

MARKETING *Club* 188th

188rd Marketing Club
143rd Business Club
37th Cairo Club



Holistic Pharmaceutical Marketing



JOIN FREE

LIVE WEBINAR

Date

22nd July
2025
Tuesday

Time

10:00PM
Egypt

Time

10:00PM
KSA

Time

11:00PM
UAE

Place
Online
Zoom



Instructor
By. Dr. Ayman Rabie Amin
Group Product Manager



- Dr. Ayman Rabie Amin
- B.Sc. Veterinary Medicine-Cairo University 2005.
- MBA from Brooklyn Academy 2016.
- Group Product Manager – Multi Care for Pharmaceutical Industries –May 2025 till now.
- Group Product Manager- Wealth Pharma –Jan. 2024- April 2025.
- Product Manager- Pharo Pharma- Jan. 2020-Dec. 2023.
- Product Manager- Al Andalous Medical Company –March 2019-Dec. 2019.
- Product Manager- Pharco Pharmaceuticals –March 2017-Feb. 2019.
- Product Manager- ECCO Mercryl –June 2014-Dec. 2016.
- Product Manager-FAP Pharmaceuticals- Sept. 2010 – Many 2014.





Agenda

- Evolution of the Marketing Concept
- Holistic Marketing
- Applications of Holistic Marketing in the pharmaceutical industries



Evolution of the marketing concept

- The marketing concept has evolved through distinct eras, reflecting changes in business practices and consumer behavior.
- Initially, focus was on production efficiency, then shifted to aggressive sales tactics, followed by understanding and meeting customer needs, and finally, emphasizing long-term relationships and leveraging digital technologies.



Business Evolution

1880 - 1930

Production
Concept

Focus on increasing production and reducing costs

Product
Concept

Focus on product design and quality

1930-1950

Selling
Concept

Focus on aggressive selling and promotion

1950-1980

Marketing
Concept

Focus on target Customer needs, market and company Profitability

Societal
Marketing
Concept

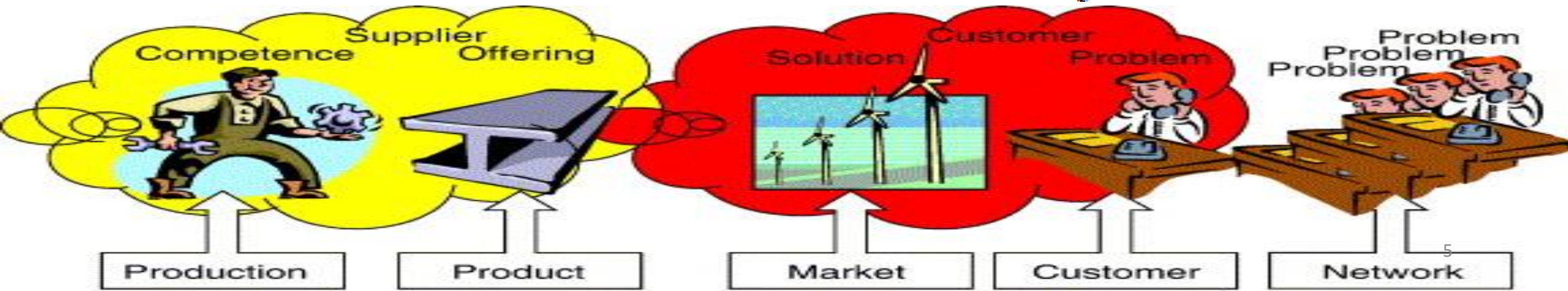
Focus on all aspects of Marketing as before, and society's well being

1980-2000?

