

# The Innovative Pharma Marketeer's Toolkit

Your Prescription for Digital Content Marketing Success



# Contents

- 1** Marketing in a post-pandemic world ..... PAGE 06
- 2** Omnichannel marketing for omnipresence ..... PAGE 11
- 3** Creating content for a personalised customer experience ..... PAGE 18
- 4** The future of in-person events and pharmaceutical marketing ..... PAGE 28
- 5** The right dose for a successful digital content marketing strategy ..... PAGE 32



## Follow Phoebe

Phoebe works as a Marketing Manager for a leading Pharma company. As part of her role, she is looking to build awareness for her brand, understand the competitive landscape, navigate the latest market trends and create engagement with partners and customers year-round.

Traditionally, Phoebe has relied upon face-to-face events as her main channel of lead generation, but increasingly, she is keen to explore how digital could help extend marketing reach beyond the booth.

Join Phoebe to explore the potential of digital marketing in pharma, and create new ways of engagement.



**The COVID-19 pandemic has transformed ways of working forever. While the pharmaceutical industry made strides in meeting therapeutic challenges posed by the pandemic, including accelerated innovation of bivalent vaccines and mRNA technologies, the ways in which the industry collaborates, consults, and connects with buyers has shifted from a legacy model to one which must embrace digitalisation.**

Traditional channels of lead generation, brand visibility, and marketing for the pharma industry were severely impacted by the pandemic, with global lockdowns and stay-at-home orders forcing the cancellation of in-person events and face-to-face meetings.

With office working drastically altered by the adoption of remote and hybrid working, and the shift towards digital content and promotion, pharmaceutical companies can find the current digital marketing landscape daunting, especially given the shift towards digital and hybrid events becoming a regular part of the pharma marketer's calendar.





For all its innovation, founder and Global President of ramarketing, Raman Sehgal expands on how the pharmaceutical supply and value chain is trailing behind in some respects:



**Raman Sehgal**  
Global President,  
ramarketing

*“Part of the challenge for [pharma] marketing teams at the minute, particularly for CDMOs, CROs, equipment manufacturers, or any of the types of companies that you see at CPHI, is that they don’t have sophisticated CRMs and marketing automation systems that you would expect from a tech company or consumer brand. We’re on that journey but for us it’s about getting visibility about someone at a certain point of their [customer] funnel, handing over some data, and eventually converting them into a client.”*

In this eBook, we explore how digital marketing has evolved in the last few years, how pharmaceutical marketing teams can adapt their practices to guarantee business continuity and marketing success, and the content that will get them there.

With marketing expert insight from those working in both the European and US pharma markets, we will also **follow our friend Phoebe**, a marketer for a pharmaceutical manufacturer, looking to bring fresh new ideas to her team on how they can help the company emerge from the pandemic as a thought leader, market expert, and ideal partner for those looking for innovation, advanced solutions, and expertise.



# 1.

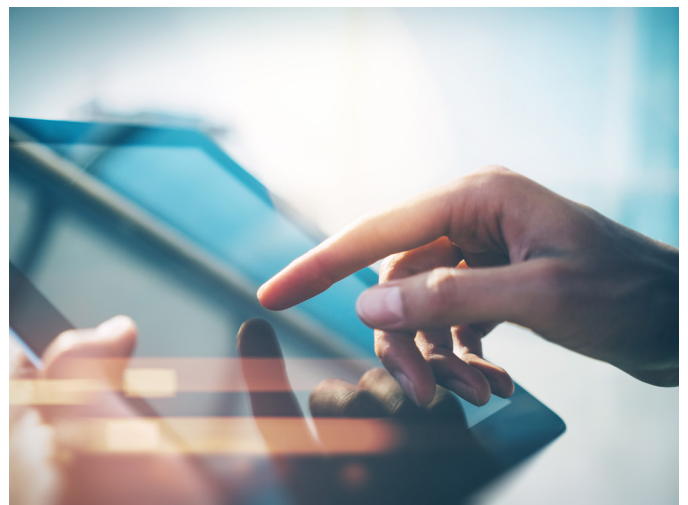
## Marketing in a post-pandemic world

**Restructuring business operations and practices during and after the implementation of lockdowns forced many companies to reconsider how they approached the dissemination of information without face-to-face interactions. When compared to pre-pandemic years, the average number of in-person contacts for sale was down 70% in 2020[ii].**

In a business that depends on reaching an audience to build a brand trust and customer loyalty, marketing departments in pharmaceutical companies have had to evolve and adapt in how they target their intended audience, and also build a personalised customer experience with limited in-person interactions.

