

"DIGITAL PHARMACEUTICAL MARKETING "

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Submitted By:

ASIM ADITYA

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IN

BRANCH OF PHARMACEUTICAL MARKETING

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Under the Supervision of

Dr. SHIKHA YADAV

Assistant professor



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SCHOOL OF MEDICAL ALLIED SCIENCE

BONAFIED CERTIFICATE

Certified that this project report 'DIGITAL PHARMACEUTICAL MARKETING.' is the bonafide work of "ASIM ADITYA(17102015)" who carried out the project work under my supervision.

SIGNATURE

SCHOOL OF DEAN

SIGNATURE

SUPERVISOR

ABSTRACT

'Digitization' has become a significant piece of the regular day to day existence. Every one of the areas have been make adjustment to the computerized period at a quicker rate. In this range more drug organizations use online media locales or internet business destinations as advanced showcasing stage. This empowers online acquisition of drug items by the clients. The accessibility of life saving drug items by their very nature assumes a main part in the prosperity of a general public. Inside this condition, the drug business assumes a significant part particularly during the time spent disclosure and improvement of new drug items, quick and safe advancement of these items lastly the circulation and creation of protected and effective drug items. Computerized promoting is supplanting customary showcasing procedures in the drug business. This examination assessed numerous parts of the utilization of online media by the drug organizations of India and doctors as well, job of computerized advertising in the drug business and to talk about evolution of promoting procedure applied by drug enterprises to stay competitive on the lookout. Over the course of the years with the progression in worldwide advertising procedure and advances, like other benefit driven industry, drug industry likewise had join the temporary fad during the time spent amplifying benefits in the recent time period of testing worldwide outlook . The essential goal of this is to examine the development of promoting procedures utilized by drug businesses to stay serious in this profoundly managed product.

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LIST OF SYMBOL/ABBREVIATIONS

1. *Pharmaceutical – pharma*
2. *FDA – Food and Drug Administration*
3. *CME- Constant Medical Education*
4. *DTCA- Direct to Consumer advertising of prescription drugs*
5. *FFDCA- Federal Food, Drug and Cosmetic Act*
6. *HIPAA- Health Insurance portability and Accountability Act*
7. *FTC- Federal Trade Commission*

1.INTRODUCTION

1.1 WHAT IS DIGITAL MARKETING?

In everyday terms, computerized promoting is the publicizing of items or brands by means of at least one types of electronic media. This is principally because of simplicity of cooperation with end users, less tedious commitment, and incredible expense viability [1]. On account of wide usage of web-based media, individuals can interface socially and share information with no trouble [2]. This likewise influences how patients, physicians, and medical care associations interface [3].

The arrangement of straightforwardness approaches to get to medical care data for both patient and doctors legitimizes the worldwide possible estimation of computerized showcasing [4]. Be that as it may, the far reaching accessibility of advanced showcasing by drug firms presently can't seem to be improved [5]. The inquiry "what is marketing" could be replied as, "it is a cycle by which one recognizes the prerequisites and requirements of people, makes an item/administration to address the issues and needs, builds up a method of taking the item/administration to the commercial center, decides the method of conveying the item to the commercial center, decides the incentive for the item, focuses on individuals

(division), who have needs/needs and afterward making an exchange for trading the item for a worth and subsequently making a fulfillment to the purchaser's necessities/needs"[6].

Advancement of promoting didn't happen for the time being, worldwide circumstances and situations made the financial specialists to build up this method of holding and expanding their business [7]. Creation idea functioned admirably in light of the fact that the products that were delivered were generally those of essential need and there was a moderately significant degree of unfulfilled interest. Practically all that could be created was sold effectively at the cost controlled by the maker. Creation idea won into the last part of the 1920's [8].

1.2 PHARMACEUTICAL MARKETING

The definition of pharmaceutical marketing is "exercises centered around unveiling doctors just as the overall mindful of new and existing drug brands, drug advertising can incorporate giveaway tests, point by point item writing, illness the board projects, and backing material for patients, web activities, and occasions/gatherings for doctors" [9]. Drug advertising can moreover be described as an organization collaboration that serves to perceive and address

patients' issues in a valuable way [10]. Drug business for the most part receives deals and advancement, the parts of showcasing [11].

Health World Organization (WHO) characterizes advancement as "all instructive and convincing exercises by makers and wholesalers, the impact of which is to prompt remedy, supply, buy or potentially utilization of restorative medications" [12].

IFMA which mean International Federation of pharmaceutical Association characterizes advancement as ' some movement attempted, coordinated otherwise supported through a part organization which is aimed at medical services experts to advance the solution, suggestion, organization or utilization of its drug products by all media including the web" [13].

1.3 DIGITAL MARKETING IN PHARMACEUTICAL INDUSTRY OF INDIA

Digital promoting is the developmental juncture of Indian drug industry. Medication associations are using development based organizations, helping patient with learning their condition and helping with checking their prosperity. It may similarly be important to provide the specialists a comprehension into the strength of the patients or outcomes for a particular thing. This high level organizations moreover simplify it for experts to grant their communication to the patients easily on precise clinical issue. Computerized promoting has plainly worked on publicizing, mindfulness crusade association, and mass reach requiring

little to no effort and effective systems. The utilization of clinical drugs is overall ward. Cardiovascular problems and hypertension are at a top in the created countries. Albeit, irresistible sicknesses like tuberculosis typhoid, and some different illnesses are common in agricultural nations. Drug based organizations are striving to stay aware of improvements that advanced innovation has acquired. As of late, the utilization of computerized promoting in this field has permitted organizations to adopt an alternate strategy to focusing on clients, specialists and guardians. A portion of the advances that change the medical services area incorporate versatile correspondences, progressed investigation, the cloud and the web. Albeit major India's organizations have limited their utilization in making incorporated picture, refreshing treatment, straightforward eating routine rules, sustenance, work out, and so forth nutraceuticals are somewhat forceful in their dissemination with a couple of firms worried about merchandise in the zone of OTC(over the counter).

