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International Pharmacists Club

Maximizing OTC Sales

زيادة مبيعات الصيدلية OTC

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- Marketing Trainer from 2024.
- "AI In Digital Marketing" Trainer at DM Arts Academy from 2024.
- Brand Marketing Manager at Bionorica Egypt, from 2023.
- Professional Marketing Trainer at Eyouth from 2022 till Present
- Marketing Consultant at Guarder MEA AT 2022.
- Digital Marketing Manager at **كلام في ودنك يخص طفلك** from 2021 till Present.
- Founder and Podcaster at **كلمتين_Kelmeten** Podcast from 2021 till Present.
- Brand Manager at Vantage MEA Pharmaceuticals from 2021 till 2023.
- Country Brand Lead at Biomed Pharmaceuticals from 2017 till 2020.
- Key Account Specialist at Hoffmann – La Roche Diabetes Care from 2016 till 2017.
- Medical Representative at Fresenius Kabi from 2015 till 2016.
- Medical Representative at Sanofi from 2012 till 2015.
- Medical Representative at Sigma Pharmaceuticals from 2011 till 2012.
- Bachelor of Pharmacy from Misr International University Year 2009.
- Consumer Behavior Certificate from AUC, Year 2014.
- CME, Certified Marketing Executive from SMEI, Year 2016.
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The Outline

- Overview of OTC Pharmacy Business.
- Pharmacy Situational Analysis.
- Pharmacy SMART Objectives.
- Negotiation With Pharmacy Stakeholders.
- Pharmacy Growth Strategies.
- Health Days & In-Store Events.
- Digital Marketing & Social Media Strategies.
- Merchandising & In-Store Visibility.
- In-Store Shopping Experience.
- Trade Marketing & Commercial Offers.
- Marketing Materials & Pharmacy Branding.
- Staff Training & customers Engagement.
- Real World Case Examples.



Overview of OTC Pharmacy Business

- **OTC Products**
 - Medications and health-related items available without a prescription.
 - Including pain relievers, cold & flu remedies, vitamins, supplements, and personal care products.
- **Role in the Pharmacy Business:**
 - **Revenue Stream:** Significant source of revenue with high turnover and frequent purchases.
 - **Customer Convenience:** Provides immediate access to health solutions.
- **Market Trends:**
 - **Growth Drivers:** Increased consumer health awareness, and self-care trends.
 - **Innovation:** Ongoing development of new products and formulations to meet evolving consumer needs.



Pharmacy Situational Analysis

- **External Factors**
 - **Market trends:** Growing demand (OTC) medications, online pharmacies.
 - **Regulations:** New healthcare policies, pharmaceutical regulations.
 - **Competition:** Local competitors, online retailers, & pharmacy chains.
- **Internal Factors**
 - **Operations:** Inventory management & service quality.
 - **Financials:** Sales performance, & profitability
 - **customer insights:** Patient loyalty, customer satisfaction, & feedback.
 - Pharmacy Staff, and in-store merchandising
- **SWOT Analysis**
 - **Strengths:** Established brand, skilled staff.
 - **Weaknesses:** Limited digital presence.
 - **Opportunities:** E-commerce, new services.
 - **Threats:** Competitive pricing, new entrants.



Pharmacy SMART Objectives

- **Specific**
 - Clearly define goals, e.g., "Increase OTC sales by 10% in 6 months."
- **Measurable**
 - Use quantifiable targets, e.g., "Track customer feedback and satisfaction ratings."
- **Achievable**
 - Ensure objectives are realistic, e.g., "Increase number of customers by 10%."
- **Relevant**
 - Align with pharmacy's mission, e.g., "Focus on patient care through personalized medicine."
- **Time-bound**
 - Set deadlines, e.g., "Launch an online pharmacy platform within 12 months."



