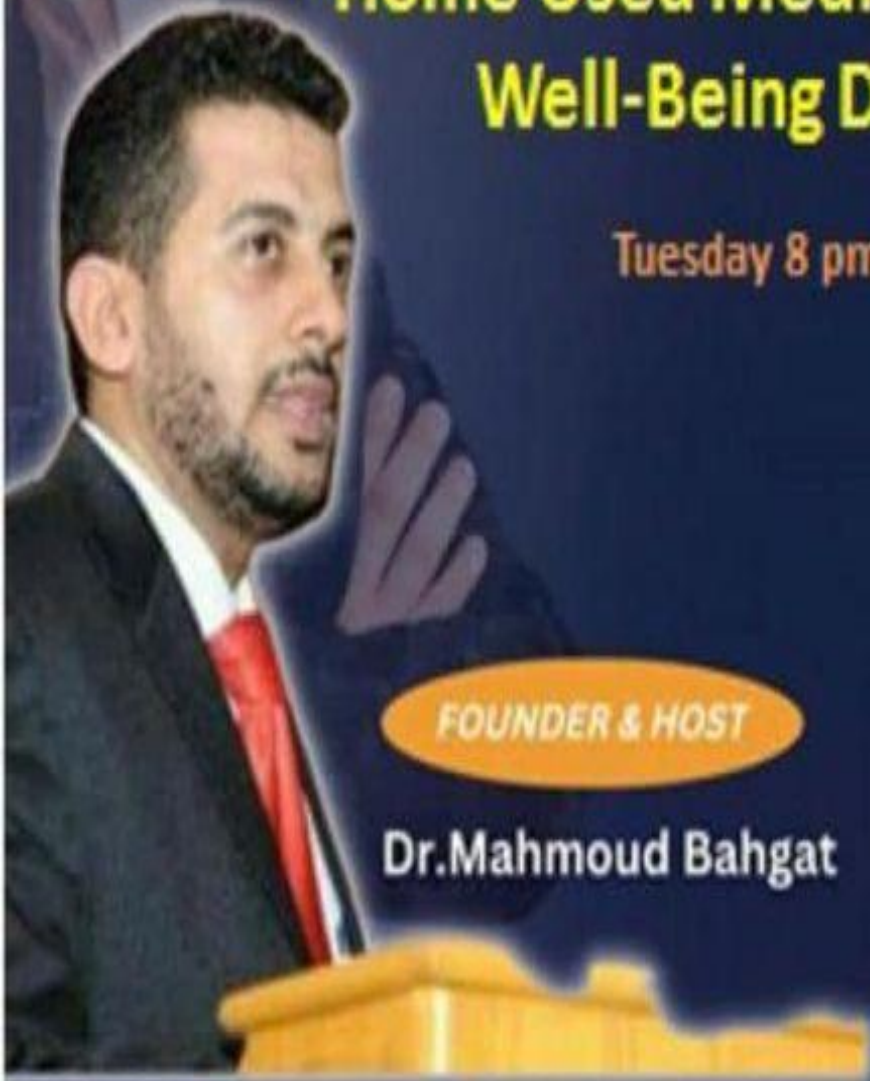


#65 Marketing Club 9th Riyadh

Marketing Secrets of "Home Used Medical, Beauty & Well-Being Devices"

Tuesday 8 pm 15-11-2022



FOUNDER & HOST

Dr. Mahmoud Bahgat



INSTRUCTOR

Dr. Hossamedeen Lofty
Brand Manager-Devices BU

Marketing secrets of Home used medical, beauty & well-being devices market (Making the difference in new market)



Hossamedeen Lotfy
Nov 15. 2022



Hossamedeen A. Lotfy

- B.Sc. of science zoology department
- MBA in international management
- DBA in Marketing

☐ Business fields

- Pharma
- Nutrition
- Food supplements
- Cosmeceutical
- Medical/beauty/well being devices

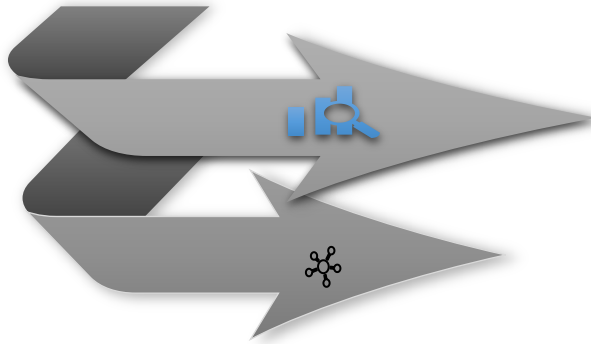
☐ Companies

- Glaxo wellcome
- Wyeth ayrest lederlee
- HiPP
- Wisdom
- Salehiya(Solinda)
- Adwa
- Gulf neocare
- Salehiya(beurer/Capillus/Medel)



DEFINITIONS

MARKET



- Home use ,health & beauty appliance
- Consider as basic needs for modern family
- Very short products life cycles (3 years).
- Low entry parries

Market	Market size (units)	Market size (Value) approximately
Medical devices	400.000	800 M
Beauty devices	600.000	800 M
Wellbeing devices	800.000	800 M





Market Trends

Consumers evaluates the products according to origin bases.

- Americans , English , German origin (at the same level as a high-end products), then the Other European origin products and the Chinese products as the lowest quality products ..
- Consumers gives high rate to the new technology products & new trends. Shifting to advanced new technology is common .
- High expenditure rate market with different category response for price sensitivity (Different price structure according to technology and target consumers)
- Customer education/Consumer awareness activities are common activity Runs by market leaders.
- Main customers / suppliers keeps negotiating for more price advantage
(Decreases the profits)





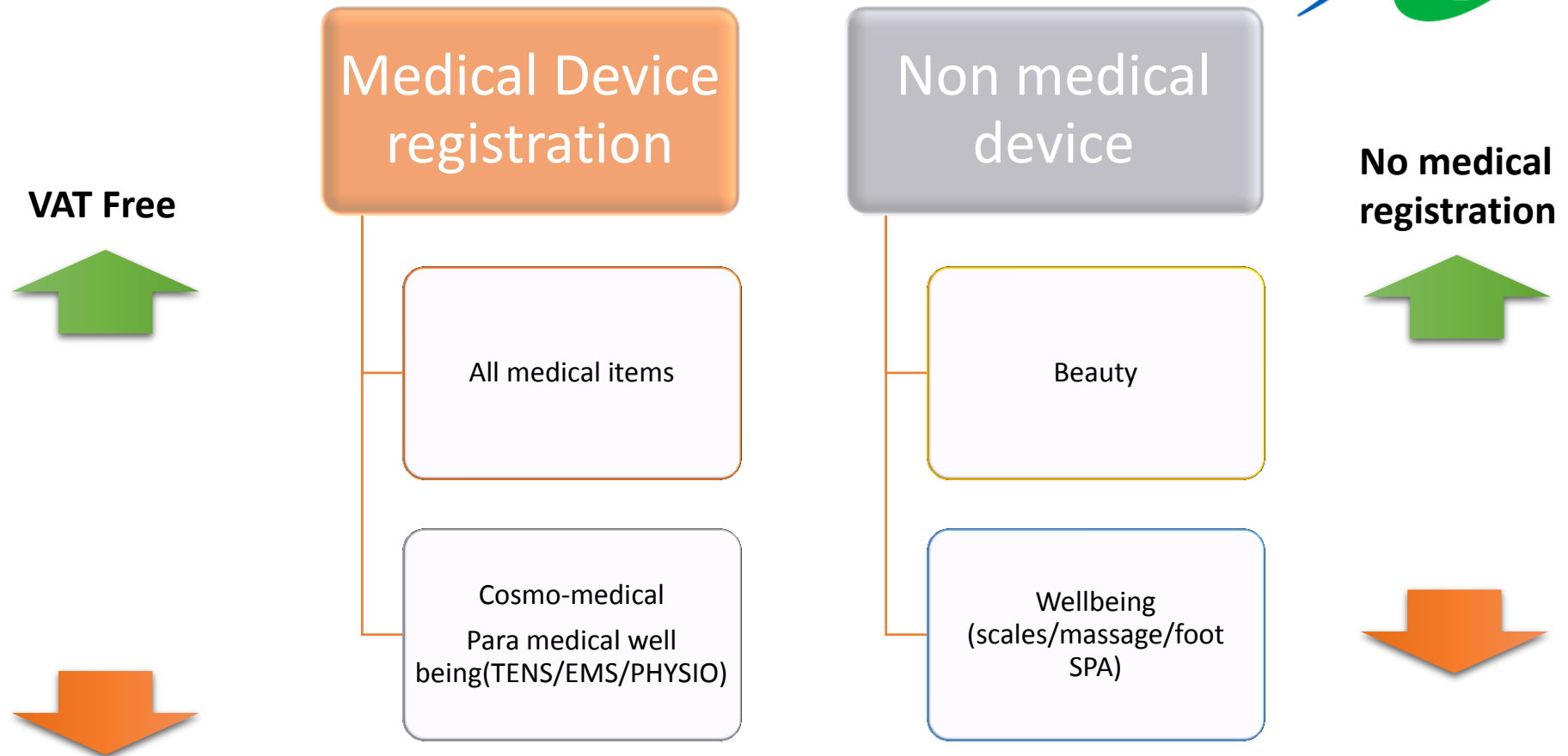
SOCIAL & DEMOGRAPHICAL FACTORS

Effect of climate & geographical diversification
On the health issues

Factor	Effect	Distribution
Altitude	Mucus membranes dryness	Taif-Baha-Abha
Humidity	Asthma	EAST WEST
Dryness	Mucus membranes dryness	CENTRAL SOUTH
Dusty climate	Asthma	SOUTH-CENTRAL



