



MARKETING Club 163rd

163rd Marketing Club
119th Business Club
33rd Cairo Club

Strategic Planning in Digital Era

التخطيط الاستراتيجي
في العصر الرقمي

JOIN FREE



LIVE WEBINAR

CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Date
19-11
2024
Tuesday

9 pm
 Egypt

10 pm
 KSA

11 pm
 UAE

Place
Online
Zoom



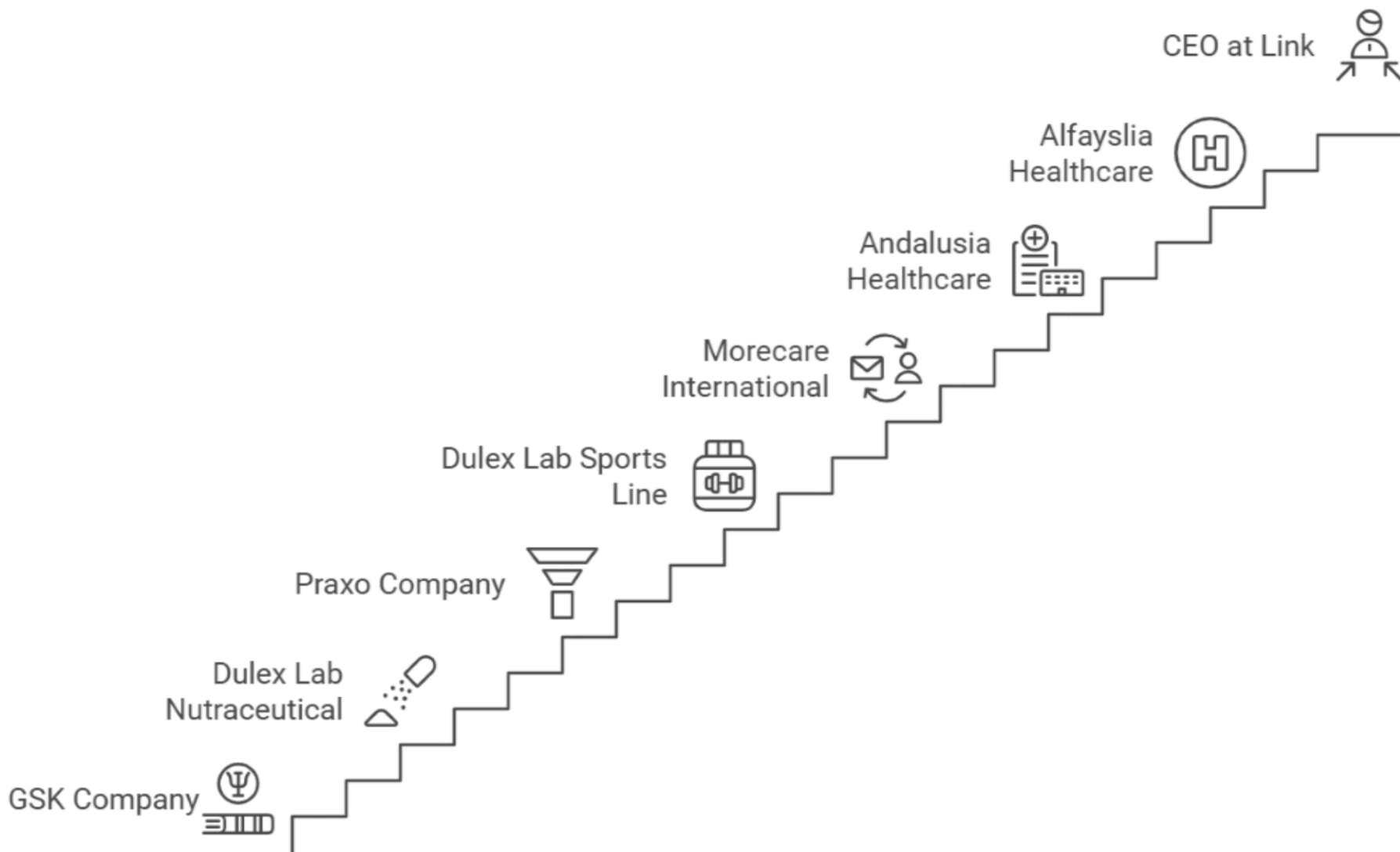
Instructor
Dr. Saber Helal
Marketing Consultant

EMPOWER

Design Digital Strategy

Saber Helal

Career Progression in Healthcare and FMCG



Navigate Your Path
to Success



- **Strategy is crucial. As Kenichi Ohmae observed (1999):**
- *"There's no point rowing harder if you are rowing in the wrong direction."*

EMPOWER YOURSELF

1

So.....you
want to go
digital?

2

First
.....think

3

Then build
your
channel

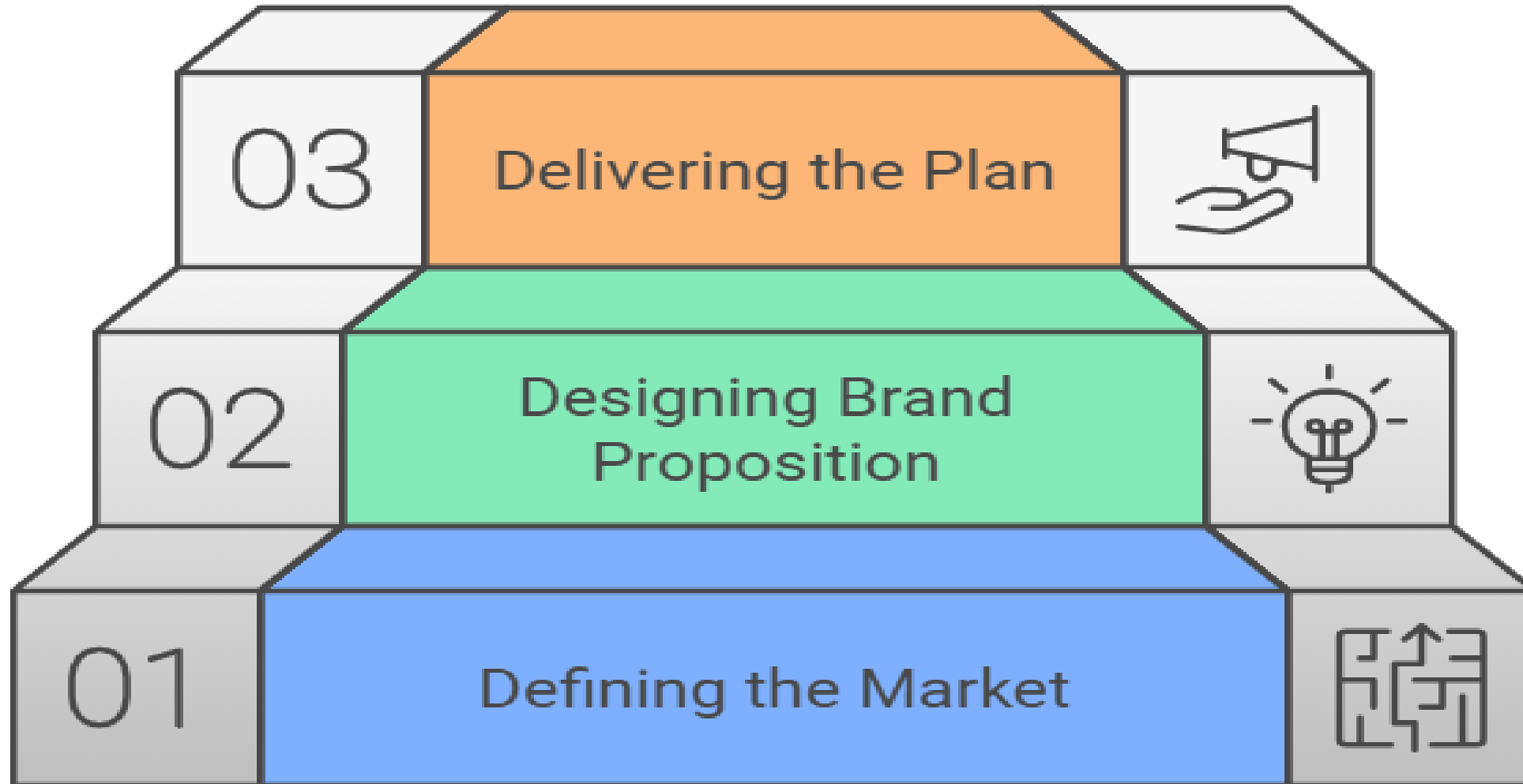
So.....you want to go digital?

1- Pharma industry and digital.

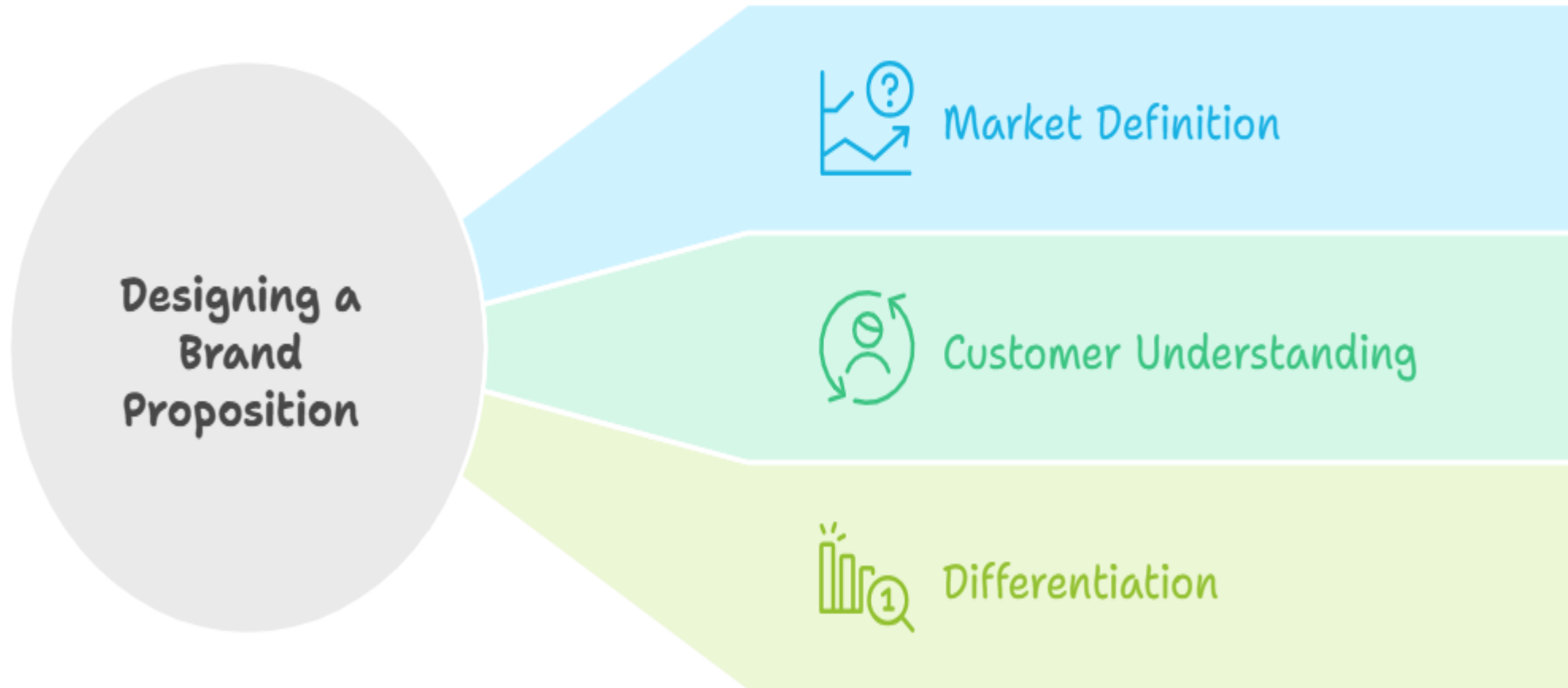
2- Why you need digital marketing strategy?

3- Research and statistics.

Achieving Marketing Excellence

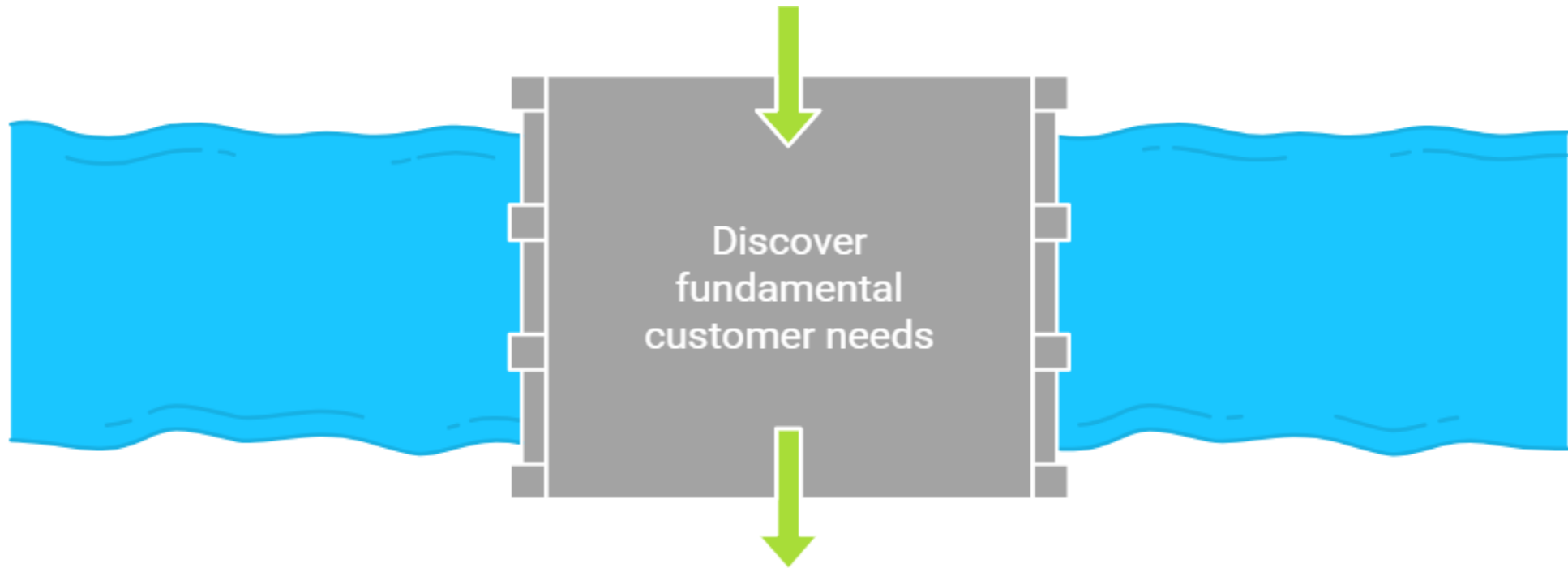


Crafting a Compelling Brand Proposition



Leverage Customer Insight for Growth

Lack of customer understanding

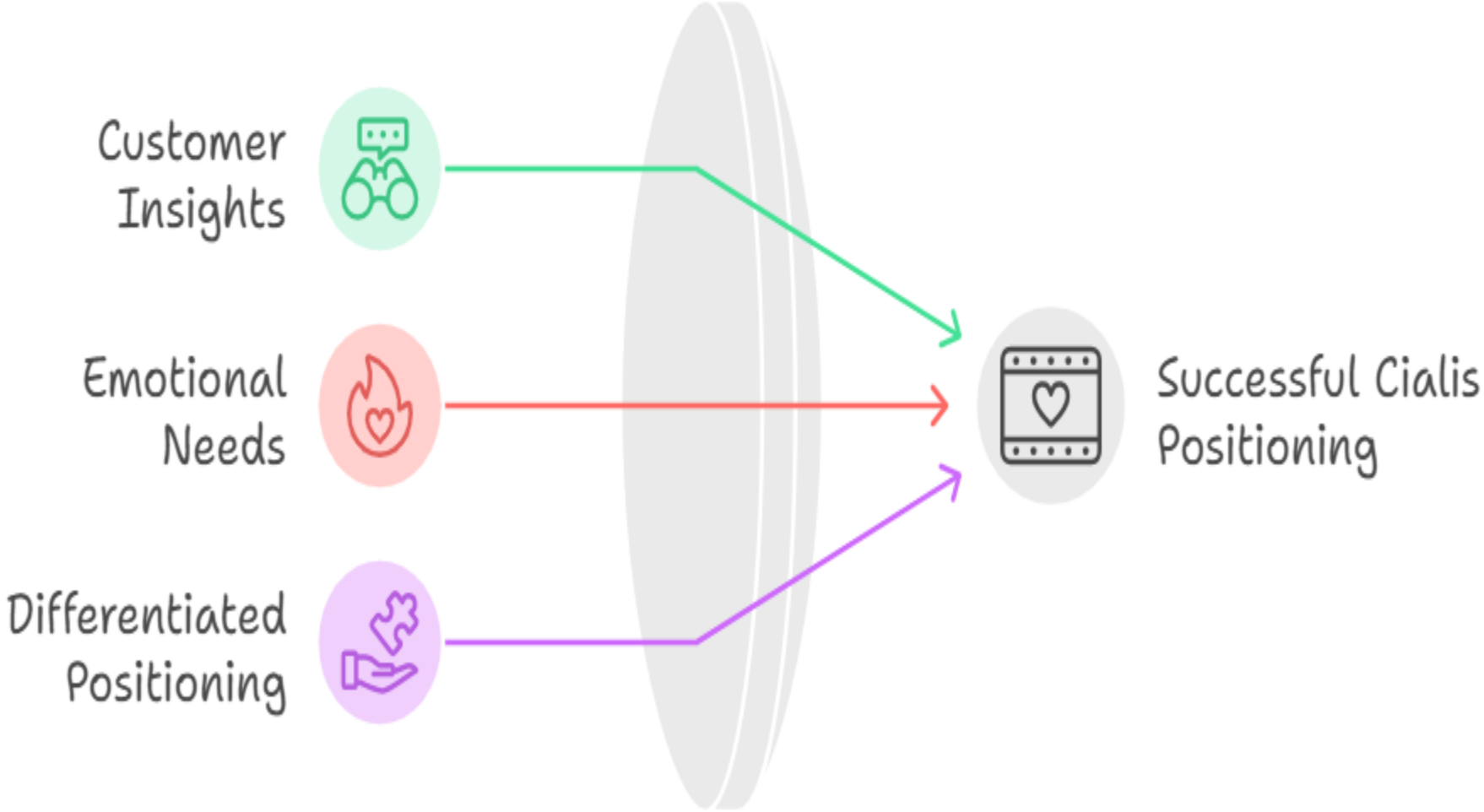


Enhanced competitive advantage and value

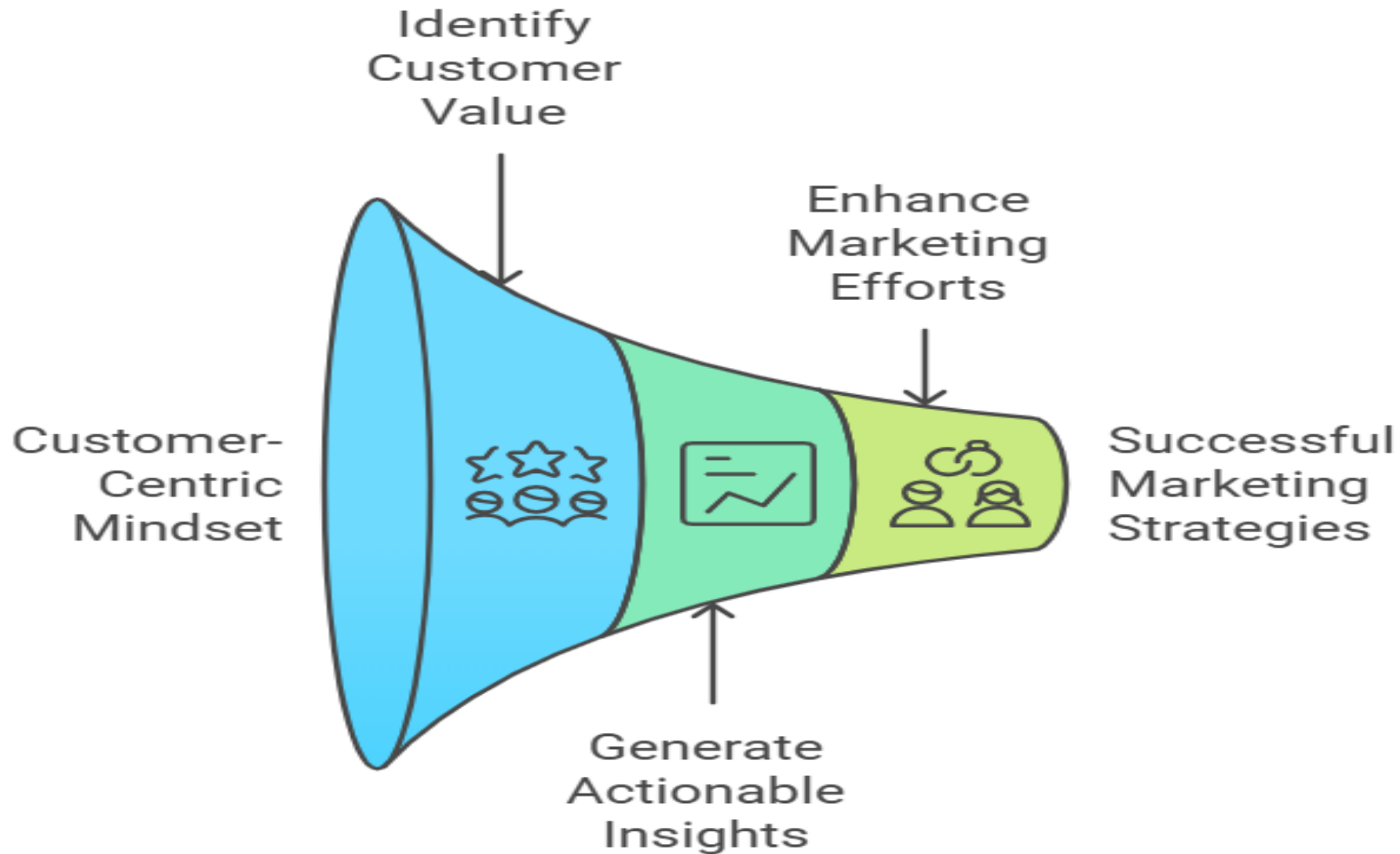
Patient Insight in Pharmaceutical Marketing