Information
Age

- Transparency
- Competition
- Globalization

← Seller's Market | Time | Buyer's Market →





Evolution of Marketing Concept

Holistic
Marketing

Societal
Concept

Marketing
concept

Selling
Concept

Product
Concept

Production
Concept

Value:
Relationship
&
Responsible

Value:
sustainability

Value:
Customer
Satisfaction

Value:
Sale
Stimulation

Value:
Product
quality

Value:
Product
Availability



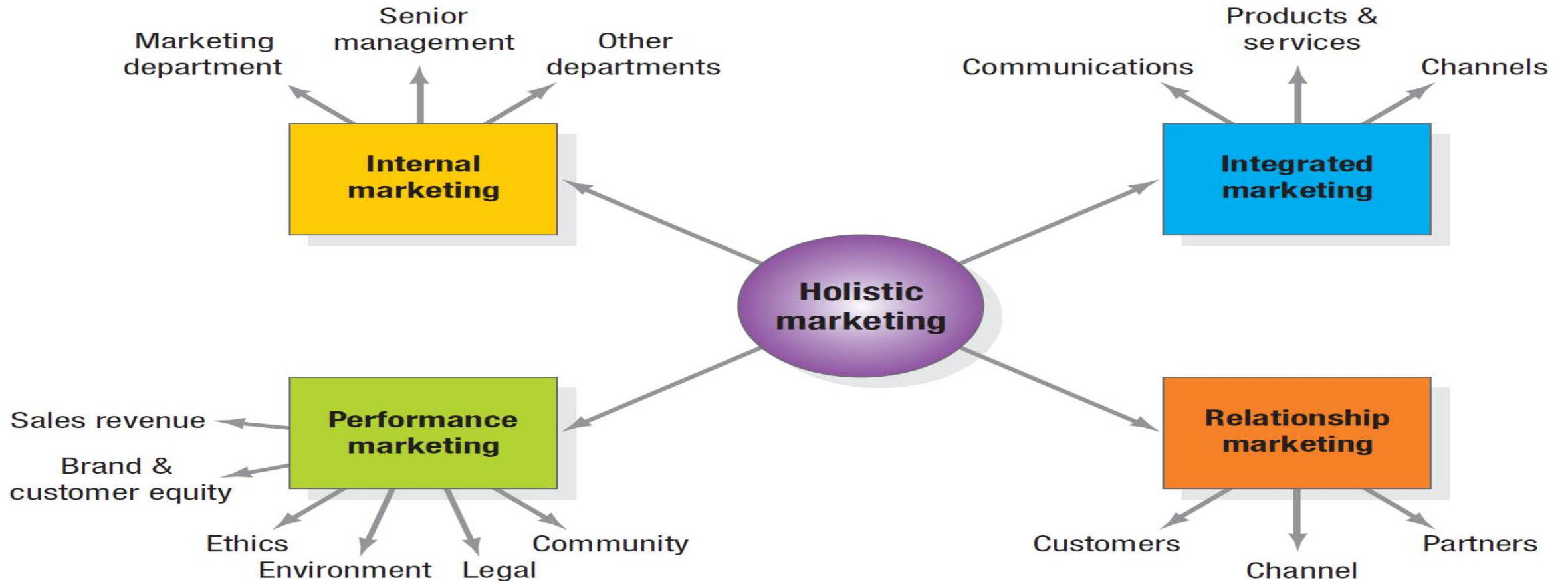
The Holistic Marketing Concept

- It is based on the development, design, and implementation of marketing programs, processes, and activities that recognize their breadth and interdependencies.
- Holistic marketing acknowledges that everything matters in marketing—and that a broad, integrated perspective is often necessary.





The Holistic Marketing Concept



The Holistic Marketing Concept



Internal Marketing:

- is the task of hiring, training, and motivating able employees who want to serve customers well.



Role of Product Managers in Internal Marketing



- Sales team Training : five elements are included in a company's standard sales training process:
 - (1) Planning
 - (2) Establishing trust
 - (3) Qualifying needs
 - (4) Providing customized and visible solutions
 - (5) Building partnerships



Role of Product Managers in Internal Marketing



- Sales team Training :
- (1) Planning:
- What *information* will help the salespeople in the work?
- They need to know who is most likely to buy the product (*selling points*)
- The product manager should *profile the “ideal” customer* for the product



Role of Product Managers in Internal Marketing



Sales team Training :

(2) Establishing Trust:

- How will the product manager help establish trust with the customer?
- If a new product is being introduced, the product manager has to *demonstrate that the promotional materials are already in place*, that the product has been tried and proven, and that customer orders can indeed be filled



Role of Product Managers in Internal Marketing



Sales team Training :

(3) Qualifying Needs:

- What information about the customers must the salespeople obtain to qualify needs?
- *Customer satisfaction* results from the best match between product benefits and customer needs
- Therefore, the product manager must provide customer-friendly questions that enable sales to assess the fit before closing the sales call

Role of Product Managers in Internal Marketing



Sales team Training :

(4) Customizing Solutions:

- How can sales use the answers from the preceding questions to develop customized and visible solutions for the doctor or pharmacists?
- This requires the product manager to look for creative ways to demonstrate *a product's competitive edge*.