The importance of meeting such challenges cannot be overstated.

**As of 2022, 39% of healthcare professionals have stated that digital content from pharma companies since the start of the COVID-19 pandemic has rarely been useful for them[ii].**



Most critically, it is imperative to understand the specific needs of a pharmaceutical audience that now hold high expectations of an industry that demonstrated unparalleled innovation during the pandemic to develop a successful marketing campaign that navigates increasingly complex customer journeys.

The pharmaceutical supply chain presents several specific challenges when it comes to what buyers are searching for in sellers and industry partners. B2B customers are often inundated with information, usually through several different sources both digitally and in-person. In an industry now worth more than a trillion dollars, buyers within the pharma supply chain span multiple generations and, subsequently, an abundance of information[iii].

As an example, Sehgal states that a smaller biotech company looking for a supplier or vendor will navigate the pharmaceutical market very differently to that of a procurement officer working in external outsourcing for a large pharmaceutical company:

***"You've got multiple routes to market which makes for a harder job from a marketing perspective because you need an omnipresent strategy. Effectively, you have to think about that buyer journey, which may come down different routes and is almost never linear."***

**Raman Sehgal**  
Global President,  
*ramarketing*



In order to stand out, pharma marketing teams must meet not only the needs of their target buyers, but also the unique challenges that come with a highly regulated healthcare sector.

**Phoebe is now wondering:** how can pharma marketing teams adapt marketing strategies to engage both existing and potential customers?



## Towards a digital future

For pharmaceutical marketers, the adoption of digital marketing campaigns and technologies has lagged behind other industries. Nearly 3/4 of B2B buyers and sellers are opting for digital self-serve and remote engagement, even after the lifting of lockdown measures, changing what they are looking for in a product or service [i].

Sehgal commented that a shift in ROI priorities after the pandemic has led to a shift in perspective towards marketing strategies. Though Phoebe has avoided digital KPIs such as lead generation and conversion for a perceived lack of ROI, Sehgal claims that the pharma industry now finds themselves with little choice than to adopt an “omnipresent, integrated, and data-driven approach.”



*“The pharma industry now finds themselves with little choice than to adopt an omnipresent, integrated, and data-driven approach.”*

**Raman Sehgal**  
Global President, *ramarketing*

In fact, there is evidence to suggest that digital content marketing can demonstrate clearer ROI with the ease of creation, distribution, and measurement of KPIs with pageviews, clickthrough rates, and leads generated and converted [iv].

Traditional pharmaceutical marketing remains highly product-focused, whereas digital marketing is contingent on understanding customer pain points and providing personalised customer journeys driven by strategic content marketing.

Print advertising, while great to supplement face-to-face interactions, does not allow for the dynamism of personalised digital content.

**Pharma marketers consequently must not only adjust their existing practices, but also develop a digital mindset to meet the expectations of a post-COVID-19 audience.**





