical industry's spending in the country.[22]

##### b. A focus on the nexus of medicine prescribing, GPs and pharmaceutical representatives:

These included the treatment's risks and advantages, the patient's involvement in the process, the patient's features, the patient's costs, and the costs to the health system. They came to the conclusion that more subjective characteristics might have an impact on prescribing behaviour.[23] Prosser and Walley (2003) looked into the motivations behind general practitioners' visits to pharmaceutical reps. Their research revealed that while general practitioners (GPs) were well aware that representatives may affect prescription decisions, they did not believe that this

had an undue influence on their own prescribing. In spite of this, the results demonstrated the pharmaceutical representative's significant influence, with the marketing communications strategy used serving as a primary explanation.[24] As a result, the methodology took reflexivity into consideration, acknowledging that the researcher and respondent are linked in an inevitable and unavoidable sense-making process.[25]

c. Effect of Digital Marketing on India's Growing Pharmaceutical Sector:

1. Traditional Pharmaceutical Marketing: Introducing a pharmaceutical product to consumers is the goal of marketing it. Marketers need to have a deep understanding of their target clients in order to present ideas more effectively, as they are typically consumers or medicine prescribers in this industry.
2. Conventional methods of marketing: Advertisement-directed to consumer advertising (DTCA) appears in books, journals, magazines, electronic conference materials, and other mass media. These resources primarily consist of literature, drug samples, and pamphlets with information about drugs. Sponsorships: Businesses attempt to pay doctors directly for participating in clinical trials against national and worldwide conferences, medical camps, and thought leaders in the field of health care.[26]
3. Digital Marketing: Pharma firms can better connect with their customers—patients (end users) and drug prescribers (doctors, healthcare providers)—by using digital marketing. Digital marketing broadens the target population while cutting down on time and expense associated with sales and marketing. [27] According to PEW, pharmaceutical companies invest \$3 billion on average each year in direct-to-consumer marketing, with the majority of that amount—roughly \$24 billion—going towards promoting and selling directly to physicians and other healthcare professionals.[28] Regardless of the size of the business, digital marketing improves organisational expertise. In the pharmaceutical industry, clients are drawn to well-planned content, efficient marketing strategies, and target delivery. Maintaining contact with customers is essential to the growth of a brand. Pharma companies benefit from improved total customer insights as a result. [29] It helps in the impacting marketing strategies, also helps in the tracking and measuring consumer behaviour patterns,

analyse consumer reviews and satisfaction.it helps in the uplift the scope for continuous improvement.[30]

4. PHYGITAL: Choosing the correct platform for the digital marketing is the one of the most important steps. not every social media work for every pharma company, strategy, and planning plays important role in PHYGITAL marketing, in relation with positives and negatives of traditional marketing and digital marketing, we can fill the gap with the help of PHYGITAL model.[31] Most of the physicians believed that they were under marketing pressure to prescribe certain medicines.[34]

#### 5. GLOBAL PHARMA LOOKS TO INDIA: PROSPECTS FOR GROWTH

a. A growing market for pharmaceuticals: The Department of Pharmaceuticals in the Indian Government has also started operating a pharmacy for the general public named "Jan Aushadhi" in a number of locations. These stores offer generic medications for far less money than equivalent branded medications.[35] India's pharmaceuticals industry looks set for a solid long-term growth. It already ranks fourteenth in the global league table, with sales of almost US\$19 billion in March 2009. [36] Inventory reduction and the shortening of order cycle times will be important goals for businesses trying to streamline their supply chains so they can sell their medications at competitive costs. [37]

b. Outsourcing production: One of the most robust segments of the domestic market is contract manufacturing. Indian businesses enjoy a number of advantages over competitors in the West. Some companies have found that the experience they have obtained from manufacturing generics through reverse engineering has made it easier to start up manufacturing. The costs are quite competitive; in fact, they only account for 25% of what it would cost to establish and operate a new manufacturing facility in the West..[38] Additionally, some Indian businesses are already implementing Six Sigma and Lean Manufacturing concepts to assist them increase operational effectiveness and further enhance quality while easing compliance.[39] Although there is little doubt that these sanctions provide serious difficulties, some observers also perceive an opportunity. In response, Indian businesses are stepping up their efforts to raise manufacturing standards, and as a

result, they will probably be in a better position to benefit from the anticipated rise in generics production when patents expire over the next five years. [40]

c. OTC market holds significant potential: OTC medications might be much more promising in India. More and more Indians are now paying cash for over-the-counter medications.[41] Global pharmaceutical businesses are already purchasing or introducing over-the-counter drugs in India. Novartis India released Calcium Sandoz as an over-the-counter dietary supplement in 2000. Otrivin nasal drops in spray form were introduced more recently. [42]

d. Growing Research & Development: India is known for its proficiency in chemistry. Leading domestic producers are starting to carry out original research on novel medicine delivery methods and new chemical entities. Phase-III clinical studies have been initiated by Ranbaxy for their novel anti-malarial combo medication, among other things. However, India has poor research capabilities in preclinical and complicated biology. There are very few preclinical capabilities for primates in India, and the majority are restricted to clinical trials in dogs and rodents. The government has little engagement in this field; the majority of the capabilities are held by Indian pharmaceutical corporations, who have created them through internal R&D projects. Basic biological services are provided by several government institutes, yet the amount of innovation produced by these establishments is quite low.[43] Additionally, salaries are far less than those in Western Europe or North America. The pharmaceutical sector in India has wage costs that are roughly one-third lower than those in wealthy nations. [44]

e. Clinical Trials: India's increasing involvement in clinical testing is commensurate with its growing research capabilities. Because most enterprises merely evaluated different techniques for creating counterfeit versions of Western items and because the restrictions were fairly lax, Historically, the nation lacked the knowledge necessary to do clinical research. A few Indian pharmaceutical companies have come under fire from the Supreme Court and the Drug Controller General of India (DCGI) for testing novel drugs outside of established protocols or without getting patient consent. The Drugs and Cosmetics Act's Schedule Y was modified by the federal government in January 2005 to bring the regulations governing clinical trials more in line with global standards..[45]