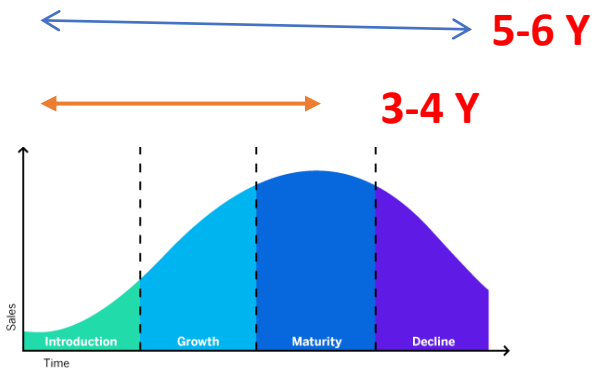
Products classification according to registration category



**Long sophisticated process
for beauty/well being
items for registration**

**-VAT
-Very short PLC (FAD)
-low entry barrier**



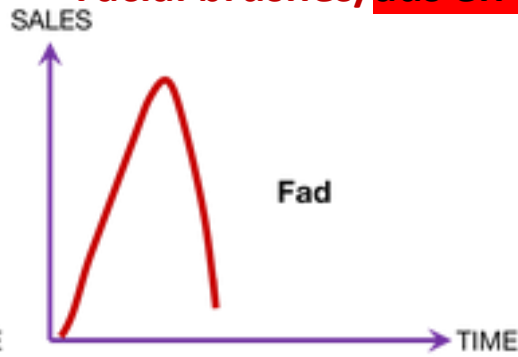


Home use devices life cycle

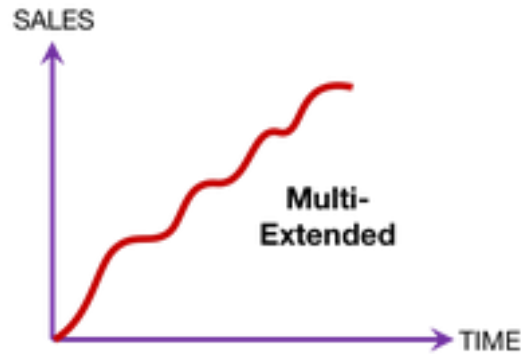
Hair styling D



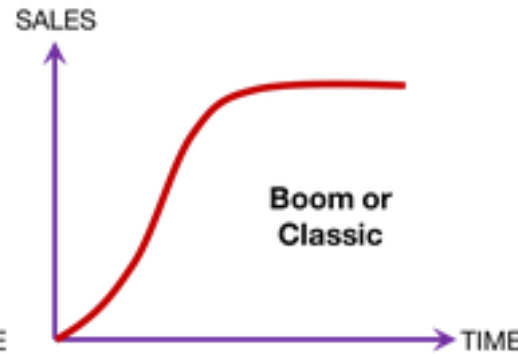
Facial brushes/ads eff



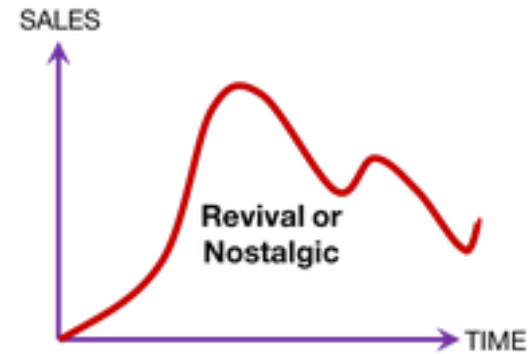
Nebulizers / Humidifiers



Air purifiers

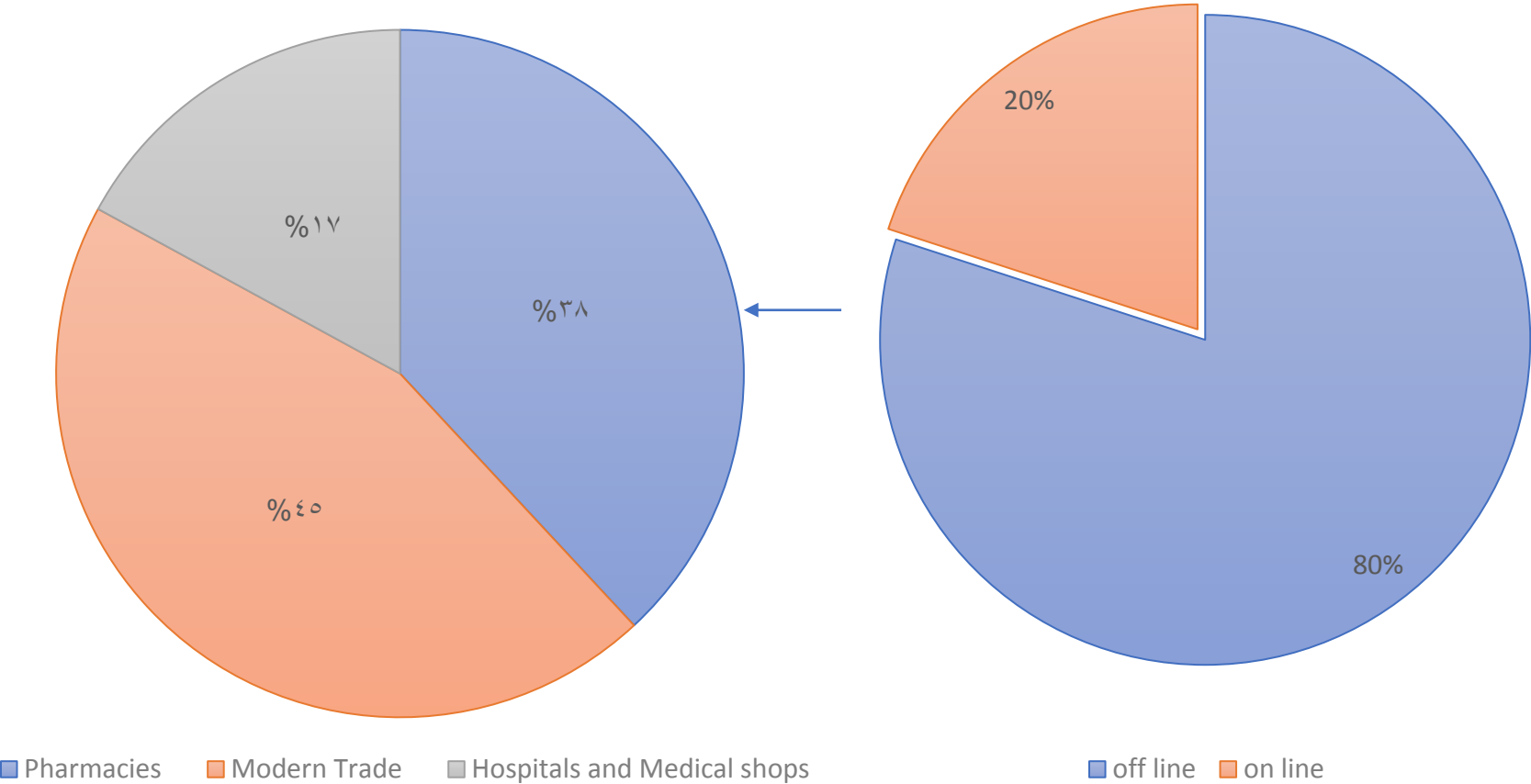


IPL/ BPM



Phase out Models

Business contribution per customer category



- High diversification degree
.with low significant differences.

▪ **Personal medical devices**

- BPM(blood pressure monitors)
 - Regular(upper arm/wrist)
 - Smart (upper arm/wrist)
- Oximeters
- Inhalation(Nebulizers)
 - regular
 - Silent tech.
- Hearing(ears amplifiers)
- Thermometers
 - Regular
 - Noncontact
 - Smart noncontact



- High diversification degree
.with low significant differences.

▪ **Personal paramedical devices**

○ Air solution.

- Purifiers
- Humidifiers
- Dehumidifiers
- Aroma diffusers

○ Heat therapy

(abdomen/back/neck/blanket)

○ Physio line.

- TENS(Transcutaneous electrical nerve stimulations)
- EMS(electrical muscular stimulation)
- IR Lamps



- High diversification degree
.with low significant differences.

DEFINITIONS

PRODUCTS

- Wellbeing devices

- Weight diagnosis

- Regular.
- Body mass (diagnostic)
- Smart body mass

- Sleep and rest .

- Snoring control masks
- Sleep lights
-

- Massage

- Massage tools
- Massage seats cover
- cellulite massagers

- Foot SPA



- High diversification degree
.with low significant differences.