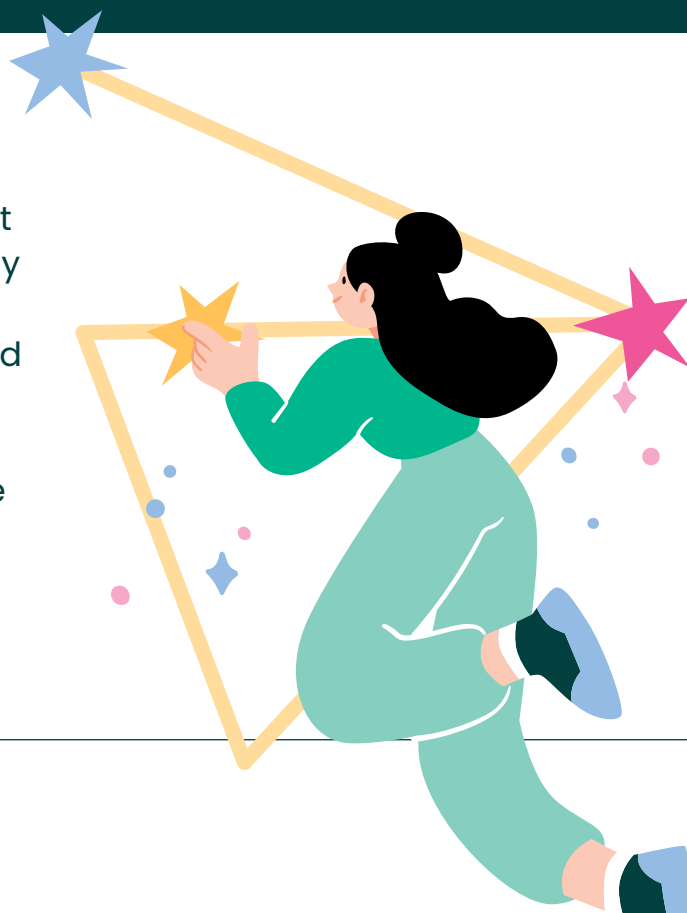


**Debra Harrsch**  
President and CEO,  
Bandwidth Solutions

*“Digital marketing is extremely important because it enables marketers to reach their audience and see engagement. Having said that, it doesn’t devalue print. The most intriguing part of print is it is now part of digital engagement, which helps enable marketers to really engage and see ROI. Digital marketing enables marketers to monitor campaigns and measure. It should also enable them to decide what works best and be able to show their management team that once and done marketing doesn’t work.*

*Since we know that we have to reach audiences multiple times, those companies that market continually and use multiple platforms to have better engagement and outcomes. Once they get the initial prospect engagement the next step is the nurture campaigns that keep prospects and customers engaged.”*

At its core, a digital marketing mindset focuses on the entire customer journey and engaging buyers at multiple touchpoints through various direct and indirect channels with the right digital content for their specific needs [v], whether your audience is based in the same continent as you or not.



## 2.

# Omnichannel marketing for omnipresence

Phoebe is warming to the idea of implementing a 'digital mindset' into her team's marketing practices. Her team buzzes with excitement as they brainstorm ideas for videos, webinars, panel discussions, and interactive infographics.

**Phoebe curbs their enthusiasm:**  
where will we display all of these wonderful ideas?



To better understand the current landscape of digital content creation in pharmaceutical marketing, we surveyed exhibitors at CPHI Frankfurt in 2022, compiling the results in a digital survey after the event. One of the biggest marketing and sales pain points for pharma marketers was reaching relevant buyers and penetrating new markets.

Technological developments have changed the way we communicate globally, and the pharmaceutical industry is not immune to such rapid changes in pace. Information is being produced at a rapid speed and can be disseminated across various platforms both online and offline.



Increasingly complex customer journeys and longer buying cycles that take a buyer through many different interactions with links, downloadables, and streaming content have made marketing communications equally as complex. Pharmaceutical companies must develop and maintain the right presence across all relevant channels, both in-person AND digital, to establish and sustain their brand, products, and services.

## Travelling through the omniverse (of marketing channels)

Omnichannel marketing involves the planning, execution, and optimisation of marketing campaigns across several customer lifecycle touchpoints to maximise leads and subsequent sales, while also delivering a seamless experience for the buyer and developing customer loyalty [vi].

In contrast to multichannel marketing where the connection between communication channels is not considered, omnichannel marketing develops campaigns that consider how a target audience might navigate throughout a particular campaign before leading to a sale.

A targeted marketing email sent to a procurement officer subscribed to [CPHI Online](#) can lead to a downloadable eBook, which may contain links to infographics, videos, and interviews further expanding on the specific solution on offer. A company webinar hosted on [CPHI Online](#) may contain banners advertising the company's booth at a [CPHI event](#), inviting viewers to set up an in-person meeting.





These interlinked channels of communication not only expand the network of potential customers, but also gives the procurement officer many channels to consider the solution provided in the initial email – an average [CPHI Online webinar](#) can see over 400 registrants, all potential customers who can be contacted and met for future exchanges.

While establishing an omnichannel presence is often seen as a B2C marketing priority, B2B buyers are also increasingly online, expecting tailored and personal experiences for their specific needs. Key decision-makers are also becoming more involved in the buying process, with more cross-department assessments influencing the final sale. In-person interactions at events and conferences are costly, both in terms of time and money [viii].