Negotiations with Pharmacy Stakeholders

- **Preparation**
 - Research product details, pricing trends, & competitor offerings.
- **Understand Their Goals**
 - Identify their objectives (e.g., sales targets, product promotion).
- **Build Rapport**
 - Establish a professional relationship for effective communication.
- **Highlight Your Value**
 - Emphasize your pharmacy's market presence, customer base, and sales volume.
- **Set Clear Terms**
 - Discuss volume discounts, payment terms, and promotional support.



Pharmacy Growth Strategies

- **Expand Product Range**
 - Introduce new OTC, personal care, and wellness products.
- **Enhance Customer Experience**
 - Implement loyalty programs, home delivery, and personalized services.
- **Adopt Digital Solutions**
 - Launch an e-commerce platform or app for online prescriptions and orders.
- **Partnerships with Healthcare Providers**
 - Collaborate with clinics, hospitals, and doctors.



Health Days & In-Store Events



Maximizing Impact through Health Days & In-Store Events



- **Health Day Time Selection:**

- Choose optimal days based on local demographics and health trends.
- Align with national or global health awareness days for maximum engagement.
- Consider weekends or evenings to accommodate working customers.

- **Health Day Announcement:**

- Promote events through multiple channels: social media, in-store posters.
- Use pharmacy's social media and local community boards for wider reach.
- Provide clear information on event details, benefits, and how to participate.

Collaborations and Event Strategies



- **Collaboration with Pharmaceutical Companies for Sponsorship:**

- Partner with pharmaceutical companies for funding and product support.
- Negotiate for branded materials, product samples, and expert speakers.
- Joint marketing efforts to amplify reach and credibility.

- **Examples of In-Store Events:**

- **Flu Vaccine Drives:** Offer vaccinations during flu season with pharmaceutical support.
- **Skincare Consultations:** Host expert-led sessions on skincare, with product demonstrations.

Digital Marketing & Social Media Strategies



Digital Marketing & Social Media for Pharmacy Growth



- **Importance of Online Presence:**

- Establish a robust digital footprint to reach and engage with a broader audience.
- Online presence builds brand credibility and trust among customers.
- Stay competitive by being where your customers spend most of their time—online.

- **Increasing the Number of Followers:**

- Create engaging and relevant content to attract and retain followers.
- Use contests, and interactive posts to boost engagement.
- Collaborate with influencers to expand your reach and credibility.

Strategies for Digital Marketing



- **Leveraging Blogs, Health Tips, and Product Promotions:**

- Regularly post health tips and product promotions on social media.
- Position your pharmacy as a trusted source of health information.

- **Targeted Ad Campaigns on Platforms like Facebook, Instagram, & TikTok:**

- Use targeted ads to reach specific demographics, ensuring higher ROI.
- Customize campaigns for each platform to match user behavior and preferences.

Collaborations and Digital Strategies



- **Collaborating on Co-Branded Content with Pharmaceutical Companies:**

- Partner with pharmaceutical companies to create valuable co-branded content.
- Share joint promotions and educational content to build brand authority.
- Use co-branded content to tap into each other's audiences.

- **Developing a Pharmacy Website and E-Commerce Platform:**

- Create a user-friendly website that offers product information and health resources.
- Integrate an e-commerce platform to allow customers to purchase products online.

Merchandising & In-Store Visibility



Enhancing Merchandising & In-Store Visibility



- **Importance of Proper Merchandising:**

- Drives impulse purchases by strategically placing products.
- Ensures high-demand products are easily accessible and visible.
- Enhances overall customer experience and satisfaction.

- **Pharmacy Customer Journey:**

- Understand the typical path customers take through the store.
- Position key products along this journey to maximize exposure.
- Use displays to guide customers to promotions and new products.

POSM Examples for In-Store Visibility

Window, Fascia, Light Box



Window



Fascia



Light Box



POSM Examples for In-Store Visibility

Counter Top, Floor Stand, Mock Up



Counter Top



Floor Stand



Mock up



POSM Examples for In-Store Visibility

Shelf Wobbler, Shelf Edge, Shelf Talker



Shelf Wobbler



Shelf Edge



Shelf Talker



POSM Examples for In-Store Visibility

Dangler, Wall Unit, Flyer Stand



Dangler



Wall Unit



Flyer Stand



Collaborations and Merchandising Strategies



- **Collaborating on Merchandising Plans with Pharma Companies:**

- Partner with pharmaceutical companies to create targeted merchandising strategies.
- Leverage their expertise and resources to enhance in-store displays.
- Align merchandising efforts with promotional campaigns for maximum impact.

