

#77<sup>th</sup> Marketing Club 20<sup>th</sup> Jeddah

# Digital marketing in Consumer Health Care (CHC) Market

Tuesday 7-1-2023

8 PM EGY 9 PM KSA 10 PM UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat



INSTRUCTOR

Dr. Dr. Sherif Elkady  
Consumer Health Care  
Marketing Manager

# Digital marketing in Consumer Health Care (CHC)

**By : Dr. Sherif Al-Kady**  
**CHC Marketing manager KSA & BH**

# About Me

## Short brief about me :

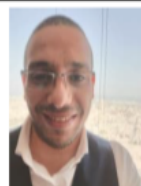
- ❑ **Name:** Sherif Al-kady.
- ❑ **Master of business administration (MBA) -**  
ESLSCA business school Paris (2014 – 2016)  
Global marketing.
- ❑ **Bachelor of Veterinary Medicine, May 2004.**
- ❑ **Working experience :** more than 16 years .
- ❑ **Current Position:** Marketing manager KSA &  
BH- STADA MENA .
- ❑ **Marital status:** Married, have 3 girls.



# About Me

## Digital presence

- **YouTube:**  
[https://www.youtube.com/user/drsherif2000?sub\\_confirmation=1](https://www.youtube.com/user/drsherif2000?sub_confirmation=1)
- **Facebook:**  
<https://www.facebook.com/Sherifalkadymarketing>
- **Instagram:**  
<https://www.instagram.com/sherifalkadymarketing/>
- **Linkedin:**  
<https://www.linkedin.com/in/sherif-al-kady-mba/>
- **TikTok:**  
<https://www.tiktok.com/@dr.sherif.alkady?lang=en>



## PERSONAL PROFILE

Ambition Young Regional Marketer fulfilled with marketing passion and business management .

## AREAS OF EXPERTISE

- Strategic planning.
- Pharmaceutical brand management
- Social media marketing .
- Chain pharmacies Marketing.
- Digital marketing .
- Retail and modern trade marketing .
- Search engine marketing (SEM)
- influencer marketing .
- ATL ,PTL campaigns.
- Training and development.

## OTHER SKILLS

- Customer journey design.
- Business model canvas.
- Medical background.
- Presentation skills .
- Communication skills.
- Negotiation skills.
- Customer acquisition .
- Sales funnels.
- building brands.
- DTC
- financial effectiveness.
- Optimization of resources.
- Design management skills .
- Value proposition Creation.
- Business Model Canvas.
- Social media management.
- Inbound Marketing .
- Growth hacking strategies .

## GET IN CONTACT

📍 Jeddah, saudia arabia

🌐 <https://www.linkedin.com/in/sherif-elkady-mba-450b4166/>

✉️ dr.sherif.elkady@gmail.com

📅 8-1-1983

📞 KSA No.:+966560885858  
Egyptian No.:+201006974358

🇪🇬 Egyptian

🌐 [www.sherifalkadymarketing.com](http://www.sherifalkadymarketing.com)

## CERTIFICATES

# MASTER OF BUSINESS ADMINISTRATION (MBA) – ESLSCA BUSINESS SCHOOL PARIS (2014 – 2016).  
GLOBAL MARKETING  
#MARKETING DIPLOMA – PARIS ESLSCA BUSINESS SCHOOL (2013 – 2014).  
MARKETING FOUNDATION  
# BACHELOR DEGREE IN VETERINARY MEDICINE (2004).

## CAREER OBJECTIVE

Looking for **Senior Marketing position** offers a room for creativity and the chance to join a growing and successful team with an ambitious company to best utilize my years of experience with highly visible accountabilities eager to bring to your firm ability to significantly increase growth ,profitability and shareholders values.

## MARKETING CAREER JOURNEY MAP(2014-2023):



# About Me



A banner for Sherif Alkady Marketing. The top section has a dark blue background with a diagonal line pattern. It features the logo 'sherif alkady MARKETING' at the top center. Below the logo are three white icons: an open book, a document with a pencil, and a video camera. Under each icon is Arabic text: 'كتب مجانية' (Free Books), 'مدونات و مقالات' (Blogs and Articles), and 'فيديوهات' (Videos). The bottom section of the banner is white and features a portrait of a smiling man with glasses, wearing a grey blazer over a dark shirt. Below the portrait is the text 'د. شريف القاضي' (Dr. Sherif Alkady).

sherif alkady  
MARKETING

كتب مجانية

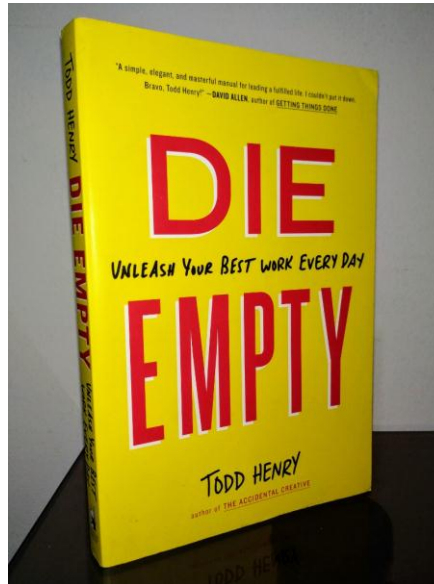
مدونات و مقالات

فيديوهات

د. شريف القاضي

[www.sherifalkadymarketing.com](http://www.sherifalkadymarketing.com)

# Before take off



# Agenda

- **CHC definition** →
- **Why go digital?** →
- **Digital DTC Healthcare activities**

# DR. SHERIF AL-KADY

## MARKETING CAPSULE



SUBSCRIBE



/SHERIFALKADYMARKETING



## LET'S GO

# What is Digital Marketing?

Digital marketing include all marketing efforts that use an electronic device or the internet.”

Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.



<https://blog.hubspot.com/>



# What are Consumer health care products?

- **Consumer health care products** are goods that individuals use to maintain and improve their health, wellness, and personal hygiene. They may include over-the-counter drugs, dietary supplements, medical devices, and personal care items such as (toothbrushes, shampoos, and non medicated cosmetics )



# CHC worldwide

## Global OTC Consumer Health Products Market

### Market Revenue

Market Size (USD Bn)



### Regional Analysis



CAGR  
**4.0%**  
(2021-2027)



### Market Drivers

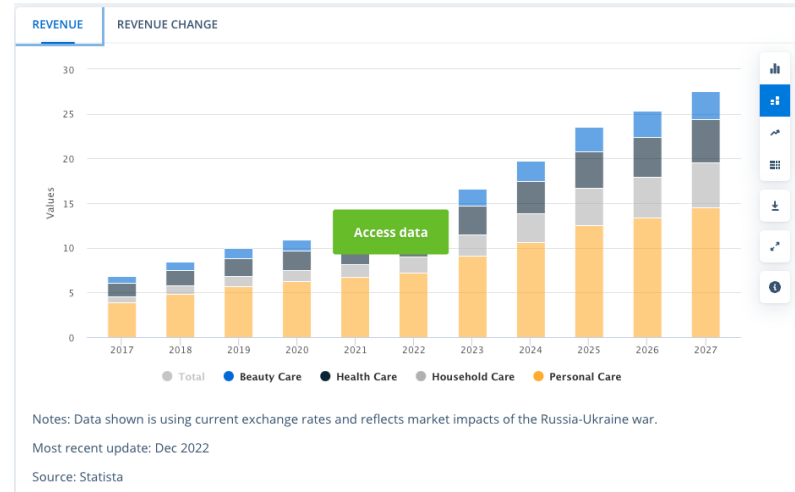
- ▶ Rising Awareness Of Lifestyle Diseases In The People.
- ▶ Increasing Disposable Income Of The Consumers.