Role of Product Managers in Internal Marketing



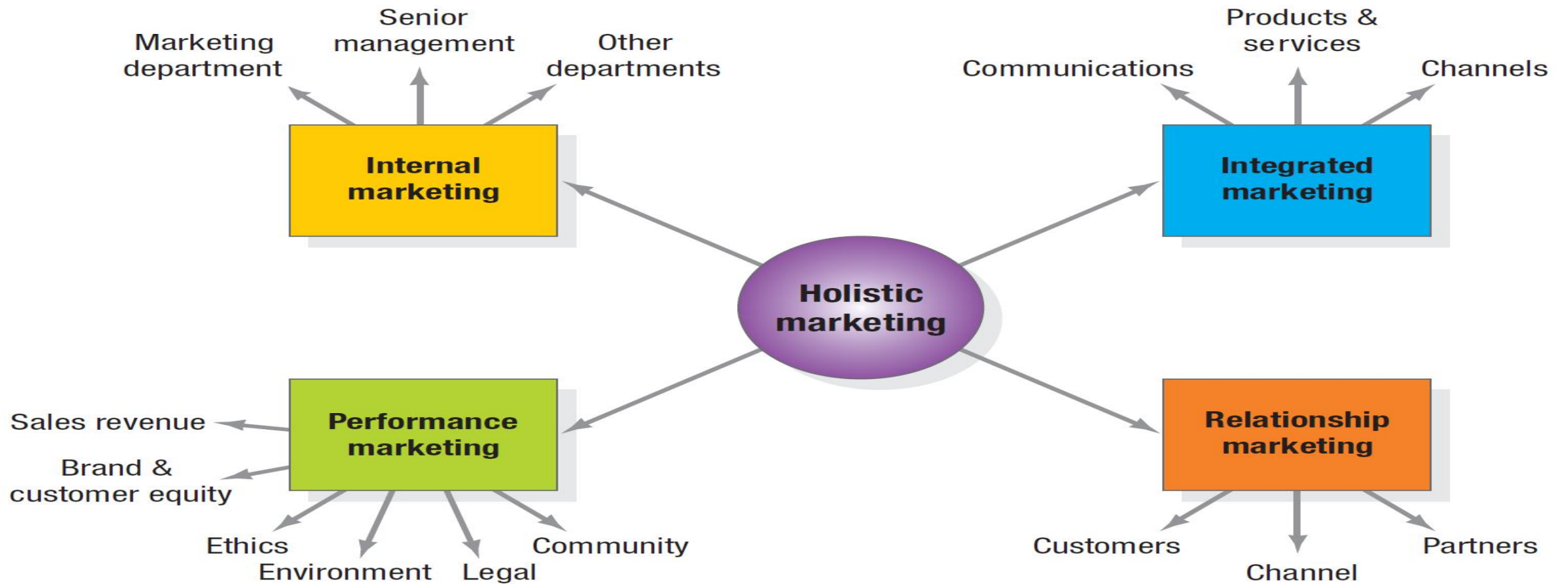
Sales team Training :

(5) Building Partnerships:

- What assurance is there that this product will increase the partnership already established between the customer and the medical rep.?
- *Customer partnerships* require careful and timely follow-up to questions and problems



The Holistic Marketing Concept





The Holistic Marketing Concept

Integrated Marketing:

- occurs when the marketer devises marketing activities and assembles marketing programs to create, communicate, and deliver value for consumers such that “the whole is greater than the sum of its parts.”



Role of Product Managers in Integrated Marketing



❑ Marketing Communications:

1. An internal advertising department
 2. An external ad agency
- a product manager needs a general understanding of promotional alternatives to be able to evaluate copy and media recommendations effectively.

Role of Product Managers in Integrated Marketing



❑ Marketing Communications:

- Typically, product managers will determine what *positioning* they want for their products, and *the communication of that positioning* will be left to the functional specialists.
- Product managers need to *describe the target market* they are trying to reach as precisely as possible so that the advertising groups can use that information to select the appropriate media and media vehicles.

Role of Product Managers in Integrated Marketing



❑ Marketing Communications:

- If a product manager can choose between an in-house and an external agency, which one should be selected?
- **An external agency** can be preferable for the product manager who needs *an outside viewpoint*, faces resource constraints internally making it *difficult to meet deadlines*, and/or wants to take advantage of *an agency's potential* for mass media buying.