- **Creating Eye-Catching End Caps and Displays:**

- Design end caps that highlight top-selling or seasonal products.
- Use bold colors, signage, and lighting to attract attention.
- Rotate displays regularly to keep the store layout fresh and engaging.

Strategic Product Placement

High Traffic Areas



- **Entrance Displays:**

- **Seasonal Products:** Allergy meds in spring, sunblock in summer.
- **Impact:** Increases impulse purchases as these items are the first seen by customers.

- **Checkout Counters:**

- **Convenience Items:** Lip balms, hand sanitizers, gums, pain relievers.
- **Impact:** Captures last-minute purchases, boosting the average transaction value.



Cross-Merchandising



- **Complementary Products:**

- **Example:** Pair cough syrups with throat lozenges, digestive aids with probiotics.
- **Impact:** Encourages customers to purchase related products, increasing basket size.

- **Themed Displays:**

- **Example:** "Cold & Flu Care" section with related products like cold medicines and hand sanitizers.
- **Impact:** Simplifies shopping and drives sales through easy access to related items.

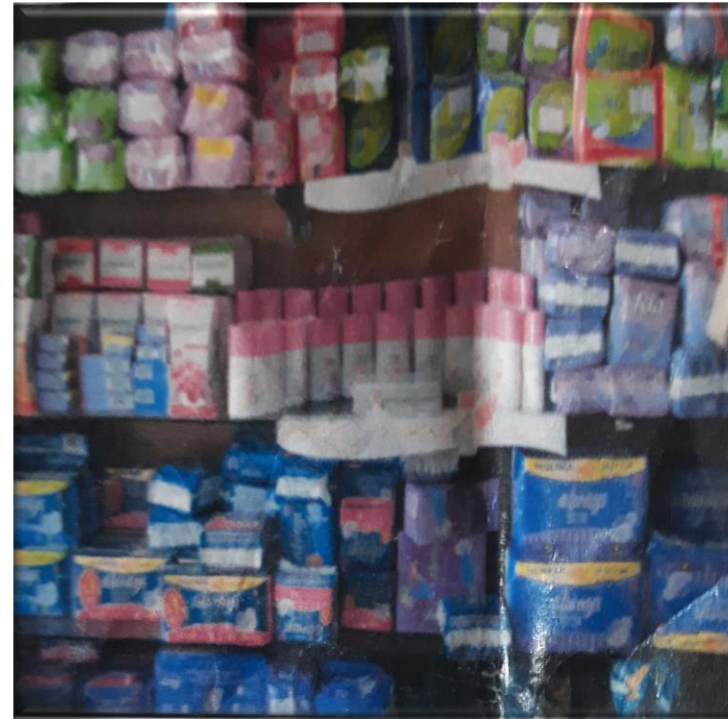


Cross-Merchandising



► This setup encourages impulse purchases and highlights complementary products, improving customer convenience and increasing basket size.

- **Objective:** Boost OTC sales by creating synergies between related products.
- **Key Benefit:** Enhances product visibility and provides consumers with solutions they may not have considered, driving higher sales for both categories.
- **Outcome:** Increased customer engagement and overall in-store sales performance.



This image demonstrates a cross-merchandising example executed during my role as a Medical Representative at Sanofi in 2012. Here, Lactacyd® a personal care brand, is strategically placed alongside napkins to create a cohesive shopping experience.