While early-stage testing of compounds found outside of India remains prohibited, multinationals are now able to conduct trials, whereas previously they were limited to doing so at any given phase after completing the corresponding testing phase someplace else.[46] By hiring more inspectors, providing them with site inspection training, and creating an audit checklist, the government intends to turn clinical trial site inspections into a continuous endeavour. Additionally, the government is developing a plan to register CROs in India.[47]

f. Stem cell research: Many people believe that stem cells can significantly enhance research and development in the pharmaceutical sector procedures. In addition to being utilised to investigate possible drug toxicity, stem cells are also being employed to explore some direct medicinal uses.India has already advanced much in this domain. India currently has over 40 hospitals and organisations involved in stem cell research, compared to just a few years ago. [48]

## 6. ARTIFICIAL INTELLIGENCE IN PHARMACEUTICAL SALES & MARKETING

- a. AI has an incredible potential to
  1. Enhance brand engagement and justify actions that advance brand objectives.
  2. Keeping the degree of market perception volatility low.
  3. Contribute to the brand's experience becoming more personalised and predictive.
- b. The Implements
  - Entropy Pooling additionally Signal Weighting.
  - Enhances the customer's experience, loyalty, profit, and competitive advantage.
- c. Execute Product catalogs powered by Intelligence:
  - Automatically fine-tuning product catalogue offers based on customer behavior and experiences.
  - Propose deep learning-based configurations that optimize price, content, and validity.
- d. AI improves Customer experience:
  - Creating personalized reviews.
  - Creation of AI-powered application programming interfaces (APIs).
  - Creating a connection between the organization and its customers, thereby increasing awareness.

- Providing voice understanding and emotional intelligence strategies.

e. Optimization of Social Networks:

Optimize data based on user activity, traffic volume, requests, and other factors to create content routing

f. Customer Care:

" Utilize information and automation by predicting requirements and offering "just-in-time" communication."

Digital Media in Brand Promotion:

- Thoughts propagate swiftly.
- Social media and word-of-mouth marketing are effective
- Reputation is impacted by customer reviews.
- Brands utilise artificial intelligence (AI) to better regulate experience and hype.

Labor-intensive jobs are made simpler by automation technologies.

Furthermore, by using AI and ML, data that is unrelated to future sales may be collected. Next, The sales and marketing teams will concentrate on choosing the right HCPs and allocating them to the right channel at the right time.[49]

g. : The impact of patient support programs on adherence, clinical, humanistic, and economic patient outcomes

Effects on the medical field and business : Based on our investigation, we discovered which the types of medical illnesses treated, therapeutic drug classes offered, distribution methods, and funding sources vary widely among support programmes. The variety of research designs that are part of this examination. According to our research, non-HCP organisations might become more significant players in the creation and execution of these initiatives. PSPs that receive assistance Large health plans are used by a variety of stakeholders to reach a sizable audience. [50] When assessing the efficacy of a programme, one should take into account the location or source of the service. Previous studies have investigated the effects of pharmacological services offered in community and ambulatory settings. Singhal and associates. [51]

## 7. THE EFFECTS OF TARGETED ADVERTISING ON ADVERTISERS, MARKET ACCESS, AND CONSUMER CHOICE IN ONLINE ADVERTISING

How do internet markets for advertising function:

1. Internet marketing entails the collaboration of several parties. Many of middlemen, including website owners (publishers) and advertising networks, are involved in the market in addition to the firms hoping to promote their products and services, as well as the clients and companies who get the outcomes. An overview of the various types of digital advertising is provided in this chapter, including the major companies operating in the industry, and the function that "targeting" serves in this context.
2. Types of digital advertising: Search advertising companies pay search engine operators to include links to their website, which offers goods and services, in the search results page for a user. The particular advertisement (or sponsored link) is then displayed alongside the natural search results when a user types in a query. The sponsored link is frequently displayed in a condensed format to mimic a search result; nevertheless, it is usually marked as an advertisement with a brief text description or extra colour highlights..[52]
3. Social media advertising : makes up the biggest portion of the money from display advertising. This category comprises adverts that are displayed to users within social networks (like social media platforms (Facebook, Instagram, TikTok, etc.) and professional networks (LinkedIn, etc.), irrespective of the advertisement's format —text, image, or video. Facebook is the market leader in this sector, holding a 75–80% market share in both the US and Europe.
4. Video advertising : comprises all of the ads shown in players for videos on the web or apps. The promotional material may be shown as text- or image-based overlays, as well as videos (pre-roll commercials, for example). One of the main factors driving the popularity of this kind of advertising is user-generated video content. Video advertising accounted for 9.4% of the global online advertising industry in 2019.
5. Banner-advertisements: are usually positioned next to the original content on a publisher's website or in an app. A complicated network of middlemen, such as ad networks and exchanges, is often used to market the advertising space. These middlemen choose where to position each

banner advertisement with a live auction system.  
[53]

#### CONCLUSION

In conclusion, implementing creative ideas in pharmaceutical sales and marketing can greatly enhance the effectiveness and success of promotional efforts. By thinking outside the box, leveraging digital platforms, personalizing interactions, and fostering strong relationships with healthcare professionals, pharmaceutical companies can differentiate themselves in a competitive market. These innovative approaches can lead to increased brand awareness, improved customer engagement, and ultimately, better patient outcomes. Embracing creativity in sales and marketing strategies is essential for staying ahead in the pharmaceutical industry.

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