DEFINITIONS

PRODUCTS

- **Beauty devices .**

- **Face and body care**

- Facial brushes
- Body brushes
- Facial care tools

- **Hair care**

- Hair dryer
- Hair straighteners
- Heating hair brushes
- Hot air stylers
- Curling tongs

- **Manicure & pedicure devices.**

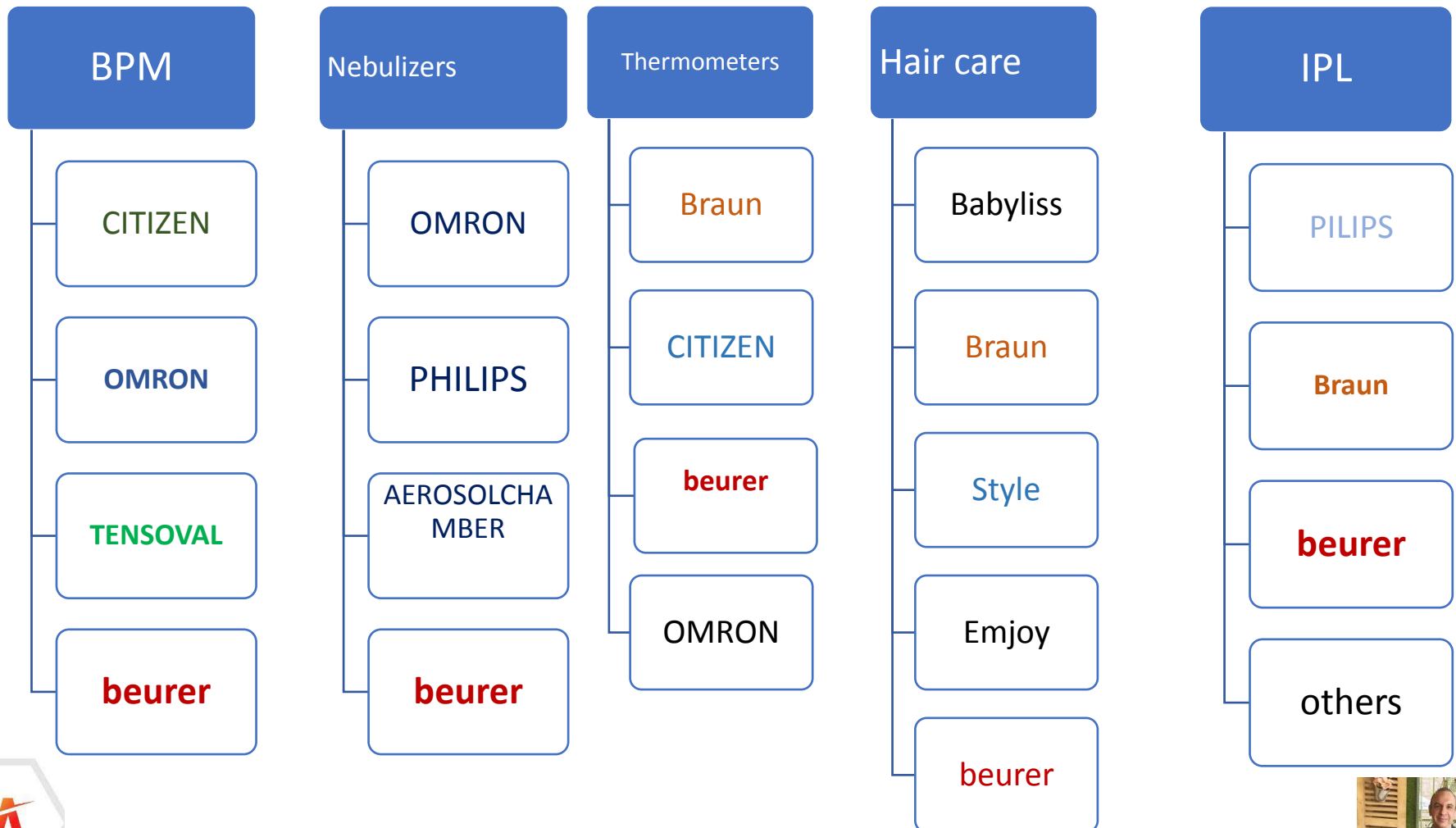
- **Hair removal**

- IPL
- Epilators
- Shavers



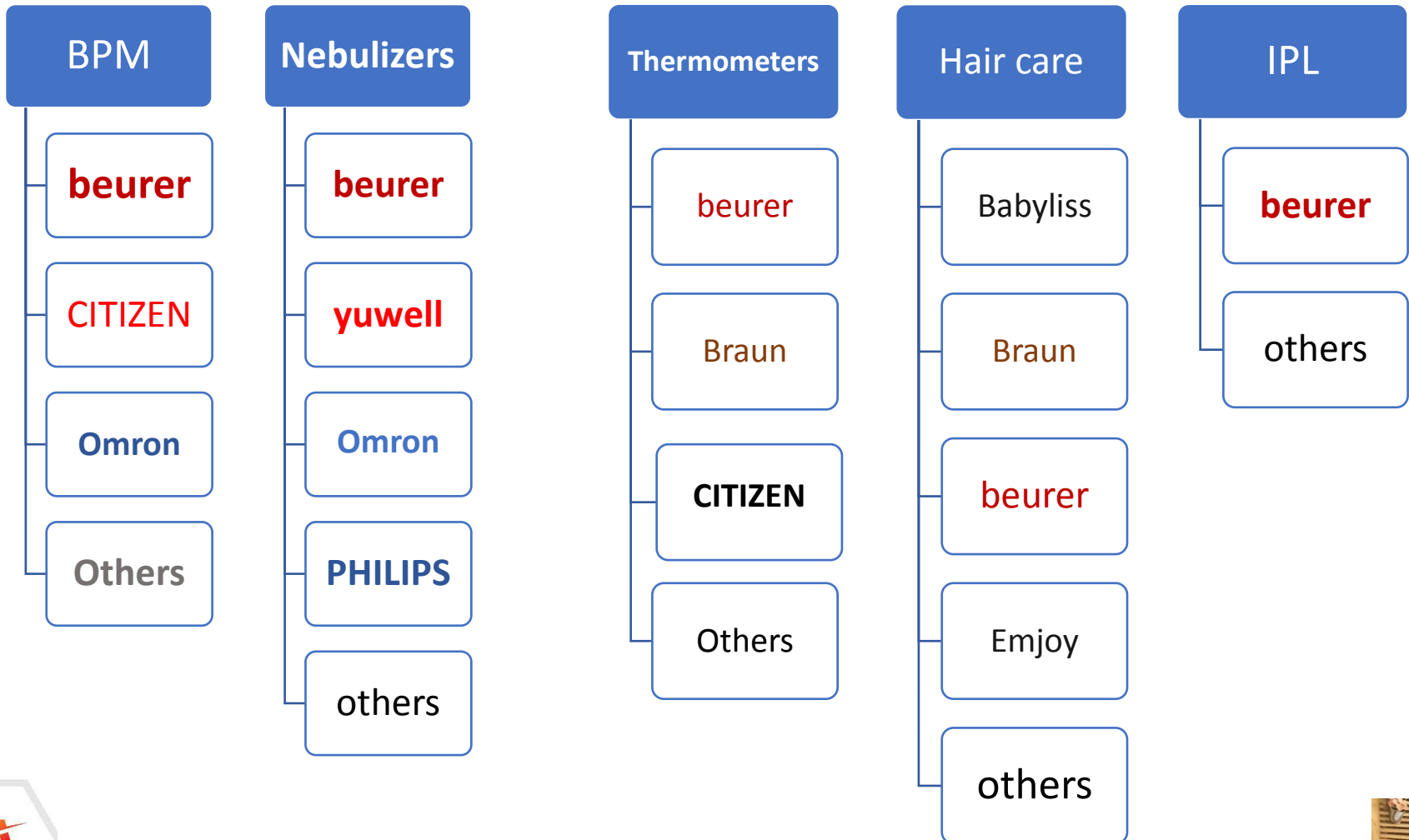


COMPETITION RANKING AT 19 (in some market categories)





COMPETITION RANKING AT 22



Promotion

PUSH

Pushing strategies
like stocking penetrating pricing
offers and other sales tactics



Push & pull marketing strategy

Push MARKETING STRATEGY USUALLY USED FOR FAST MOVING , LOW PRICE PRODUCTS
BY GIVING THE DISTRIBUTORS DISCOUNT & BONUS MORE THAN OTHERS TO BLOCK THE SHELVES IN CASE OF
ABSENCE OF COMPETITIVE ADVANTAGE

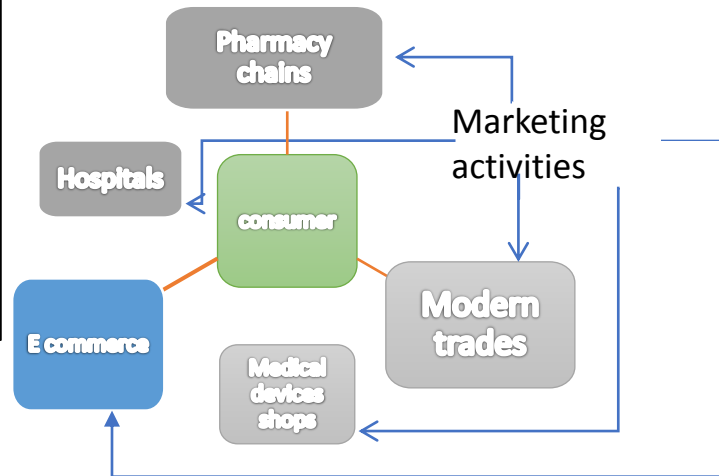
Pull MARKETING STRATEGY USUALLY USED IN THE MARKETING OF HIGH PRICE , LONG LIFE PRODUCTS (LIKE
HOME USED MEDICAL, BEAUTY DEVICES) LIKE DIRECT PROMOTION ,ONLINE PROMOTION OR ADVERTISING & PUBLIC
RELATION

Customer Chain Model in 19

Key Findings

Consumers become more and more independent in order of purchasing decision out of the regular influencers.