© 2022 Infinium Global Research LLP. All Rights Reserved.

# Beauty, Health, Personal & Household Care - Saudi Arabia

- Revenue in the **Beauty, Health, Personal & Household Care** segment is projected to reach **US \$2.77bn** in 2023.
- Revenue is expected to show an annual growth rate (CAGR 2023-2027) of **13.43%**, resulting in a projected market volume of **US\$4.59bn** by 2027.
- In the Beauty, Health, Personal & Household Care segment, the number of users is expected to amount to **13.6m** users by 2027.
- The average revenue per user (ARPU) is expected to amount to **US \$258.40**.



statista

# Worldwide TOP 10 consumer health companies 2022

## The World's Largest Healthcare Companies In 2022

Rank	Name	Country	Sales (TTM) ▼	Profit (TTM)	Market Value (TTM)
2	Johnson & Johnson	United States	\$94.9 billion	\$19.8 billion	\$477.4 billion
4	Pfizer Inc.	United States	\$81.5 billion	\$22 billion	\$271.8 billion
7	Roche Holding AG	Switzerland	\$68.7 billion	\$15.2 billion	\$308.1 billion
5	AbbVie, Inc.	United States	\$56.2 billion	\$11.5 billion	\$273.8 billion
6	Novartis AG	Switzerland	\$51.6 billion	\$24.1 billion	\$200.7 billion
9	Merck & Co., Inc.	United States	\$50.4 billion	\$13 billion	\$213.8 billion
11	Sanofi	France	\$44.6 billion	\$7.4 billion	\$136.9 billion
1	UnitedHealth Group Incorporated	United States	\$297.6 billion	\$17.5 billion	\$490.2 billion
3	CVS Health Corporation	United States	\$292 billion	\$7.9 billion	\$133.5 billion
8	Cigna Corporation	United States	\$174.3 billion	\$5.4 billion	\$81.2 billion
10	Anthem, Inc.	United States	\$144.3 billion	\$6.2 billion	\$121.3 billion

Forbes

Source: [Forbes Global 2000](#) • [Get the data](#) • Created with [Datawrapper](#)

<https://www.forbes.com/sites/katiejennings/2022/05/12/forbes-global-2000-the-worlds-largest-healthcare-companies-in-2022/?sh=35d2461c3f78>

# Main categories of CHC

Ex-Manufacturer Sales in Local Currency Dollars				
Rank	Category	Total Sales		
		Sales	% Growth 2021	
		LC\$ (ooo)	USD+	LCD+
	<b>Total Saudi Arabia</b>	<b>1,100,691</b>	<b>8.1</b>	<b>8.0</b>
1	06 Skin Treatment	252,334	9.3	9.2
2	01 Cough, Cold and Other Respiratory Products	225,301	0.6	0.6
3	04 Vitamins, Minerals and Nutritional Supplements and 05 Tonics	222,816	5.2	5.2
4	02 Pain Relief	168,036	7.5	7.4
5	03 Digestive and Other Intestinal Products	72,178	6.7	6.6
6	All Others	160,025	25.0	25.0

Source: IQVIA audited data

Pain relief  
658,478,047



Vitamins and minerals  
495,164,082



Cough, cold, sore throat  
344,368,375



Gastrointestinal  
294,473,525



Skin treatments  
198,193,725



Smoking cessation  
139,943,583



Hayfever  
140,690,573



Eye care  
73,030,024



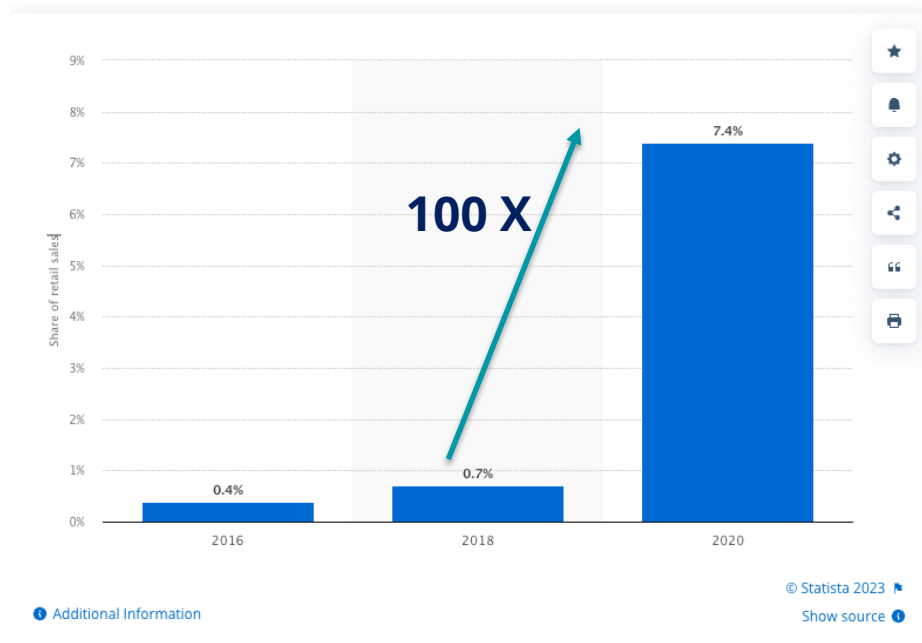
Sleeping aids  
57,777,722



Other  
227,071,889



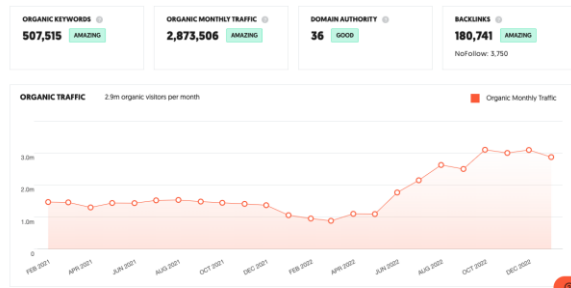
# Consumer health e-commerce sales in Saudi Arabia (from 2016 to 2020)