Strategic Marketing in Pharmaceuticals



Transforming Customer Insights into Marketing Success



Pharmaceutical Marketing Strategies

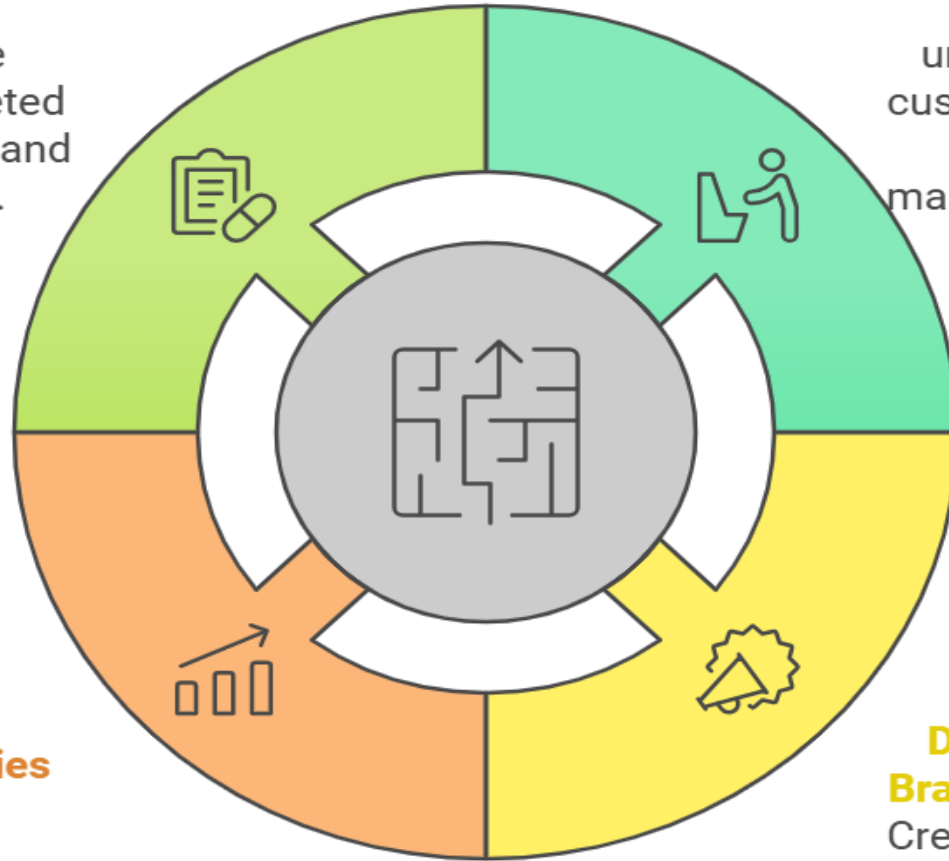
Patient Adherence

Improve adherence through targeted interventions and education.



Customer-Centric Insights

Focus on understanding customer value to enhance marketing efforts.



ROI Strategies

Optimize marketing spend by balancing quality, reach, and cost.



Differentiated Brand Positioning

Create compelling brand propositions using structured frameworks.



Tailoring Strategies in Pharmaceuticals

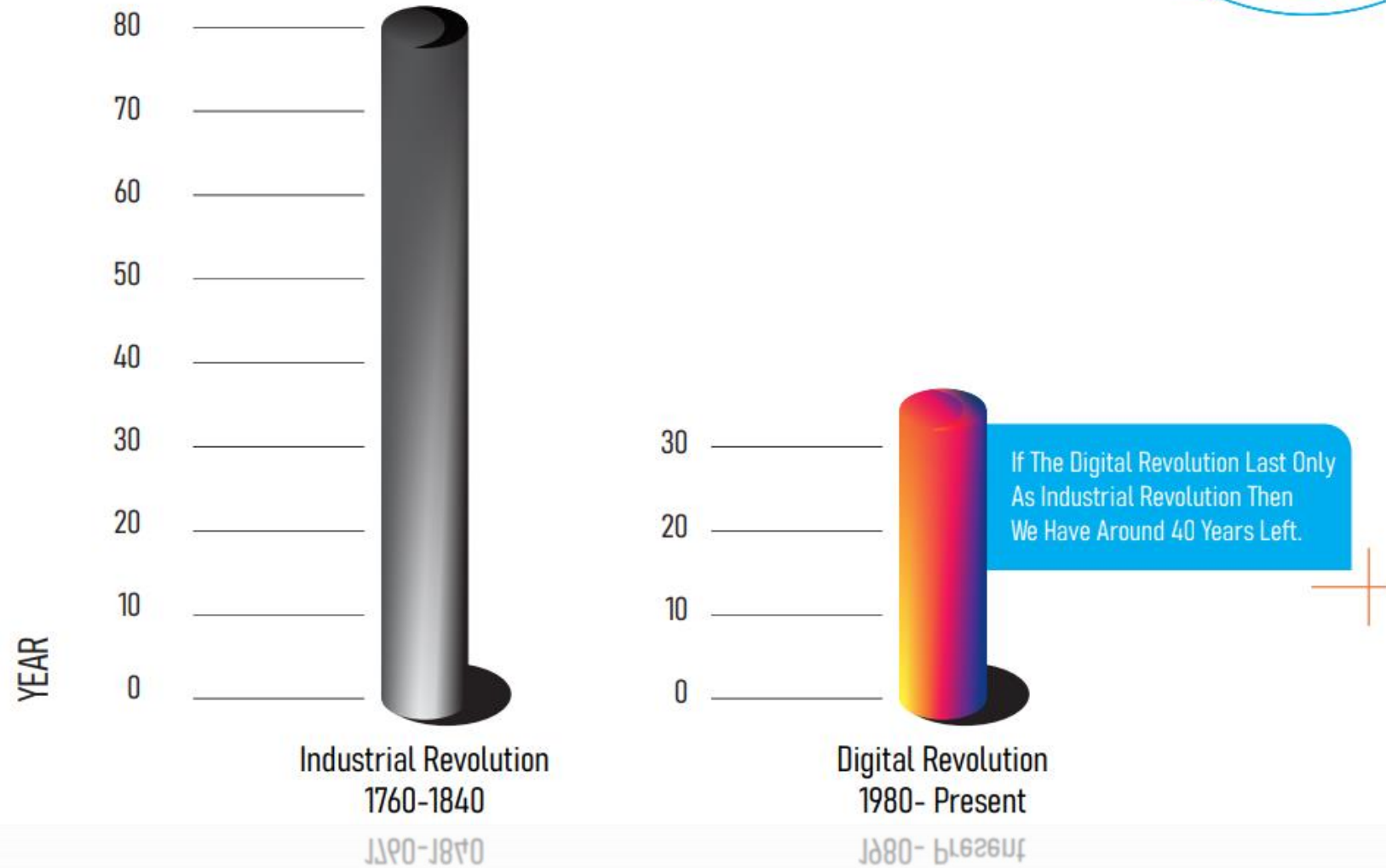
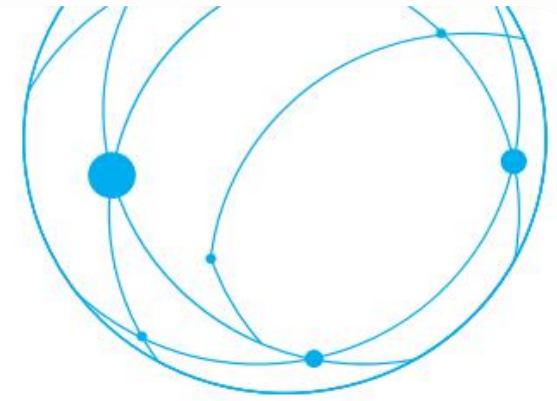


EMPOWER YOURSELF

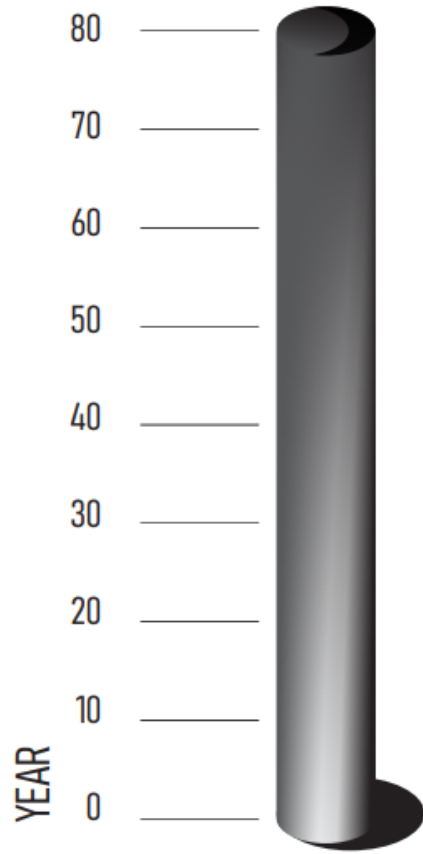
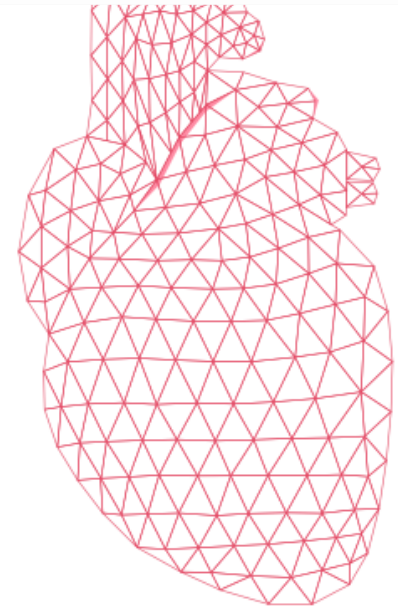
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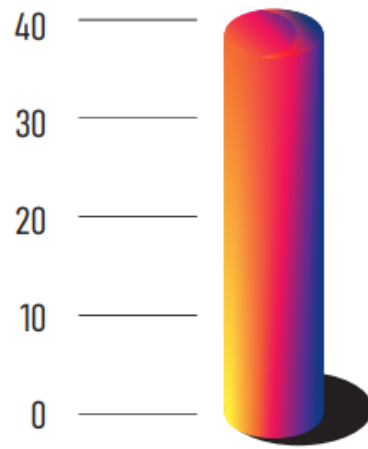
The Digital Revolution



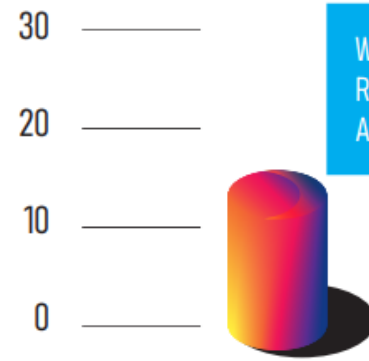
The Digital Revolution



Industrial Revolution
1760-1840



Digital Revolution
1980- Present



Digital Health Revolution
2008- Present

Which Mean The Digital Health Revolution Has Another 70 Of Advanced A Head.

1- First wave of change supply side.

2- Second wave change demand side.

3- Third wave of change digital health and teach paradigm.

Digitization



Conversion
(Data)

Digitalization



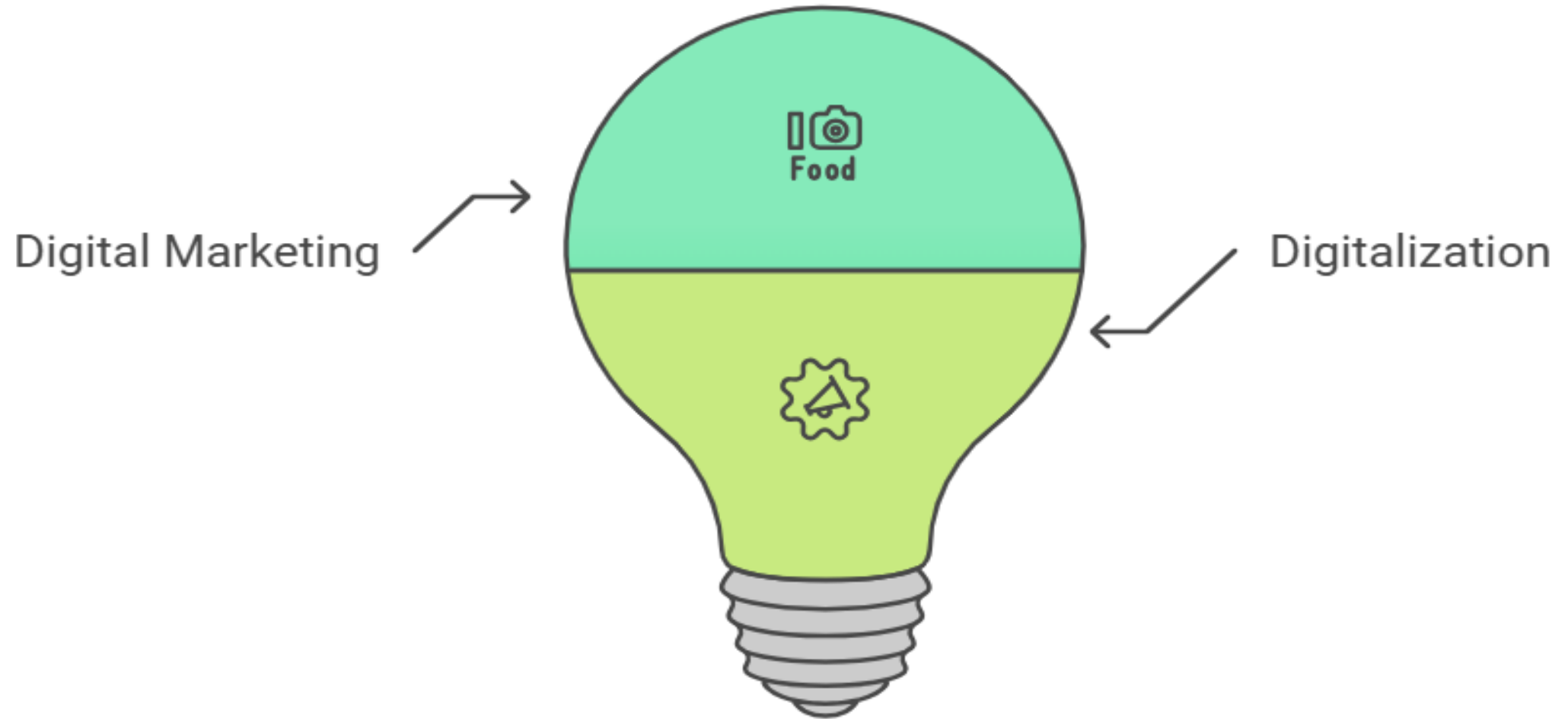
Adaptation
(Process)

Transformation



Creation
(Business)

Understanding Digital Concepts



How should we focus our digital efforts?

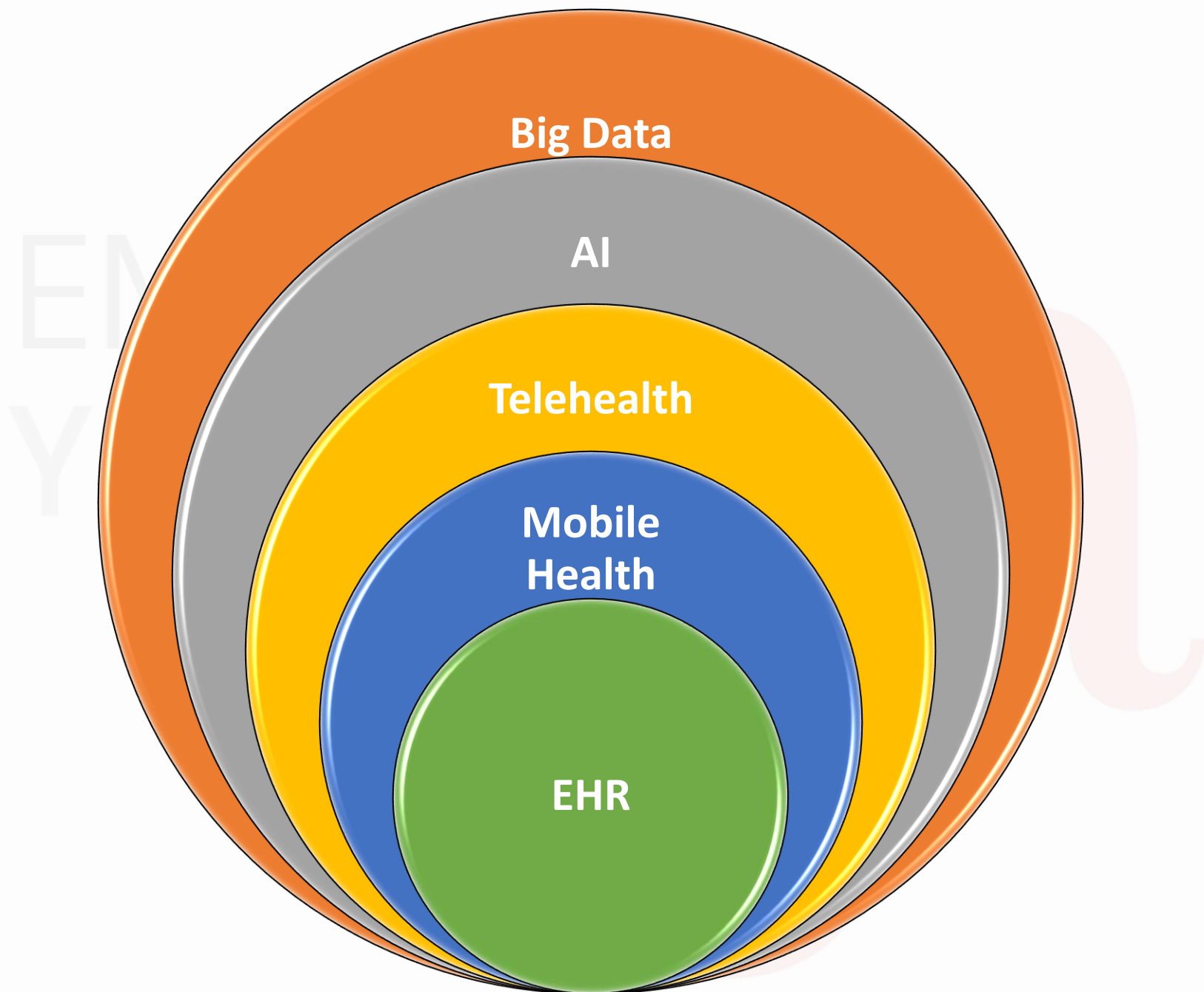
Digital Marketing

Focus on promoting products and engaging customers through digital channels to drive sales.

Digitalization

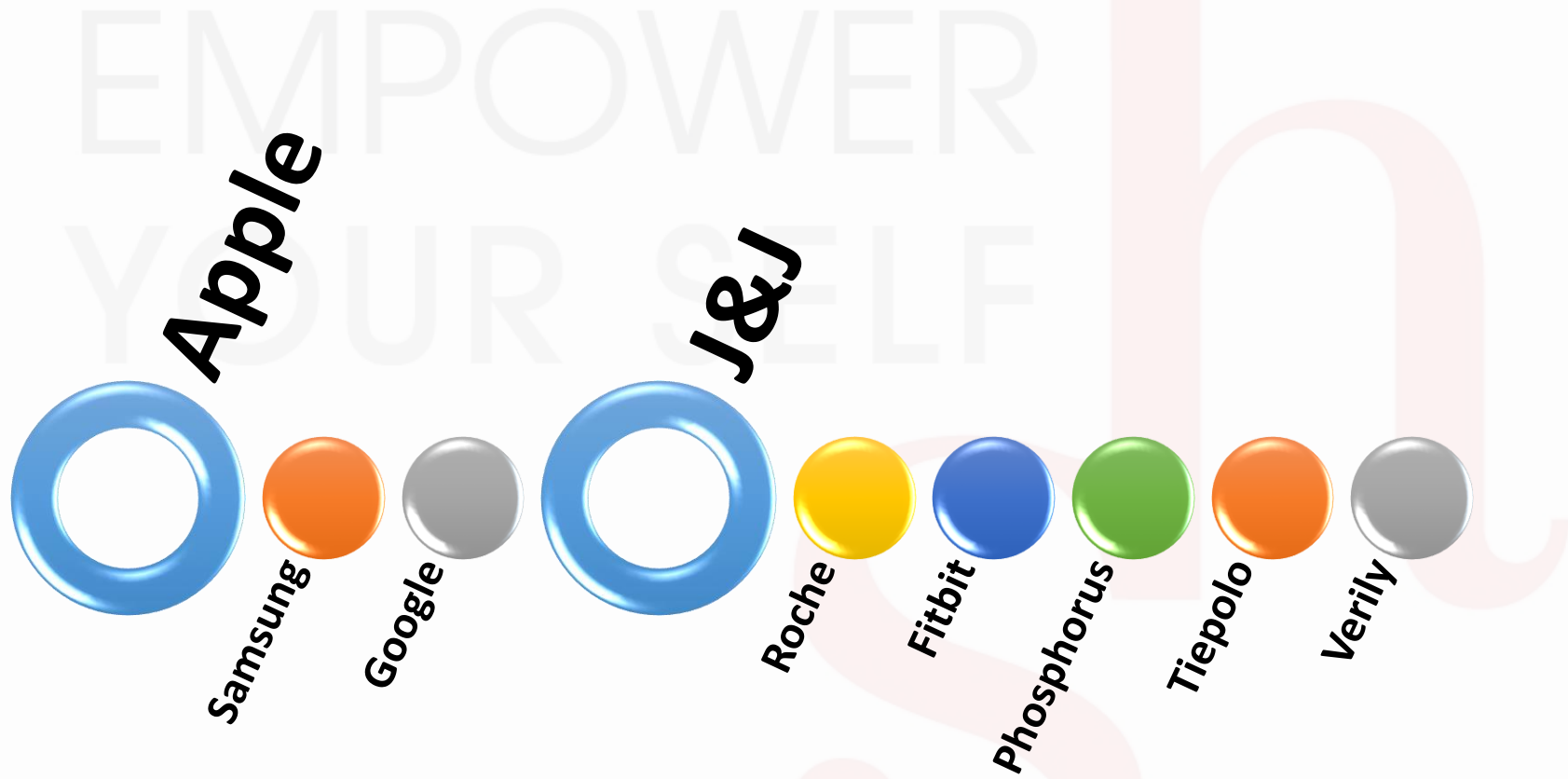
Integrate digital technologies to enhance operational efficiency and improve overall performance.