1.4 WHY DIGITAL MARKETING/PROMOTION IS IMPORTANT IN PHARMACEUTICAL INDUSTRY

Pharmaceutical digital marketing, offers colossal freedom to your association to advance its image and item to right audience, from specialists to patients. You can

utilize different channels and method to construct a competitive and legitimate pharmaceutical promoting technique.

1.5 How Do You Define Digital pharmaceutical Marketing?

There are a few organizations that are extremely imaginative regarding digital advancement, yet absence of good contextual analyses of digitalization in the drug area restricts the utilization [14] . Web advertising isn't that all around adjusted by the Pharmaceutical area.

The wary conduct of the area, which is joined with unsure guideline, kept down drugs area while advertisers in money, proficient administrations, assembling and business administrations have dashed ahead on the web [15]. Nonetheless, online expert and patient networks have created to adjust expanded use of portable, web-based media just as online data by patients, medical services experts (HCP), key assessment pioneers (KOL) and the bigger clinical organization have prompted drug organizations to contribute and investigate computerized advertising methodologies inside industry rules [16].

1.6. Types of Marketing (Digital):

1.6.1 Search Engine Optimization (SEO)

At the point when clients search for any wellbeing data they at first go on to Google, Yahoo or MSN/Bing which are most utilized web search tools. Medical services data search is perhaps the most widely recognized online exercises among web clients, all things considered. Website design enhancement is a powerful way to deal with arrive at these clients. Search positions are controlled by utilizing the site design improvement methodologies bringing about better hunt rank on Google or some other web search tools. Consequently for associations that use website improvement (SEO) systems, it marks as a significant chance to arrive at their intended interest groups. The associations which can't be situated in web crawlers are missing out on a huge chance to contact individuals target population [17]. Significant parts of site improvement are watchword utilization in titles and uniform resource locaters i.e. URLs, inward connections on your own site, backlinks from different sites, legitimate utilization of alt labels with pictures, and informal organization action [18].

1.6.2 Social Media Marketing

Web search tools use action via web-based media as vehicle for showcasing. FB (Facebook) shares, twitter re-tweet and Google +1 help the situation on the web search tool result page. Online social media showcasing empowers straight association of the organization along with purchasers. It upgrade the qualities of brand and reinforce notoriety of the association. The dismissive encounters in a gathering can be inversion by giving the upgrade from organization site and energize conversation [18].

1.6.3 Pay-Per-Click (PPC)+

On the off chance that the organization site is not have sufficient traffic, advertisements might bought on search engine Google. Promotions can likewise bought on different sites through the various advertisement networks straightforwardly. Pay per snap (PCC) adds are rely upon catchphrase which are utilized via search engine on Google. Promotion examination programming allows the organization to decide the achievement pace of PPC crusades. The organization will possibly pay in the event that anybody has tapped on the connection of the add. [18]

1.6.4 Email Marketing

Exact Target delivered the channel preference survey (2012) inferred that email actually stayed main the direct channel liked through customers for everyday use for the individual and advertising interchanges. Additionally far and wide utilization of advanced mobile phones and tablets permits its shoppers to get to the messages rapidly. Likewise, the Exact Target report showed that 77% of shoppers incline toward accepting authorization based showcasing correspondences through email, contrasted with social media channel(6%) and the text informing[5%] . It gives shoppers the sensation of handle and customization in which they can pick into an alliance and afterward finish through giving them the data just which they want to get. [19]

1.6.5 E-DETAILING

The Indian business presently can't seem to be embrace at beginning phase. There are not many firms that are dynamic player on the e-specifying Indian market .While e-subtleties were at first distrustful by the business power and they were interested whether advertising on the web would settle on the regular deals decision insignificant, most individuals saw really the contrary impact: e-subtleties really increment the all-out time they go through with rep.

1.6.6 Electronic continuing medical education (eCME) / Webinar: hybrid meeting are occasion which consolidate virtual and live components. These are likewise extraordinary freedoms and perhaps main improvements in the arrangement of occasions. Live communicating through web based video of a gathering will empower occasion coordinators and putting together associations, including individuals following the meeting on the web, to expand their gathering perceivability.

2. LITERATURE REVIEW

2.1 TECHNIQUES AND TOOLS FOR PHARMACEUTICAL MARKETING AND PROMOTION

It can be divided in two parts/sections:

1. Traditional pharmaceutical marketing and promotion
2. Pharmaceutical marketing in 21st century

1. Traditional pharmaceutical marketing and promotion: Technique and Tool

a. Advertisement

Advertisement of drug is perform through two ways.

•Directed to consumers Advertisement (DTCA)

- Advertisement in mass media

• Directed to prescribers Advertisement

- By advertisement in books, professional publication, journals, cyber café and conferences

electronic media.