In-Store Shopping Experience



Elevating the In-Store Shopping Experience



- **Enhancing the Shopper Experience:**

- **Store Layout:** Design a logical and intuitive store layout that guides customers through key areas efficiently.
- **Customer Service:** Train staff to provide personalized and knowledgeable assistance, enhancing overall satisfaction.
- **Comfort & Convenience:** Ensure clean, bright, and accessible store environments. Offer comforts like seating, clear signage, scent and relaxing music.
- **Ease of Access:** Ensure that popular OTC products are easily accessible and that corridors are not overcrowded.
- **Clean and Organized Shelves:** Maintain clean and well-organized shelves to create a pleasant shopping environment that encourages purchases.
- **Feedback Channels:** Implement easy-to-use feedback systems, to understand customer needs, and measure customers satisfaction

Trade Marketing & Commercial Offers



BUY 1 GET 1 FREE*

SKIN CARE • HAIR CARE
VITAMINS • SUPPLEMENTS

NOW BUY ONE AND GET ONE FREE ON ALL SELECTED SKINCARE, HAIRCARE, VITAMINS AND SUPPLEMENTS.

APPROVAL # NM2016/12/31-30980



Customer Loyalty & Securing Trade Discounts



- **Loyalty Programs & Trade Discounts:**

- Implement a loyalty program that rewards customers with points or discounts for repeat purchases.
- Offer exclusive discounts or early access to promotions for loyalty members, driving customer retention.

- **Negotiating Trade Discounts with Pharma Companies:**

- Work closely with pharmaceutical companies to negotiate favorable trade discounts on bulk purchases.
- Leverage these discounts to offer competitive pricing or special promotions to your customers.
- Build long-term partnerships with pharma companies by demonstrating consistent sales performance.

Maximizing Sales with Bundling & Cross-Promotions



- **Bundling & Cross-Promotions:**

- Create product bundles that combine complementary items to encourage higher purchases.
- Offer cross-promotions between related products, to boost overall sales.
- Utilize in-store displays to highlight bundled offers and cross-promotions, making them more visible to customers.

- **Examples of Successful Bundling Strategies:**

- **Health & Wellness Packs:** Combine OTC medications with supplements (e.g., cold medicine with vitamin C).
- **Seasonal Bundles:** As allergy relief kits in spring or flu prevention packs in winter.
- **Multi-Buy Offers:** Provide discounts on purchasing multiple units of a single product.

Marketing Materials & Pharmacy Branding



Strengthening Pharmacy Identity through Branding



- **Branded Packaging & Pharmacy Materials:**

- Utilize branded items such as bags, to reinforce brand identity.
- Ensure that all packaging materials are consistent in design, colors, and logos.
- Include pharmacy contact information and social media handles on all materials for easy reference.

- **Importance of Pharmacy-Branded Packaging:**

- Increases brand visibility every time customers use branded bags or materials outside the store.
- Creates a professional and cohesive image that fosters trust and loyalty among customers.
- Differentiates your pharmacy from competitors by providing a unique brand experience.