Role of Product Managers in Integrated Marketing



❑ Marketing Communications:

- If a product manager can choose between an in-house and an external agency, which one should be selected?
- **An internal department**, if the product manager *needs to capitalize on the expertise* resulting from knowledge of a very specialized market, has the necessary skill in-house, and wants *more control* over the total process

Role of Product Managers in Integrated Marketing

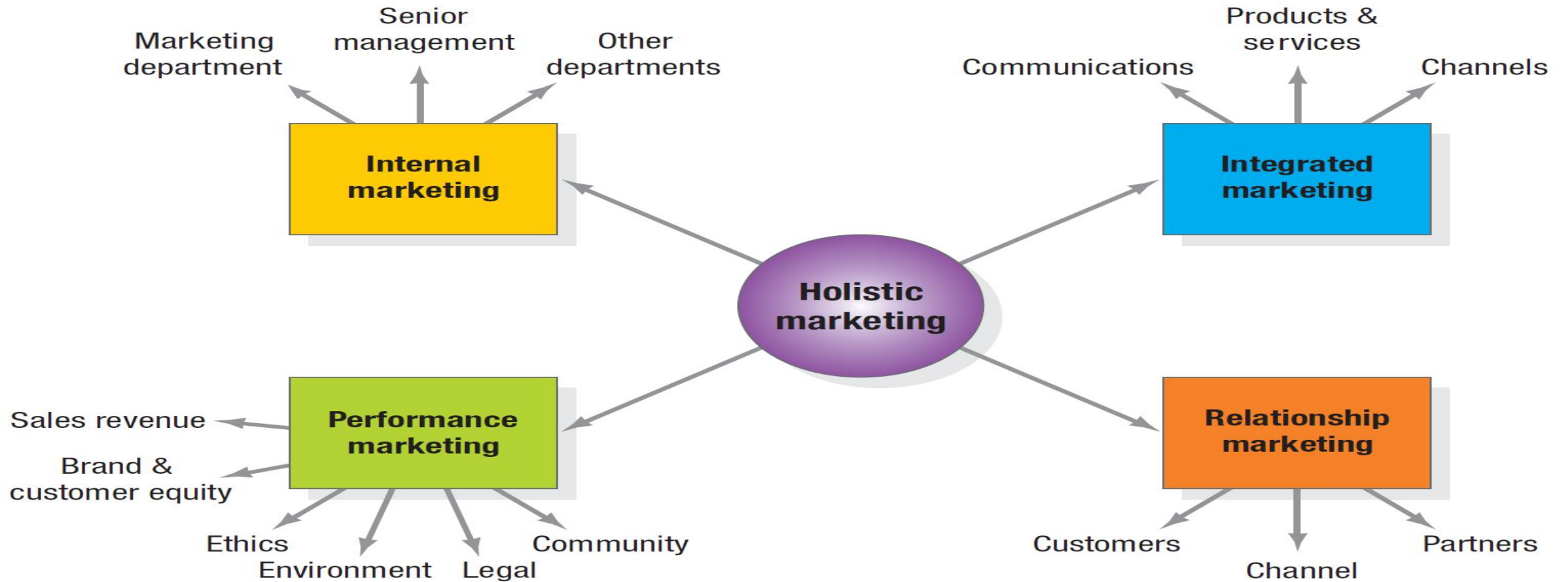


❑ Marketing Communications:

➤ There are several questions involved in agency selection:

- (1) What types of promotion, in addition to advertising, might need to be done?
- (2) Does the agency understand the target and have the appropriate talent to speak the language?
- (3) Should a large or small agency be hired?
- (4) Will the agency be expected to help with general marketing, Internet marketing, research, and/or strategic planning?

The Holistic Marketing Concept



The Holistic Marketing Concept



Relationship Marketing:

- It aims to build mutually satisfying long-term relationships with key constituents to earn and retain their business.



Relationship Marketing

Event Marketing	Referral Marketing
Email Marketing	Customer Feedback
Social Media	Customer Experience

The infographic features a central illustration of a woman in a green dress interacting with a large smartphone. The screen shows a man in a green shirt holding a box of oranges. Surrounding the phone are various icons: a heart, a thumbs up, a star rating, and a bar chart.



The Holistic Marketing Concept

Relationship Marketing:

- Four key constituents for relationship marketing are
 - 1) Customers (physicians, pharmacies)
 - 2) Employees (M.Rs, D.Ms and SMs)
 - 3) Marketing partners (Advertising agencies, suppliers, distributors)
 - 4) Members of the financial community (shareholders, investors, analysts).