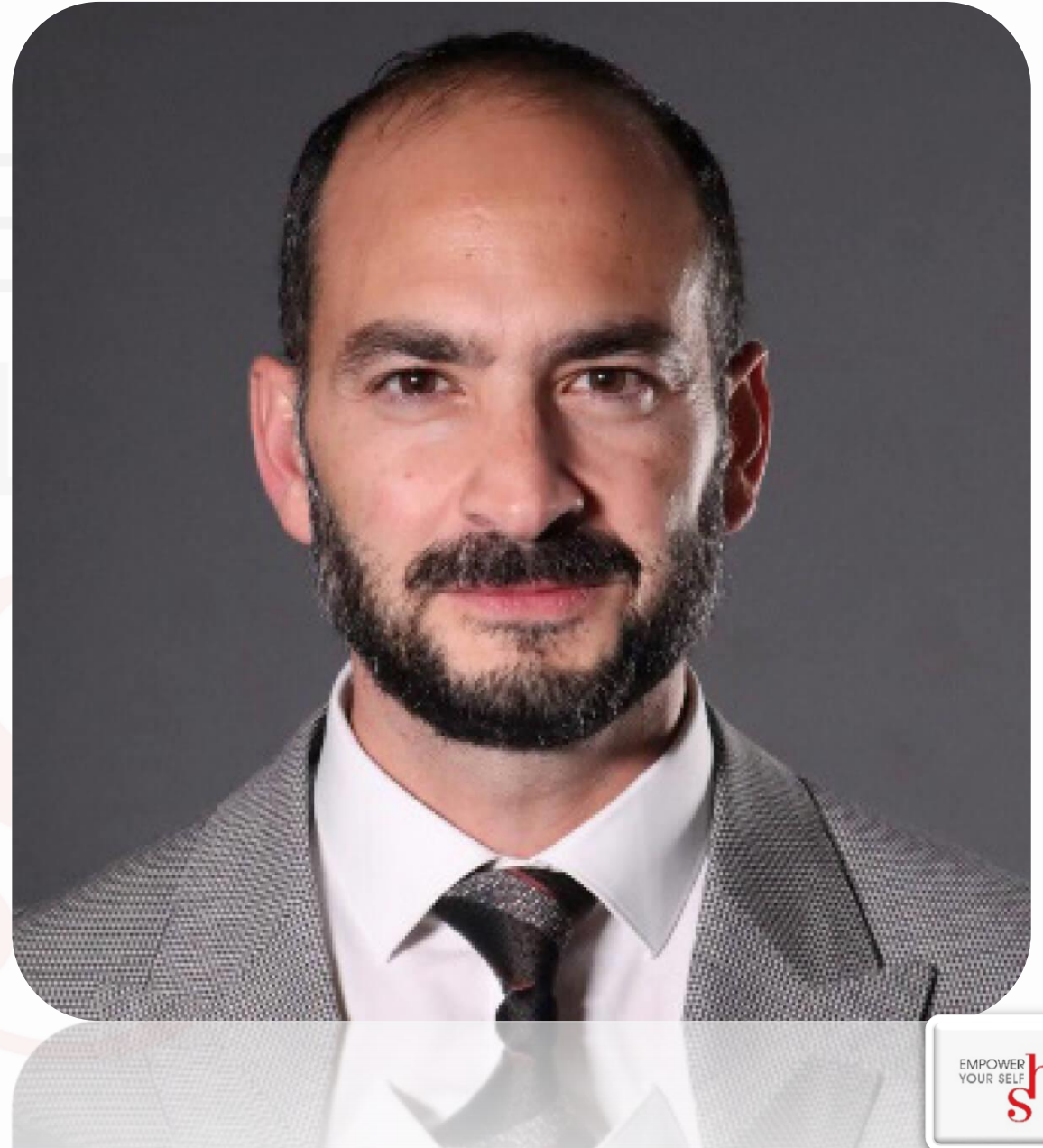
EM
Y

FDA Pre-Certification pilot:



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SERVICES

"الوظيفة الاكثر طلبا فى
الشركة هى البرمجه
فالاستثمار فى التكنولوجيا
لم يعد رفاهيه"
- دكتور رياض ارمانىوس





Digital in the Pharma Industry

Digital Capabilities in business



Activate Windows
Go to Settings to activate Windows.

Digital in the Pharma Industry

Digital Capabilities in business



Activate Windows
Go to Settings to activate Windows.

Factors affecting Presence of Pharmaceutical Company on social media:

The type of pharmaceutical company Portfolio.

The digital strategy that each pharmaceutical company puts in place for each social media platform.

The most relevant social media platforms that are the focus of analysis (Facebook, Twitter and YouTube).

Regulatory

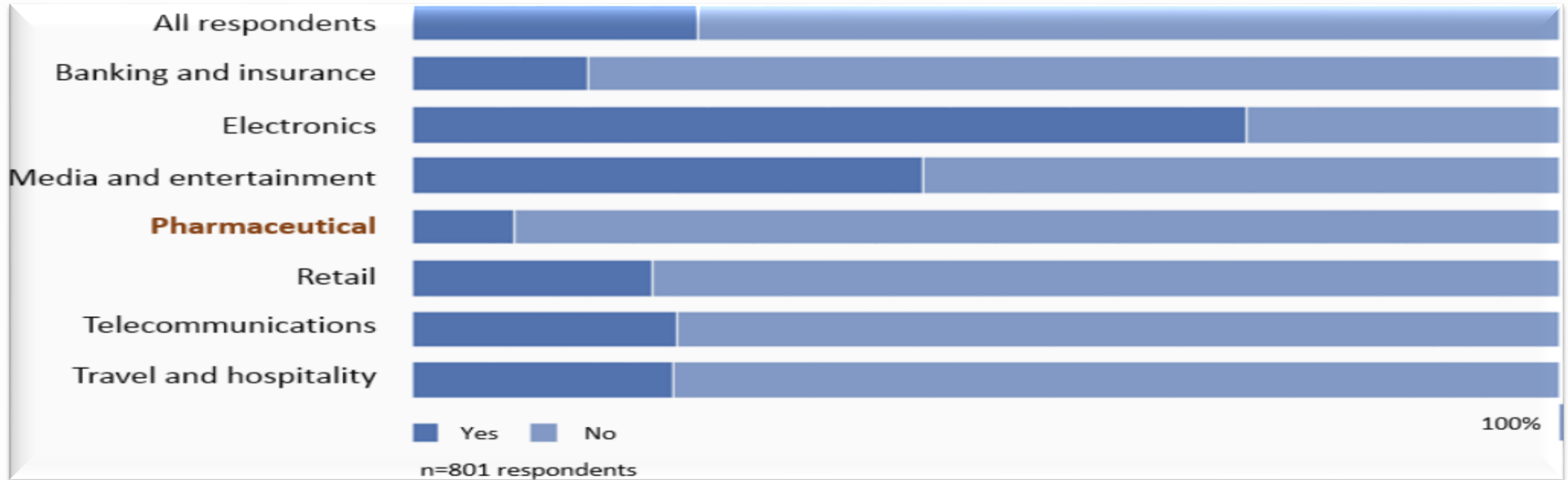
Companies are starting to deal with the lack of regulatory transparency by publishing their own guidelines (e.g. Roche and AstraZeneca)

Technical

Pharmaceutical companies to automate 90% of their adverse event reporting and vastly reduce the amount of time spent on manual tasks relating to this important issue.

Internal

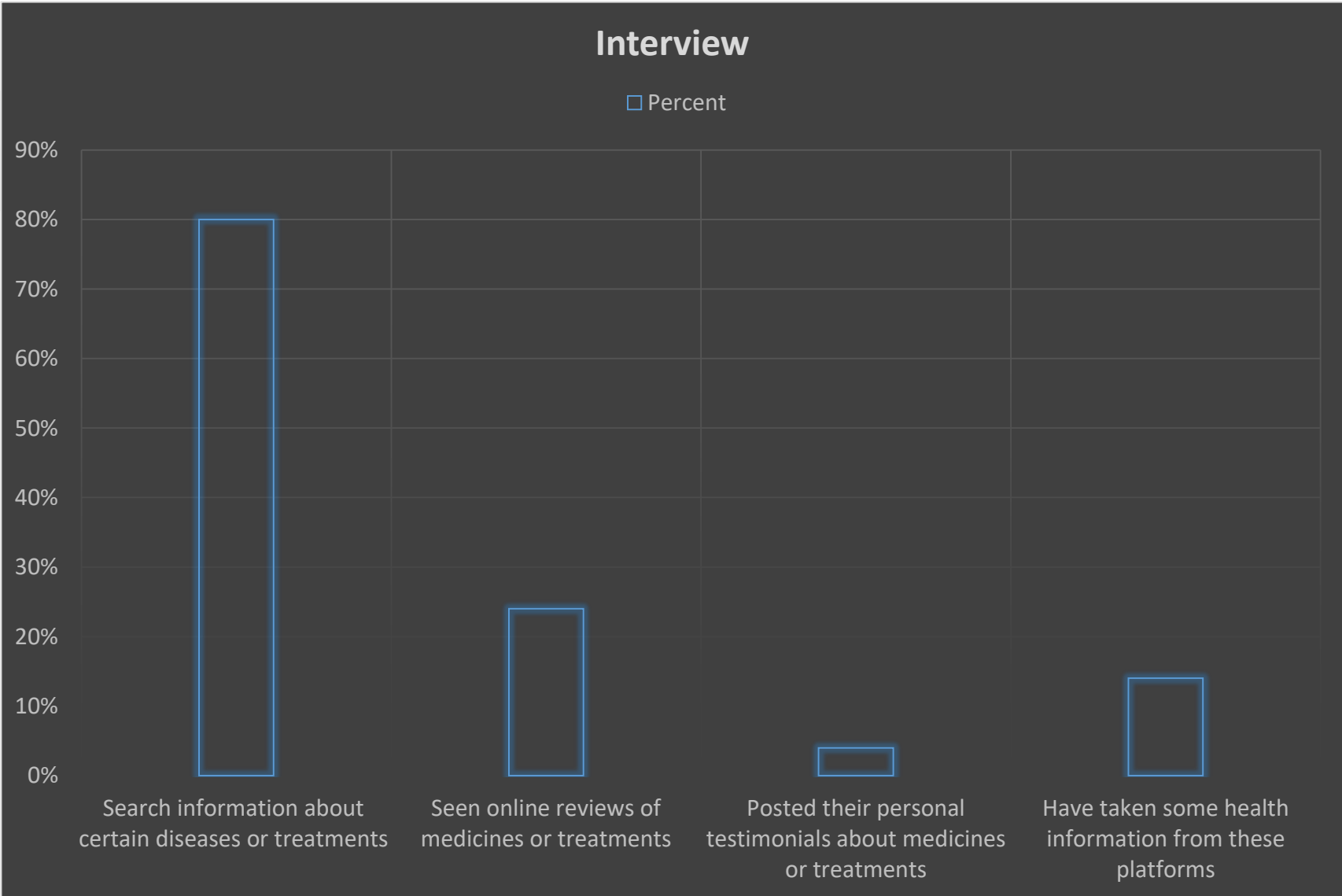
Companies must accept the differences of, and embrace the potential benefits of, social media channels. These channels must be integrated into the overall marketing and corporate communications strategy and be chosen to be part of an overall campaign if the tool fits the desired outcome.



- In a study titled “IBM Institute for Business Value Benchmarking Program - Sales and marketing Study” developed by IBM in the beginning of 2011, several sales and marketing managers (88 from pharmaceutical companies) were inquired.
- According to retrieved data , the pharmaceutical sector is far behind in terms of social media engagement when comparing to other industries.

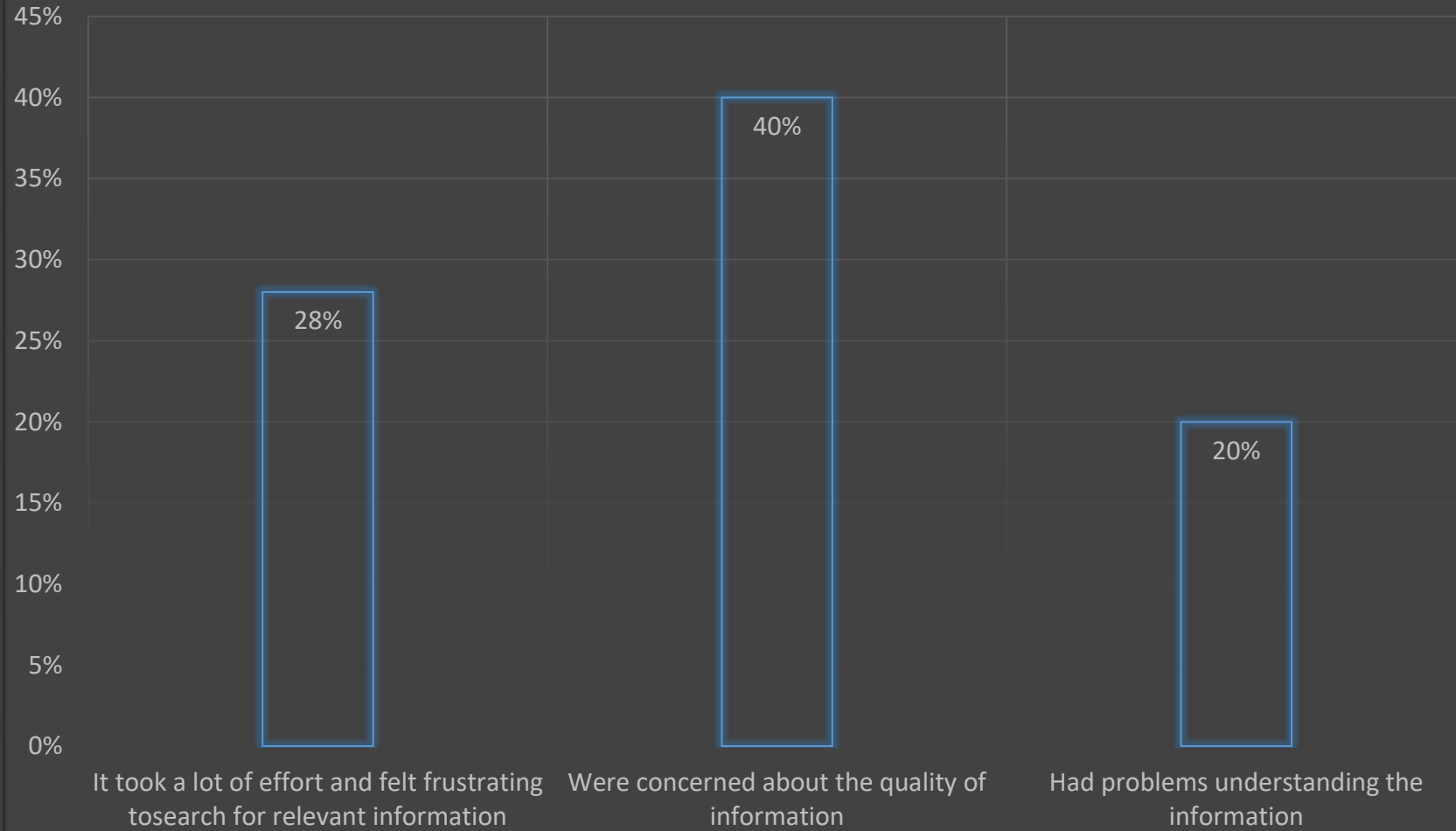
On Line and Mobile apps.:

Interview USA
with 3001
(74% uses
internet) 2014



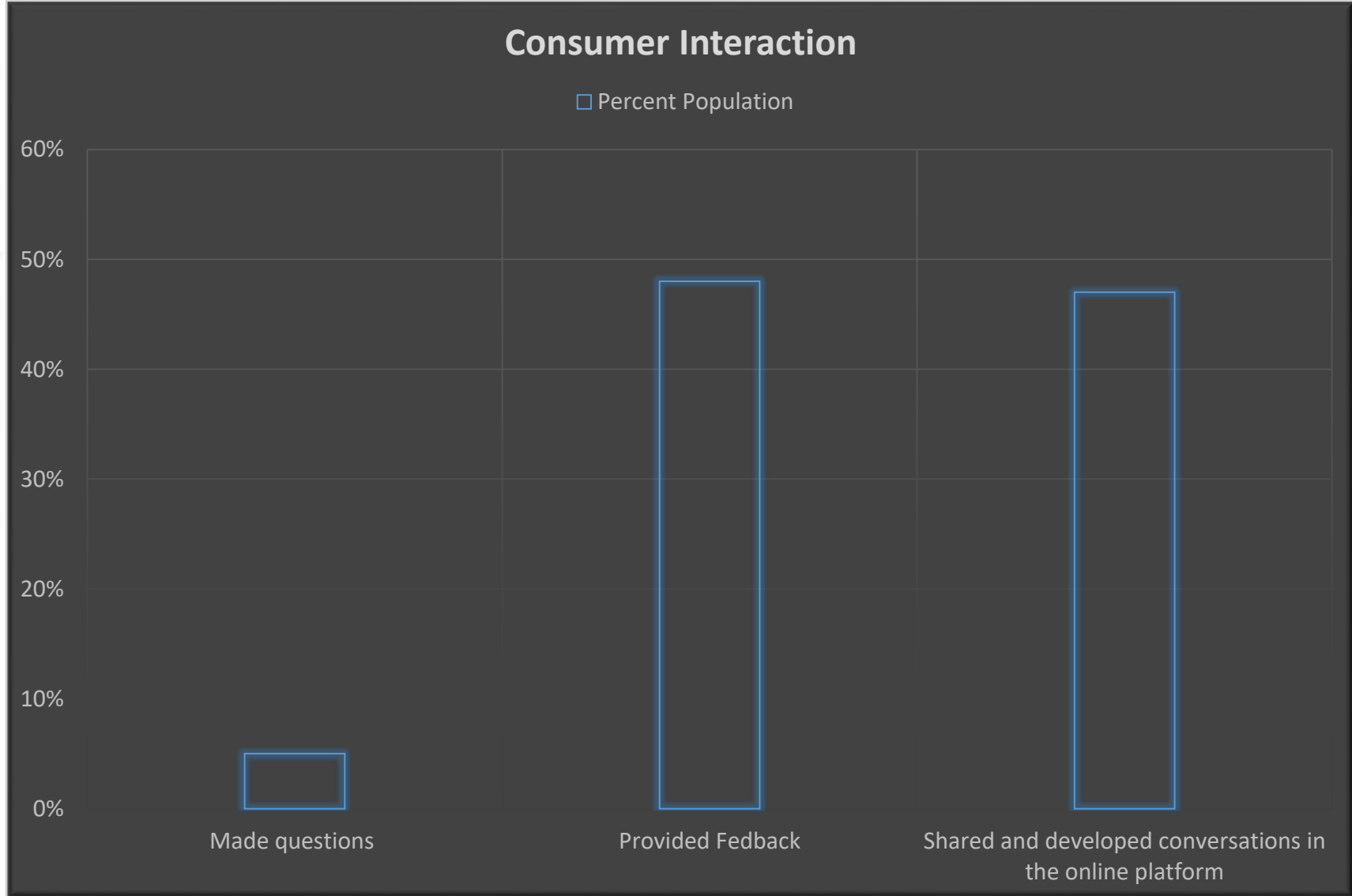
Multiple Sclerosis Patient

Multiple Sclerosis Patient



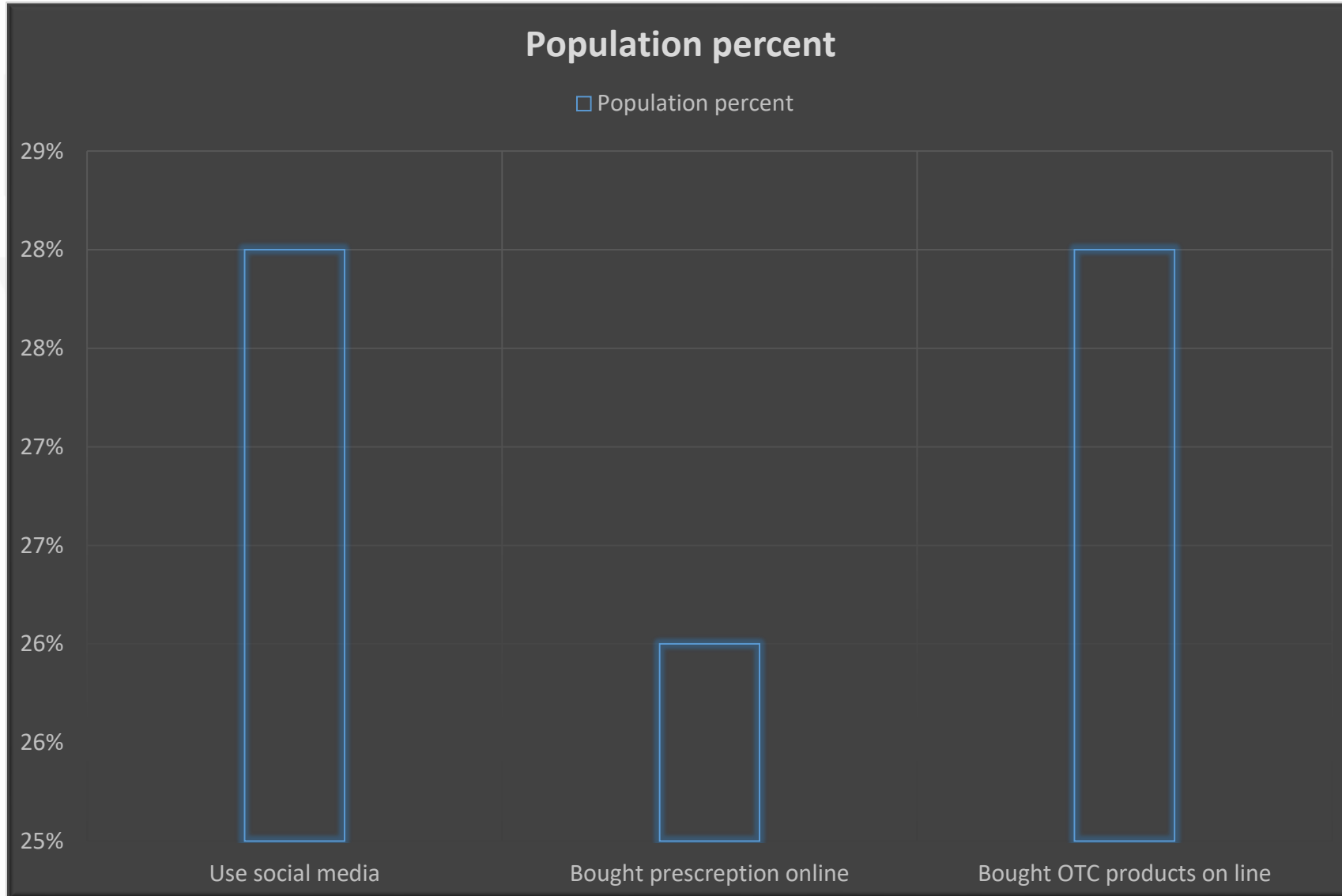
Consumer Engagement with Pharma Market:

“HRI Week in the Life Of Analysis” the interactions between consumers and pharmaceutical companies through the company’s Facebook page.