Sehgal is candid when regarding buyer expectations within the B2B pharmaceutical arena – an omnichannel presence across various direct and indirect channels, both digital and traditional, is now a base expectation for customers. Additionally, key stakeholders and industry professionals are increasingly present across various channels, and the marketing-savvy pharma company would do well to meet these expectations:

***“Having a presence in alternative platforms is not just about buyers – it’s about thinking of multi-stakeholder projects. As well as thinking about how you would want to market to potential buyers, it’s thinking about potential investors, recruiters, trade bodies etc. It’s like day one of PR101: you build a stakeholder map. We’ve come to a point now where, yes, we build all these different personas, but you reach them in different ways using different types of technologies.***

***But in the end, personalisation has to be a priority. As consumers, our expectations are so incredibly high now. If you go online to a CDMO’s website, we now expect a certain level of quality, technology, and intuition. If it’s not there, it looks like an old-school company.”***

**Raman Sehgal**  
Global President, *ramarketing*



## Integrated, data-driven, and technologically innovative

The pharmaceutical industry was heralded for its speed and innovation during the COVID-19 pandemic with the announcement and roll-out of vaccines based on novel mRNA technology across the world. The same innovative action must be brought to the access and collection of qualified data with effective tools to optimise marketing touchpoints for pharma marketers to drive a successful omnichannel campaign. Data-driven marketing provides a robust and methodical strategy to gather relevant audience insights to make informed and actionable marketing decisions.



With the dawn of digital marketing, a digital mindset opens marketing teams to the power of advanced analytics that can enable them to assess stakeholder expectations, market gaps, forecast engagement models and strategies, and synchronise campaigns across many channels of communication. As with any healthcare environment, the pharmaceutical sector is rife with stringent regulations and policies across multiple stakeholders.

Data analytics can provide powerful insight into market and consumer trends, identifying key stakeholders and designing a tailored buyer experience for them [ix].

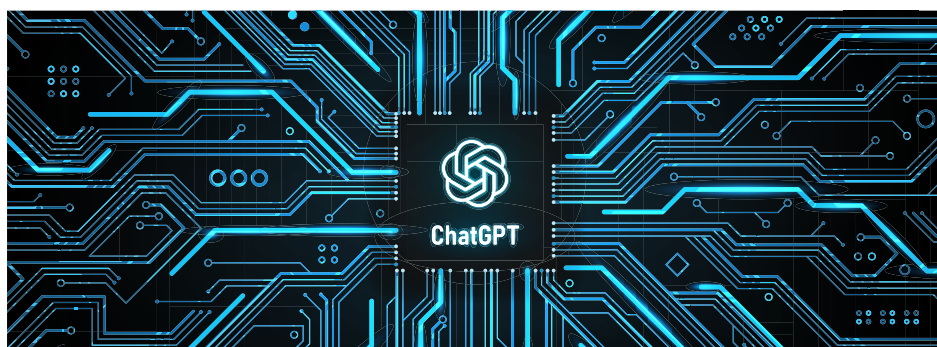
Pharma 4.0 also encompasses the wide-reaching grasp technological innovations have on the pharmaceutical industry, pharma marketing included.

Harrsch lists several technologies that work for a variety of data sets and campaigns:

*“For our clients, we use a mixture of data from their marketing automation systems, which provide a real-time look on how a campaign is working, plus the use of data from other platforms like trade publications, YouTube visits, and social media measurements. In addition, quite a few of our clients are doing Account Based Marketing (ABM). The key to all of these techniques is they require content in every format possible.*

*There are systems that use AI in delivering ABM and Google ad words use AI. Google’s AI means that if I google a phrase and it shows me your ad the first time when I google the same search term again, it won’t show me your ad. It remembers that I already saw that ad. That says to me that we need to choose another way to follow the person looking for our goods/services, hence the use of search display ads and retargeting campaigns as well as other digital marketing tools. All of which means we need to develop engaging value driven content to stay in front of our prospects.”*

**Debra Harrsch** President and CEO, Bandwidth Solutions



**READ MORE** about how AI chatbots such as **ChatGPT** and **GPT-4** will impact the pharmaceutical marketer and the marketing landscape [here >](#)