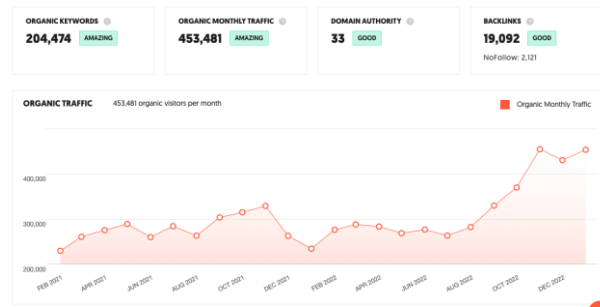
statista

# Traffic records of main chains in KSA & UAE

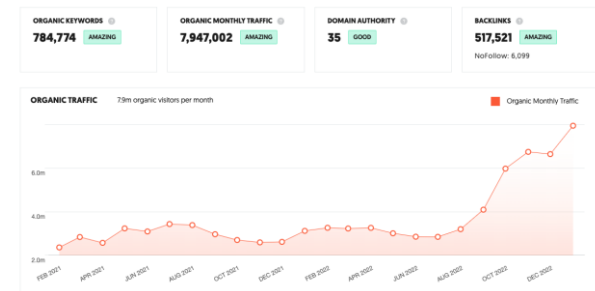
Traffic Overview @ : <https://www.al-dawaa.com/>



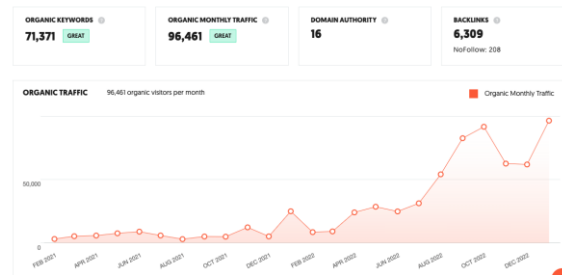
Traffic Overview @ : <https://www.life pharmacy.com/>



Traffic Overview @ : <https://www.nahdionline.com/>



Traffic Overview @ : <https://unitedpharmacy.sa/>



Give us insight about consumer direction

# What next for consumer health after Covid-19?

- The impact of COVID-19 has made consumers **more health conscious** and has made more people aware of the health risks that certain lifestyle factors present.
- These include smoking cigarettes (or other forms of tobacco like shisha and cigars), overeating on a regular basis, excessive consumption of fast food or sugary beverages, leading a sedentary lifestyle, and suffering from high levels of stress (in the workplace or otherwise).

# Consumer centric approach

- A **consumer-centricity** means that an organization focuses on understanding and meeting the needs, wants, and expectations of its target customers.
- It involves putting the needs of consumers at the center of all business decisions and designs, such as product development, marketing, and customer service.



# Why Go Digital?

# Covid-19 Changed the face of worldwide marketing



## Microsoft Is Closing Its Retail Stores Permanently Due to COVID-19

By Joel Hruska on June 26, 2020 at 2:33 pm | 3 Comments



Microsoft has announced it will close all of its physical store locations. Officially, this is due to COVID-19. The [memo announcing the change](#) is long on PR-speak, short on actual information. We are told, for example, that "As we look forward, we start a new chapter for Microsoft Store," and "As part of our business plan, we announced a strategic change in our retail operations," — a strategic change, you say? How delightful — "including closing Microsoft Store physical locations."

# It Representing New distribution channel



# Huger customer exposure

Outdoor & TV advertising killer ..



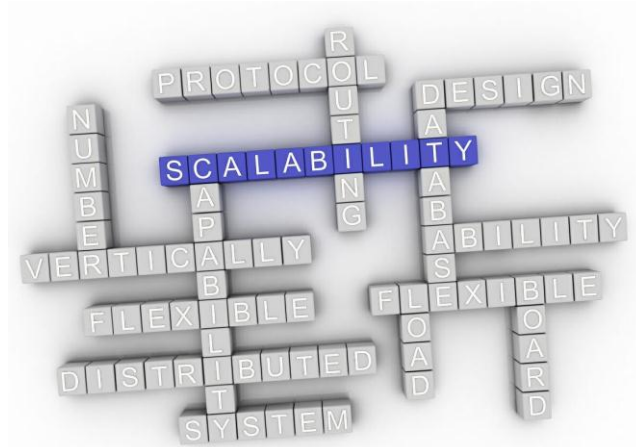
# Cost efficiency



**Miles Young** say that the average salesman's call costs **\$178** , a letter **\$6.63** .. while you can reach prospect through advertising for only **17 cents**.

# Flexible Level of scalability

Controlling the level of spending



# Expansion of new e-commerce Retailers in CHC Business

The Amazon logo, featuring the word "amazon" in a black, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.The Noon logo, featuring a stylized yellow circle with a black outline, followed by the word "نون" in Arabic and "noon" in English, both in a black, lowercase, sans-serif font.The Mumzworld logo, featuring the word "mumzworld.com" in a black, lowercase, sans-serif font, with a small red smiley face icon above the 'o' in "world". Below it, the text "#1 mother, baby & child site in the Middle East" is written in a smaller, red, lowercase, sans-serif font.The iHerb logo, featuring the word "iHerb" in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to the upper right of the 'b'. The logo is set against a solid green square background.The Nahdi logo, featuring a colorful, geometric heart shape composed of various colored triangles, followed by the word "nahdi" in a black, lowercase, sans-serif font, and the word "النهدي" in Arabic in a black, lowercase, sans-serif font.The Al-Dawaa logo, featuring the word "الدواء" in Arabic in a black, lowercase, sans-serif font, followed by the word "al-dawaa" in a black, lowercase, sans-serif font, and a stylized yellow and orange graphic element to the right.

Make an alliance with them or compete their presence!

# Importance of Digital presence

- Reflect the Brand equity , brand value proposition (USP).
- Ensure your quality and integrity .
- Build Direct contact with customers.
- Faster customer service and support.
- Efficient tool for optimize brand Performance.
- Efficient way for converting prospects to → Leads.



# Challenges in Digital Marketing

- May Require Health care authorities , governmental approvals according to its classification “i.e.: SFDA regulation for different classifications”.
- Should have Consistency and Continuity overtime.
- Require dedicated Manpower with extra costs in marketing budget.
- Consumer are not prefer to follow consumer products.
- Should have a powerful digital strategy .
- Content must provide an impact on sales.