- CME(Constant Medical Education), Nowadays this instrument of drug advancement is well known by which drug organizations utilize instructive occasions for their advertising reason by contributing on doctors or assessment pioneers paid as speakers, training occasions, addresses trips for example public trips for interest in

gathering/courses and symposia, unfamiliar journeys for investment in meeting/workshops and symposia. Industry gets twofold profit by Constant medical education program. Toward one side they follow their clients and as return to get expanded remedy. On the opposite end they advance their picture as mindful association of the general public to utilize idea of CSR(corporate social duty)

b. Sponsorships

Organizations likewise attempt to make direct installments to be specialists by different aberrant routes for example for clinical path, public and global gatherings and symposia sponsorship, free clinical camps and assessment pioneers (for convey addresses) to medical care experts [20].

c. Personal selling :

Individual selling is most significant method of medication advancement. It receives itemizing in blend with numerous different apparatuses. Specifying is most generally utilized procedure worldwide and by definition itemizing is "the individual examining and other limited time work among specialists, dental specialists, and other expert people accomplished for drug worries; to get altruism and conceivable dispersion or solution of the item". Agents are the central asset for applying the majority of the procedures of drug promoting implies connection among prescribers and clinical delegates is upheld by different endowments and materials [21]. The embraced instruments of advancement for this strategy are drug data handouts, writings, drug tests, giveaways, customized endowments, sweepstakes in meetings and workshops and numerous different devices [20],[21]

2. pharmaceutical marketing in 21st century :Latest technique and Tools

pharmaceutical promotion/marketing have likewise received present day methods as

per advancements in innovation. Not many of them are embraced freely and some are being utilized in mix or to help conventional methods

A. Internet Based Drug Promotion: pharmaceutical drug industries are zeroing in on side upsides of the web and advancement of new media structures to upgrade their items. Electronic specifying, intelligent site(s), email prompts and viral showcasing efforts utilizing interpersonal interaction destinations, for example, YouTube, Facebook are among the apparatuses be utilized [22].

B. Electronic detailing: By the advancement of techniques, many existing techniques and practices has been either supplanted or altered in mix with innovatively created strategies. Electric enumerating (e-specifying) is one of the strategies for drug advancement presented not many years back as mechanically create device. In drug industry it has been presented as another correspondence channel for the advancement of medications among the doctors. For e-enumerating advanced innovations like web, video conferencing and intelligent voice reaction are embraced to cooperate with doctors [23].

C. Direct to Consumer Advertisement of Prescription Drugs : The drug business is perhaps the most publicizing concentrated enterprises. Limited time consumptions regularly sum to 20–30 percent of deals, at times well surpassing uses on innovative work (Research & Development) [24].

DTCA(Direct to consumer advertising of prescription drugs) is lawful in two industrialized nations, the USA and New Zealand .No new enactment was acquainted with permit this type of publicizing; the two nations' laws were quiet concerning the intended interest group for doctor prescribed medication promoting. In any case, since the mid of 1990 when the US drug industries spent under \$ hundred million every annum promoting physician recommended medications to people in general, DTCA has developed tremendously, with

spending coming to \$3.2 billion out of 2003 and the extent of publicizing incomes gave to DTCA developing from 9% in 1996 to 13% in 2003.[25]

Under the Federal food, Drug, and Cosmetic Act (FFDCA), the Food and Drug Administration is answerable for guaranteeing that the naming and publicizing of physician endorsed drug is honest and not deceiving. Area 502(n) of the demonstration(21 U.S.C. 352(n)) forbids the promoting of medications that is bogus or misdirecting or that neglects to give required data about publicizing of physician endorsed drugs was basically routed to wellbeing experts, however throughout the timeframe, shoppers have turned into an essential objective crowd. After the change targeted crowd of ad, direct-to-purchaser publicizing (DTCA) has become the most loved channel of the drug organizations for showcasing their items. Spending on DTCA for doctor prescribed medications came to \$3.27 billion out of 2003, very nearly multiple times the \$ 3.27 billion out of 2003 and more than multiple times the \$130 million level noticed in 1993. Some portion of this development came about because of the food and Administration of 1997 Draft guidance for Broadcast advertising of prescription Medicine which viably opened the entryway for drug organizations to publicize physician endorsed drug items on radio and TV [26]

2.2 CHALLENGES FACING PHARMACEUTICAL DIGITAL MARKETERS

Abuse of Market techniques in Pharmaceutical - The pharmaceutical industries has offered more to the prosperity of humankind than some other. Ostensibly among different accomplishments, it has assisted with eliminating TB (tuberculosis), diphtheria, gastroenteritis from among the ten driving reasons for death in the western and world region and furthermore accomplished an achievement by assuming essential part in evacuation of plague, little pox and polio, the primary driver of death and inability particularly in the agricultural nations few generation back. However,

regardless of these accomplishments, yet the avoidable enduring brought about by the drug business, especially to the poor of the world, appears on occasion incomprehensible [27].

Promotional spending: Endowments provided by pharmaceutical industry to doctors are normal and disputable [28]. Their consumption on promoting is expanding step by step. Just in United States, drug industry spends almost doubles as much on showcasing as on research and development (R&D) [29]. Spending on direct to shopper commercial was 800 million which in the five years arrived at 2500 million USD in USA [30]. Pharmaceutical industry has been the most beneficial industries in the country for 10 years. As indicated by an investigation of 2001 information, it was multiple numbers as beneficial as the normal fortune 500 organizations. The business merits extraordinary credit for providing wonder medication, yet no dependable industry would participate in the value publicizing mishandles that pollute its standing today [31].