## Pharma marketeer's technology funnel

### Data Analytics & Prediction

Google Analytics, machine learning tools

### Omnichannel Marketing Automation

Integrated technologies to sync marketing campaigns across many channels

### Content Creation

Video, podcast, webinar, hybrid digital/in-person events

### Digital Asset Management

**Goal: Manage all digital assets and content created and utilised**

Automated platforms, management software, CMS

### Customer Data Management

**Goal: Manage data of leads generated, converted, and nurtured, as well as consumer behaviour for all digital assets**

Cloud storage, digital health

### Customer Relationships Management

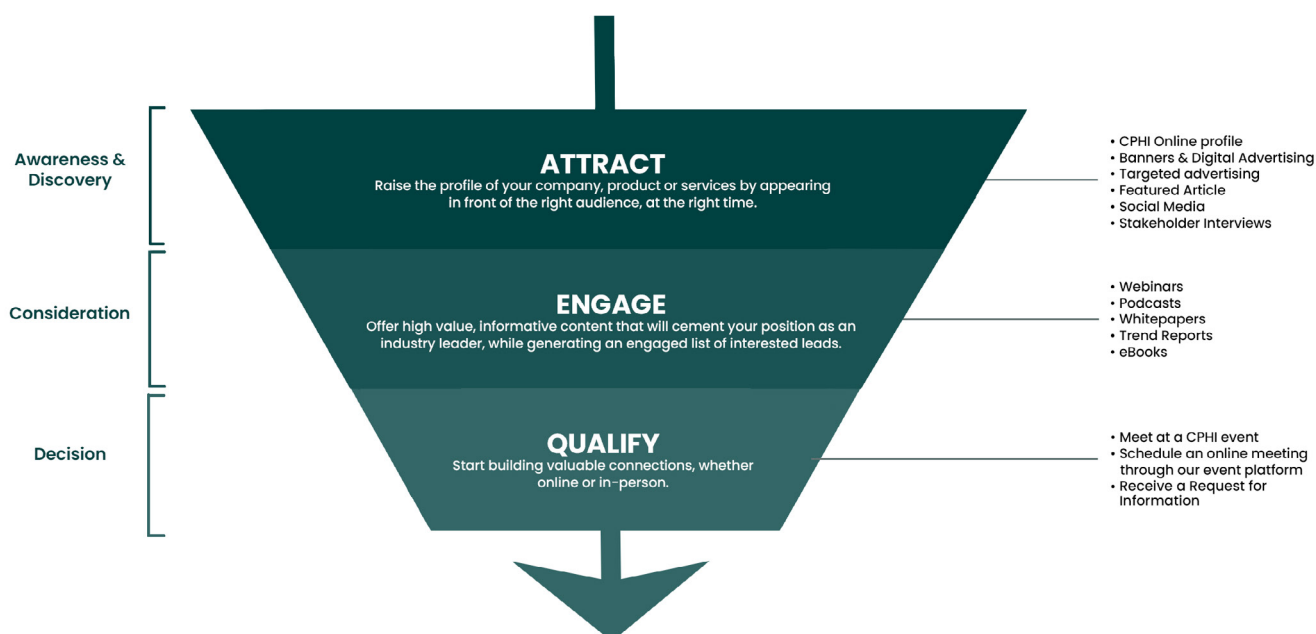
**Goal: Manage and nurture established leads and customer connections and analyse customer journeys for improved marketing strategies**

AI data analytics, cloud storage and campaign computing, ChatGPT and GPT-4

# 3.

## Creating content for a personalised customer experience

### The content marketing funnel – giving your customers what they want



**At its core, a successful B2B digital marketing campaign establishes a personalised experience for customers focused on ROI, efficiency, and subject expertise with the right content at the right time. Where traditional marketing seeks to promote and increase awareness of a brand regardless of the needs and pain points of those they distribute to, digital content marketing considers what information and value different types of content will bring to their B2B customers [x].**

Throughout the B2B customer journey, the aim for the seller is less to promote their own products and services than it is to create valuable content that targets specific industry challenges and providing customers with specific solutions, new innovations, or discoveries.

For the pharmaceutical industry, these marketing priorities are more evident than ever. In our CPHI Frankfurt 2022 Digital Survey, respondents were asked questions about their highest priorities when it comes to digital marketing – generating new leads and finding new buyers remain the main goals for 82% of SMEs and 63% of large companies, followed by having thought leadership through content-led products for 16% of large companies.



**Generating new leads and finding new buyers remain the main goals for 82% of SMEs and 63% of large companies, followed by having thought leadership through content-led products for 16% of large companies.**



The overall goal for most marketing teams throughout the pharmaceutical supply and value chain involves the initial engagement and nurturing of new leads, with the prospect of leading to a sale. Creating valuable content that speaks to your target audience about specific challenges they may be facing at each step of their customer journey positions your brand as market leaders and go-to experts for pharmaceutical solutions and partnerships.