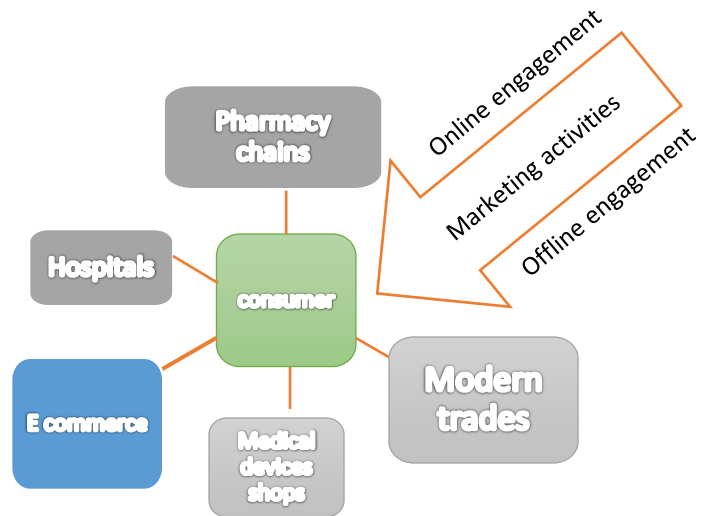
Online prices comparison,
And products review are common consumer behavior.



Consumer Chain Model in 22

Strategic Conclusion

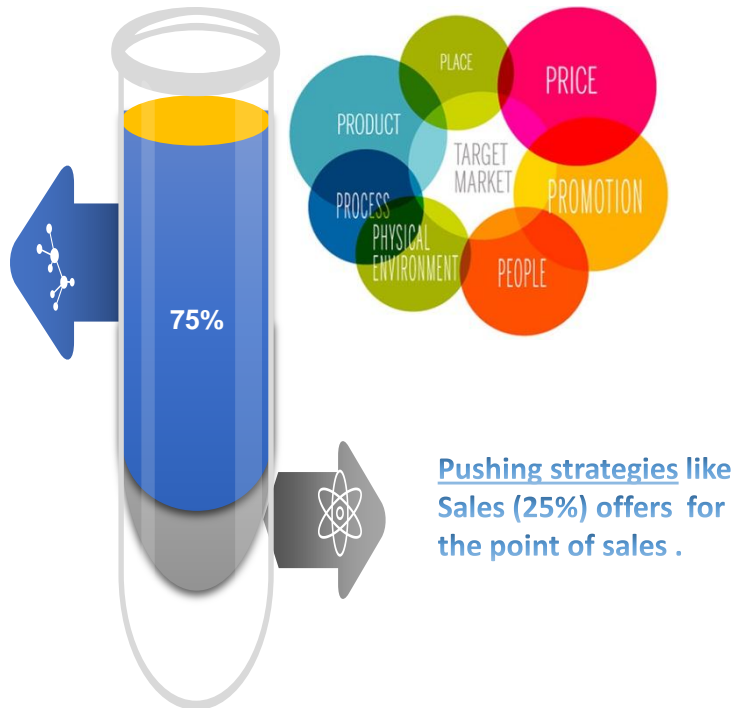
Focus on direct reaching to the targeted consumers in each segment
Using media for awareness , education , sales and branding
Offline and online influencers must be used as communication channel in the same time but
Gradually moving from offline approach to online approach
(70% online to 30% offline in 3 years)
Keeping the engagement with our customers through all channels in the same time (with different levels is very essential)



Marketing Mix Main Strategies

Mixed strategy based mainly on Pulling marketing strategy (75%)

Like Advertisements, awareness , Trial campaigns , improvement of point of sales professional display , digital contents & branding .

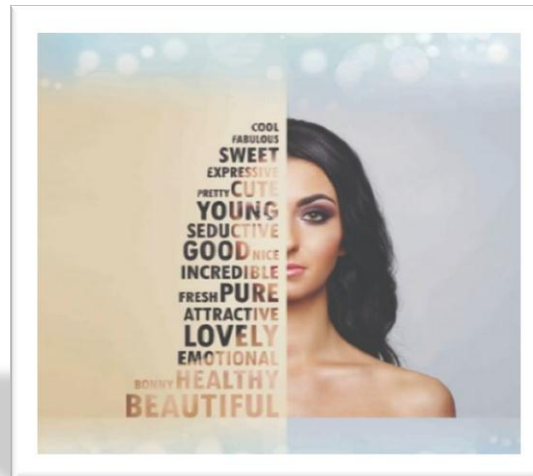


Pushing strategies like Sales (25%) offers for the point of sales .



Brand infra structure (2019)

- **Brand identity**
identity) (5 dimension
- **Marketing team formation**
team blue butterfly's
- **Platforms formation**
media pages website/social
- **Brand digital content creation**
education/awareness/ads
- **Media production** Ads



Marketing Programs

Consumer

In bound	Out bound
1-Digital materials creations	1- DTC A-POS Promotion. B-Products Display. C-Mass awareness . D-Direct voice engagement
2- Social media management	
3-Social media Ad's.	2-Events A-Macro events. B-Micro events.
4-influencer Ad's A-Macro influencers ads B-Micro influencers ads.	3-Radio campaigns. A-Radio ads. B-Radio interviews.
5-Content improvement. A- E-commerce Platforms B- Customer platforms	4-consumers promotion Gifts.
	5-Outdoor ad's
	6-Publicity

Customer

1-Training.
A-Direct training.
B-online training.

2-Detailing.

3-Reminding(Messaging).

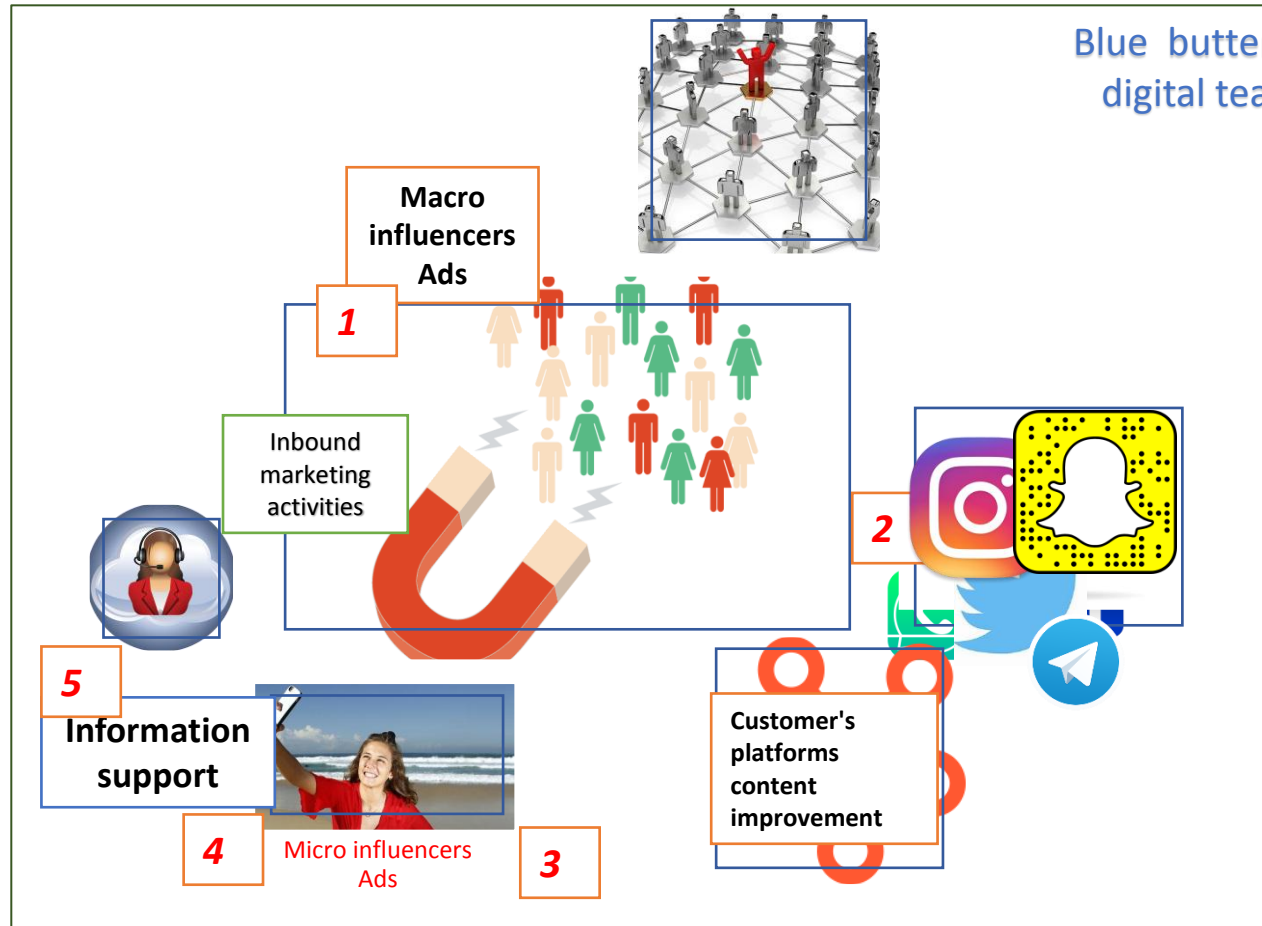
4-customers promotion Gifts.