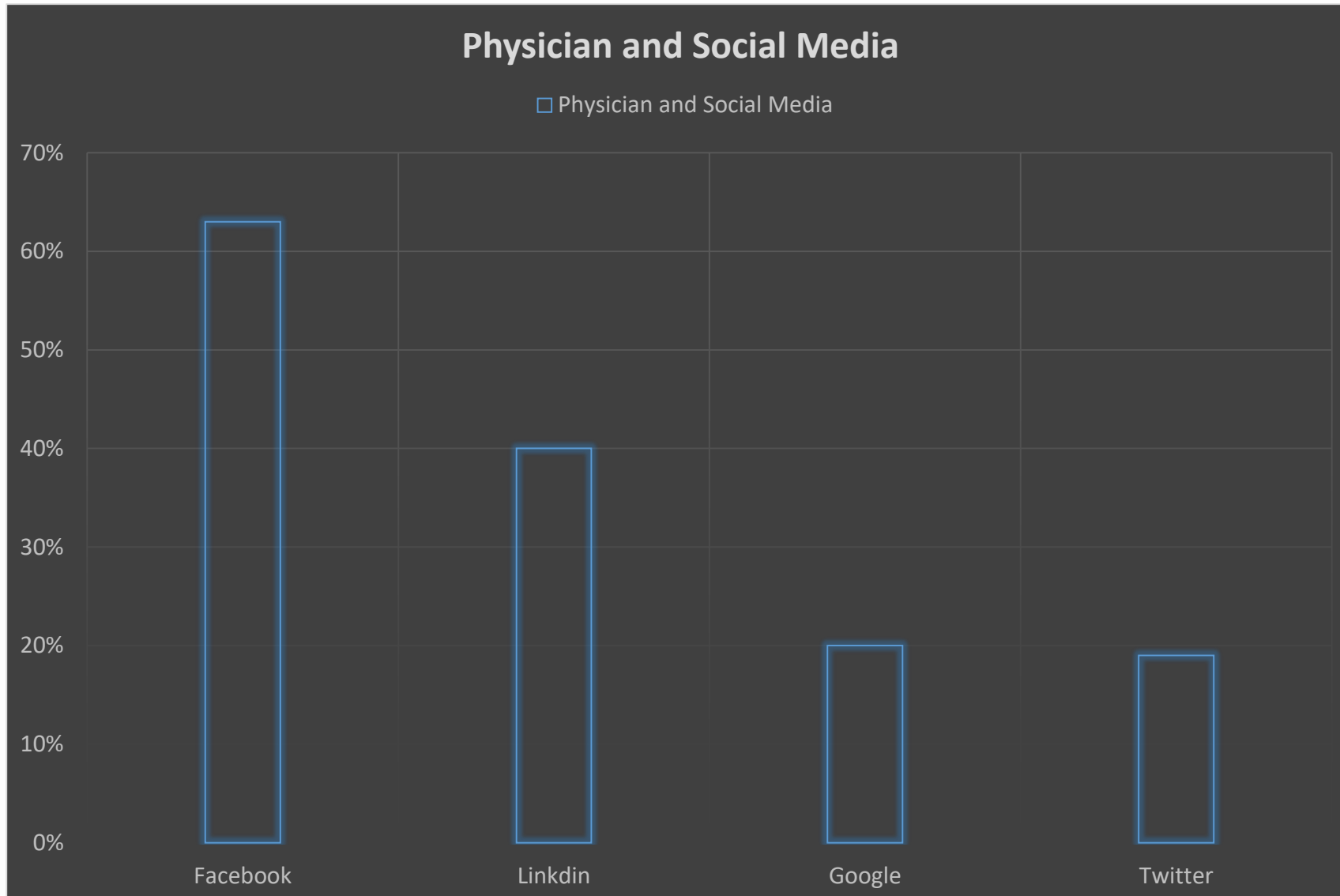
Consumer Engagement with Pharma Market:

28% Total population between 18-60 years



Company	Headquarters	Country of origin of fans (Facebook) (%) ^(a)			
		1º	2º	3º	4º
Pfizer	USA	Egypt 19,6%	USA 13,5%	India 9,5%	Brazil 4,7%
Novartis	Switzerland	Egypt 17,5%	India 10,6%	USA 8,7%	Brazil 8,6%
Merck & Co.	USA	USA 30,9%	India 8,5%	Egypt 5,9%	Brazil 4,5%
Sanofi	France	USA 65,3%	Brazil 3,7%	Egypt 3,6%	Algeria 2,6%
Roche	Switzerland	Egypt 29,5%	USA 9,5%	Germany 7,4%	India 5,8%
Roche (Genentech)	USA	USA 75,4%	India 3,2%	United Kingdom 1,6%	Egypt 1,2%
GlaxoSmithKline	England	United Kingdom 33,3%	Egypt 10,3%	India 7,4%	Pakistan 6,4%
AstraZeneca	England	USA 64,7%	Egypt 7,9%	India 3,3%	Brazil 2,1%
Abbott Laboratories	USA	India 32,3%	USA 12%	Brazil 7,9%	Egypt 5,2%
Eli Lilly	USA	USA 43%	Brazil 6,3%	India 5,5%	Egypt 3,8%
Teva	Israel	USA 18,1%	Israel 16,9%	India 9,0%	Hungary 5,9%
Bayer	Germany	Mexico 15,6%	Italy 13,7%	Pakistan 12,7%	Egypt 12,4%
Boehringer Ingelheim	Germany	Egypt 18,9%	Pakistan 16,4%	Philippines 16,2%	India 7,3%
Novo Nordisk	Denmark	Algeria 35,8%	Indonesia 15,6%	Egypt 12,5%	Peru 9,1%

Provider Engagement with Pharma Market:



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FirstThink:

FirstThink:

**1- Define
Digital
Objectives.**

**2- Defining
your digital
strategy.**

**3- Bringing
all
together.**

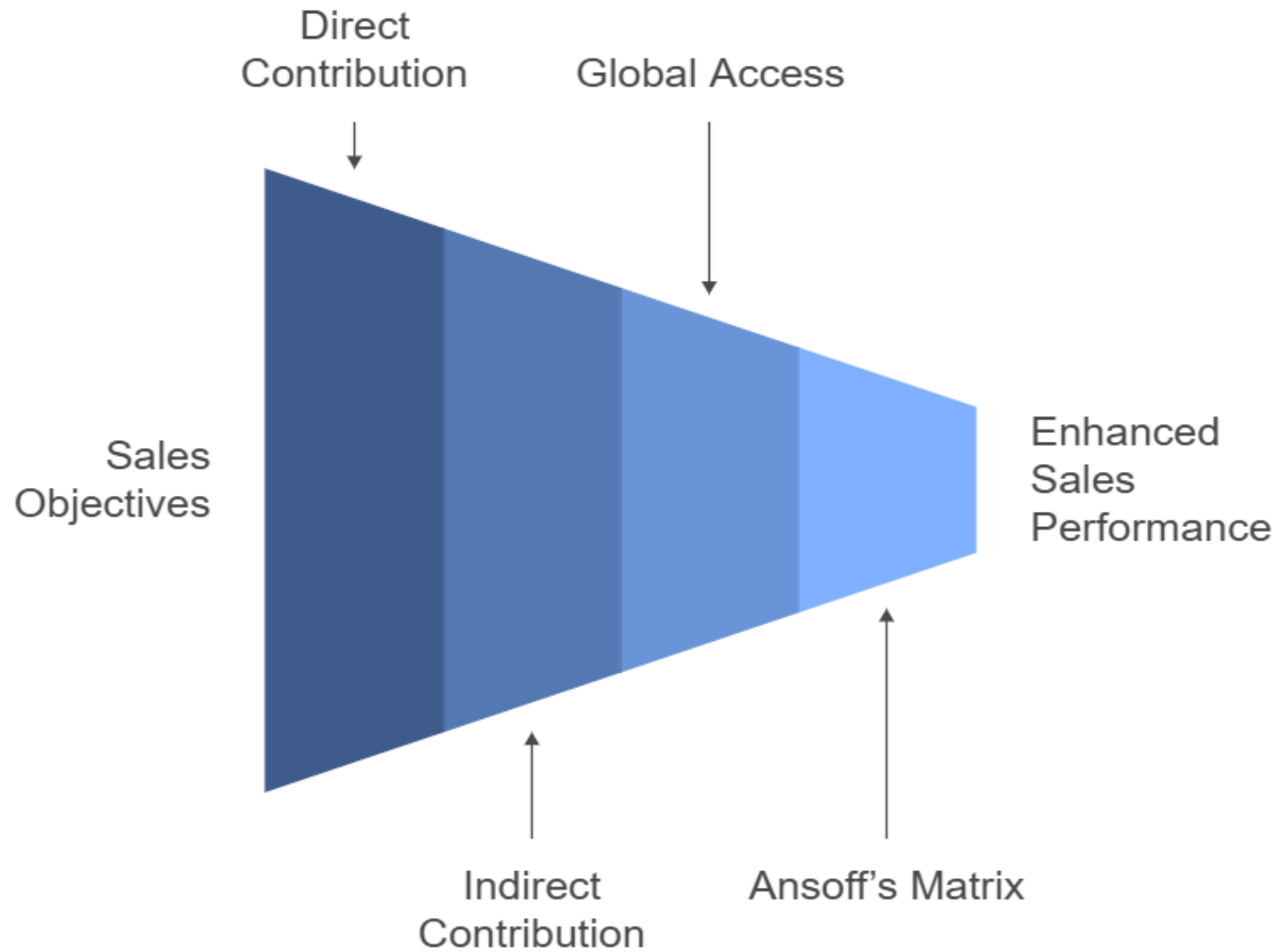
EMPOWER
YOURSELF

Digital objectives:

5Ss Model:



Achieving Sales Objectives through Strategic Contributions



A greater impact on some industries

Customers' new online needs.

**Objective Sell
using the internet
as a sales tool**

Direct online revenue contribution

The proportion of sales transactions completed online

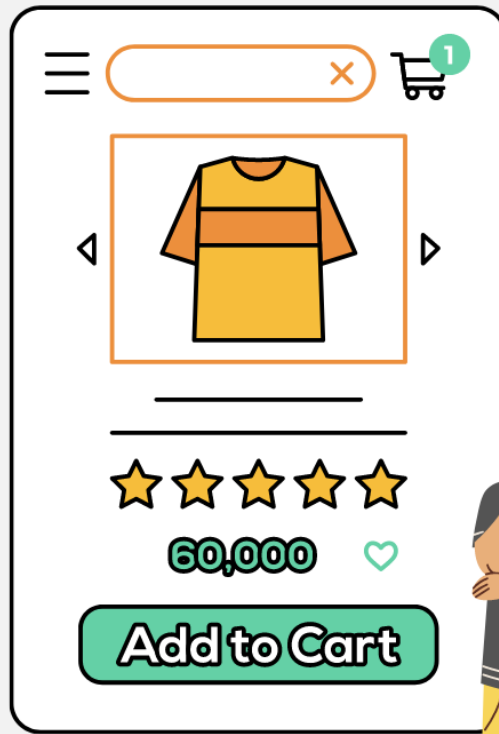
- But remember that many other products and services are partly **bought online**, shoppers browse online, collecting information, prices, and special offers before visiting stores and showrooms or **picking up the phone to negotiate better deals.**

Objective – Sell :

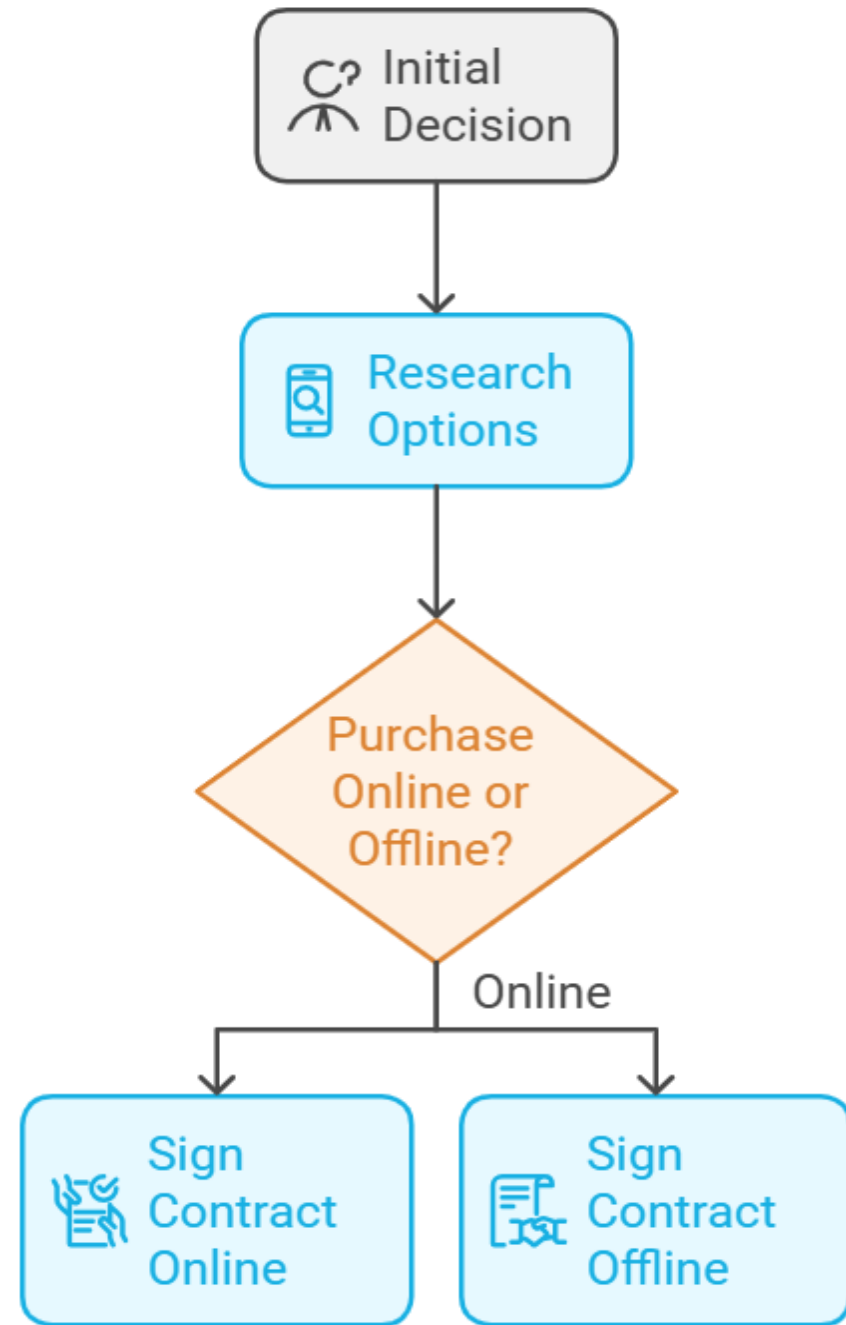
- So **mixed-mode selling** is a must! Organizations have to support customers who want to be able to buy both online and offline. Therefore it is essential to accommodate those who want to buy online and those who just want to browse.
- For example, **BMW find that approximately half of their test drives are generated from their website.**
- **Understanding cross-channel customer behavior using ROPO**



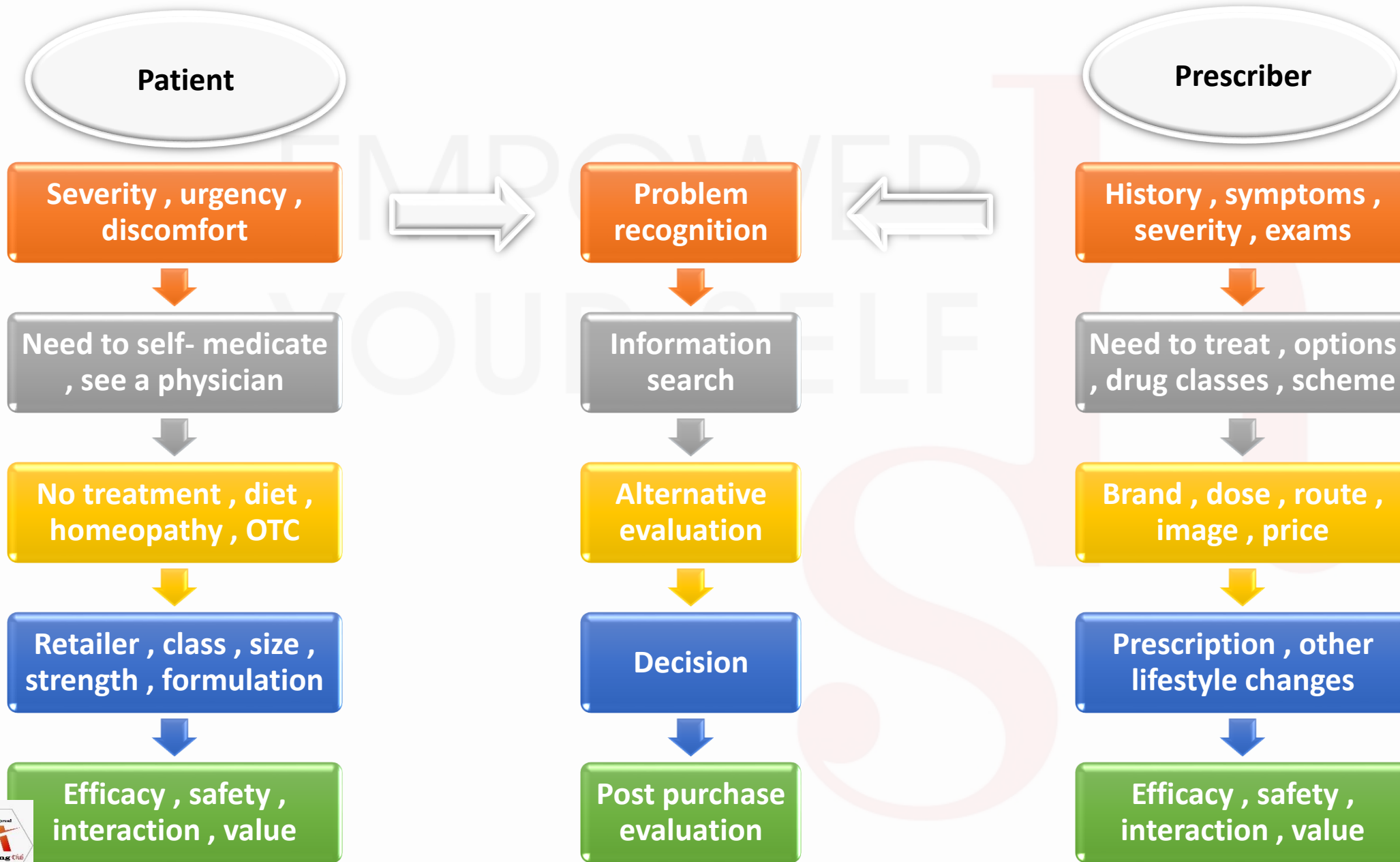
ROPO-Effect



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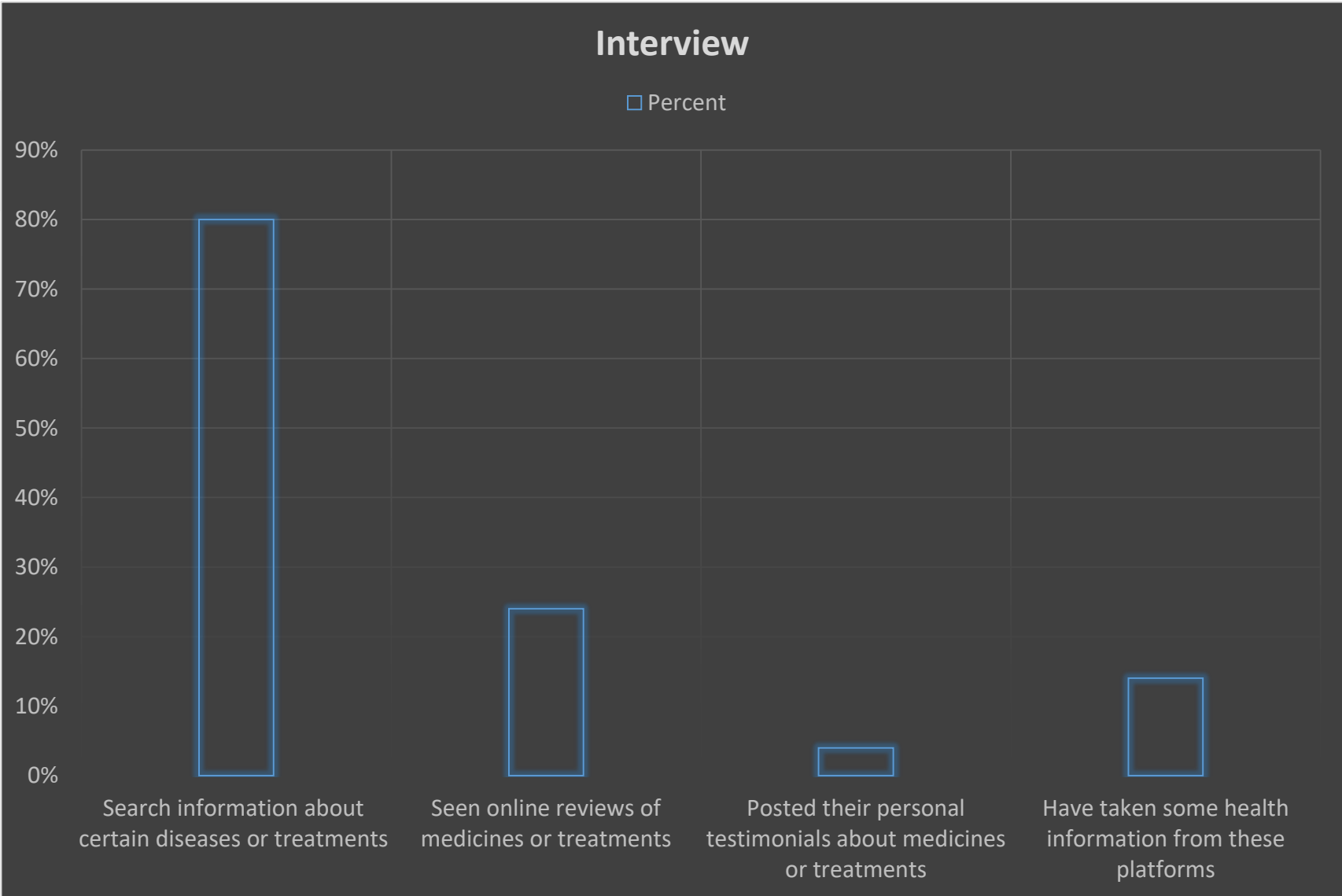


Healthcare customers decision making process?