In this instance, **Phoebe now understands the need for personalised digital content to maximise the ROI of digital marketing practices.**

*"Once you have developed the 'content' you can use digital marketing to drive the engine. Marketeers have to show an ROI and when you spend money on a content asset it's important to show how it was used and what the results were."*

**Debra Harrsch**  
President and CEO,  
Bandwidth Solutions



## First, second, and third-party data: what data-driven pharma marketing means

The first step towards personalising digital content for your audience is understanding precisely what your audience wants to see. What are their pain points? What do they value in a business partner? How and where are they getting their information to find the solution to their challenges? These questions can all be probed with the use of data-driven insights.

Even though 63% of pharma businesses are placing the improvement of data quality as a top priority over the next few years, industry players are still grappling with how to use the data they do gather to deliver a positive customer experience [xi].

However, before the savvy pharma marketer can go out and begin surveying and interviewing their audience base, they must first understand what the right data for their purposes is, how to get it, and how to use the data in a privacy-compliant way while extracting as much useful information as possible.



The collection of data and how it's gathered and analysed depends on what you as a marketer are looking for and how you will use the data.

## 1 **First-party data:**

This is data that is gathered by yourself and is held as your own, proprietary aggregation. Generally, this is the ideal data to gather insight on YOUR customers – whether they've interacted with your company in person or digitally. However, first-party data can sometimes be fragmented as the customer journey spans different devices and channels, giving you an incomplete picture of your audience. For example, Phoebe might know how many people are reading a particular article, but the data does not show repeat reads versus new pageviews.

## 2 **Second-party data:**

Some companies gather their own first-party data and sell this data in a privacy-compliant manner to other companies looking to expand their audience insight with data from a variety of sources. This allows pharma marketers to reach a new audience and discover potential customers, giving insight into how B2B buyers are interacting with similar brands.

## 3 **Third-party data:**

Data that is collected and aggregated from multiple sources and sold by companies who did not collect the data themselves are considered third-party data. While more data may seem enticing, it is important for the pharma marketer to know what data is relevant to their needs and what isn't.

Harrsch emphasises the importance of utilising all data generated in a way that directs to qualified leads and sales:

*“Marketeers are being required to move past just generating leads – Marketing Qualified Leads (MQLs). They are now tasked with driving Sales Qualified Leads (SQLs). The only way to do that is to look at all the data to drive next steps and engage their audiences. This includes using first, second, and third-party data to show results.*

*Doing A/B message testing is very important to ensure their message reaches their audience. The only way to know is through measurement and on multiple platforms. You need to define success and measure as well as work out next steps. If you layout the data in a format that is easy to understand, I don’t see any disadvantages – this data will help drive what is working and what isn’t.”*

**Debra Harrsch** President and CEO,  
*Bandwidth Solutions*

Some of the biggest challenges for pharmaceutical marketing teams include managing omnichannel campaigns and discerning actionable insights from large sets of consumer data, something that can help the data-driven pharma marketing team to curate the content their audiences want to see.

Though 82% of pharmaceutical professionals state they are more confident handling customer data compared with 12 months ago, there remains opportunities for second and third party data to round out their insights [xi]. A data-driven strategy when producing personalised content for pharma marketeers is not just a future aspiration.

**59% of pharma marketing teams consider using data to shape marketing strategies a top priority [xi].**



## Creating personalised digital content for pharma

With all her data gathered on what her audience needs and wants, the question for Phoebe becomes – how can we create specific content for a specific audience?



As Harrsch states, “**all content should be value-driven, or don’t do it.**”

The creation and publishing of personalised content can be labour-intensive, especially for an industry as regulated and innovative as pharma. For some marketing teams, it can be tempting to recycle content across several platforms to achieve that omnichannel reach. However, this ultimately negates the purpose of personalised content marketing: addressing the unique needs and desires of your (potential and existing) customers [ix].

The other part of the digital content equation concerns the type – whether this be a video, webinar, interview, or one of the many options available thanks to digital technology. Given that the digital landscape can be noisy and oversaturated with



many brands competing for awareness across multiple channels, **Sehgal** offers the following advice on building out a tailored portfolio of content showcasing:

*“From an in-bound perspective, it comes back to understanding the clients and understanding their pain points. What we recommend is building a portfolio of content around those pain points. If a potential client comes to you with problem x, y, and z, making sure you have really solid content around that problem and related areas is very powerful from two perspectives: one is for SEO. It immediately signals to search engines that your brand is an expert and thought leader in this area.*

*Two, from a user experience standpoint, if a potential customer has a problem and you have a solution talking about that problem, you immediately stand out. It may be that the customer downloads an eBook, or they decide to meet you at an event – what happens is that they send you a lead very quickly. If the quality of the content is high and relevant to that persona, people will leave their data very, very quickly.”*

**Raman Sehgal** Global President, *ramarketing*

Establishing brand awareness across multiple channels of communication and creating content for each channel that speaks to a specified pain point for the audience will reap the most benefits out of a digital content marketing campaign.