Abuse of Sponsorships: Organizations likewise try to make direct installments to the specialist doctors by various aberrant ways for example enter patient in clinical preliminaries opposite installment, Public and international gatherings and symposia sponsorship, free clinical camp, furthermore, unfamiliar excursions. Sponsorship moreover include "limited time research", use of assessment pioneers by the method of calling them to introduce organization given introductions among the medical services experts.[20],[21]

2.3 CURRENT SCENARIO WITH CHALLENGES:

The quantities of internet web clients were 1.4 billion in Asia in the year 2014 followed by 0.5 billion clients in Europe and expanding step by step around the world. This has given a significant lift to the computerized period in different areas [32]. Digital Marketing in any area is a more practical and less tedious strategy to speak with clients contrasted with conventional showcasing. Advanced advertising permits drug advertisers to utilize information to make more essential commitment with prescribers and doctors. Anyway numerous organizations are as yet not ready to coordinate advanced into the more extensive business technique [33]. The pharmaceutical sector faces many challenges in adopting the digital marketing strategies some of them are explained below.

1. Inadequate company Vision [34]: A large portion of the organizations do not have an appropriate vision for execution of the computerized showcasing arrangements. The systems are not obviously characterized, settled upon and split inside. A solid administration is needed to affirm the vision, set out goals and screen the speed of work. The recognizable proof of the field power and advertising champions advancing computerized pharmaceutical vision is typically not found in the organizations.

2. A Lack of Digital Mind[33]: The drug area needs labor force that are skilled and wish to drive advanced change. To set up computerized showcasing in the organization, representatives ought to know about the advanced advertising, just as the intricacy of carrying out advanced in the drug business. A large portion of the organizations come up short on the effective labor force who comprehends the business just as the new advanced commercial center all the while.

3. A digital catastrophe [33]: Numerous drug organizations have begun carrying out computerized channels and missions; anyway the advertisers in this field can't execute a generally speaking powerful advanced methodology. Expanded information has brought about troublesome examination and usage of information in advanced procedures has consequently made a computerized calamity. The drug advertisers ought to bring together information across channels; use the information continuously, refine computerized methodologies in like manner utilizing their advanced personalities.

4. Strict Regulations: The concern of the guidelines in every ward needs close assessment preceding any advanced missions being dispatched [34]. Life sciences promoting face stricter guidelines when contrasted with different areas. The drug area needs to follow the FDA just as the FTC (Federal Trade Commission) prerequisites from the protection to the imaginative duplicate. In 1996, foundation of HIPAA (Health Insurance Portability and Accountability Act) ensured the security and protection of the wellbeing information. This demonstration kept promoters from abusing wellbeing information internet, ensuring the protection of the medical care information. In 2010, FDA gave cautioning letter to a Novartis International AG to pull back Facebook share, as the danger data about leukemia (blood cancer) treatment drug Tassigna was lacking [38]. With the pursuit limitations the drug organizations have been more cautious about the speculation and selection of new advanced showcasing rehearses [35].

Companies who can coordinate advanced and the endorsement interaction with worked in consistence work processes can make computerized work progressively [33].

5. Poorly Maintained Websites: Biopharmaceutical manufacturer are delayed to utilize online media. The old “Web 1.0” world is yet followed by a portion of the drug organizations. Drug area has favored single direction stream of data which has painstakingly screened, legitimately affirmed, and secured against outside obstruction. Such sites just push data lacking direct connection with patients [31]. An outdated site with helpless maintenance is most noticeably terrible than having no site by any means. Productive HR must found to deal with these connections [37].

2.4 STRATEGIES THAT CAN BE IMPLEMENTED:

Pharmaceutical manufacturer have colossal chance to utilize their aptitude medical care changes by adjusting their plan of action [40]. Pharmaceutical sector is a data escalated industry. Medical services' plan of action has stayed unaffected by the computerized upset up to this point. Wellbeing is conveyed customarily till present as the business comes up short on the use of computerized advancements [41]. The exacting guidelines, absence of legitimate computerized techniques, and so forth have been significant obstructions for selection of advanced showcasing. The organizations need to have a very much characterized methodology for execution of computerized advertising which the greater part of them need. Innovation isn't the solitary arrangement however it should be likewise utilized in the normal work measure stream [42]. Following are the couple of methodologies that the drug organizations can receive to build the chances in computerized time.

1. Collaborative Business Model [43]: The pharmaceutical industry is rapidly improving regardless of its customary hindrances through joint effort with accomplices, partners and past. The accessibility of computerized advancements gives incredible potential to practically boundless coordinated effort. The associates can

productively and viably explore and grow new treatments. For instance, Pfizer has received an imaginative cloud-based clinical information stage, which empowers members to total, investigations and picture clinical preliminary patient information across studies and medication programs, supporting keen preliminary plan, accuracy medication, pharmacovigilance and administrative enquiries.

2. Business partners [42]: Digital strategies incorporate cooperating with organizations which address free parts of a given illness. For instance organizations advertising anticoagulant for atrial fibrillation should collaborate with clinical gadget organizations recognizing these patients with distant heart observing. Presenting a computerized advertising apparatus isn't troublesome. The organizations should present as well as embrace them.