Marketing Materials and Strategic Partnerships



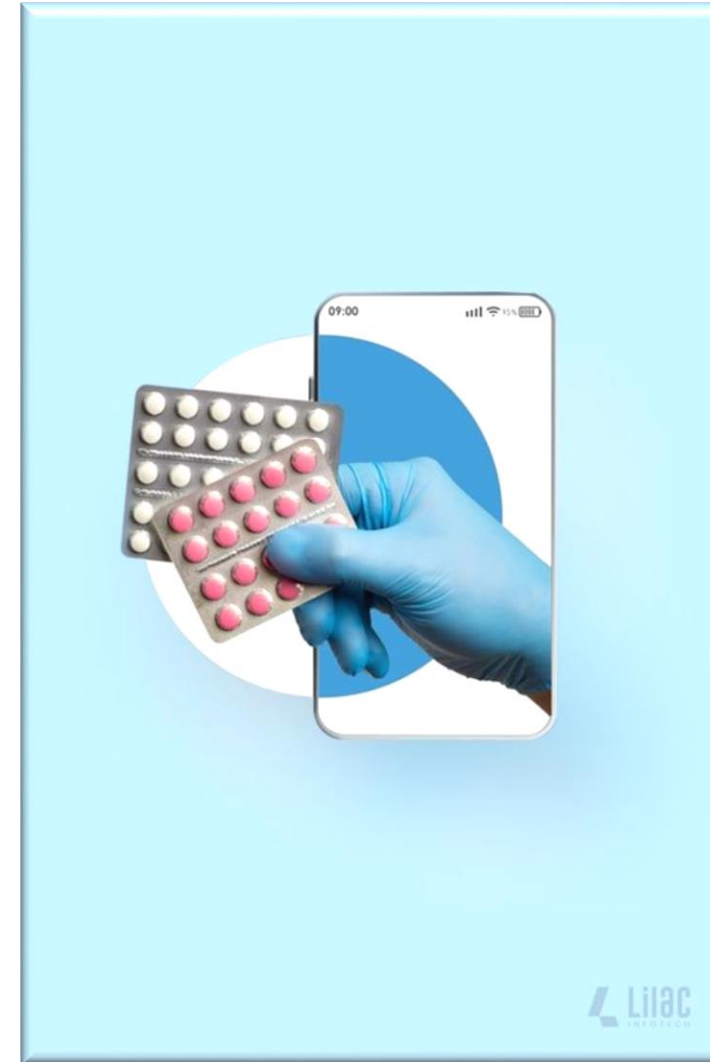
- **Pharmacy Magazines & Flyers:**

- Distribute branded magazines and flyers featuring health tips, new products, and pharmacy services.
- Use high-quality images and informative content to engage and educate customers.
- Position these materials in-store to keep your pharmacy top-of-mind.

- **Partnering with Pharmaceutical Companies for Content Creation:**

- Collaborate with pharmaceutical companies to develop co-branded educational materials.
- Include expert articles, product information, and health advice in magazines and flyers.

Staff Training & customers Engagement



Enhancing Staff Competence and Sales Skills



- **Product Knowledge Training:**

- **Comprehensive Training:** Provide in-depth information about the pharmacy's product range, including benefits, uses, and potential side effects.
- **Regular Updates:** Keep staff informed about new products, changes in existing products, and industry trends.

- **Training Staff on Upselling and Cross-Selling Techniques:**

- **Upselling:** Teach staff how to suggest premium or additional products that complement the customer's initial choice.
- **Cross-Selling:** Encourage staff to recommend related products that enhance the value of the customer's purchase.
- **Customer Engagement:** Role-play scenarios to practice these techniques, focusing on building rapport and understanding customer needs

Expert Training and Incentive Programs



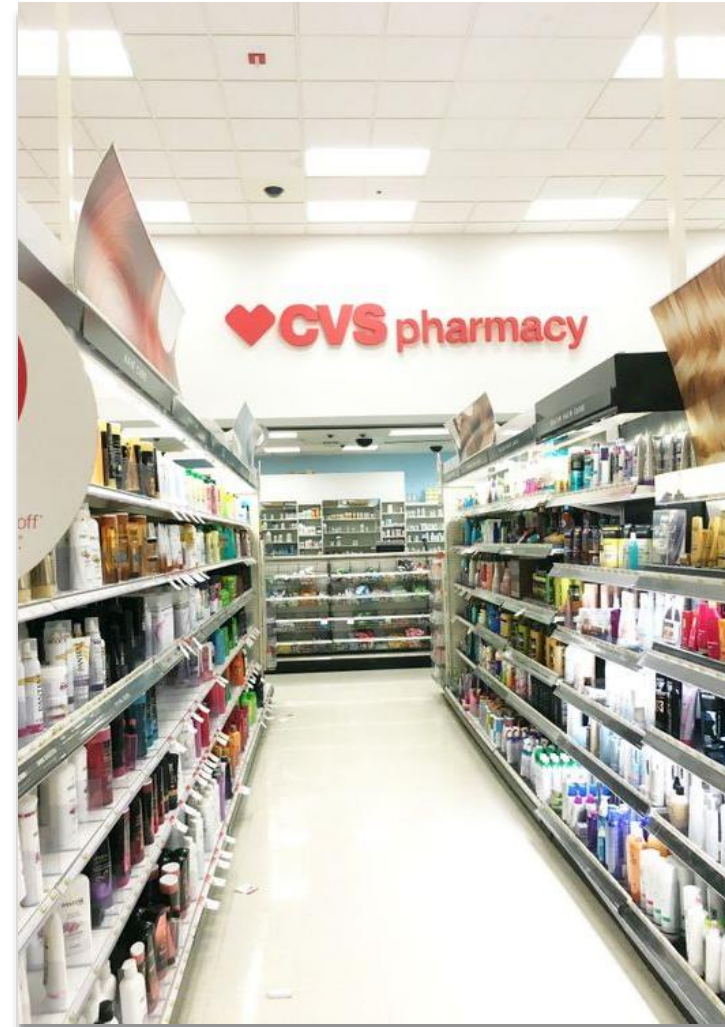
- **Collaborating with Pharmaceutical Companies for Expert Training:**