**Unfortunately, Phoebe is now completely overwhelmed.** How will her team find the time and expertise required to provide such specific solutions? Where will her company host all these brand-new pieces of digital content?



## Digital Products

While hosting in-house creative and editorial teams is one option for companies looking to make a mark in the digital landscape, this is often an expensive and time-consuming process. Talent acquisition of those with the right skills and industry knowledge, especially in an industry as regulated as pharmaceuticals, is a lengthy journey.

Partnering with brands that have an established online presence as well as a deep understanding of the pharmaceutical industry and supply chain can be an enticing option for pharma marketers looking to increase brand awareness and provide tailored digital content to an existing audience.

Brands such as [CPHI](#) can provide a team of content creation experts with pharmaceutical background and knowledge, hosting their own in-house editorial and design teams to bring you high-quality content best suited to position your company as a pharma industry innovator. With several different product offerings including white papers, feature articles, podcasts, webinars, and trend reports, CPHI can provide content at every stage of the marketing funnel for pharmaceutical players to nurture leads and contacts throughout the customer journey.

***“There is a lot of noise in the market so being relevant and focused to address your customer’s buying journey in multiple formats is really important. Content should be in multiple formats because people are taking in content from multiple platforms like advertising, social media, videos, and podcasts.”***

**Debra Harrsch**  
President and CEO,  
Bandwidth Solutions



Additionally, pharma industry partners can reap the benefits of first-party data collected by CPHI, accessing an even wider network of second-party information to complement their own collected data.

For pharmaceutical marketers looking to get the most out of their digital content marketing campaigns, partnering with a brand as deeply enmeshed in the pharma industry could be their prescription for marketing success.

## CPHI Digital Products – accelerating your digital content



# 4.

## The future of in-person events and pharmaceutical marketing

### Digital content marketing and in-person networking symbiosis

Implementing a truly successful digital content marketing campaign doesn't stop online – the savvy pharma marketer understands how to establish a digital marketing mindset while considering how to continue the customer journey in-person.

For all the digital marketing a pharmaceutical industry player does, Sehgal notes the continued importance of in-person events and face-to-face marketing, stating that “My observations now are that events are still very important – they're now just part of the process of nurturing relationships and converting or growing client relationships.”



For example, Phoebe can develop a Trend Report to be hosted on [CPHI Online](#), not only establishing her company's brand to the CPHI audience, but also generating qualified leads that can be contacted for in-person meetings at the next CPHI event. An infographic promoted online can be printed and brought to the real world at conferences and trade shows to enhance an exhibitor's event platform with valued content.

Content can even be created during and after the event with podcast interviews that extends a brand's event engagement well beyond the conference hall. Planning content creation and distribution into her team's activity calendar is proving to be a worthwhile investment for Phoebe's team.

*"Events are still very important – they're now just part of the process of nurturing relationships and converting or growing client relationships."*

**Raman Sehgal**  
Global President,  
*ramarketing*





## Virtual events and online engagement

After the onset of COVID-19, 59.5% of event planners stated that they would continue to plan hybrid or virtual events in the future, as opposed to a pre-pandemic number of only 18.9% [xii]. The marketing potential for virtual and hybrid events is already making waves within the pharmaceutical industry – CPHI Discover, held in May 2021 over 2 weeks, saw approximately 4000 attendees from 115 countries through an online platform to do what they do best – meet, learn, and conduct business – virtually.

With over 16,420 connections made, the benefits of virtual and hybrid events take away some of the logistics of in-person meetings and events while providing many of the same benefits. Virtual events can be an integral part of the marketing funnel, providing valuable lead generation for future in-person meetings. For a market estimated to reach USD \$366.4 billion by 2027, pharmaceutical marketers looking to establish their brands as industry and market leaders should embrace virtual events as a part of their marketing strategy calendar.