23 Programs





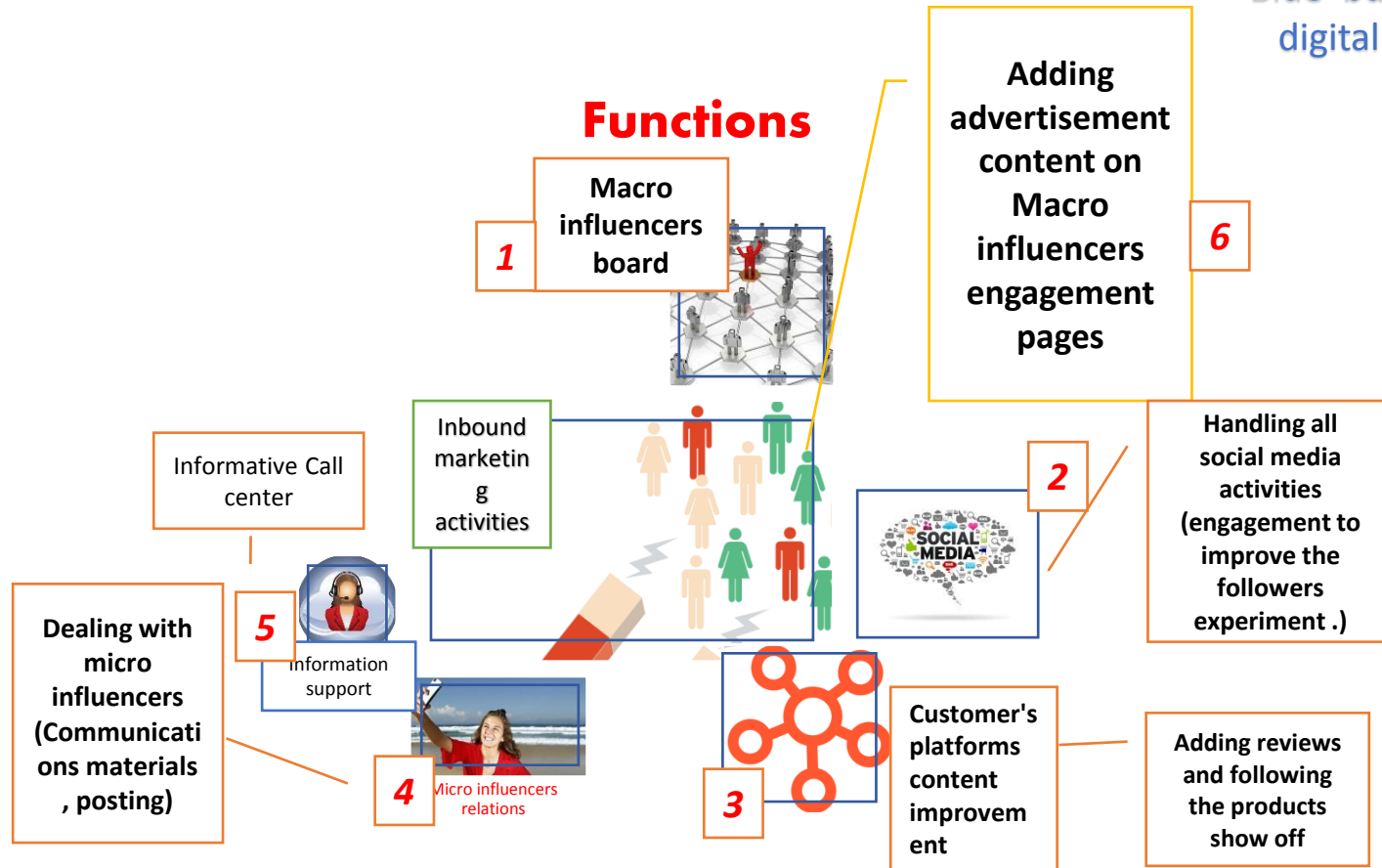
Blue butterfly's
digital team





Blue butterfly's
digital team

Functions





التعليقات



aldawaacare بويرر، SI60، قناع مانع للشخير، سهل الاستخدام و يعمل على حجب الضوء أثناء النوم بطول قابل للتعديل ليناسب جميع المقاسات. ✓



استغل العرض الآن من خلال زيارة فروع
#صيدليات_الدواء أو عبر التطبيق أو الموقع الإلكتروني
#عروض_ما_تتفوت
#نهتم_بالحياة_نهتم_بالصحة

٣



2ixzz_ صراحة المنتج اعجبني بس ما اعجب امي
بس بس انا حبيبتها
٢ ث رد



samimohsin75 بحم

٤٦ د رد



aldawaacare



samimohsin75@ عزيزي
العميل للإطلاع على اسعار المنتجات
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عبر الرسائل الخاصة لإفادتك

١٣ د رد



4G



11:50



ريال

وصف

مواصفات

اكتب تقييماً



*السعر



*القيمة



*الجودة

*كنية
لميا

*ملخص

ما توقعته بصرحة طلع جبار

*تقييم

رهيي انصح فييه

الغاء

إرسال التقييم



أضف الي سلة التسوق



Blue butterfly's
digital team

A-Social media soft content
and engagement control
B-products reviews



Marketing Programs

Consumer

In bound

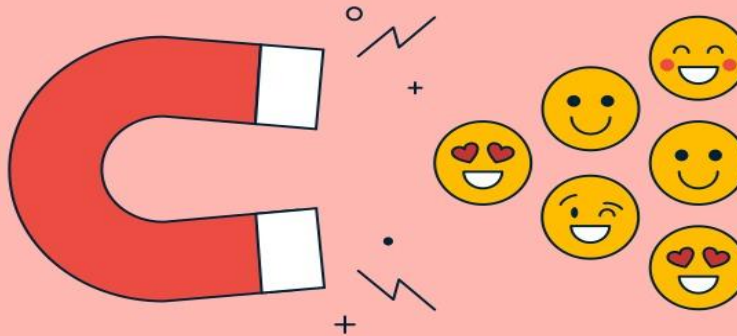
1-Digital materials creations

2- Social media management

3-Social media Ad's.

4-influencer Ad's
A-Macro influencers ads
B-Micro influencers ads.

5-Content improvement.
A- E-commerce Platforms
B- Customer platforms

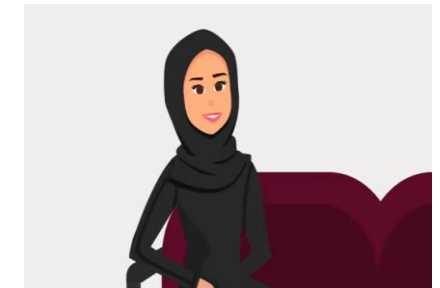


Marketing Programs

Consumer

In bound

- 1-Digital Contents creations
- 2- Social media management
- 3-Social media Ad's.
- 4-influencer Ad's
 - A-Macro influencers ads
 - B-Micro influencers ads.
- 5-Content improvement.
 - A- E-commerce Platforms
 - B- Customer platforms



- Filmed Movies (M. Production)
- Editing movies
- Animated movies
- Graphic designs
- infographic designs
- Animation designs



- Consumers Awareness
- Customer's education
- Ads

Marketing Programs

Consumer

In bound

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3-Social media Ad's.

4-influencer Ad's A-Macro influencers ads B-Micro influencers ads.

5-Content improvement. A-e-commerce Platforms B- Customer platforms



Marketing Programs

Consumer

In bound

1-Digital materials creations

2- Social media management

3-Social media Ad's.

4-influencer Ad's

A-Macro influencers ads

B-Micro influencers ads.

5-SEO

5-Content improvement.

A- E-commerce Platforms

B- Customer platforms

← Promotion Insights



Posted on 10/25/20, 7:03pm

♥ 739

💬 202

📌 541

Interactions

3,770

Promotion Clicks

Visit Profile

90% from promotion

4,186

Visit Website

72% from promotion

118

Get Directions

92% from promotion

26

← Promotion Insights

Discovery

335,956

People reached

98% weren't following you

97% came from your promotion

Impressions

849,651

76% from promotion

Follows

159

Promotion

Spend

9,000.ر.س

100% of your 9,000.ر.س budget



Marketing Programs

Consumer



In bound

1-Digital materials creations

2- Social media management

3-Social media Ad's.

5-SEO

Type	No.	Reach	Interaction
Macro influencer's ads	2	3.7M	4.2M
Micro influencer's ads	46	2.2M	3.5M

4-influencer Ad's
A-Macro influencers ads
B-Micro influencers ads.

5-Content improvement.
A- E-commerce Platforms
B- Customer platforms



Marketing Programs

Consumer

In bound
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5- Content improvement. A- E-commerce Platforms B- Customer platforms



wiakum
وياكوم

A-Wiakum platform

B-1-customers platforms reviews

2-customers platform contents



Marketing Programs

Consumer

Out bound

1- DTC

- A-POS Promotion.
- B-Products Display.
- C-Mass awareness .
- D-Direct voice engagement

2-Events

- A-Macro events.
- B-Micro events.

3-Radio campaigns.

- A-Radio ads.
- B-Radio interviews.

4-consumers promotion Gifts.