- **Expert Sessions:** Partner with pharmaceutical companies to offer specialized training sessions led by industry experts.
- **Product Knowledge:** Benefit from detailed insights into new and existing products, including best practices for customer interactions.

- **Developing Incentive Programs to Motivate Staff:**

- **Performance-Based Rewards:** Implement incentive programs that reward staff for achieving sales targets.
- **Professional Growth:** Offer opportunities for career advancement, such as additional training or leadership roles.

Real World Case Examples



Boots Marketing Strategy 2024



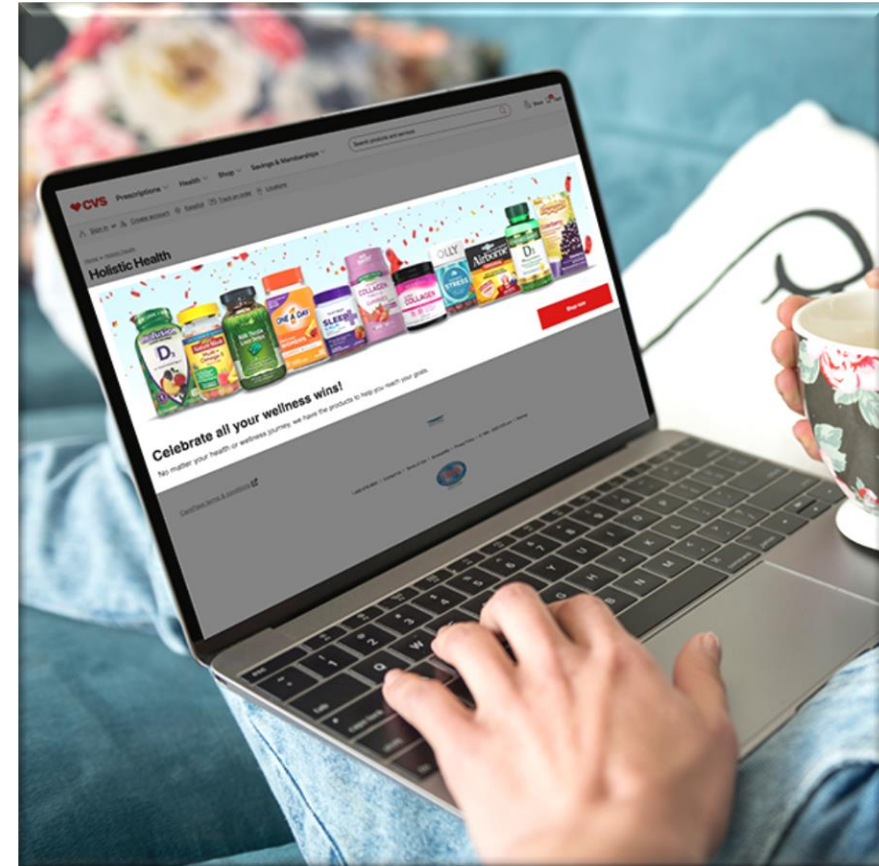
- **Comprehensive Marketing Approach:** Boots focuses on omnichannel marketing, blending online and in-store experiences.
- **Key strategies** include personalized product recommendations and integration across channels.
- **Loyalty Program:** The Boots Advantage Card fosters brand loyalty through personalized rewards and exclusive offers, enhancing customer retention.
- **E-commerce Success:** Boots' mobile-optimized website, digital marketing investments, and personalized online experience boost customer engagement and expand reach.