3. Introduce mobile apps [42]:. The considerable delay of the pharmaceutical companies finished when the FDA delivered the direction of versatile clinical applications. Applications conveyed in through cell phones in a go betters comprehension of patients regarding their analyses and meds preceding release. Complete subtleties of any prescription can be referenced in the applications which permits better direct to customer advertising. Drug organizations would be acquire benefit in the event that they collaborate with organizations which can convey the applications in a setting of patient administration including indications and meds, not explicitly infection the executive

4. Sharing data for population studies[42]: Enormous information gathered extra time will in general be futile except if great examination is performed on it. The outcomes related with information ought to be brought out. The blend of point of care substance, portable and examination will be what really changes medical services in advanced..

5. Ensure IT support [39]: Sufficient IT support is required to give answer for any advanced showcasing issues

6. Create a new organizational structure for digital marketing [39]: Appoint an e-promoting technique administrator, e-advertising item director, computerized showcasing council, and so forth which can assist with driving development on the advanced showcasing of the organization and assemble computerized procedures.

7. Patient and Health Care Provider services [43]: As patients and HCPs are utilizing more advancement step by step, they additionally anticipate that pharmaceutical companies should give innovation based administrations that can help patients screen and deal with their wellbeing. These administrations can likewise essentially add to the innovative work into new medicines. It likewise associates partners across the more extensive medical care environment to help the conveyance of therapy and give proof of results. Carefully empowered patient administrations, for example, applications or online stages or instructive assets that connect to a more extensive arrangement of administrations which helps patients and HCPs manage medical problems ought to be utilized. Future degrees: The drug organizations will in future profoundly adjust to digitalization and create broad availability, information investigation and cooperation. Computerized will before long turn into the foundation of drug industry, if they create appropriate promoting techniques and carry out them. The patients and medical care groups would give the correspondence stage to brands. The conventional one route relationship in our medical services framework will before long change to two way relationship only with assistance of digitalization on this sector [44]. Portable promoting, web-based media and different types of computerized showcasing will prompt formation of significant channels empowering patients to trade data

3. DIGITAL PHARMACEUTICAL MARKETING: A PUBLIC SURVEY

3.1 MATERIAL AND METHODS:

This cross sectional investigation includes 718 individuals working at different destinations identified with various areas at more prominent Noida. The information was gathered through self-regulated questionnaires after members gave educated consent. After a short briefing, the members were given some information about the advanced apparatuses they right now use to survey information, their information on computerized promoting tools, the advanced presence of the physicians, and the sort and recurrence of online media or advanced media with web-based media component utilized.

3.2 Results:

An aggregate of 718 people were remembered for the examination in the wake of taking educated consent. The mean age of individuals included was 25-35 Years. Five hundred 38 participant (74.9%) were men and 180(25%) were women. Most (31.1%) were from alpha 2 and 19.5% and 15% were from alpha 1 and beta 2 respectively. moreover, the utilization of FACEBOOK/INSTAGRAM (18.4%), twitter (18%) and Research Gate (9.3%) was likewise observed. Only 16 contestants didn't utilize any computerized media with social element. Half of the participant(50.1%) utilize web-based media during working hour for short of what one hour while 23.7% of them utilize online media for one to three hour(Table 1).only 19.6% of them detailed always failing to utilize web-based media during working hour. when got some information about advanced specialist patient interaction,44.4% of patient associated with specialist on WHATSAPP, while 28.6% and 13.1% of individuals favored SMS, a text informing administration segment of most cell phone frameworks and Facebook

separately.

Table 1

Social Media Use*	Frequency (%)
Facebook	547 (76.2)
WhatsApp	516 (71.9)
YouTube	300 (41.8)
Instagram	132 (18.4)
Twitter	129 (18.0)
ResearchGate or Academia	67 (9.3)
LinkedIn	64 (8.9)
Blogging Services (Word Press, Tumblr, etc.)	12 (1.7)
No social media usage	16 (2.2)
Social Media Use During Working Hours (per day)	
< 1 hours	360 (50.1)
1 to 3 hours	170 (23.7)
3 to 6 hours	37 (5.2)
> 6 hours	10 (1.4)
Never	141 (19.6)

Table 1 : Table view of use of social media by participant

3.3 DISCUSSION

While the vast majority of individuals in our examination utilize advanced devices with changing level of influence, digital advertising has space for improvement[1]

Social media use permits present day life ,which incorporates the drug promoting and the medical care sector. Nearly all (97.8%) study member were dynamic client of social media, which coincides with the results of development of web-based media in the US depicted [45]. To be effective pharmaceutical showcasing should be creative