# In CHC Transform from

**Patient  
Approach**



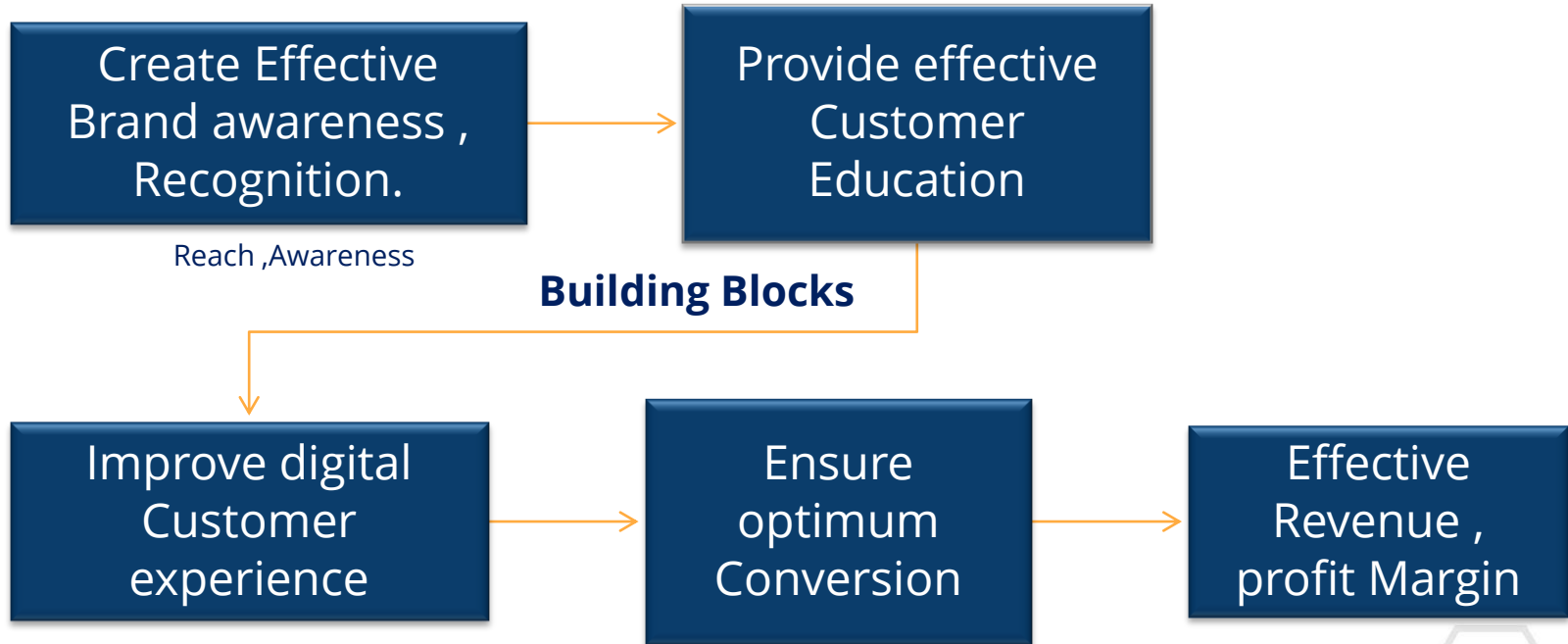
**Consumer  
Approach**

**\*\*Turn: Drug/Medication concept into consumer Goods.**

# Successful digital marketing Campaign



# Brand digital Journey

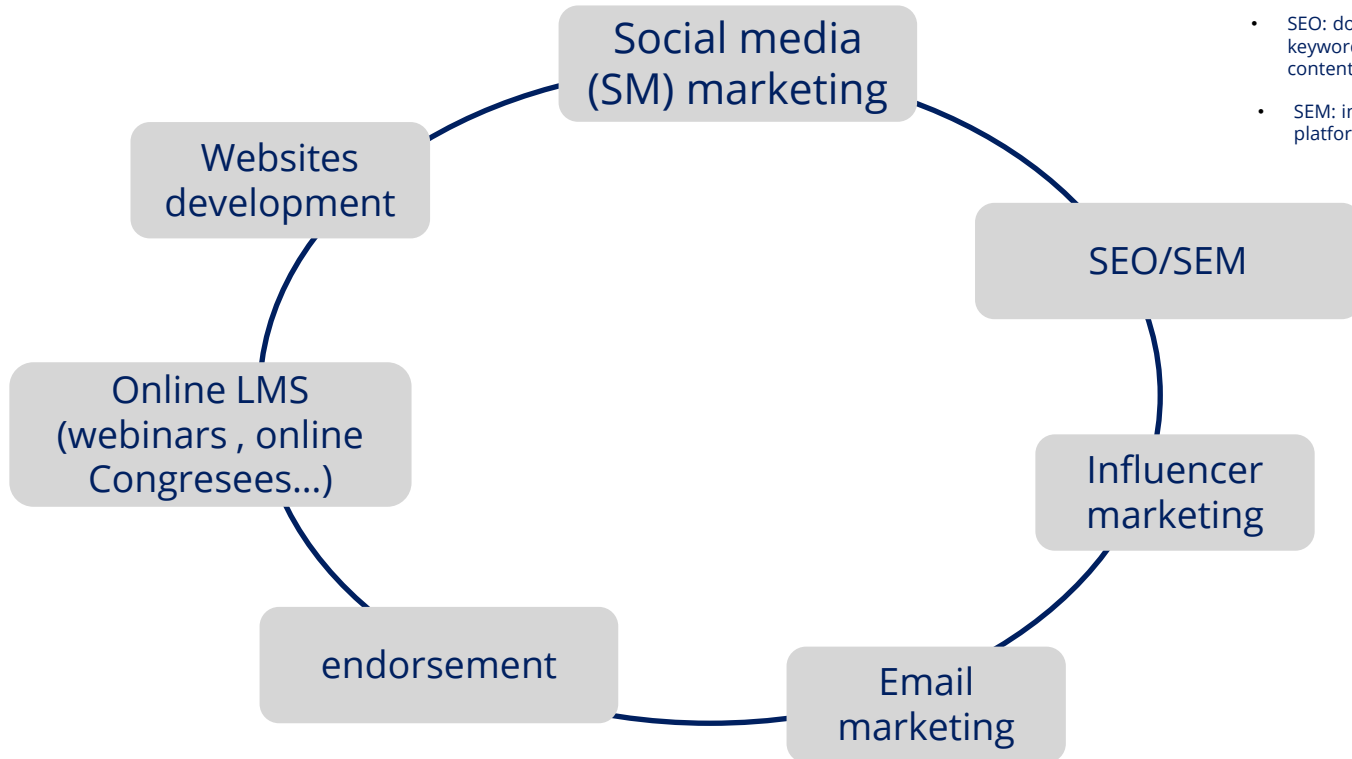


# Keep yourself being updated with Digital trends



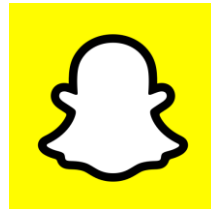
<https://datareportal.com/reports/digital-2023-global-overview-report>

# Digital Direct-to-Consumer Healthcare activities



- SEO: done through techniques such as keyword research, link building, and content creation
- SEM: includes paying for ads through platforms such as Google Ads

# Social media Marketing channels



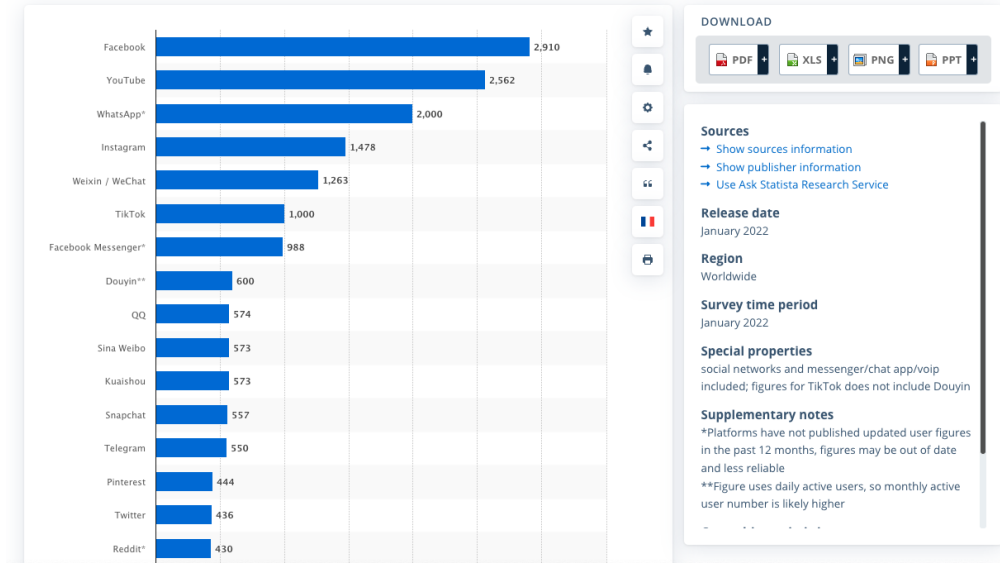
# Social media Marketing

Optimize the suitable channel fits your brands , region  
,Target audience , PLC....