January Wellness Campaign – CMX & CVS Pharmacy



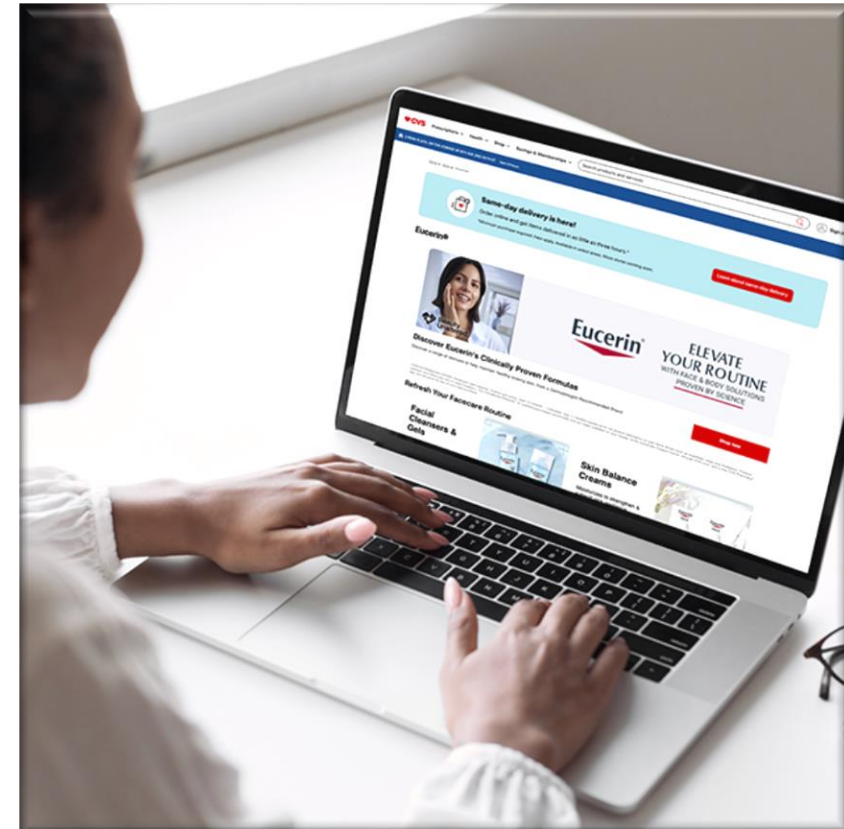
- **Objective:** Promote vitamin and supplement brands to support New Year health and wellness goals.
- **Solution:**
 - Omnichannel Approach: Combined CMX and CVS marketing channels (onsite, offsite, social, CVS Front Store) for maximum reach.
 - Tailored promotional offers and seasonal messaging across various platforms.
- **Results:**
 - 4.7% Incremental Sales Lift for the category.
 - 800M+ Impressions from the campaign.
 - 3x ROAS compared to average healthcare campaigns.



Eucerin® reactivated lapsed customers



- **Objective:** Eucerin aimed to re-engage lapsed customers and introduce new skincare products during the dry skin season at CVS.
- **Solution:**
 - Targeted Ads: Display ads on CVS.com® targeted high-value customers actively searching for skincare.
 - Custom Landing Page: Featured a range of Eucerin products to aid in customer product exploration.
 - Engaged relevant ExtraCare members through Facebook and Instagram.
- **Results:**
 - 4.6% Incremental Sales Lift
 - 1.6X Customer Reactivation
 - 60% Higher Click-Through Rate (CTR)





Thank You