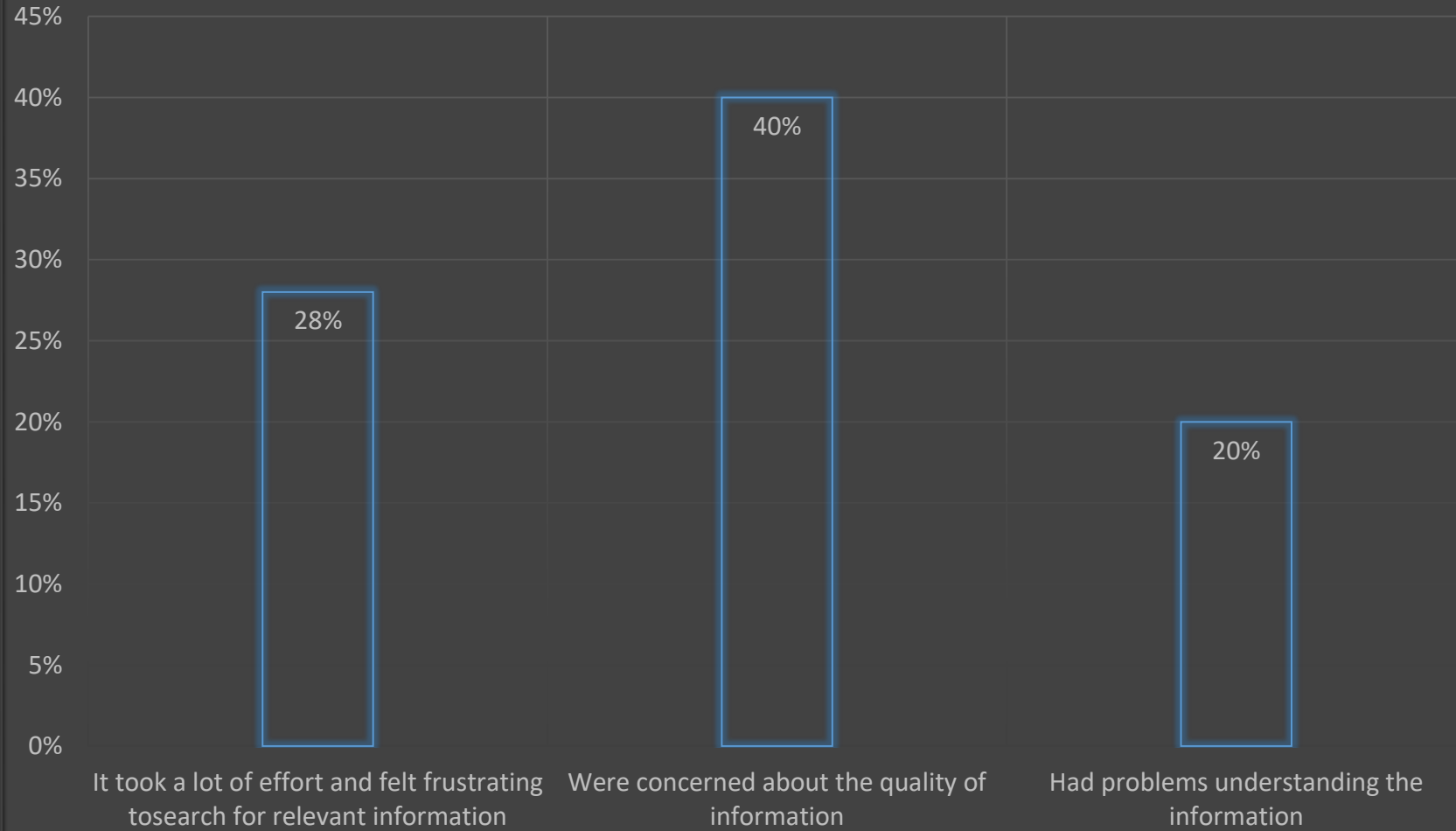
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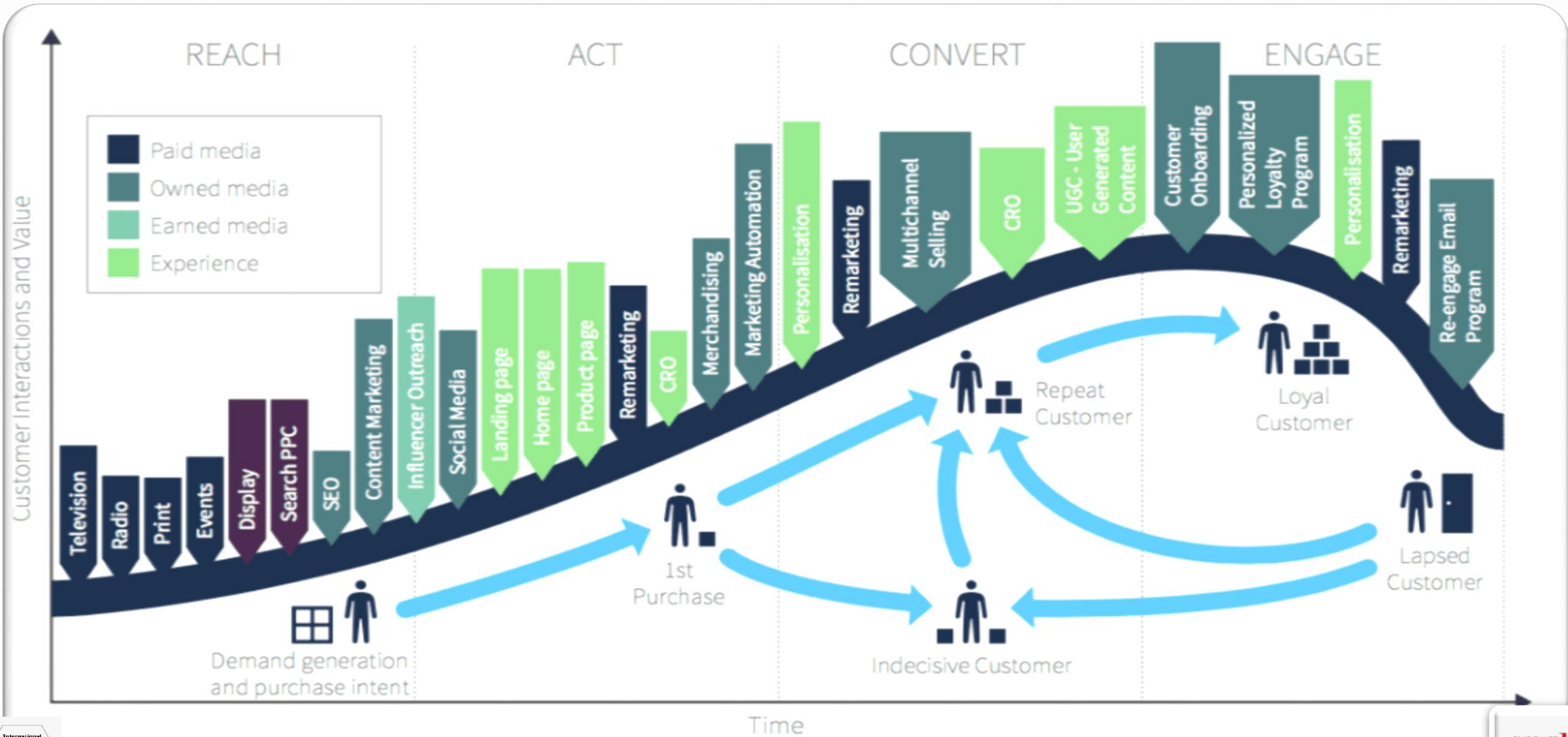


Multiple Sclerosis Patient

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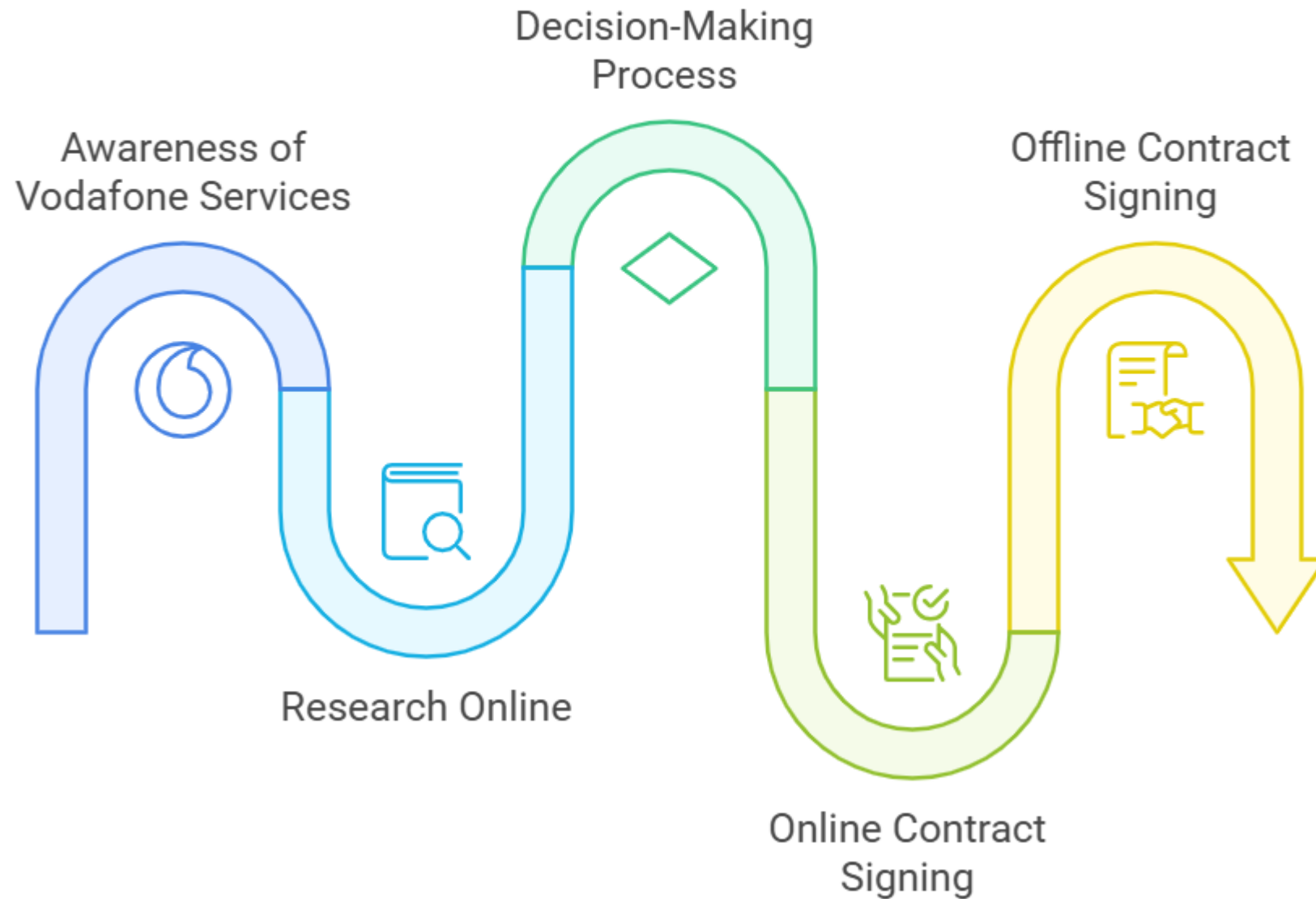


Physical / Digital Process / Journey:



Adapted from Dave Chaffey, Smart insights

Consumer Decision Process for Vodafone Contracts



- **16,000**
- **Website visit and Questionnaires**
- **1/3 Online Sign**



COSTS



ARE YOU SUITABLE?



SURGEONS



AFTERCARE & RECOVERY

REQUEST A FREE INFO PACK

BOOK A FREE CONSULTATION

Ultralase's Digital Marketing Strategy



Channel Assessment

Evaluating the effectiveness and cost of different marketing channels



Website Reach

The extent of the website's audience engagement



Lead Generation

Objectives for generating leads through the website



Indirect Online Revenue Contribution

The influence of digital communications on sales

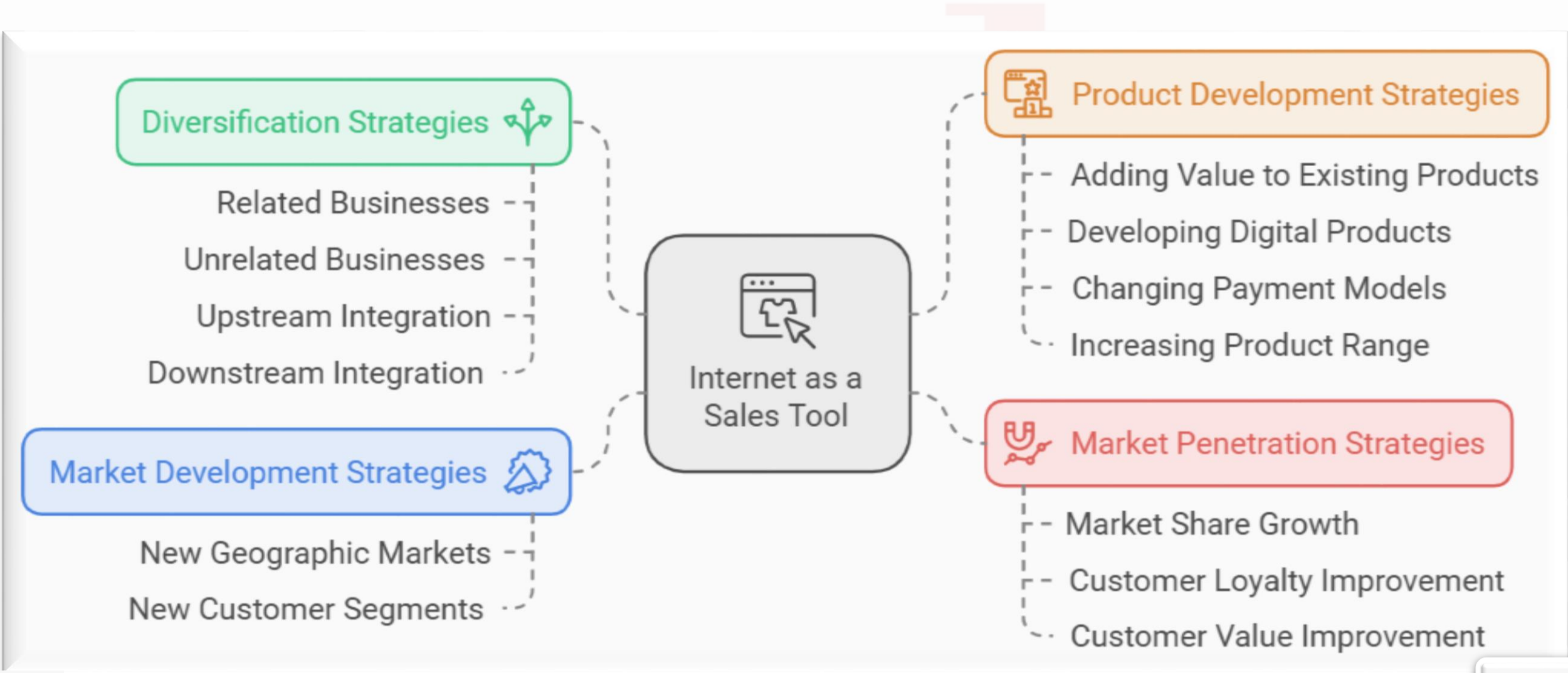
Objective – Sell :

- **BMW example**, why not take it to the next level and **offer the web visitor who wants a real test drive delivery of the vehicle for the weekend?** Assuming that the visitor is screened and fits the ideal profile and suitable insurance is taken out, wouldn't this close the sales cycle and accelerate mixed-mode selling?