# Social media Marketing

Most popular social networks worldwide as of January 2022, ranked by number of monthly active users

(in millions)

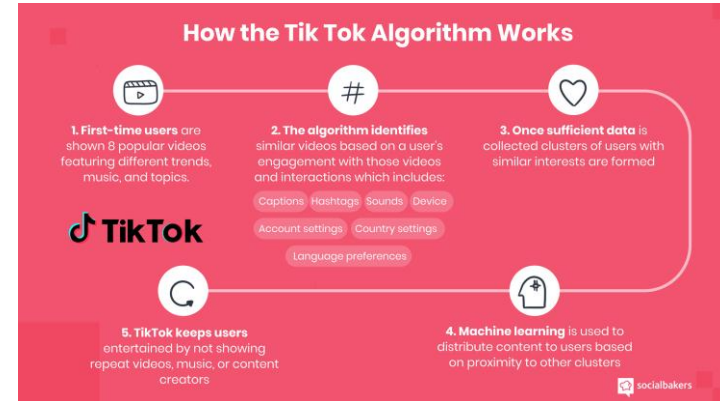


<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

# Don't ignore vertical content



# Understand Algorithm signals for each platform
















# Algorithm signals



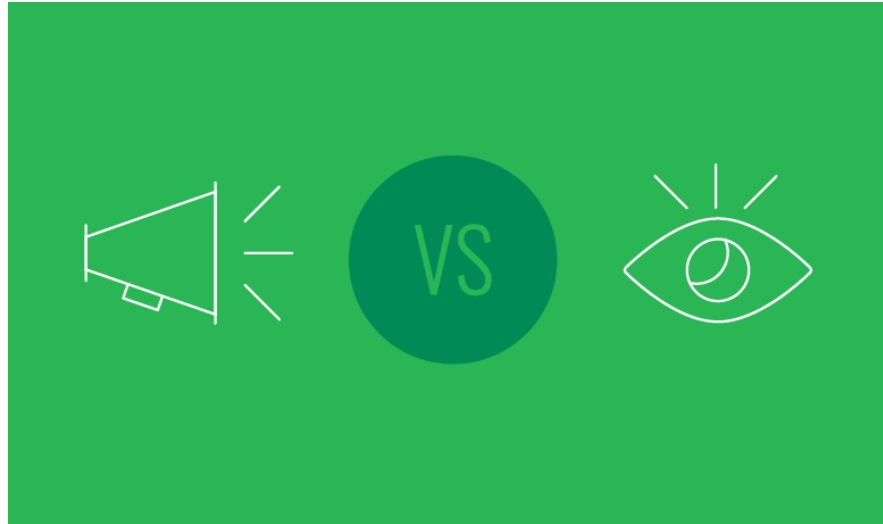
<https://www.facebook.com/reel/1038366603764397>

# Understand the different objectives for Paid content of each platform

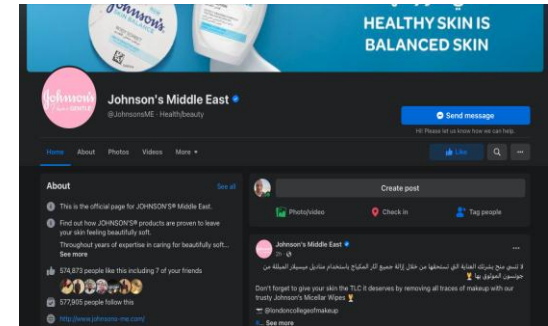
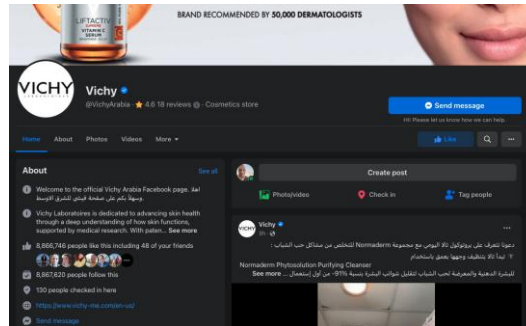
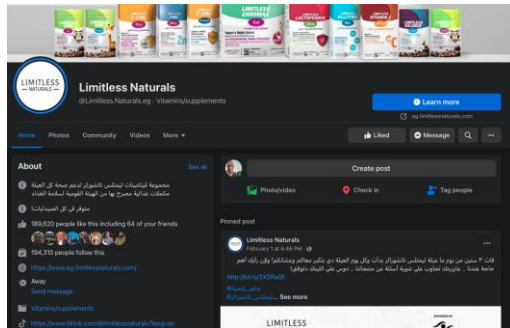
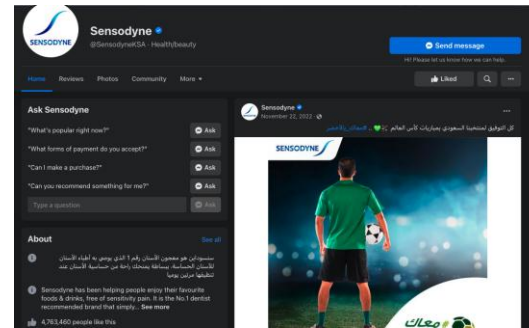
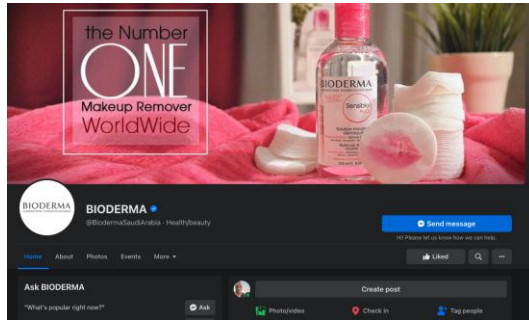
Use Paid ads through different platforms “ Instagram , Facebook , YouTube,...” to provide required action by customers on your social media channels.

What's your marketing objective?		
Auction  Reach and Frequency 		
Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions
 Local Awareness	 Engagement	 Product Catalogue Sales
 Reach	 App Installs	 Store Visits
	 Video Views	
	 Lead Generation	

# Reach, Awareness Vs link clicks



# Recognized presence of consumer health care brands





# Social Content composition

Clear Product Description

Good caption

Effective CTA on Landing page, hot No. ,WhatsApp

Embedded Call to action

The image shows a Facebook post from 'Max Muscle Egypt'. The post includes a detailed Arabic caption describing the benefits of Quamtrax Omega 3-6-9, such as supporting heart health and joint mobility. It provides contact information including a website (bit.ly/QuamtraxOmega), a WhatsApp number (01143940071), and a phone number (01111440048). The post also features a vibrant image of the product bottle with the text '100% natural' and '60 capsules'. At the bottom, there is a 'Shop Now' button and the Max Muscle Egypt logo.