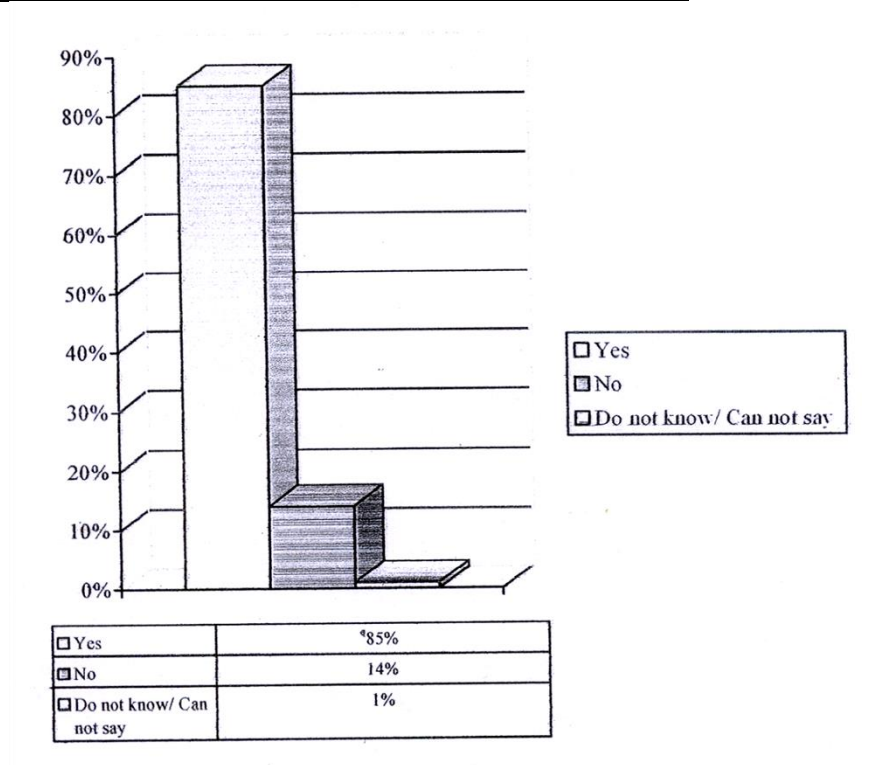
and embrace better approaches to draw in their audiences, such as workshop, e-itemizing and computerized sampling [46]. Online media and advanced correspondence additionally take into consideration an improved accessibility to patient nonetheless, computerized association among doctor and patient are limited [37].The accessibility of computerized instruments impacts the clinical practice for doctors and influence the specialist patient relationship [41].people who set aside the effort to go to an online course meeting are now spurred to draw in with specific topic. The explanations behind adequacy of online classes in affecting change is as of now being explored [48]. As per one study, pharmaceuticals organizations don't distribute sufficient assets to satisfy the current needs of computerized marketing [49]. This is regardless of that, compared to other industries, pharmaceutical organizations expanded their spending on web based promoting endeavors 48.2 % in 2017,the biggest expansion in asset spending for any space of marketing. Despite the increase, the drug area is as yet spending just a little level of their assets on advanced marketing [50]. Computerized showcasing is the way to raising the drug industry [51]. Initially, the advanced advertising with an attention on preposterous medications. The pattern has since heightened rapidly and included practically all physician endorsed medications. Current center moved to CME exercises and e-itemizing on item features[46].The drug area is probably going to broadly receive the advanced approach, which will fill in as spine of industry[1].The number of face to face drug delegates has dropped by roughly 20% to 30%.[46]. Pharmaceutical firms have extended their quality by using web-based media, for example, Facebook, Twitter and other advanced outlets, such as You Tube, LinkedIn and so on.

3.4 DATA ANALYSIS

1. Do you think that risk factor is involved in digital marketing?

Opinion	Percentage
Yes	85
No	14

Don't know/can't say	1
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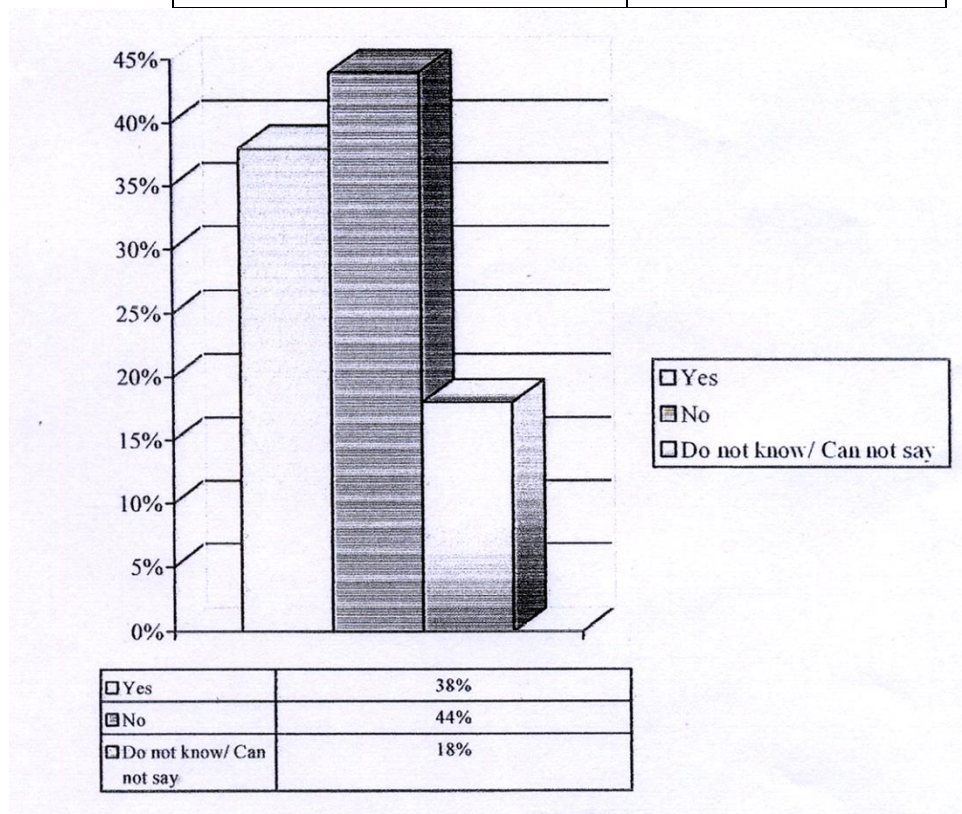


Diag.1.1:Risk factor in digital marketing

As regards the risk factor involved in the digital marketing strategies, From 718 people,85 percent(610 person) of the respondents did accept that digital marketing strategies involve risk factor and this is comparatively more in comparison to other marketing strategies, in terms of return. 14 percent(100 person) of the respondents did not accept any such risk factor..