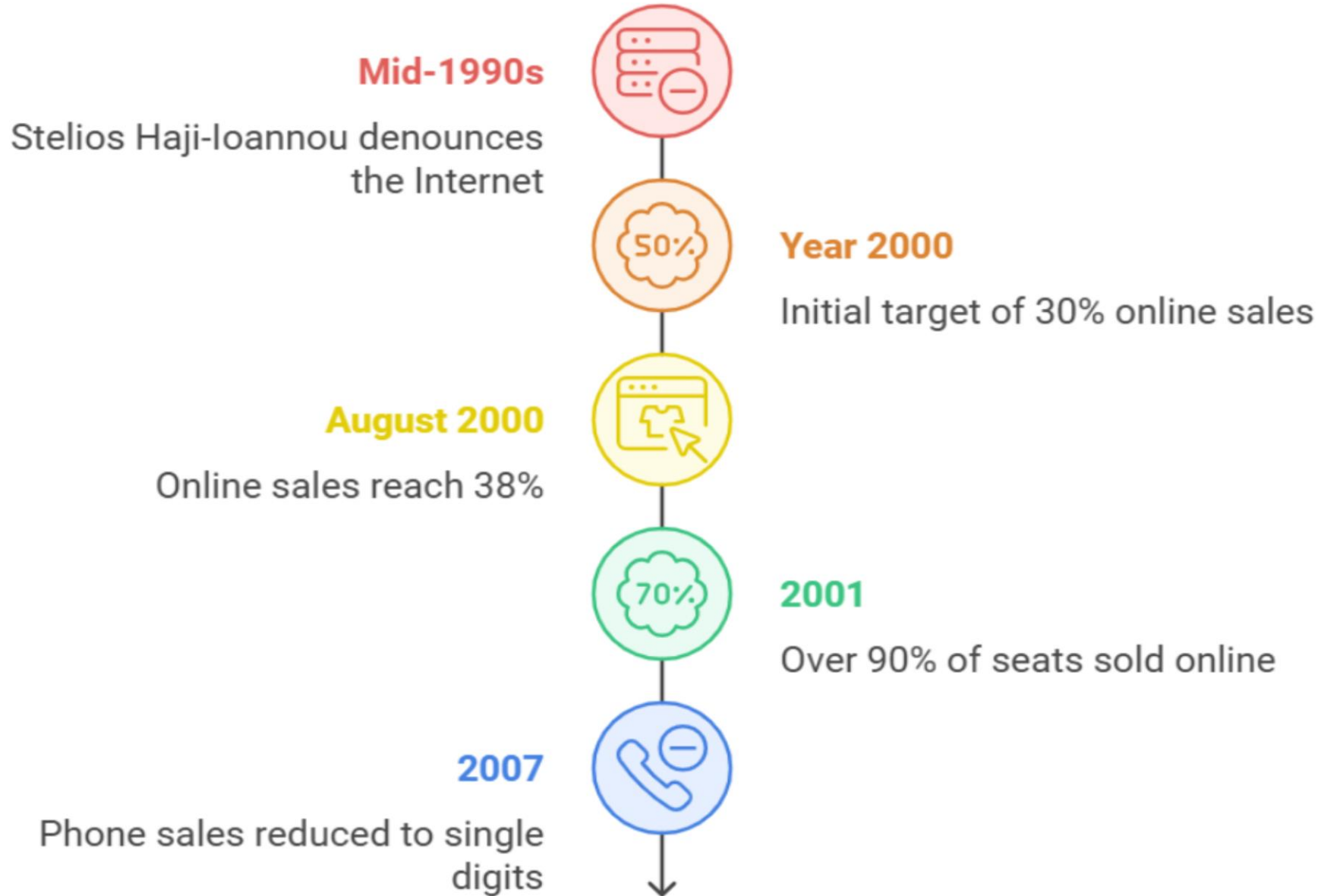
Expanding Global Access to Attractions



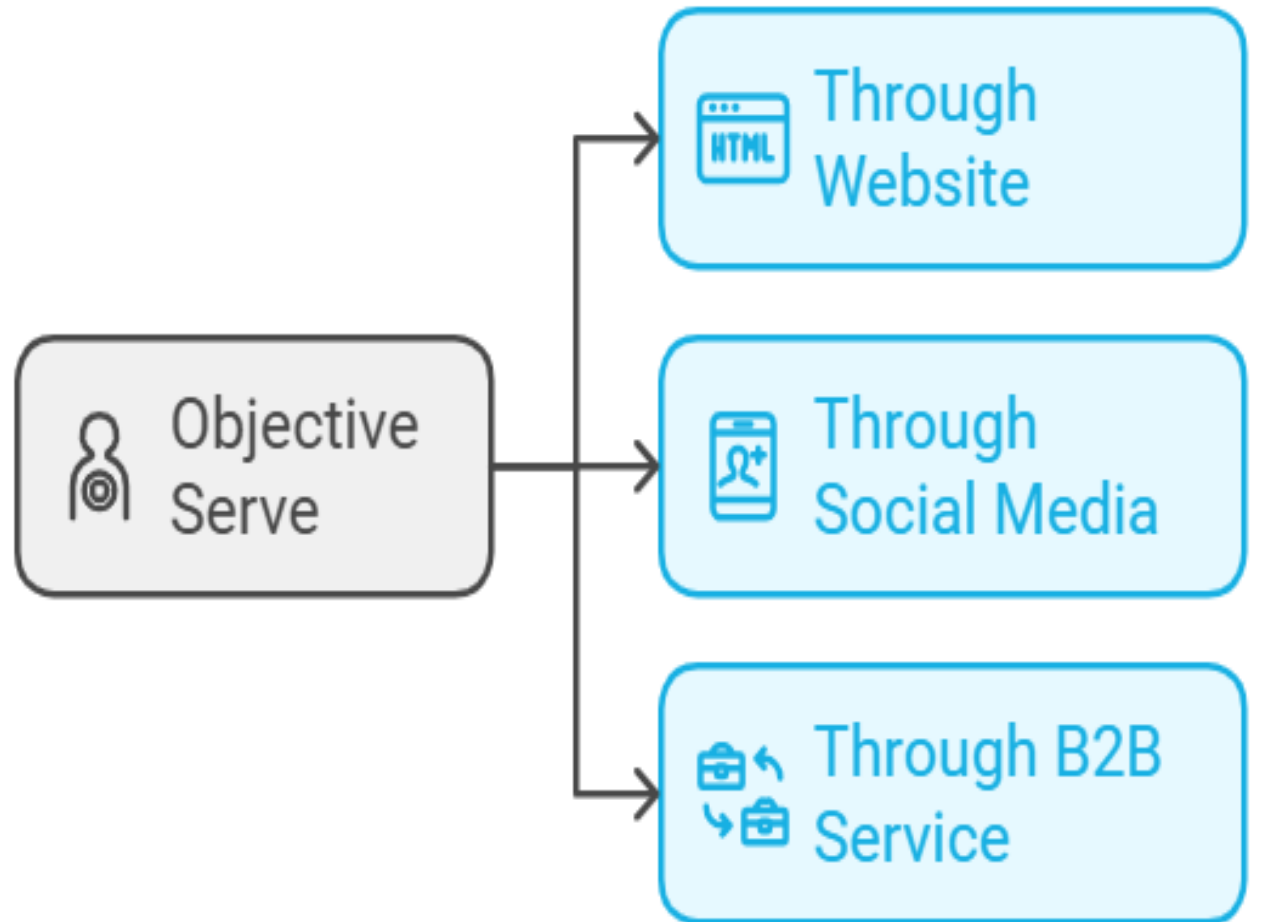
- **Ansoff matrix** – used by marketers for over 40 years Changed to **Online opportunities for product and market innovation**



EasyJet's Digital Transformation Journey



Objective – Serve :



Objective – serve – using the Internet as a customer-service tool:

1- Objective is serving or adding value. **How can a website help customers improve their experience or add value to their experience?**

Examples:

How to handle customer queries effectively?



Minimize Voice Calls

Reduces operational costs and streamlines communication



Use FAQs

Provides quick self-service options for customers



Use Email Forms

Allows structured and documented customer interactions

• EasyJet serves
• When EasyJet customers have a query, the EasyJet contact strategy is

Which digital strategy should be used to engage customers?

Ultralase's Information Services

Provides comprehensive customer support and engagement through various informational tools.



Ragu's Recipe Sharing

Encourages community engagement and sharing through free recipes.

Mentadent's Sample and Advice

Offers tangible benefits and personalized advice to customers.

Website Value Proposition

Continuous Value Addition

Constantly seeking new ways to enhance website value.



Customer Assistance

Websites provide essential support and information to customers.

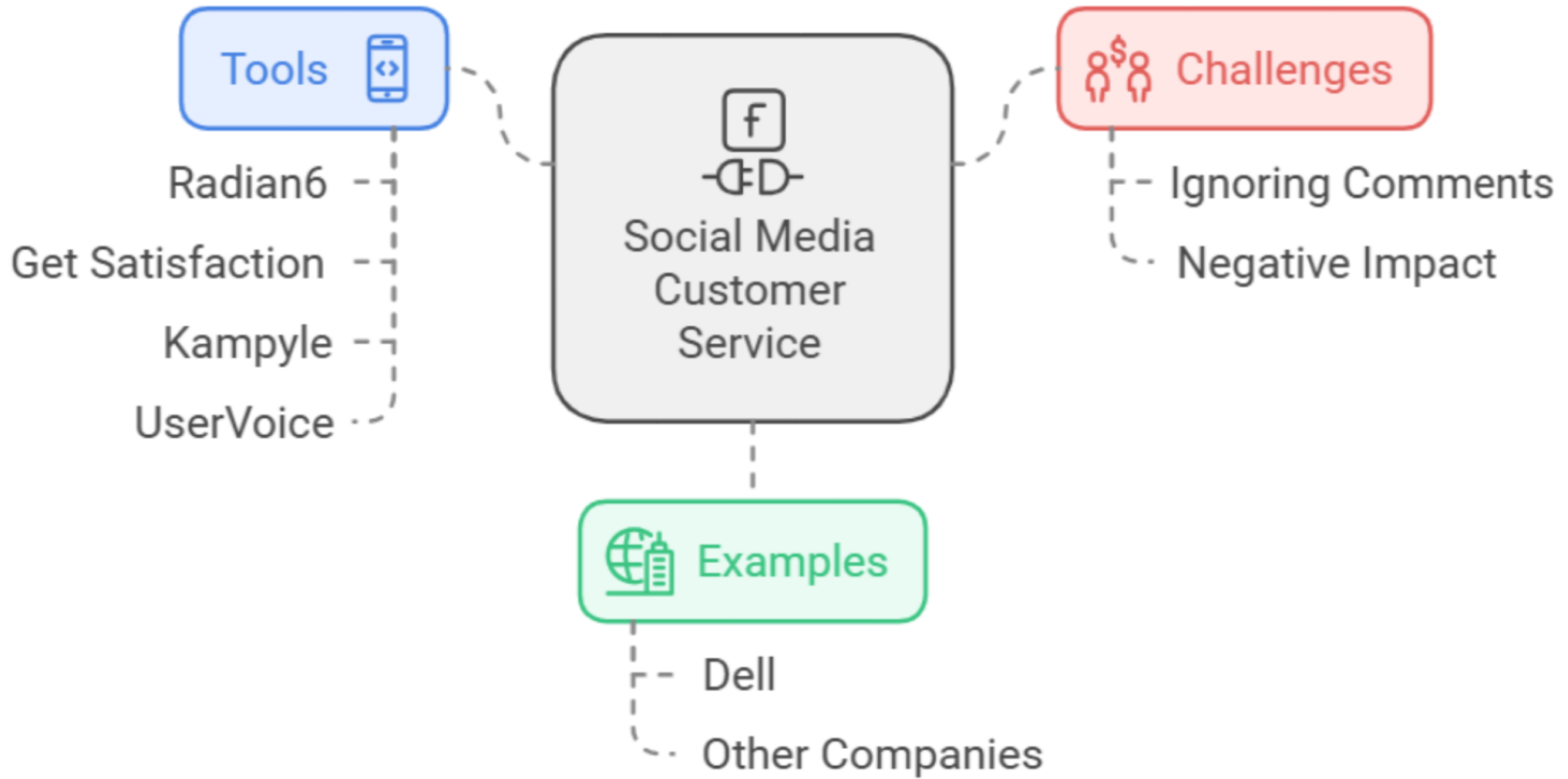


Stakeholder Engagement

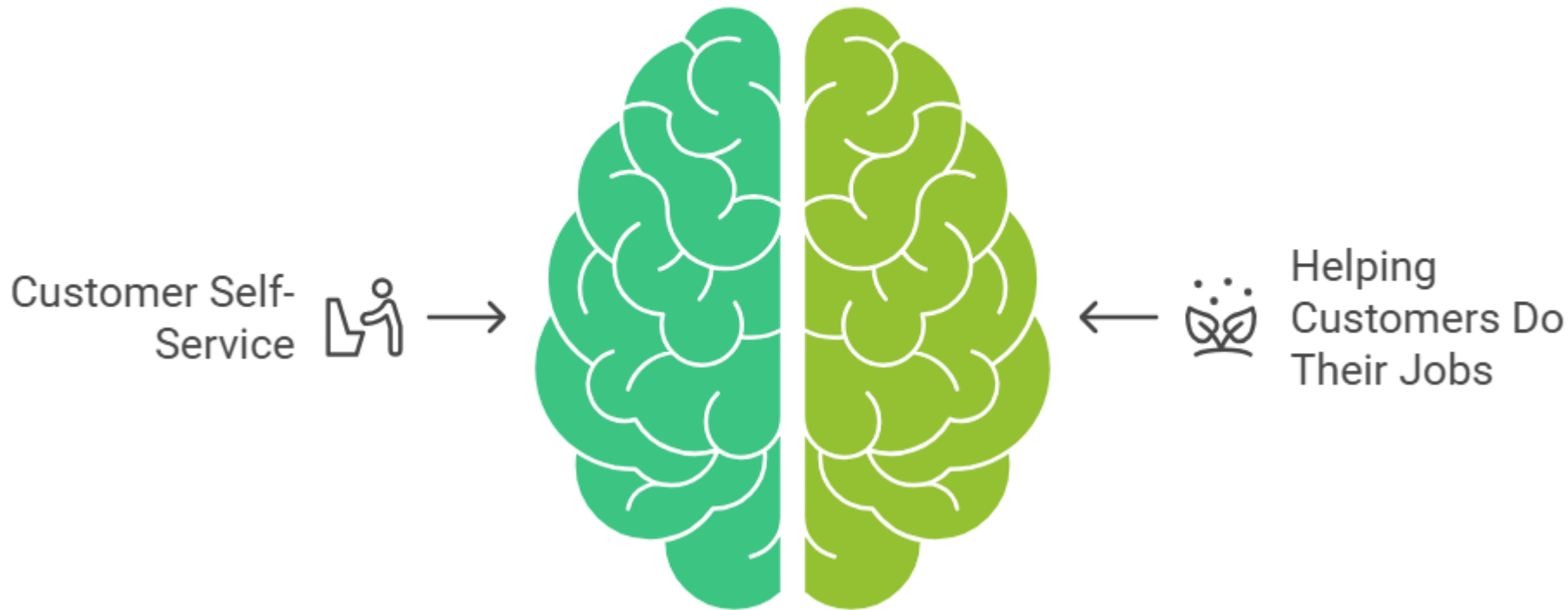
Engaging suppliers and distributors through effective communication.



The big question to ask is: **‘How can my website help my customers? How can I add extra value?’**



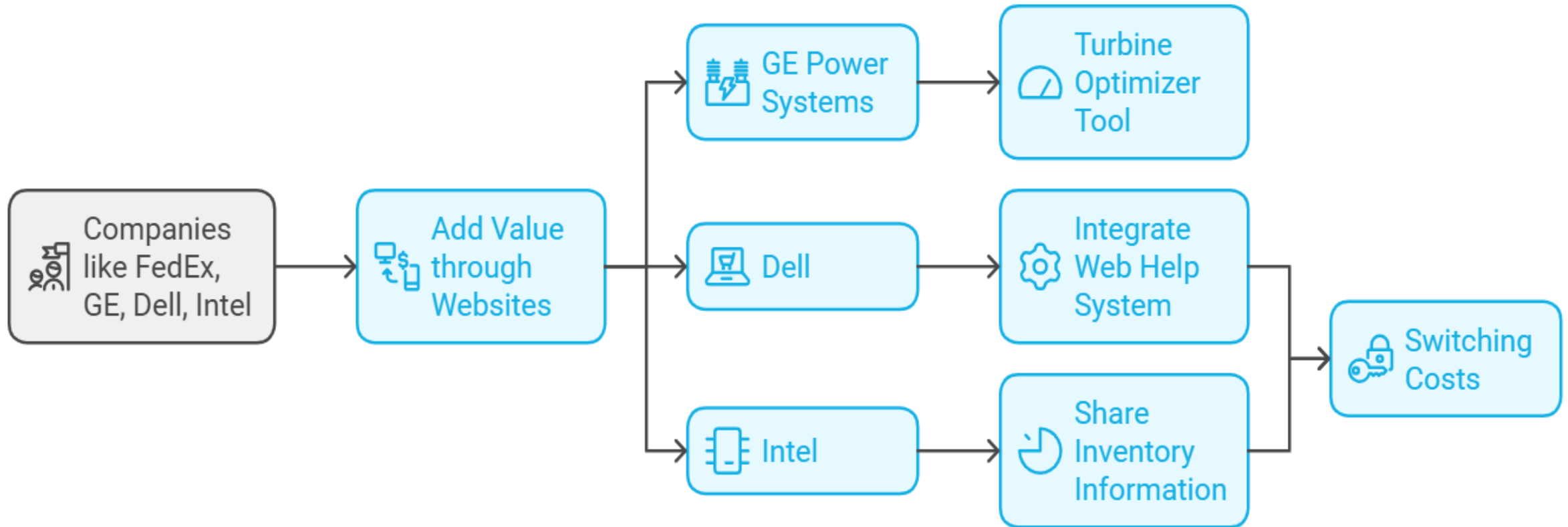
Enhancing B2B Services through E-Marketing



Patricia Seybold on adding value to B2B services, Seybold (1999) defines **eight success factors** to achieve e-marketing. Two of these refer to adding value and they still ring true today. She says: **'Let customers help themselves.'** This 'customer self-service' can be enquiring about the delivery of a product or obtaining after-sales support. **'Help customers do their jobs.'** Give information about best practices to help professionals complete their day-work.

SERVING THE B2B AUDIENCE:

Examples of **excellent added value**, online, can also be found in B2B markets.



Objective – Serve :

- 1- Companies like FedEx, GE and Dell add value through their websites all the time. They also build switching costs as customers become more and more locked into their excellent services.
- 2- Take **GE Power Systems** – they have created a web-based tool called a **‘turbine optimizer’**, which enables operators of any GE turbine to measure and improve their machine’s efficiency by comparing its performance against any similar turbines anywhere in the world.
- 3- Dell adds **value by integrating its web help system into a customer’s own Enterprise Resource Planning (ERP) system** as Dell Premier, a corporate B2B sub-brand. This means that when a customer orders online from Dell, this triggers both Dell’s system and the customer’s system simultaneously, which in turn updates both systems as to orders, approvals, budgets, stock, etc. **This also makes switching suppliers more difficult.**
- 4- Intel adds **value by sharing relevant information with its customers.** The company tracks stocks (inventories) second by second and makes this information available to its customers. Customers return the favor with information about their own stocks.

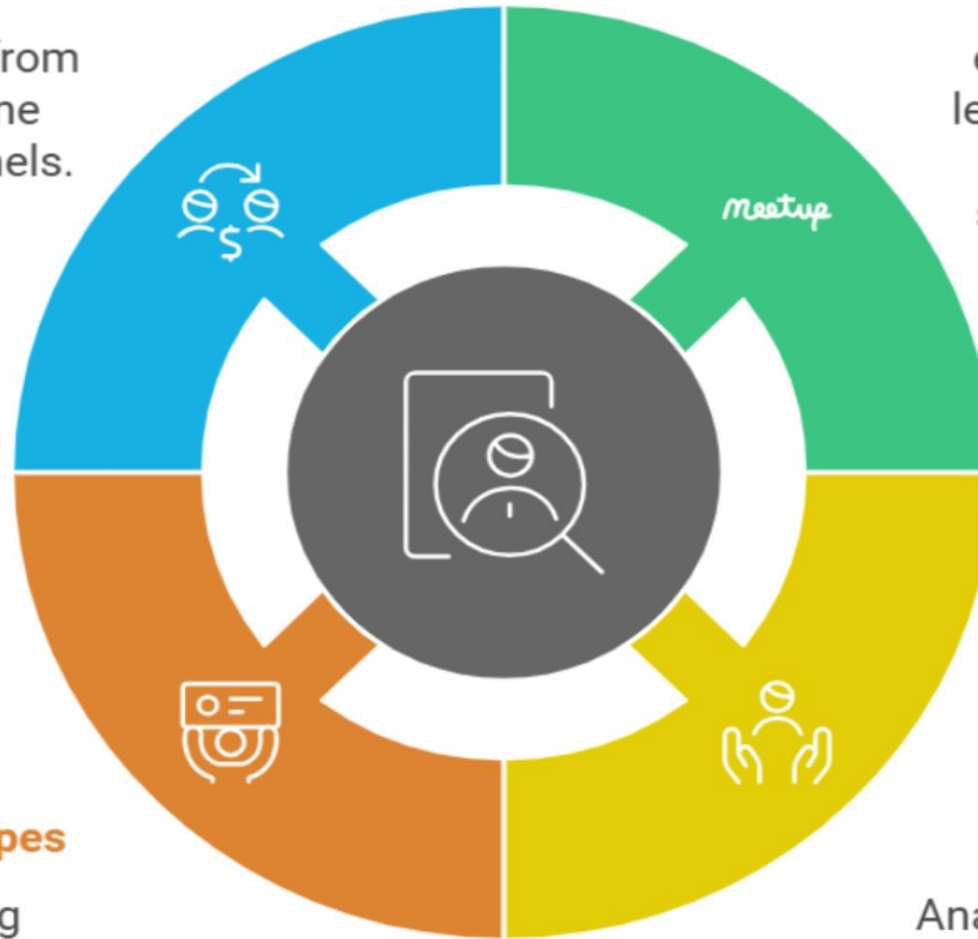
Assessing Online Customer Engagement

Referral Sources

Tracking engagement from various online referral channels.

New Subscribers

Evaluating engagement levels of newly acquired subscribers.



Audience Types

Segmenting engagement by different audience demographics.

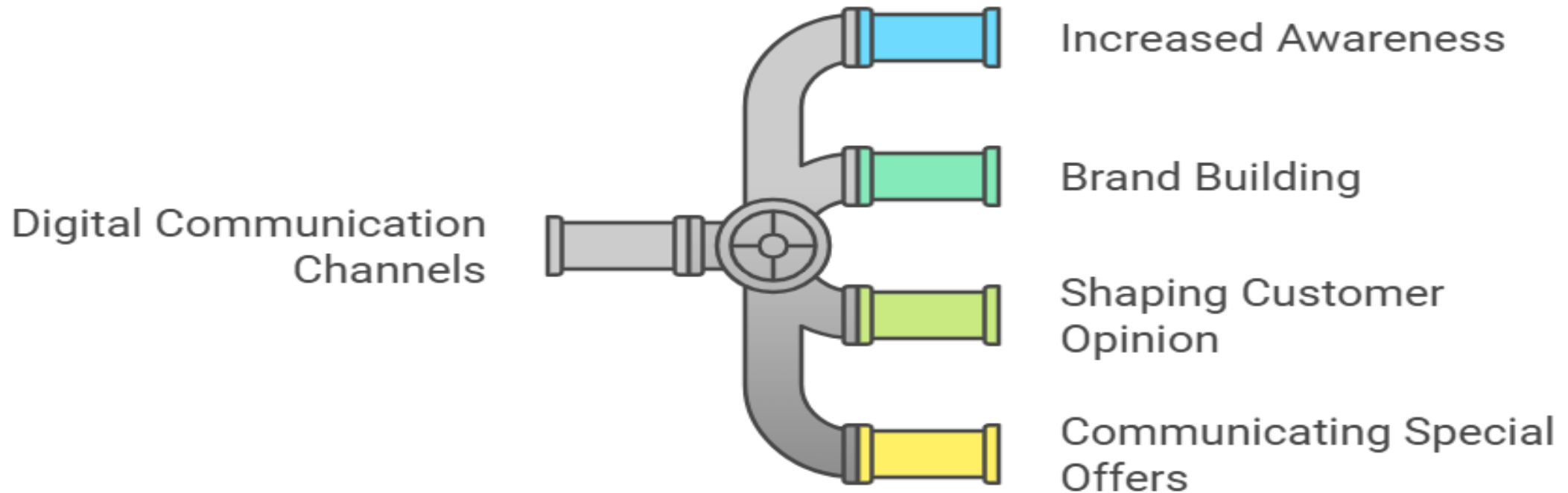
Current Subscribers
Analyzing ongoing engagement with existing subscribers.