#Hashtag

Brand logo

# Organic vs paid

## Pros of Organic Social Media

1. IT'S A FREE WAY TO BUILD YOUR BRAND ONLINE
2. FOSTER AUTHENTIC RELATIONSHIPS WITH COMMUNITY
3. GIVES YOUR BUSINESS CREDIBILITY

PLANOLY

## Organic vs Paid



## Pros of Paid Social Media

1. REACH A SPECIFIC TARGET AUDIENCE
2. EXPERIENCE GREATER FOLLOWER GROWTH & ENGAGEMENT
3. DRIVE MORE TRAFFIC TO YOUR SITE

PLANOLY

Differ according to your brand – (PLC) phase - budget

# Elements of effective digital campaign

Effective  
campaign brief



SMART objective



Ensure campaign  
integration

Prior: Google Form

live tracking for  
performance



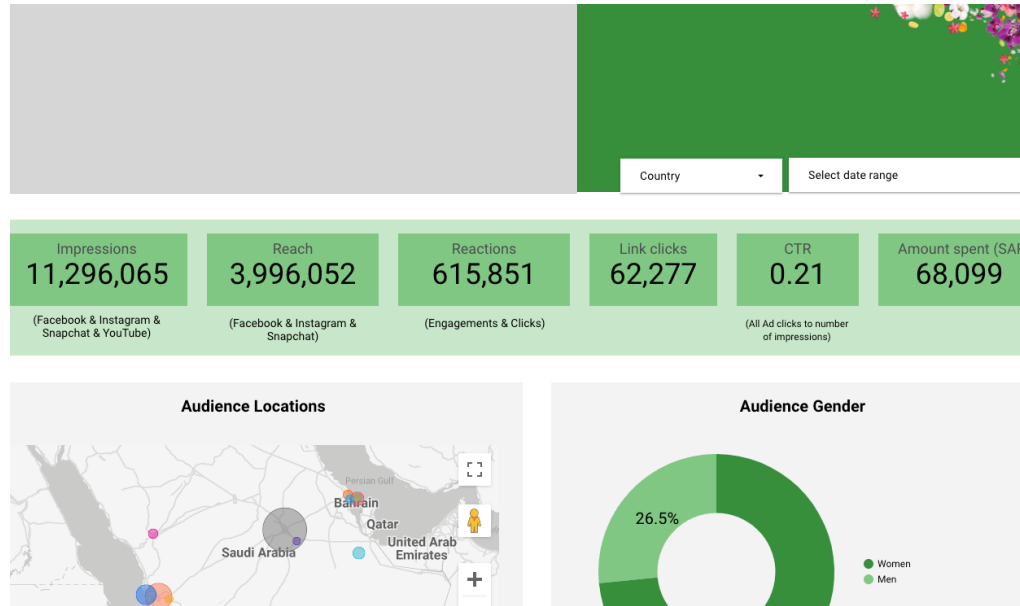
Measure  
campaign metrics

During :Dashboard

After: report

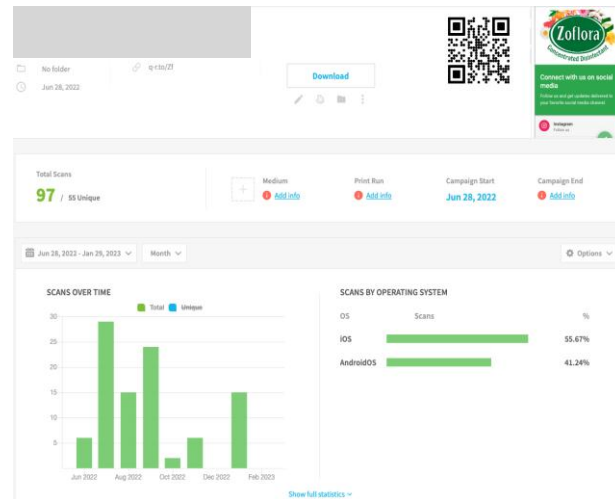
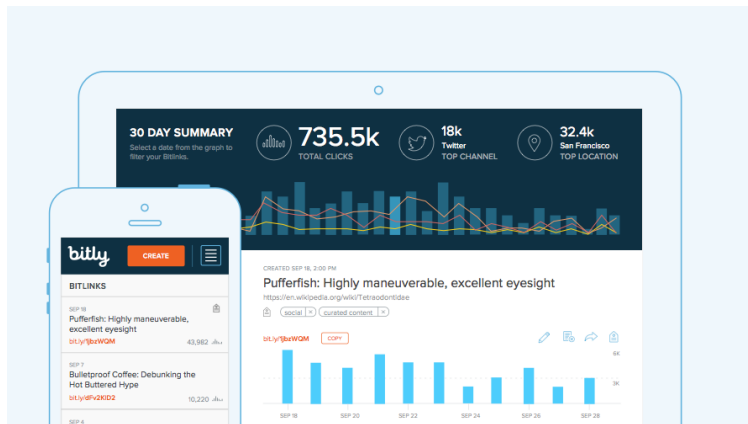


# Metrics and KPIs for Digital Campaigns



<https://lookerstudio.google.com/>

# Tracking links & QR codes



# Track Market/Competitors Performance

<https://www.socialbakers.com/statistics/reports/industry>

# Social media influencers

- Influencer marketing involves collaborating with popular and relevant influencers in your niche to promote your brand and increase your revenue
- Collaborating with influencers can help create **online buzz** about your brand. In addition, it can strengthen your brand's reputation, improve audience engagement, and increase conversions



# Brand endorsements



# Product placements



# Collaborative Ads



VICTORY IS A STATE OF MIND

LOUIS VUITTON



# Virtual webinars



# Online communities



## Connect Your Network On digital (LMS)

# Difference between Facebook Ads & Google Ads

Customer come to describe their problem

Appear on user news feed of customers

## React

## Proact

Super targeted

Slightly expensive

Wider reach , more cheaper

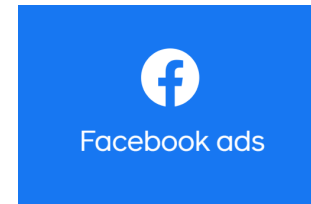
Challenge to find the right users

Ads with solution

Ads define the problem/solution

When your product is a Common solution

When you need to educate users





Search Engine Optimization

# SEO as a powerful arm

## WHAT SEO SUCCESS LOOKS LIKE



SEO stands for **Search Engine Optimization**, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results .

# 1) Auto-complete function

- Used as Guidance for Optimum general customer interest .
- Detect Preferability of customers for CHC products need.