Role of Product Managers in Relationship Marketing



- A primary role of product managers is to *get all functions to focus on the market—the final customers.*
- They must interact directly with various functions in the organization, including sales, operations, finance, and top management.
- The extent of interaction will vary by company and the experience level of the product manager.

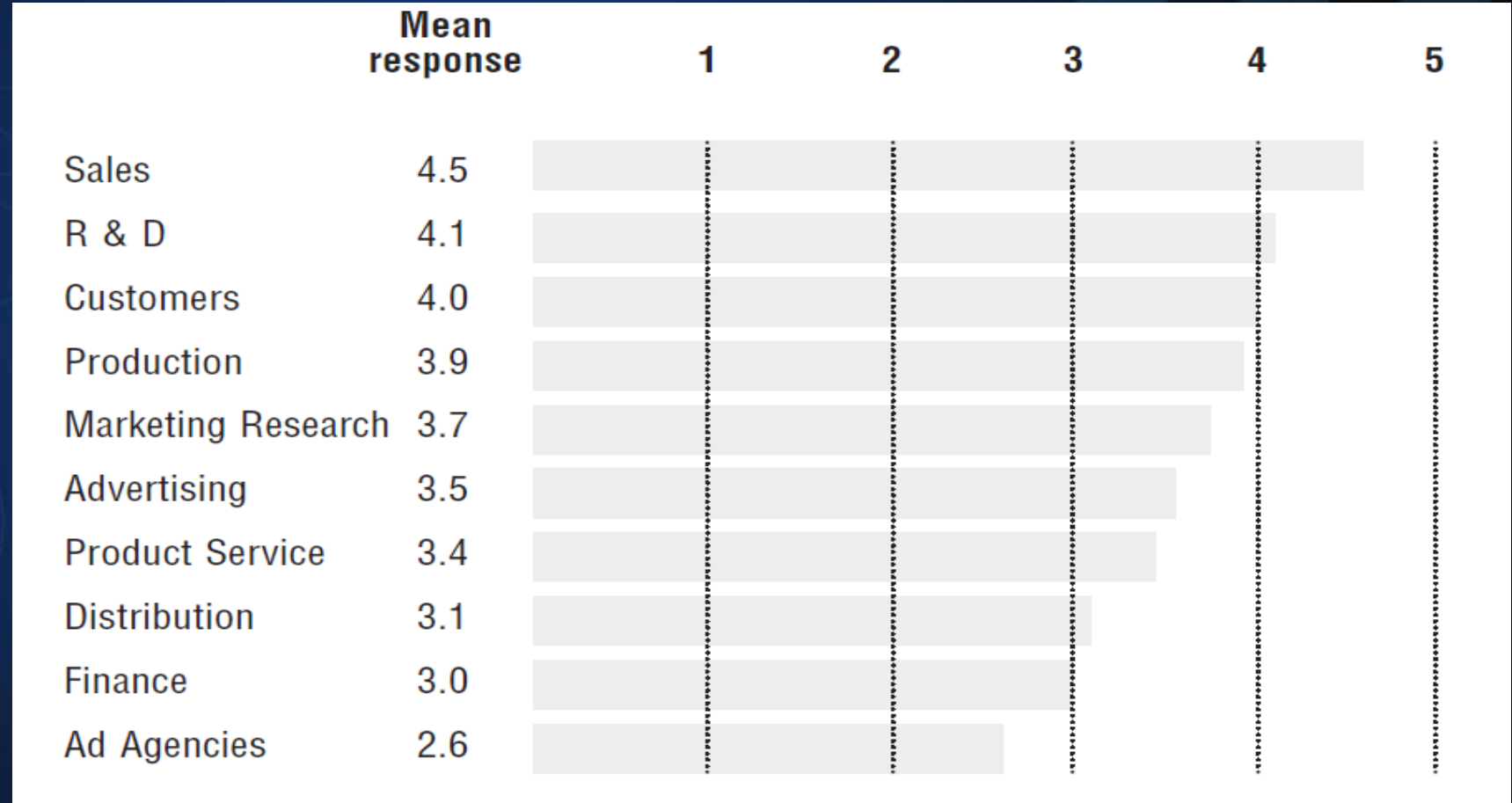
Building a Customer-Focused Team!