5-Outdoor ad's

6-Publicity



Marketing Programs

Consumer

Out bound	Activity	NO.	Engagement
1- DTC A-POS Promotion. B-Products Display. C-Mass awareness . D-Direct voice engagement	POS promoters	15 promoters	97,827
	Outsourcing P.	24 promoters	18,218
	Products Display	111	-
	stations	1 station	-
2-Events A-Macro events. B-Micro events.	Direct engagement	3 educators	11943
3-Radio campaigns. A-Radio ads. B-Radio interviews.			
4-consumers promotion Gifts.			
5-Outdoor ad's			
6-Publicity			



Marketing Programs

Consumer

Out bound

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- B-Radio interviews.

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5-Outdoor ad's

6-Publicity

Event Type	NO.
Macro Event (EMF)	1
Micro Event (MOH)	3
Micro Event (Int. Days)	2



الياسمين مولى
Jeddah, Saudi Arabia



Marketing Programs

Consumer

Out bound

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2-Events

A-Macro events.

B-Micro events.

3-Radio campaigns.

A-Radio ads.

B-Radio interviews.

4-consumers promotion Gifts.

5-Outdoor ad's

6-Publicity

Type	No.	Reach
Radio Ads	5	1.1M
Radio int.	4	420.000



Marketing Programs

Consumer

Out bound

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Marketing Programs

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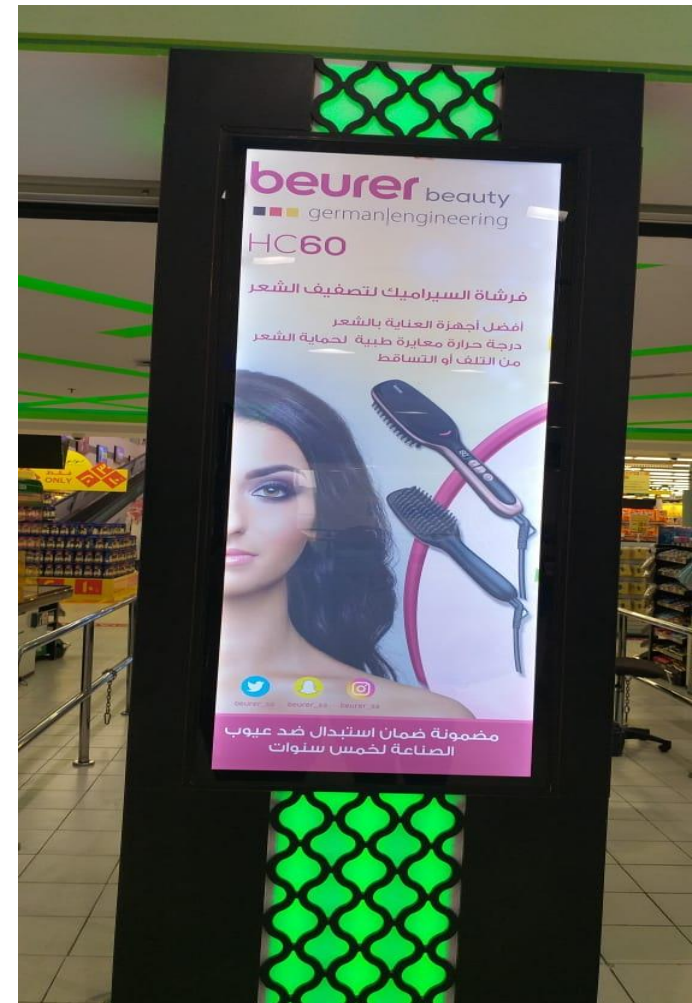
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Magazine articles(beauty secrets).
(2)Waves
Reach of 90.000 .



Marketing Programs

Customer

1-Training.

A-Direct training.

B-online training.

2-Detailing.

3-Reminding(Messaging).

4-customers promotion Gifts.



Marketing Programs

Customer

1-Training.
A-Direct training.

2-Detailing.

3-Reminding(Messaging).

4-customers promotion Gifts.

Reminding message	category	No.
Pharmacists	Social	460
Pharmacists	medical	890
Pharmacists	Beauty	240
Sales members	Beauty	70

beurer wellbeing
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HK 58 COSY كمادة للرقبة والظهر

السيطرة الفعالة على الألم من الرقبة والظهر
الأدوية المسكنة أو مضادات التشنجات

السيطرة على تشنجات الكتف والظهر
عن طريق دعم تدفق الدورة الدموية
وتسريع إعادة بناء العضلات



مستلزمات

beurer beauty
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myiPL app
cordless operation
up to 300.000 light waves

HK 54
كمادة للرقبة والأكتاف

السيطرة الفعالة على الألم من الرقبة والكتف
الأدوية المسكنة أو مضادات التشنجات

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ضمان 5 سنوات

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السيطرة على تشنجات الكتف والظهر
عن طريق دعم تدفق الدورة الدموية
وتسريع إعادة بناء العضلات

ضمان 5 سنوات

Lower respiratory tract infection
Risk diagnosis for isolated
or suspected Covid-19 infected
patients according to blood
oxygen saturation

95-100 Normal
90-95 borderline
below 90 Risk (seek doctor advice)
below 80 High Risk (Hospital admission)

beurer

po40



Business Future

NEW BUSINESS MODEL



MEDICAL
DEVICES



It is all about cost and efficiency

Business Future

(Opportunities and threats)

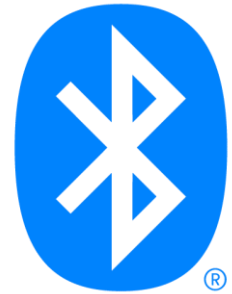
MEDICAL
DEVICES

Connectivity and data storage

The ability for connecting multiple No. of devices for unlimited No. of users to double/multi sided health care provider platforms .

To

- Create/keep/manage the medical files of patients.
- Decrease the Hospital visits prevalence .
- Decrease the hospital primary care cost.



What Do we think about data storage safety business??



Business Future (Opportunities and threats)



MEDICAL
DEVICES

Distant Monitoring

All medical or vital signs will be monitoring/analyzed
Operated by insurance companies /ministry of health/Hospitals via control rooms
To give instant medical advices to elderly/chronic/Pandemic patients like

- Medicine .
- Medicine dose.
- Simple medical home applied techniques .
- Home medical visits .
- Hospital admission decisions.

Manufacturing features requirements

- Operating systems Compatibility .
- Open source or customized operating protocols.



What Do we think about regular home used medical devices business?

Business Future

(Opportunities and threats)

MEDICAL DEVICES

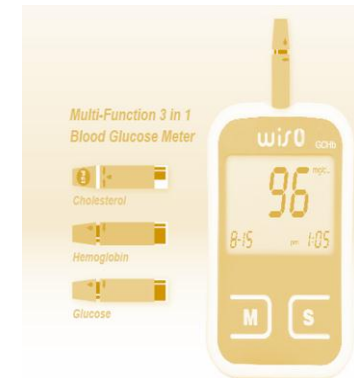
Integration and compact-ability of devices

Multi functions integrated compact devices to decrease the volume and the cost and to simplify the vital signs accurate check. For example, the following tests will be integrated in one or two devices

- 1- Blood pressure
- 2- Blood oxygen ratio.
- 3- Puls rate.
- 4- Heart peat
- 5- Arrhythmia
- 6- blood glucose ratio.
- 7- cholesterol.
- 8- Uria .
- 9- Hemoglobin .
- 10- Hematocrit .

Manufacturing features requirements

- Accuracy.
- Simplicity .
- Minimal steps.
- safety .



What Do we think about individual labs regular business??



Business Future

(Opportunities and threats)

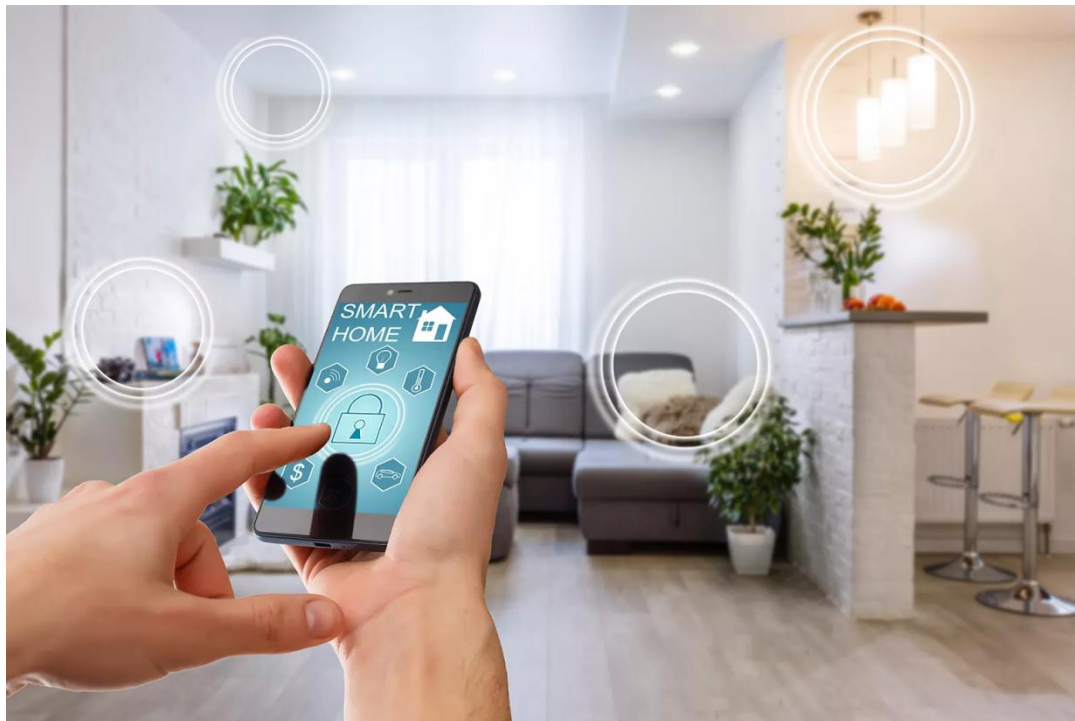
Wellbeing
devices

Mobile & centralized controlling

Wellbeing devices will be controlled by cell phone or smart watches and responding for voice orders