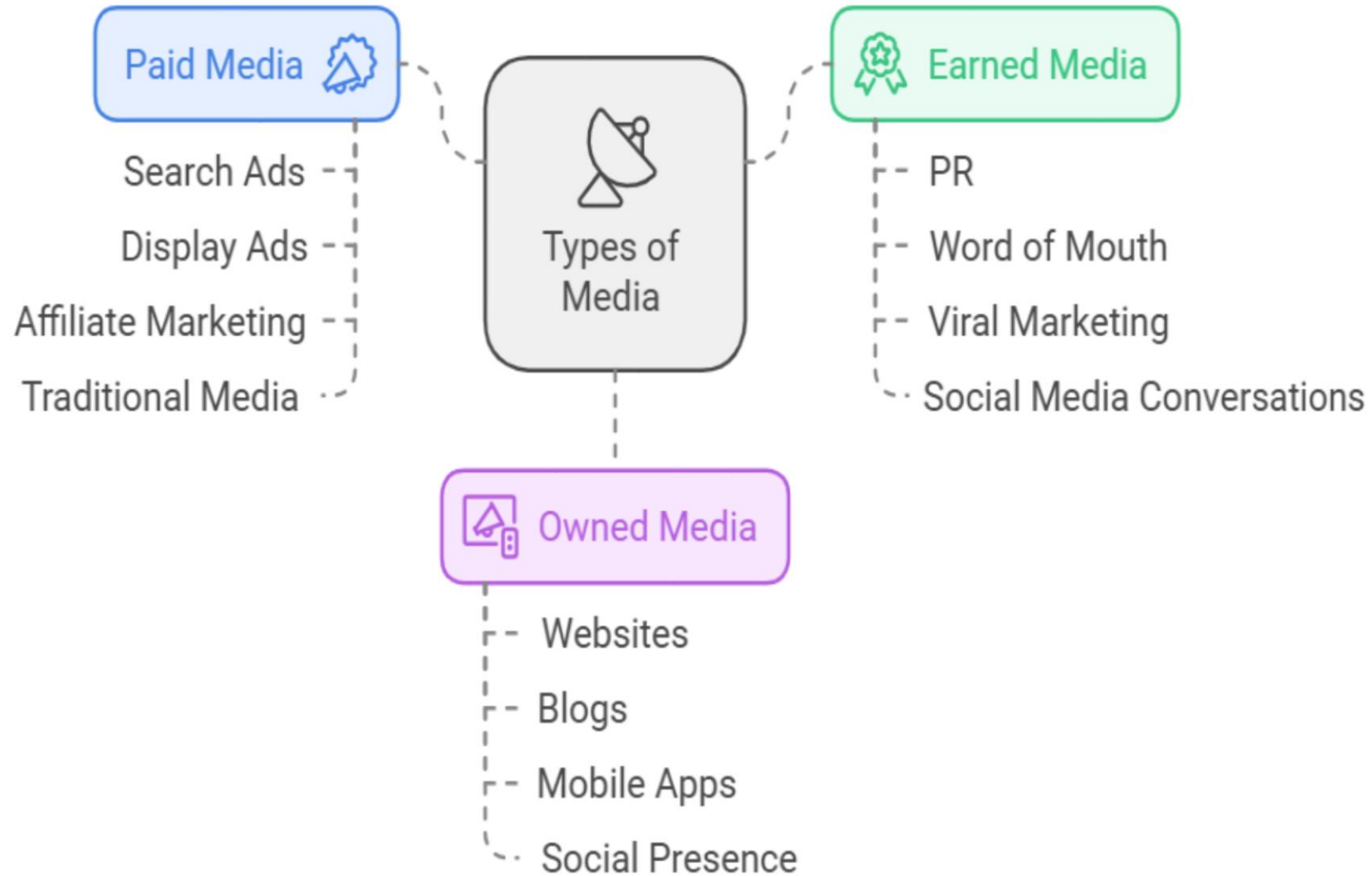
Objective – Speak :

Objective – speak – using the Internet as a communications tool:

1- A website and 'outposts' on social media and other partner sites are powerful new communications channels

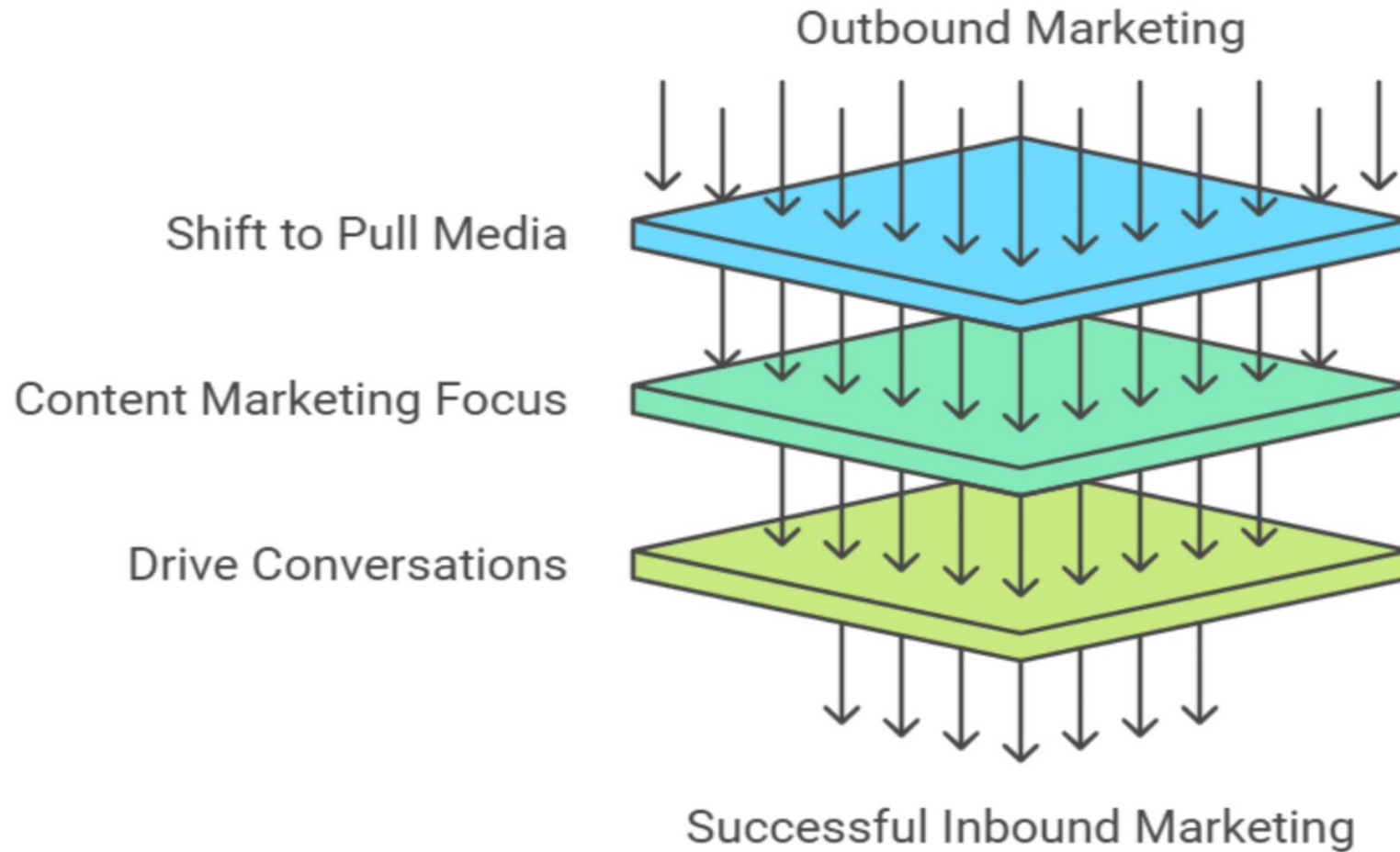
Unleashing the Power of Digital Channels





- **Paid media.** Paid or bought media are media where there is investment to pay for visitors, reach, or conversions
- **Earned media.** Traditionally, earned media has been the name given to publicity generated through
- **Owned media.** This is media owned by the brand online

Transition to Inbound Marketing



Content Marketing

Access Platforms

Covers the devices and mediums through which content is accessed.



Engagement Value

Represents the types of content that effectively engage audiences.



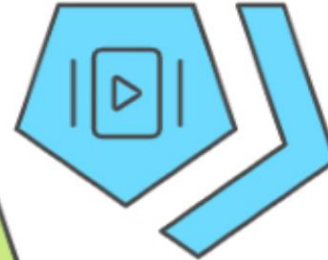
Participation Features

Highlights interactive elements like comments and reviews in content.



Media Types

Encompasses various formats like text, audio, and video used in content.



Syndication Methods

Describes the distribution of content across different platforms.

Content Portfolio

Authority
Content



Difference
Content

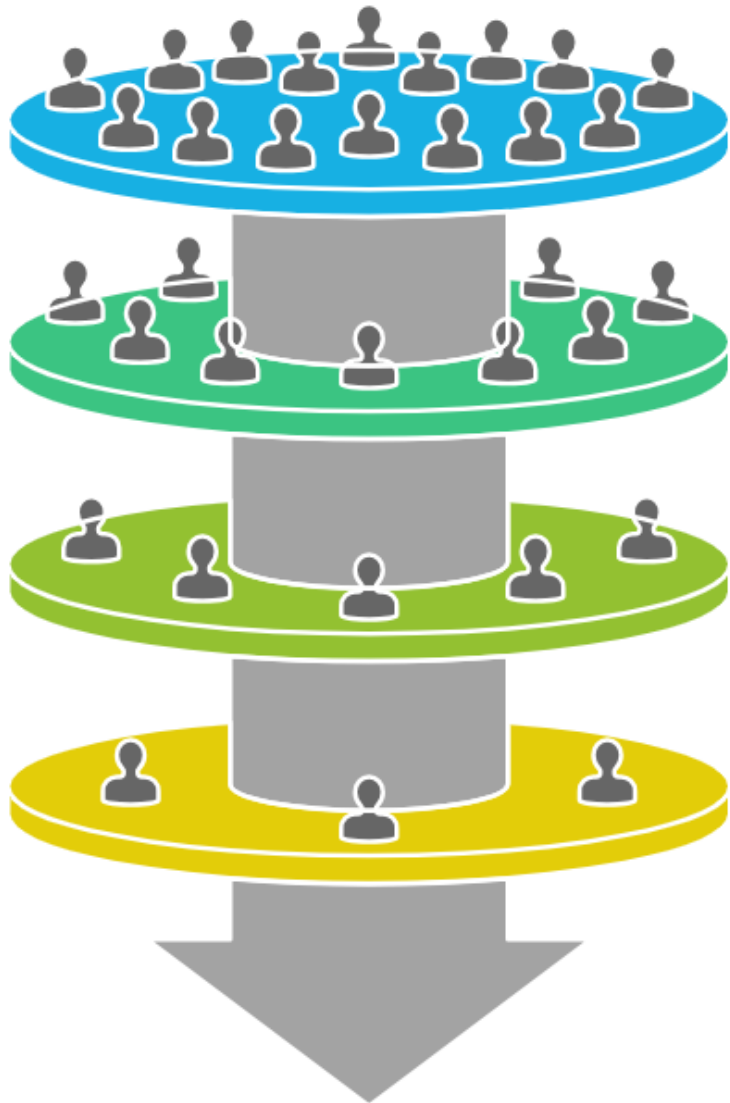
Product Led
Content



Lead Generation
Content



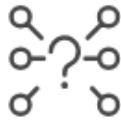
Enhancing Customer Engagement through Data



Data Analysis



Insight Generation



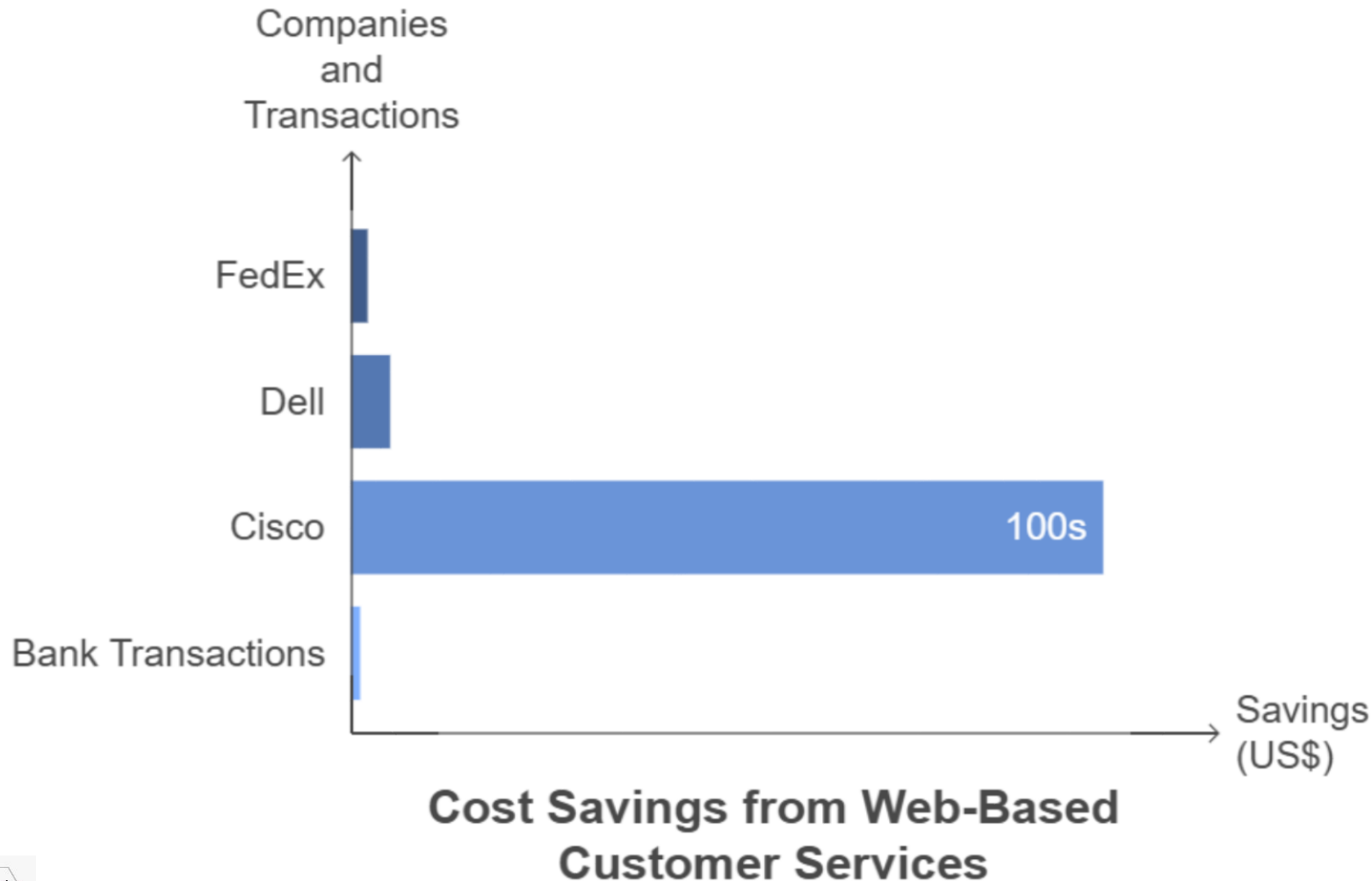
Collaborative Filtering



Dynamic Dialogue

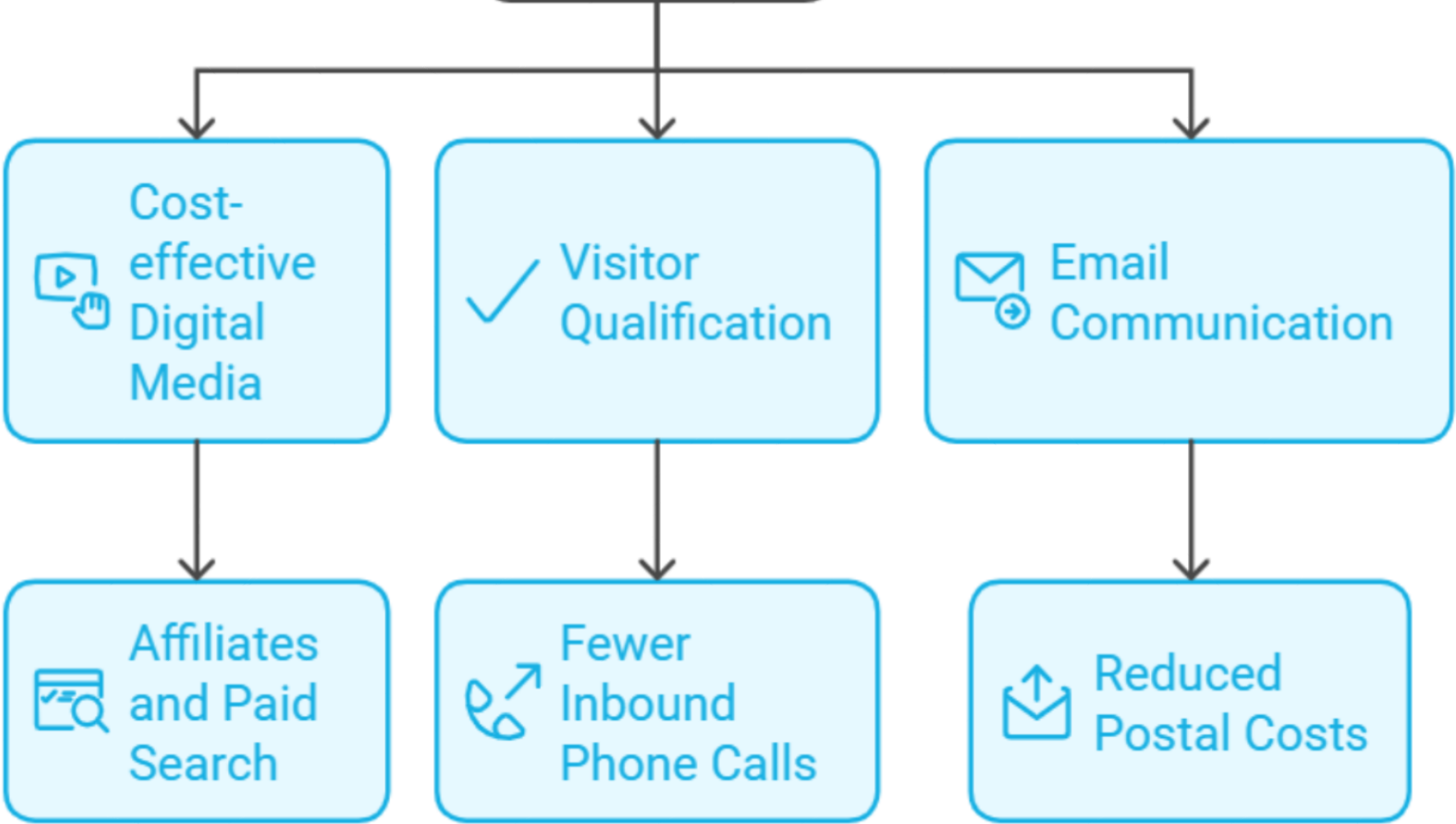
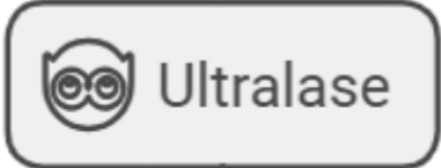
- **Your site also needs to speak with, not speak at, your audience.**

Objective – Save :

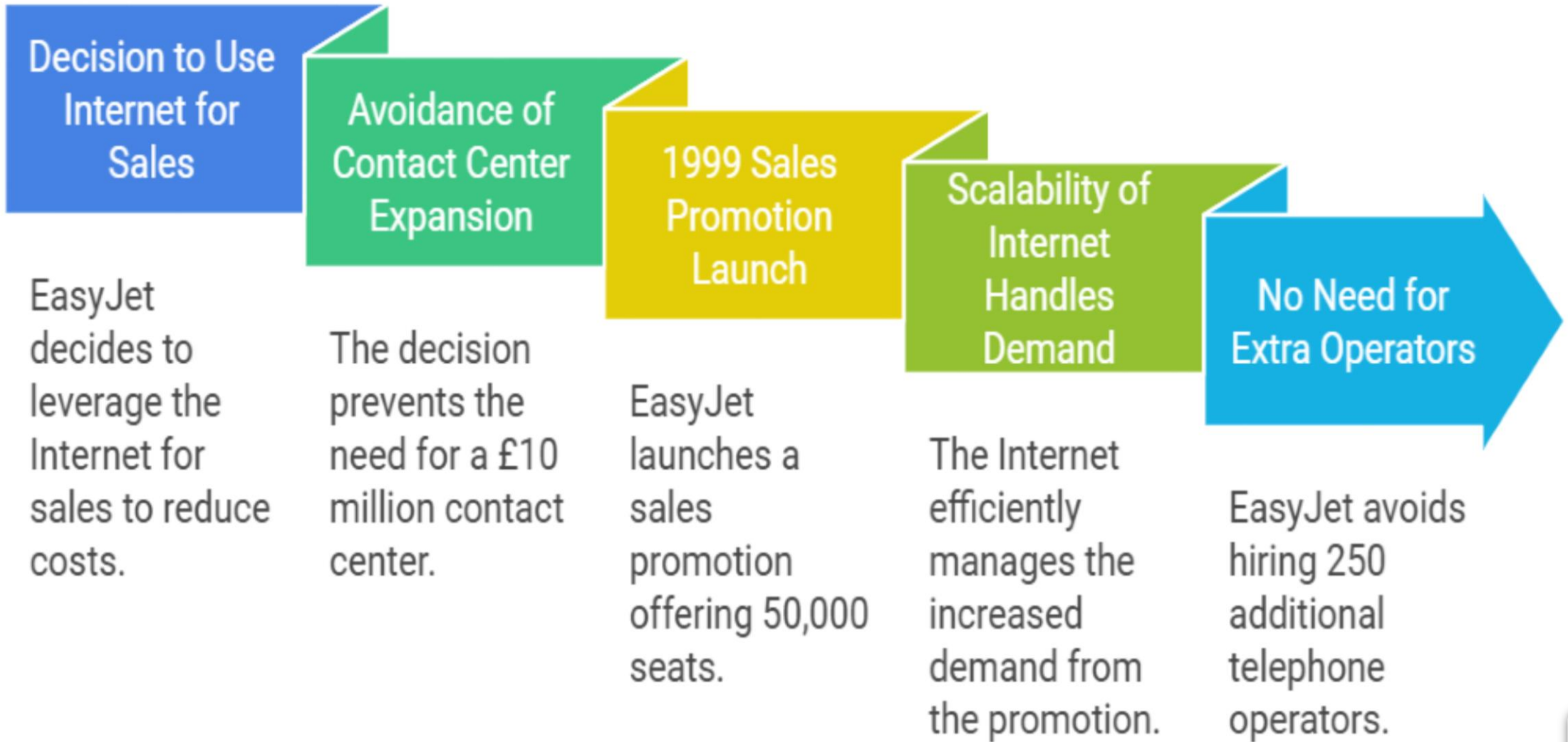


Objective – save – using the Internet for cost reduction:

- This is what will catch the financial director's eye together with 'sell,' since the two together **increase profitability – saving money, time, and effort.**
- Savings emerge in digital media channels, customer service, transactional costs, and, of course, print and distribution.
- **Good systems help customers to service themselves.** This obviously saves money, and, if done in a simple, speedy, and efficient manner, increases customer satisfaction.