2. Do you think that India has the potential for the entry and Operation of digital marketing?

Opinion	Percentage
Yes	38
No	44
Don't know/can't say	18

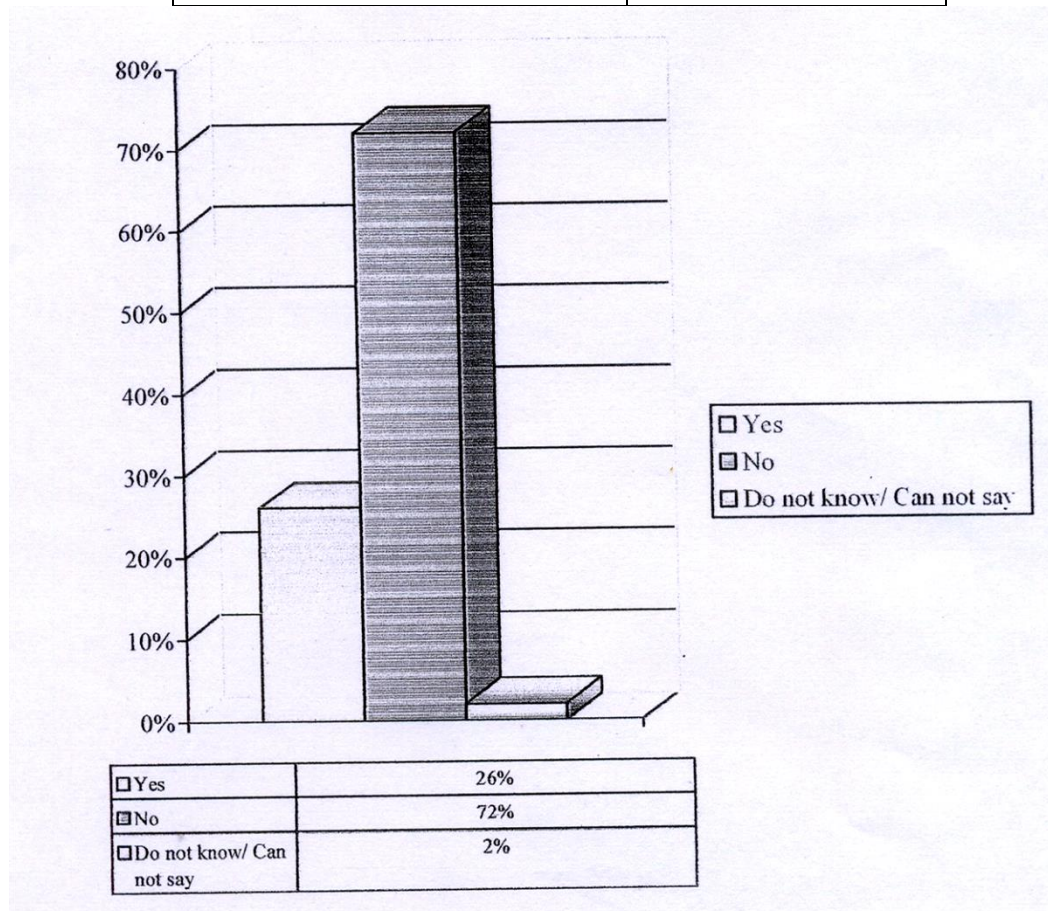


Diag.1.2: India's potential of digital marketing

3. Do you think that digital marketing can be used as an effective marketing strategy in place of direct marketing strategy?

Opinion	Percentage
Yes	26
No	72

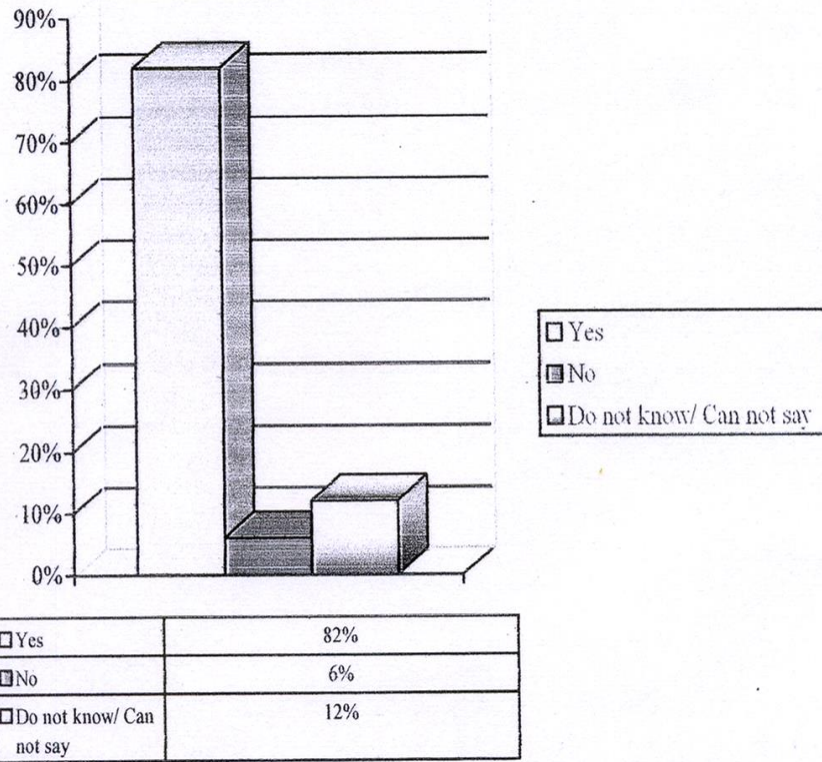
Don't know/can't say	2
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Diag. 1.3: Digital marketing effectiveness