Role of Product Managers in Relationship Marketing



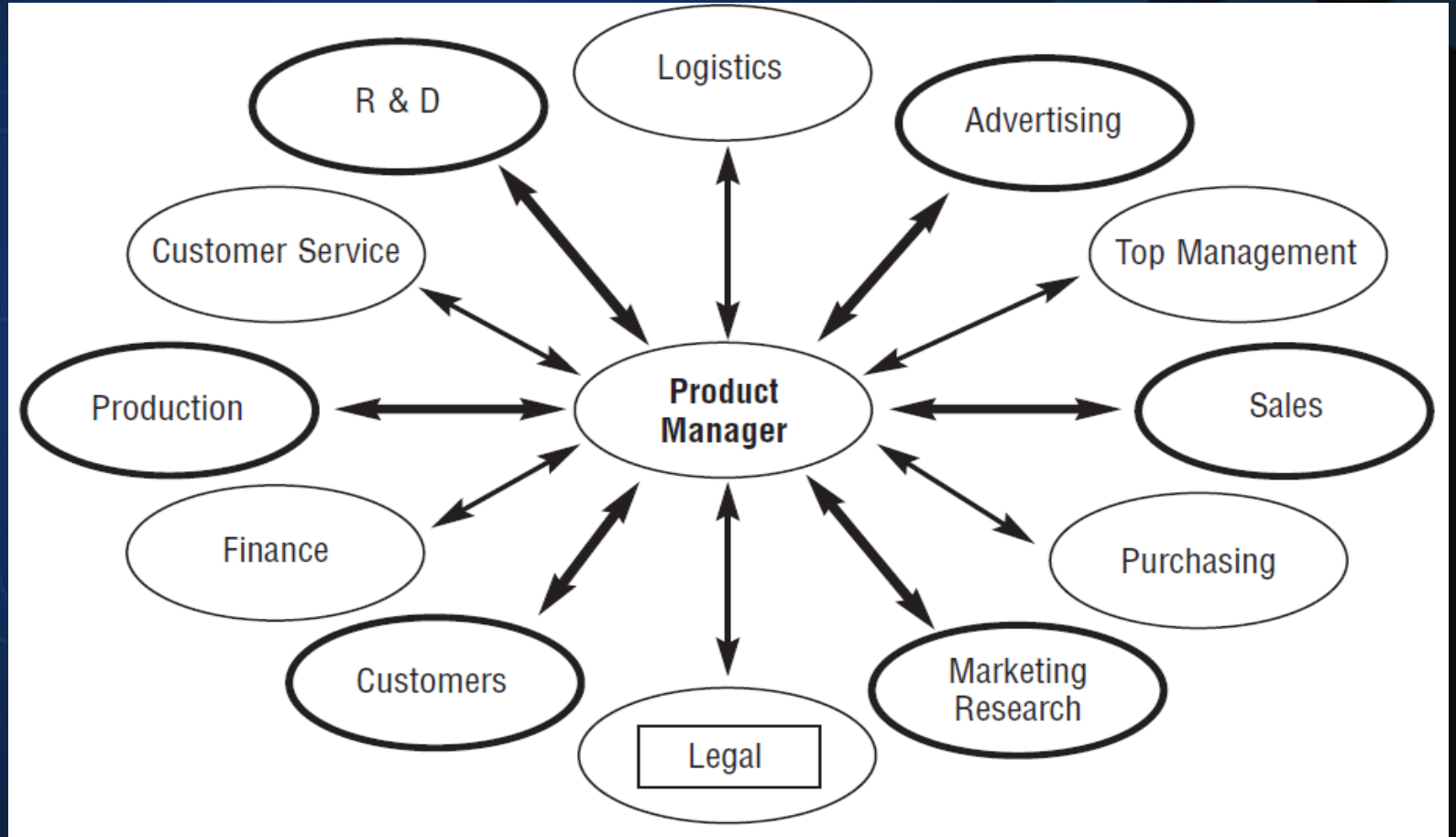
Product Manager Contact with Selected Groups



Role of Product Managers in Relationship Marketing



Primary Role Influencers



Role of Product Managers in Relationship Marketing



□ Sales:

- The product manager plays a major role in helping MRs, DMs and SMs accomplish the objectives of the company



Role of Product Managers in Relationship Marketing



- × **A coordinative product manager** is likely to be heavily committed to sales support and “putting out fires.”



- × **An authoritarian product manager** use office authority to “force” sales and can severely damage the trust and respect required for a cooperative effort.