EasyJet's Internet-Driven Cost Savings

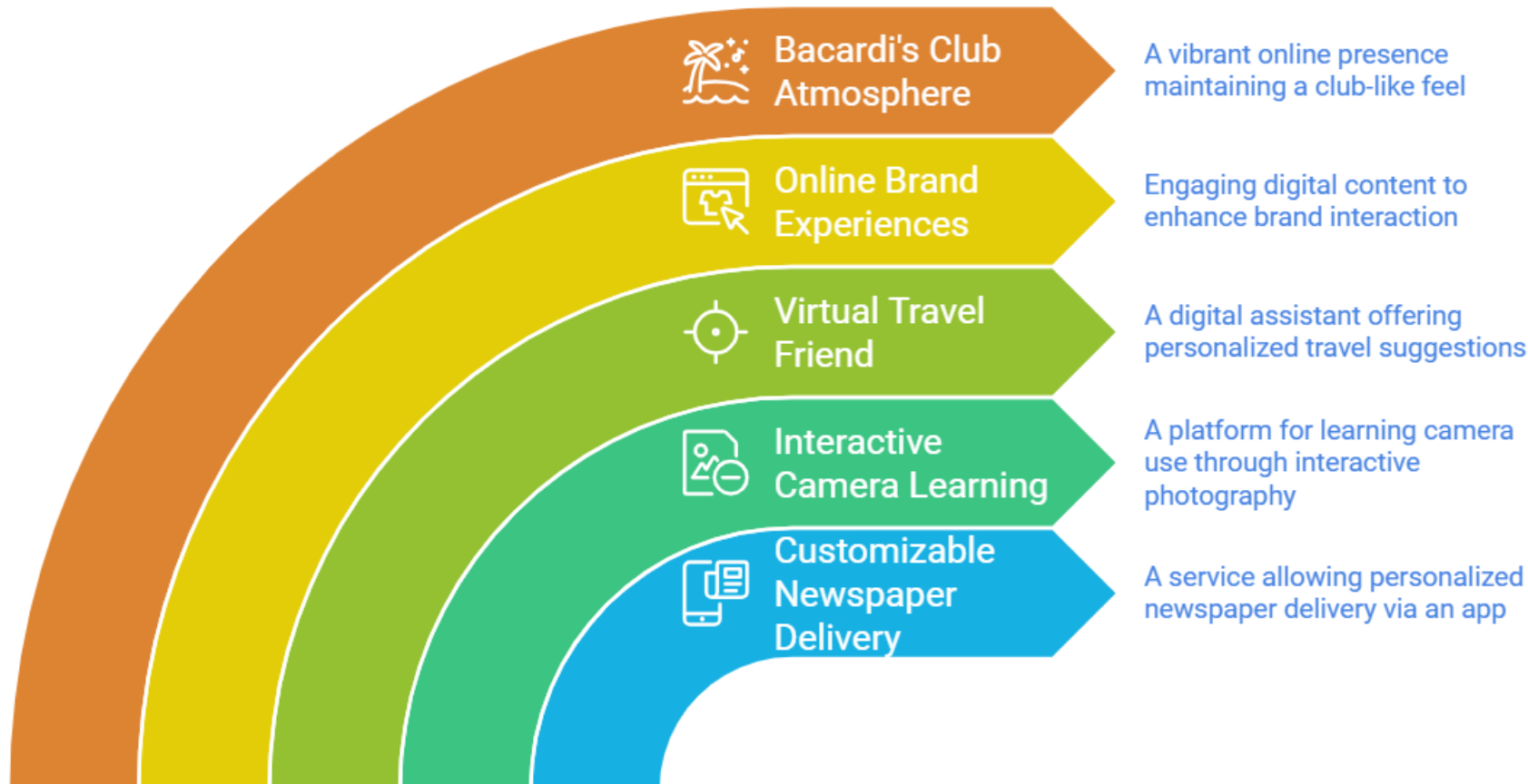


Internet-Driven Business Savings



Objective – Sizzle :

Enhancing Brand Engagement Online



- The Internet offers new opportunities to build and strengthen the brand – to add some **sizzle** to the brand.
- To add extra value (or ‘added value’), extend the experience and build the image. Ask yourself, **‘What experience could a website deliver that would be truly representative of the brand?’**

Brand Influence

Word of Mouth

Personal recommendations that significantly influence brand perception.



Reality

The actual experience of using the brand, impacting customer satisfaction.



Advertising

Promotional efforts that shape public awareness and brand image.



Perception

The image and associations formed through various marketing channels.



Digital Objectives:

Benefits	How benefit is delivered	Typical objectives
<p>Sell – Grow sales</p>	<ul style="list-style-type: none"> Achieved through wider distribution to <u>customers</u> you <u>can't readily service offline</u> or perhaps through <u>wider product range</u> than in-store or <u>lower prices</u> compared to other channels. 	<ul style="list-style-type: none"> Achieved 10% of sales online in market. Increase online sales for products by 20% in year. Increase CR% by 5%.
<p>Serve – Add value</p>	<ul style="list-style-type: none"> Achieved through giving customers <u>extra benefits online</u> or <u>inform product development</u> through online dialogue and feedback. 	<ul style="list-style-type: none"> Increase CR% by 5% increase interaction with different content on site. Increase dwell duration or pages per view on site by 10% (sometimes known as stickiness).

Digital Objectives:

<p>Speak – Get closer to customer</p>	<ul style="list-style-type: none"> This is creating <u>a two-way dialogue</u> through web and email forms and polls ;conducting <u>online market research</u> through formal surveys; and informally monitoring <u>chat rooms to learn</u> about them. Also speak through <u>reaching them via key influencers</u> through E-PR. 	<ul style="list-style-type: none"> Grow mail coverage to 50% of current customer database. Survey 1000 customers online each month. Increase visitors to community site section on increase rating/reviews and discussing by 5%.
<p>Save – Save costs</p>	<ul style="list-style-type: none"> Achieved through online email communications , sales and service transaction to reduce staff, print and postage costs. 	<ul style="list-style-type: none"> Generate 10% more sale for same communication budget. Reduce cost of direct marketing by 15% through email. Increase web self-service to 40% of all service enquiries and reduce overall cost –to-serve by 10%.

Digital Objectives:

Sizzle – Extend the brand on line

- Achieved through providing a new proposition and new experience online while at the same time appearing familiar.
- Add two significant to the customer online experience.
- Rework online value proposition messages.
- Improve branding metrics such as : brand awareness, reach , brand favorability and purchase intent.

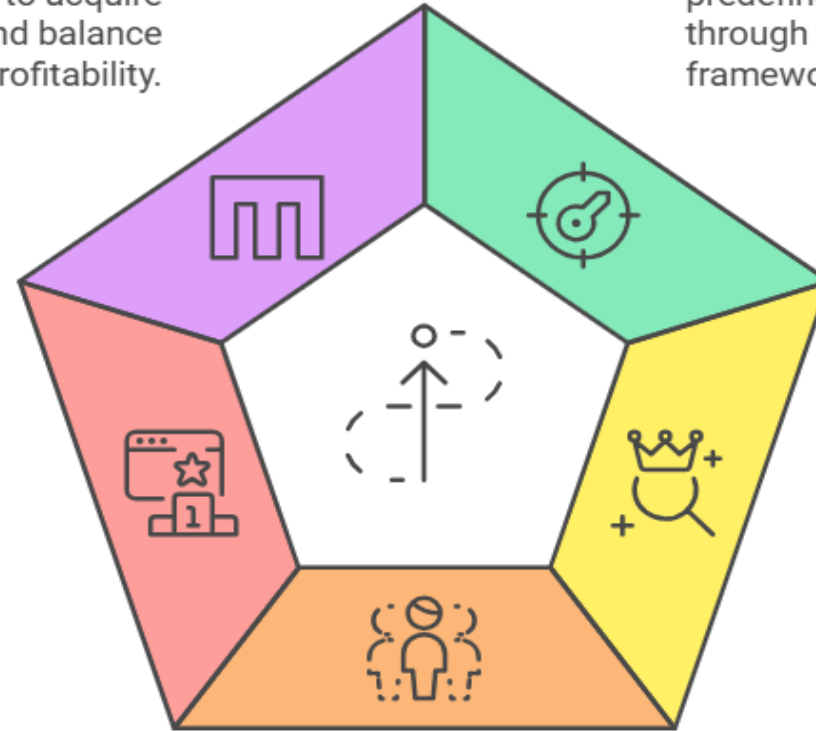
E-Channel Strategy

Digital Media Mix

Specifies the channels used to acquire customers and balance profitability.

Goal Alignment

Ensures strategies meet predefined objectives through the 5 Ss framework.



Product Prioritization

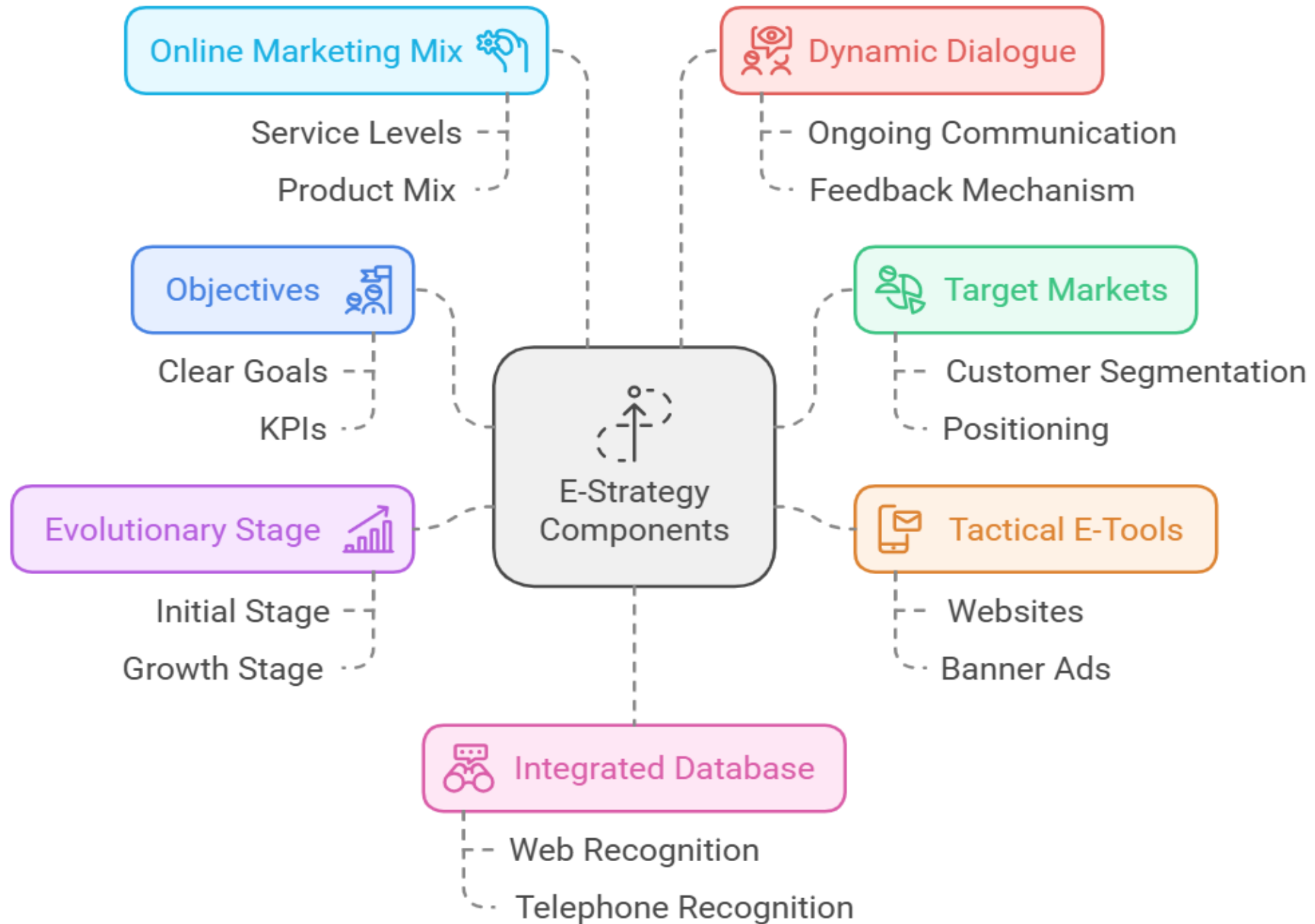
Identifies which products are best suited for online sales.

Online Value Proposition

Communicates specific benefits to encourage customer channel use.

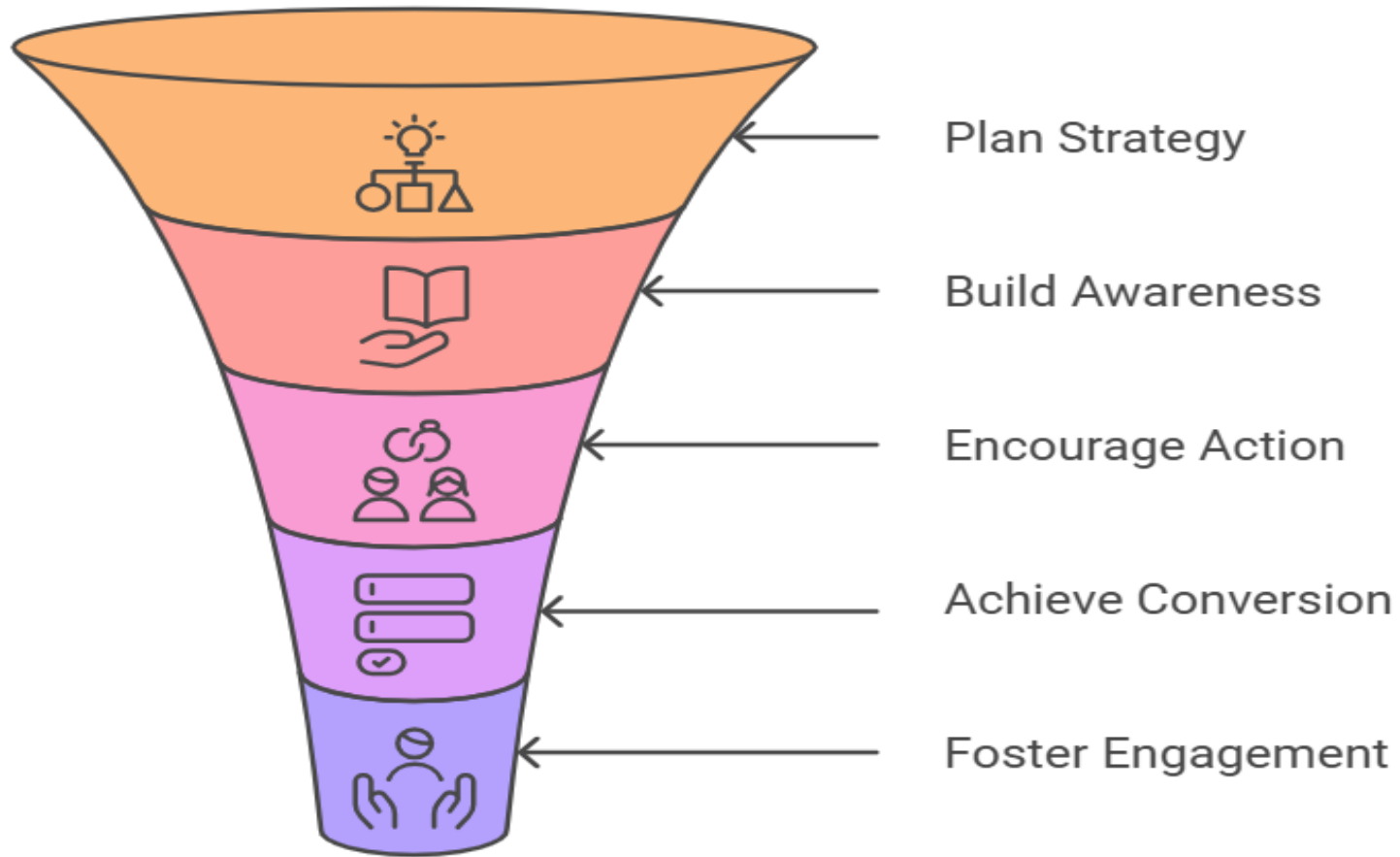
Audience Prioritization

Focuses on segments most suitable for e-channel adoption.



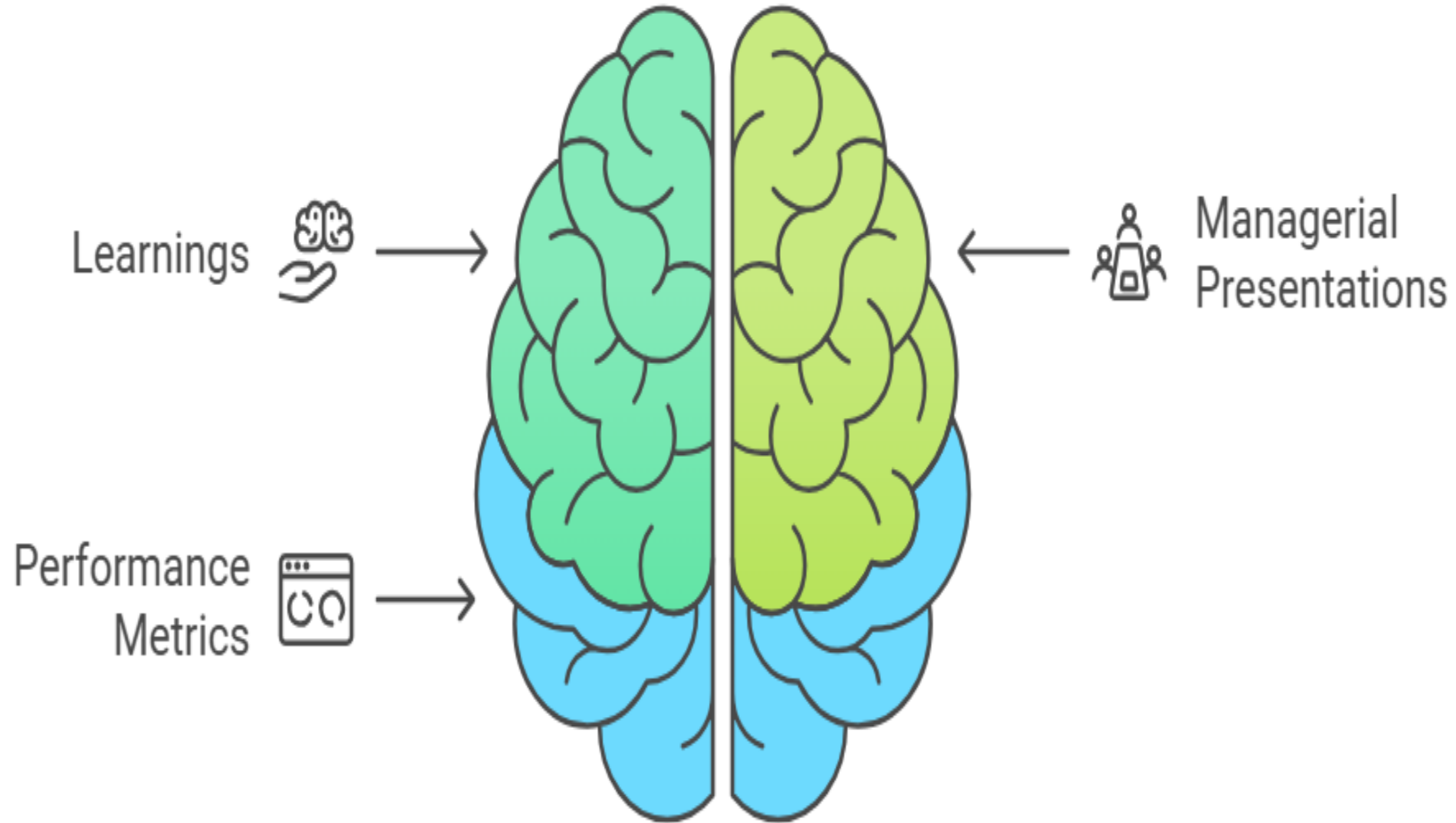
Customer Journey through PRACE Framework

Customer Awareness



Customer Retention

Fostering a Culture of Improvement



EMPOWER
YOURSELF

Digital Strategy:

SOSTAC Model:





QUESTIONS?