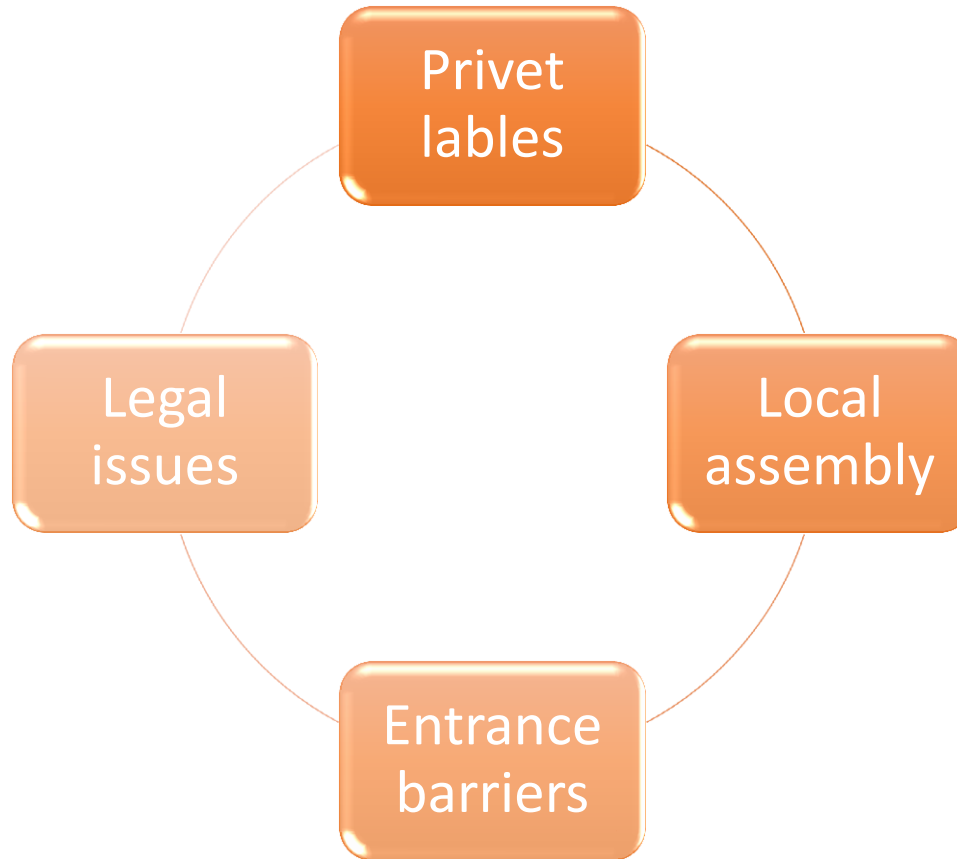
Integration & adaptation with smart home systems

The devices will be integrable with smart home/cars or customized personal micro systems



Business Future

(Opportunities and threats)



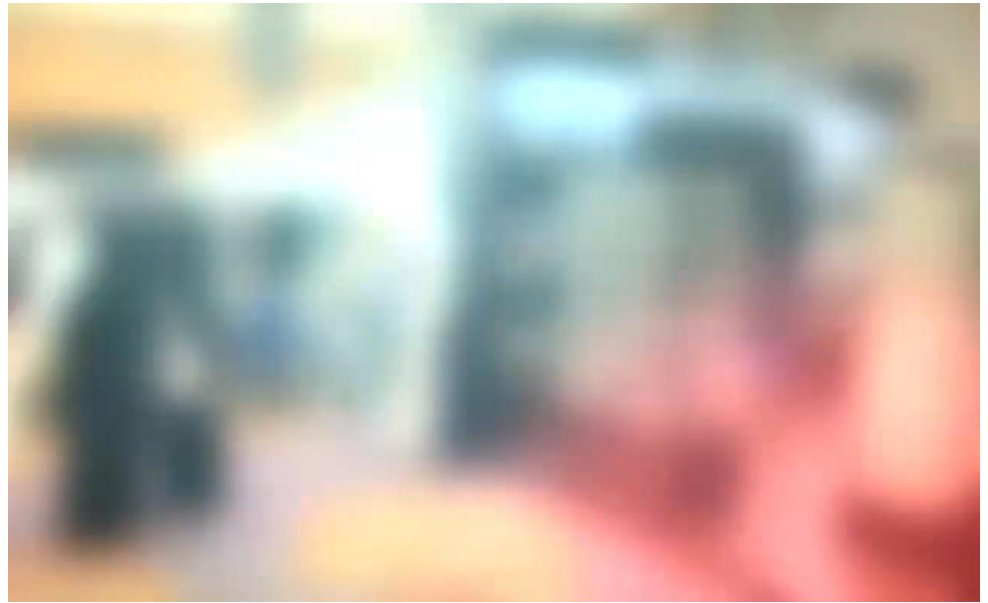
Panorama











beurer wellbeing
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جهاز إيقاف الشخير SL 60

إيقاف الشخير مع اكتشاف وقت الشخير
الحقيقي عن طريق تسجيل الضوء والتخفيف
الفوري للشخير باستخدام نبضات الاهتزاز وفتح
الشعب الهوائية




- individually adjustable
- rechargeable battery
- snore analysis
- snore stopper
- diary function