# 1) Auto-complete function



Define preferability



Define priority

# 1)Auto-complete function



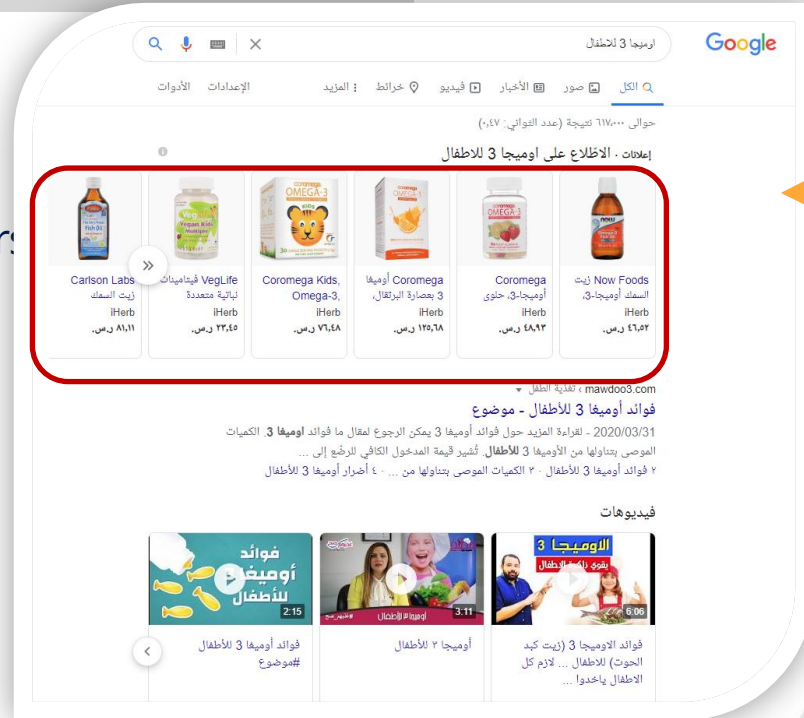
Rank Brands



Positioning creation

## 2) Keyword targeting

- Target your brand with right **keywords** similar to customers preferences .



### 3) Search Engine Ranking

Rank your Brand Presence on Search engines .

افضل نوع حديد للحامل

جوانى ٢٦١١٠٠٠ نتيجة (عدد النواتج: ٢٥٠٠)

www.supermama.me posts ، أفضل أنواع حبوب الحديد ...  
**أفضل أنواع حبوب الحديد للحامل | سوبر ماما**  
2020/05/04 - احتياج الحامل إلى الحديد: أفضل أنواع حبوب الحديد للحامل: طريقة تناول حبوب الحديد: هل تتعارض حبوب الحديد مع الكالسيوم؟ إيز الحديد للحامل الحديد ...  
احتياج الحامل إلى الحديد - أفضل أنواع حبوب الحديد للحامل - طريقة تناول حبوب الحديد

فيديوهات

الحديد للحامل  
أي شهر؟  
7:12

الحديد للحامل في أي شهر و  
أفضل أنواع حبوب الحديد  
للحامل

Assala T.V - الدكتور سيد علام  
2020/05/18 - YouTube

تلفزيون الآن Al Aan TV  
2013/06/24 - YouTube

على دماغ الزرع  
نقص الحديد عند الحوامل يؤثر  
على دماغ الزرع

مكي ليوز غربية  
2015/12/08 - YouTube

www.zyadda.com صحة ،  
**أفضل أنواع حبوب الحديد للحامل - زيادة**  
تقدم لكم اليوم عبر موقع "زيادة" أفضل أنواع حبوب الحديد للحامل، تعتبر فترة الحمل من ...  
حجوب الحديد على أنها نوع من المكملات الغذائية التي تتناولها السيدة الحامل ...  
ما هي حبوب الحديد - فوائد حبوب الحديد للحامل - الكمية المحدد تناولها خلال الحمل

articles ، حبوب الحديد للحامل 20322  
**حبوب الحديد للحامل: أهم المعلومات - ويب طب**

إعلانات - الاطلاع على افضل نوع حديد ل...  
BrainStrong قبل الولادة، 30 كبسولة هلامية، 30 قرص  
٧٢,٢٨ د.س.  
iHerb

MegaFood بناء الدم، مكمل غذائي من الحديد  
والفيتامينات المتعددة، 90 كبسولة  
١٠٥,١٢ د.س.  
iHerb

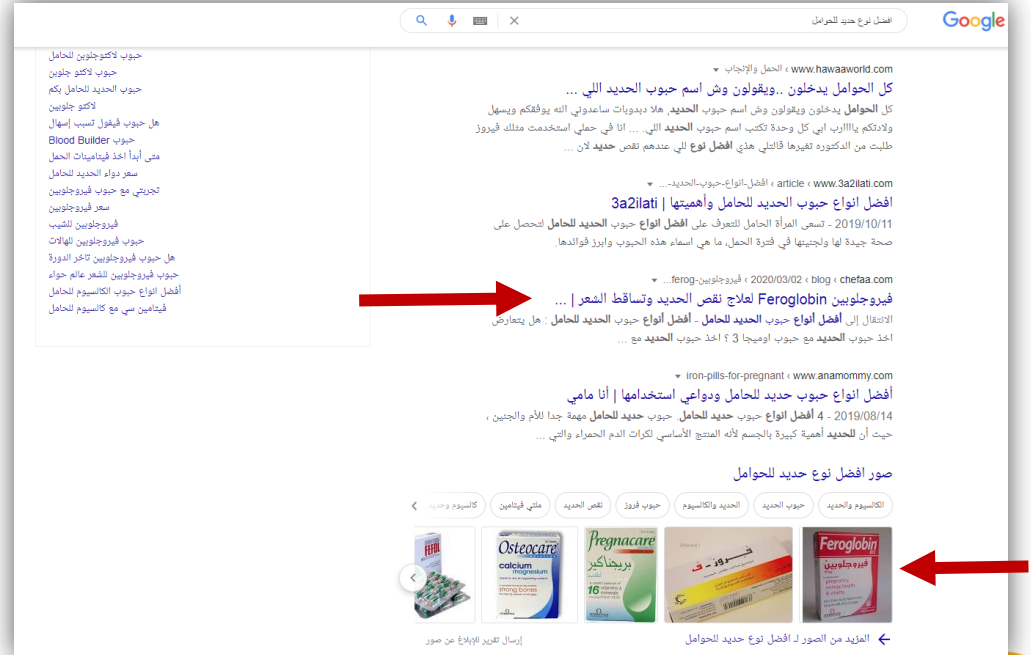
المزيد على Google

Related Key Export to CSV  
Keyword (Load Metrics (uses 1 credits  
★ New Feature: URL Traffic Data & Top 5000 Keywords

People Also Searched Export to CSV  
Keyword (Load Metrics (uses 31 credits  
حبوب الحديد للحامل في الشهر الرابع  
أفضل حبوب حديد لا تسبب اسهال  
حبوب الحديد للحامل فيرجو تامين  
أفضل حبوب لنقص مخزون الحديد  
فينزوف جلولي التوفي مع الحديد للحامل  
كالسيوم اوستيوكون للحامل  
حبوب الحديد للحامل قبل الأكل أو بعده

### 3) Search Engine Ranking

Rank your Brand Presence  
on Search engines .