Role of Product Managers in Relationship Marketing



□ Sales:

- Gathering *Market Feedback* from the Sales Force
- *Communicating with Salespeople* at least by phone (25–30 % daily time)



Role of Product Managers in Relationship Marketing



❑ Operations and Research and Development (R&D):

- **New-Product Development:**

The role of the product manager will be to represent *the voice of the customer*, balancing corporate return on investment (ROI), customer satisfaction, and manufactured cost.

Role of Product Managers in Relationship Marketing



❑ Operations and Research and Development (R&D):

- **Strategic Interactions:**

The product manager will present market problems and/or competitive moves that might trigger *ideas for new products* and highlight discussion on *future capacity needs*.

Role of Product Managers in Relationship Marketing



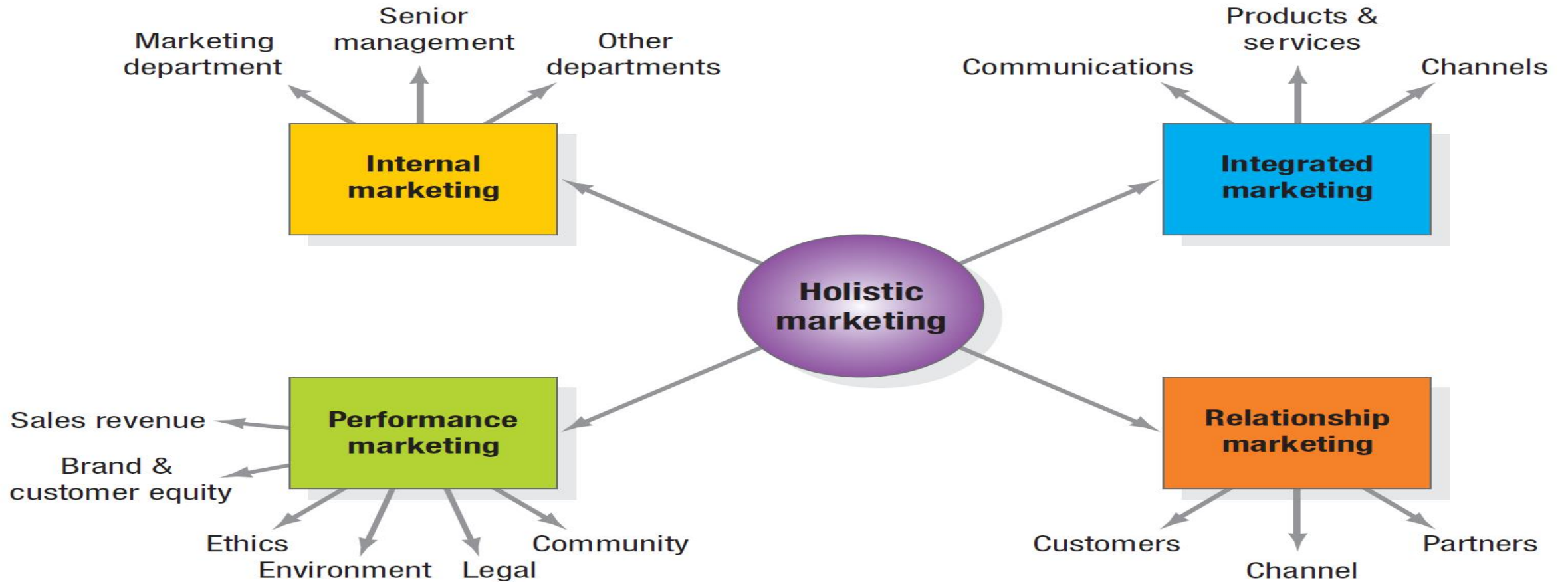
□ Customers:

- Brand managers usually reach customers through *focus groups* and other research techniques.
- The critical point in meeting with customers is to be open to both shortfalls in *existing products* and *long-term future needs*.
- As difficult as it is, product managers must visualize innovations that *anticipate and satisfy unmet needs*.

Role of Product Managers in Relationship Marketing



- Be prepared to represent *the voice of the customer* in meetings with operations and R & D and to demonstrate at least a minimum understanding of operational techniques and standards.
- Don't be afraid to question and critique the work of your internal or external advertising agency.
- *Allocate a significant portion of the time you spend with customers* gathering information on future product needs and applications.



The Holistic Marketing Concept

Performance Marketing:

- requires understanding the financial and nonfinancial (market share, customer loss rate, customer satisfaction, product quality) returns to business and society from marketing activities and programs.