جهاز استنشاق الدواء
بالموجات فوق صوتية

IH40

هاديء وسريع الفعالية
ضمن ٥ دقائق



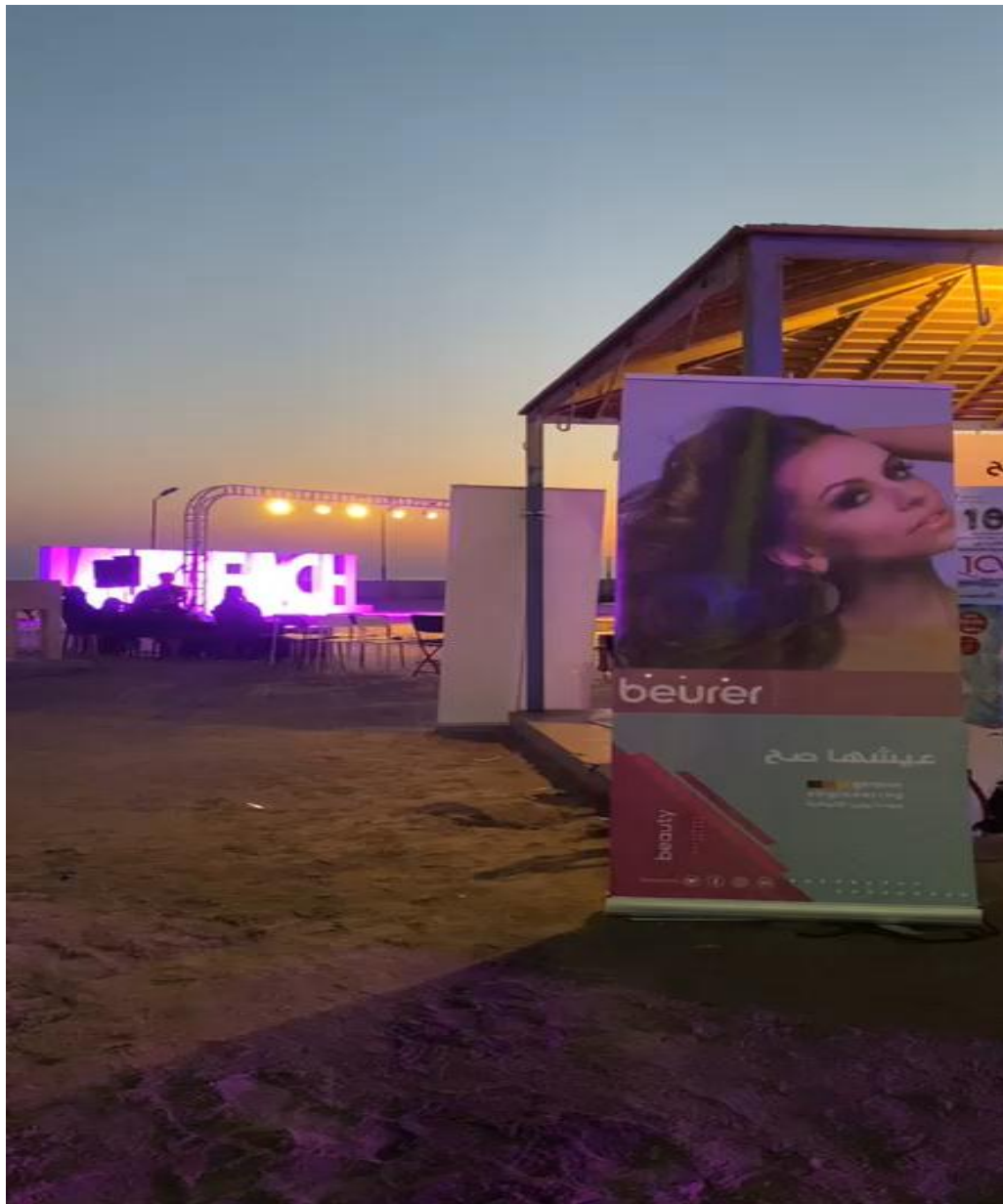
beurer medical
german|engineering

**Digital content
creation**

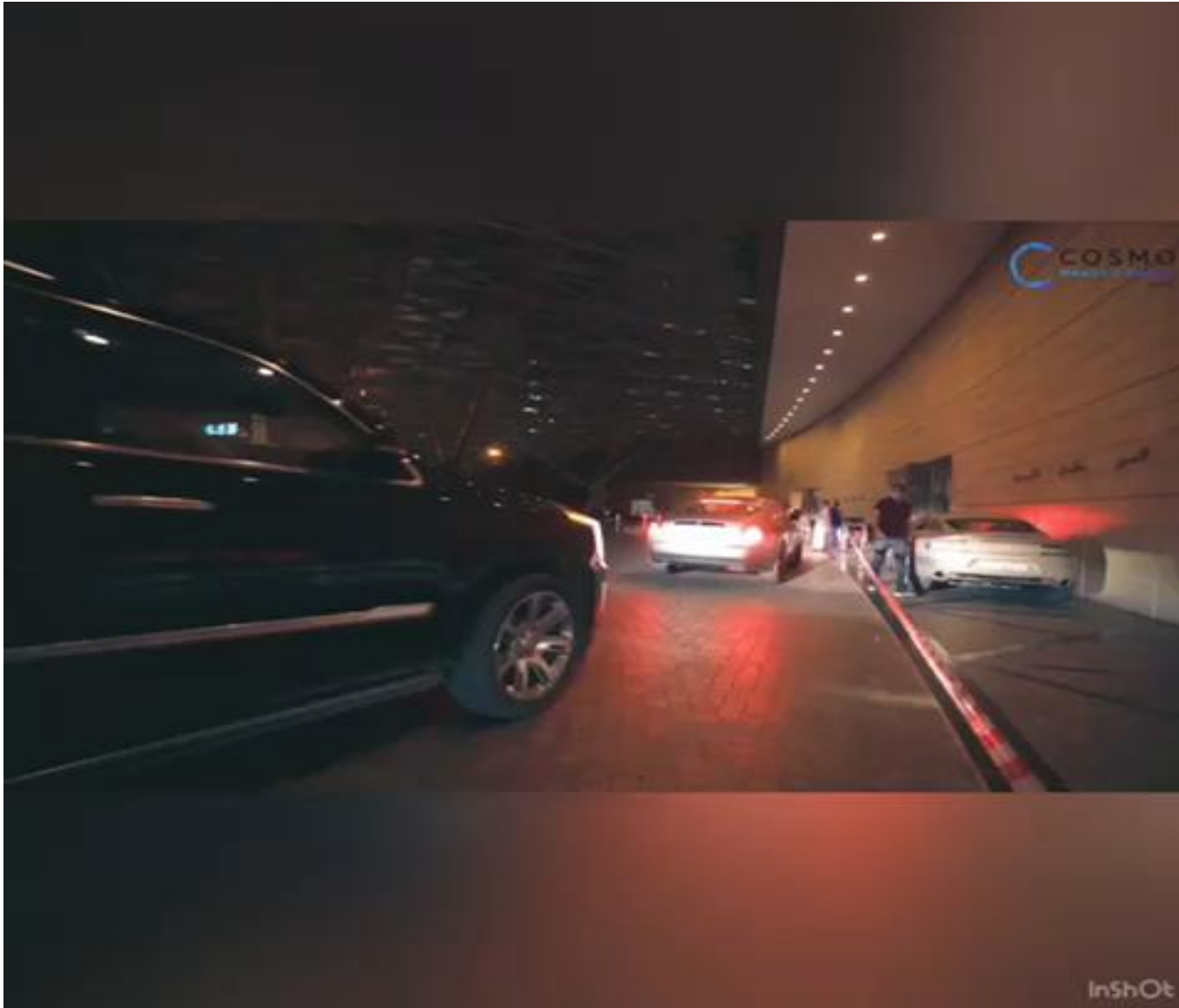
Display

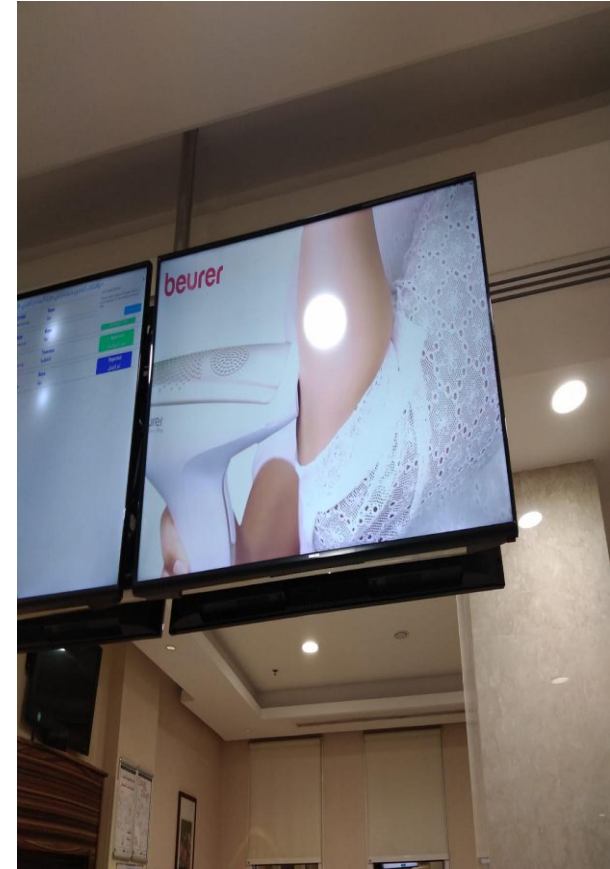
- Commercial
- Promotional
- Awareness





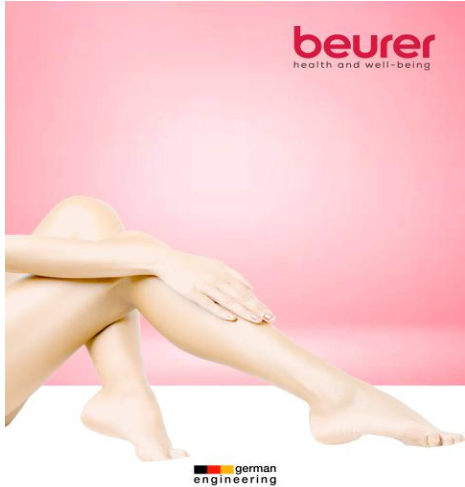
Mega and small events





• B-Indoor and outdoor ads

- Pharmacies
- Modern trades
- Hyper markets



AD



Demo



Safety concept of beurer
radio ad



Category ad (cross selling)



AL-NAHDI RADIO



AL-DAWA-RADIO

Photos gallery 2



Promo banner



Social media contests



Events



Social media reviews

Photos gallery 2



Social media contests

Promo banner

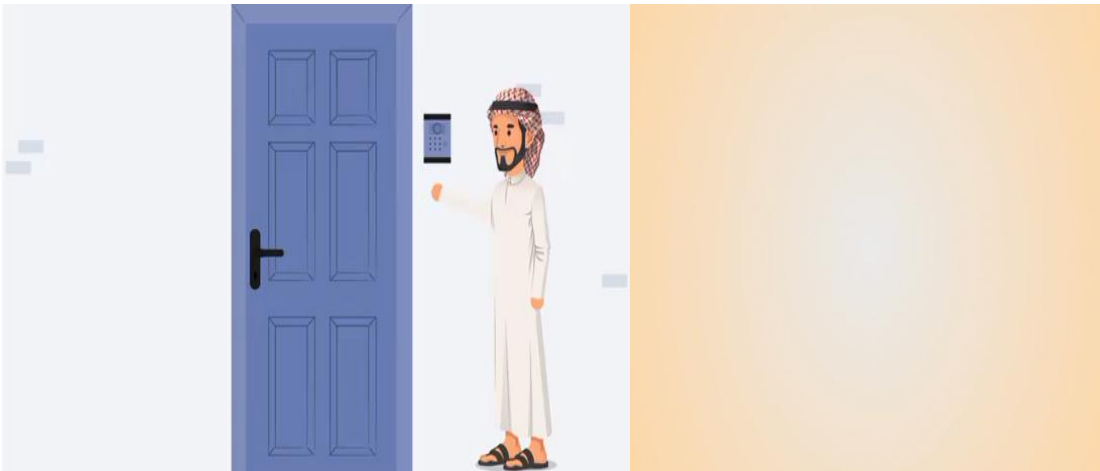


Events



Social media reviews

Movie Productions



Radio productions



THANK YOU

#65 Marketing Club 9th Riyadh
Marketing Secrets of
"Home Used Medical, Beauty &
Well-Being Devices"
Tuesday 8 pm 15-11-2022

FOUNDER & HOST
Dr. Mahmoud Bahgat

INSTRUCTOR
Dr. Hossamedeen Lofty
Brand Manager, Devices BU