4. As regards the digital marketing strategy, people agree for digitalization?

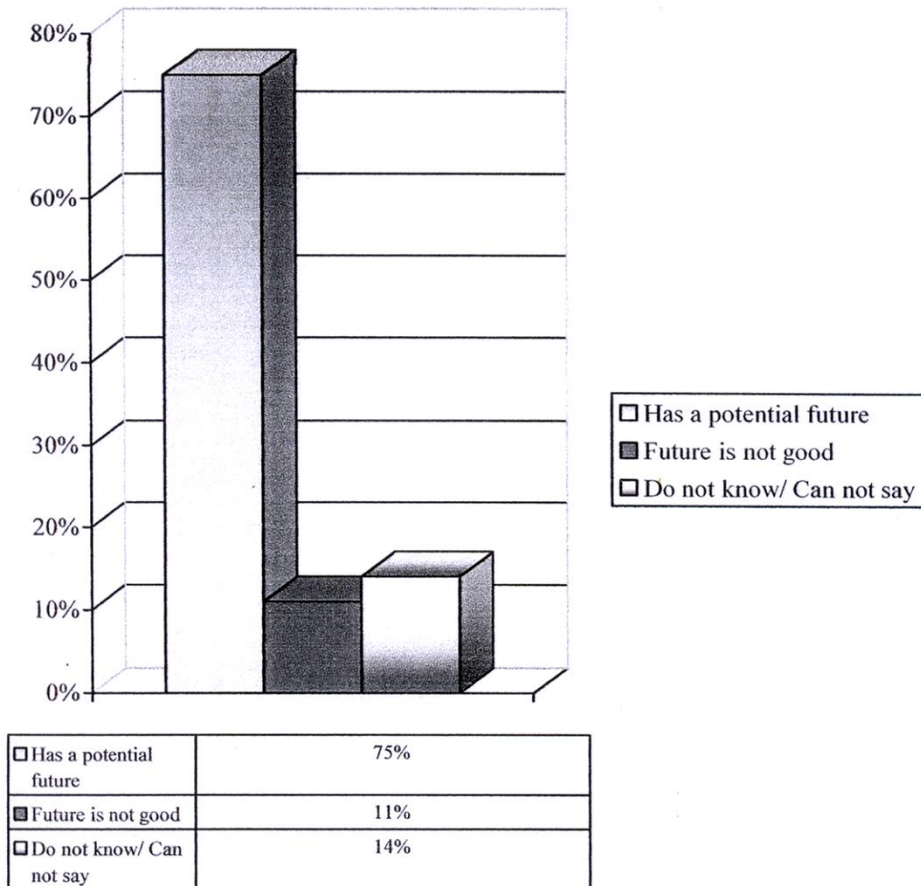
Opinion	Percentage
Yes	82
No	6
Don't know/can't say	12



Diag. 1.4: People agree for digitalization

5. What according to you is the future strategy of the digital marketing in India?

Opinion	Percentage
Has a potential future	75
Future is not good	11
Don't know/can't say	14



Diag.1.5: Future strategy of digital marketing

3.5 CONCLUSIONS:

The current cross sectional poll based review surveyed the direct to customer advanced promoting innovations regarding the pervasiveness and effectiveness in more noteworthy Noida ,UP (INDIA).The research finding showed that ,as per the respondents, Pharmaceutical tool were common on medical care websites, even however online media networks were viewed as best as far as advertising correspondence. In spite of restricted use, Research Gate has biggest effect on mindfulness about drug advanced marketing. There are potential for expanded utilization of computerized advancement systems by Indian's drug area.

4. QUESTIONNAIRE:

1 . Do you think that risk factor is involved in pharmaceutical digital marketing?

- a) Yes
- b) No
- c) Don't know/can't say

1. Do you think that India has the potential for the entry and operation of digital marketing?

- a) Yes
- b) No
- c) Don't know/ can't say

2. Do you think that digital marketing can be used as an effective marketing strategy in place of direct marketing strategy?

- a) Yes
- b) NO
- c) Don't know/ can't say

4 . As regards the digital marketing strategy, people agree for digitalization?

- a) Yes
- b) No
- c) Don't know/ Can't say

5 What according to you is the future strategy of the digital marketing in India?

- a) Has a potential future
- b) Future is not good
- c) Don't know/ Can't say

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