Role of Product Managers in Performance Marketing



- Performance Marketing vs Digital Marketing:
- Performance marketing focuses on driving measurable results, such as leads or sales, while digital marketing encompasses a broader range of activities, including branding and awareness.
- One of the key differences between performance marketing and digital marketing is the way success is measured



Key Aspects of Performance Marketing in Pharma:



- **Targeted Campaigns:**
- Instead of broad advertising, performance marketing relies on identifying specific audience segments (e.g., by specialty, disease state, or demographics) and tailoring messages to their needs and interests.



Key Aspects of Performance Marketing in Pharma:



- **Data-Driven Approach:**
- Performance marketing heavily relies on analytics and data to track campaign performance, optimize ad spend, and understand what resonates with the target audience.

6 Key Steps of Data-Driven Decision-Making



Key Aspects of Performance Marketing in Pharma:



- **Measurable Results:**
- Metrics like website clicks, lead generation, conversions, and prescription growth are tracked to assess the effectiveness of marketing efforts and make adjustments.



Key Aspects of Performance Marketing in Pharma:



- **Omnichannel Engagement:**
- Pharma companies use a mix of digital channels (e.g., search engine marketing, social media, email marketing, video marketing) to reach audiences across various touchpoints.



Key Aspects of Performance Marketing in Pharma:



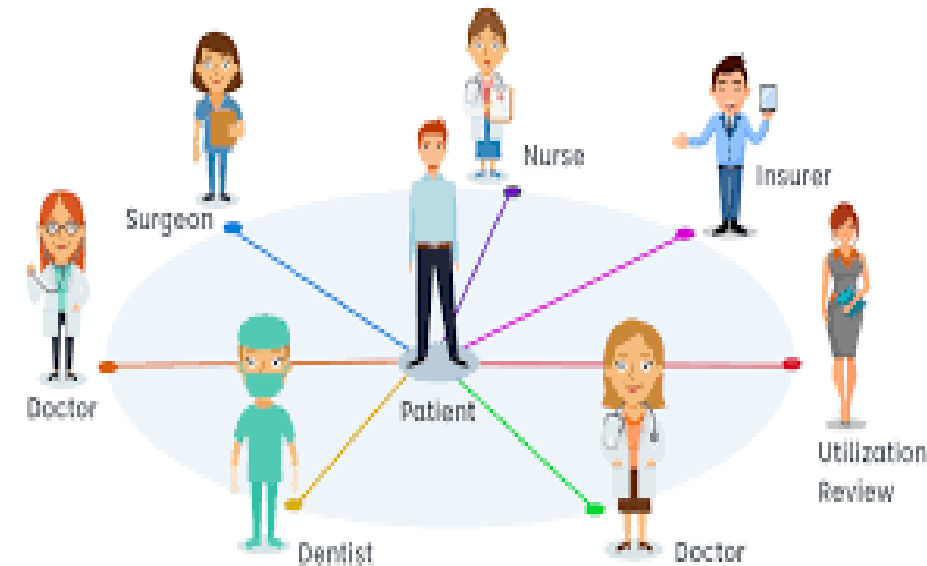
- **Personalized Content:**
- Tailoring content to individual preferences and medical needs is crucial for engaging patients and HCPs.



Key Aspects of Performance Marketing in Pharma:



- **Patient-Centric Approach:**
- Marketing efforts are increasingly focused on addressing patient concerns and providing valuable information to empower them in managing their health.



Key Aspects of Performance Marketing in Pharma:



- **Compliance and Regulations:**
- Pharma marketing must adhere to strict regulations and guidelines, ensuring all promotional activities are accurate, ethical, and compliant.



Benefits of Performance Marketing in Pharma:



- **Increased Reach and Engagement:**
- Targeted campaigns and personalized content can reach a wider audience and drive more meaningful engagement.



Benefits of Performance Marketing in Pharma:



- Improved Return on Investment (ROI):
- Data-driven insights and measurable results allow for optimized ad spend and better ROI.



Benefits of Performance Marketing in Pharma:

- Enhanced Brand Awareness:
- Consistent and engaging content across multiple channels can build brand recognition and trust.



Benefits of Performance Marketing in Pharma:



- Improved Patient Outcomes:
- Providing valuable information and empowering patients can lead to better health outcomes.



Benefits of Performance Marketing in Pharma:



- Compliance and Transparency:
- Performance marketing can be designed to meet strict regulatory requirements, ensuring transparency and ethical practices.



THANK
YOU