## Σ) Shopping list

## Promote Your brand in shopping list

**أفضل أنواع حبوب الحديد للحامل**

حالياً ٢٦١٠٠٠ نتيجة (عدد النواقيش: ٥)

www.supermama.me | posts : أفضل أنواع حبوب الحديد ...  
**أفضل أنواع حبوب الحديد للحامل | سوبر ماما**  
 2020/05/04 - احتياج الحامل إلى الحديد، أفضل أنواع حبوب الحديد للحامل، طريقة تناول حبوب الحديد، هل تتعارض حبوب الحديد مع الكالسيوم؟ إيزي الحديد للحامل، الحديد ...  
 احتياج الحامل إلى الحديد - أفضل أنواع حبوب الحديد للحامل - طريقة تناول حبوب الحديد

**فيديوهاات**

للحديد للحامل في أي شهر و  
 أفضل أنواع حبوب الحديد  
 للحامل

الدكتور سيد عالم - Assala TV  
 2020/05/18 - YouTube

تتناول الحوامل لمكملات الحديد  
 يومياً يزيد من وزن طفلها

Al Aan TV الآن  
 2013/06/24 - YouTube

نقص الحديد عند الحوامل يؤثر  
 على دماغ الرضيع

سكاي نيوز عربية  
 2015/12/08 - YouTube

**Related KeyWord Export to CSV**  
 (Load Metrics uses 1 credits)  
 ★ New Feature: URL Traffic Data & Top 5000 Keywords

**People Also Searched Export to CSV**  
 (Load Metrics uses 31 credits)

**Keyword**

حبوب الحديد للحامل في الشهر الرابع  
 أفضل حبوب حديد لا تسبب إمساك  
 حبوب الحديد للحامل فيروزجانين  
 أفضل حبوب لنقص مغنيزوم الحديد  
 ليفروف حلوى التوفى مع الحديد للحامل  
 كالسيوم اوستيوكونير للحامل  
 حبوب الحديد للحامل قبل الأكل أو بعده

www.zyadda.com  
**أفضل أنواع حبوب الحديد للحامل - زيادة**  
 تقدم لكم اليوم عبر موقع "زيادة" أفضل أنواع حبوب الحديد للحامل، تتميز فترة الحمل من ... نُعَوِّف  
 حبوب الحديد على أنها نوع من المكملات الغذائية الذي يتناوله السيدات الحوامل ...  
 ما هي حبوب الحديد - فوائد حبوب الحديد للحامل - الكمية المحددة تناولها خلال الحمل

articles , baby.webteb.com | 20322 حبوب الحديد للحامل ...  
**حبوب الحديد للحامل: أهم المعلومات - ويب طب**



# Email Marketing

## 3 jobs of email

Excite + Edify (What to do?) + Click

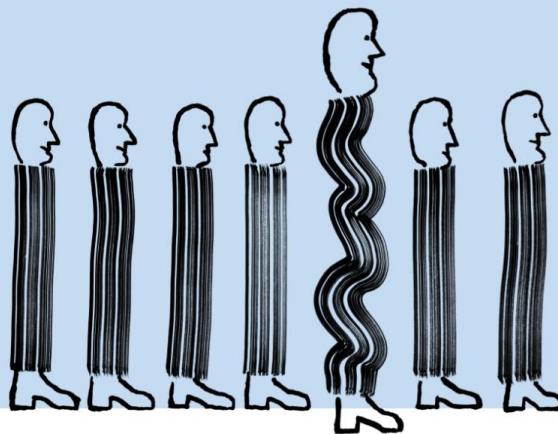


# Email Marketing



## Email Marketing Benchmarks by Industry

Compare how your emails are doing with the average unique open, click, and bounce rates for thousands of Mailchimp users.



# Email Marketing

Average email campaign stats of Mailchimp customers by industry



Industry	Average Open Rate	Average Click Rate	Hard Bounce	Soft Bounce	Unsubscribe Rate
All non-labeled accounts	22.71%	2.91%	0.40%	0.61%	0.25%
Agriculture and Food Services	23.31%	2.94%	0.32%	0.50%	0.28%
Architecture and Construction	22.51%	2.51%	0.73%	1.18%	0.32%
Arts and Artists	26.27%	2.95%	0.30%	0.51%	0.28%
Beauty and Personal Care	16.65%	1.92%	0.26%	0.33%	0.30%
Business and Finance	21.56%	2.72%	0.43%	0.55%	0.20%
Computers and Electronics	19.29%	2.08%	0.47%	0.79%	0.27%



# Email Marketing

Average email campaign stats of Mailchimp customers by industry



Restaurant and Venue	20.39%	1.40%	0.32%	0.45%	0.39%
Retail	18.39%	2.25%	0.22%	0.32%	0.25%
Social Networks and Online Communities	21.06%	3.32%	0.20%	0.34%	0.22%
Software and Web App	21.29%	2.45%	0.65%	0.97%	0.37%
Sports	24.57%	3.09%	0.26%	0.39%	0.28%
Telecommunications	20.92%	2.27%	0.63%	0.87%	0.23%
Travel and Transportation	20.44%	2.25%	0.31%	0.51%	0.24%
Vitamin Supplements	15.03%	1.62%	0.23%	0.36%	0.27%
<b>Average Totals</b>	<b>21.33%</b>	<b>2.62%</b>	<b>0.40%</b>	<b>0.58%</b>	<b>0.26%</b>



# Email Marketing



The average open rate for all industries we analyzed is 21.33%.

The average click rate for all industries we analyzed is 2.62%

# Websites

## Build Your Company website

- Reserve your Company Domain [www.companyname.com](http://www.companyname.com).
- Hosting The domain then it will become active .

# Websites

## Traditional way



# Websites

## Website building blocks



# Websites

## 1-Selecting and buy domain:

- Name.com
- Namecheap
- Godaddy
- Google domain



<http://namecheap.pxf.io/XxeKQy>



# Websites

## 2-Hosting:

 bluehost

 HostGator



Hosting+ Web builder

**systeme**

<https://bit.ly/3XrneQM>

# Websites

## 3-Website builder:



# Websites

## Anchoring - Linking

link Domain with host & Website builder



# Powerful digital marketing tools



<http://partner.canva.com/Ke594N>



<https://app.neilpatel.com/>



<https://www.semrush.com/>



<https://keywordseverywhere.com>



<https://trends.google.com/trends/>



<https://www.similarweb.com>

# DR. SHERIF AL-KADY

## MARKETING CAPSULE



SUBSCRIBE



/SHERIFALKADYMARKETING



+201006974358



/sherif Al-Kady MBA



/Sherifalkadymarketing



/@sherifalkadymarketing



[www.sherifalkadymarketing.com](http://www.sherifalkadymarketing.com)

Email Address : [info@sherifalkadymarketing.com](mailto:info@sherifalkadymarketing.com)

# Q & A

## Thank You!



#77<sup>th</sup> Marketing Club 20<sup>th</sup> Jeddah  
Digital marketing  
in Consumer Health Care  
(CHC) Market  
Tuesday 7-1-2023  
8 PM EGY 9 PM KSA 10 PM UAE  
FOUNDER & HOST  
Dr. Mahmoud Bahgat  
INSTRUCTOR  
Dr. Dr. Sherif Elkady  
Consumer Health Care  
Marketing Manager  
Marketing Club