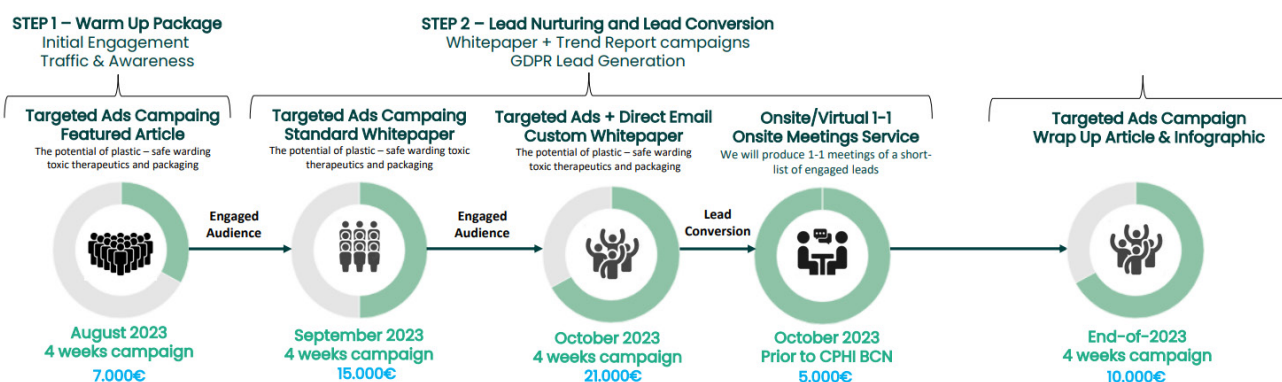




Of course, nothing can replace the experience of meeting face-to-face in any relationship, including that of a buyer and seller. In fact, a 2021 Statista survey demonstrated that 57% of respondents would prefer to attend a hybrid event in-person. Hybrid virtual and in-person events offer pharmaceutical marketers a flexible approach to conducting business while placing a pharma B2B buyer at the forefront of digital marketing strategies.

Not only does this omnichannel presence increase visibility across several platforms for pharmaceutical supply chain partners, but it also establishes their brand as a reliable partner willing to meet their customers in any capacity.

### Content Calendar



In a business that depends on reaching an audience to build a brand trust and customer loyalty, marketing departments in pharmaceutical companies have had to evolve and adapt in how they target their intended audience, and also build a personalised customer experience with limited in-person interactions.

The importance of meeting such challenges cannot be overstated.

# 5.

## The right dose for a successful digital content marketing strategy

A pharmaceutical marketer as willing as Phoebe to expand their digital marketing strategies with personalised content is now equipped with the right toolkit for pharmaceutical marketing success.

With Sehgal's **"omnipresent, data-driven, and integrated"** marketing strategy in mind, and Harrsch's **"all content must be value-driven"** approaches, pharma marketers can position themselves and their brands to be both pharmaceutical and marketing leaders with digital content strategies and virtual and hybrid events enhancing their calendar of marketing activities.

With ways of working and establishing business relationships forever changed by global events such as the COVID-19 pandemic, Phoebe and pharma marketers like her must constantly update their arsenal of marketing tools and strategies to keep up-to-date with their prescribed dose for marketing success.





**Interested in building  
an omnichannel  
presence to engage  
your pharma audience?**

**Get in Touch**

# Resources

**[i] These eight charts show how COVID-19 has changed B2B sales forever [Accessed March 15 2023]**

<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/these-eight-charts-show-how-covid-19-has-changed-b2b-sales-forever>

**[ii] Pharma marketing strategies, tactics and trends for 2022 [Accessed March 15 2023]**

<https://blog.bryter-research.co.uk/pharma-marketing-strategies-tactics-trends#:~:text=Pharmaceutical%20marketing%20strategies%20have%20shifted,have%20all%20played%20a%20role>

**[iii] Revenue of the worldwide pharmaceutical market from 2001 to 2022 [Accessed March 20 2023]**

<https://www.statista.com/statistics/263102/pharmaceutical-market-worldwide-revenue-since-2001/>

**[iv] THE BATTLE FOR ATTENTION: PRINT VS DIGITAL [Accessed March 21 2023]**

<https://www.orientation.agency/insights/the-battle-for-attention-print-vs-digital>

**[v] Current Pharmaceutical Marketing Challenges [Accessed March 21 2023]**

<https://www.pharmadigicoach.com/pharmaceutical-marketing-challenges/>

**[vi] What is omnichannel Pharma? [Accessed March 15 2023]**

<https://www.smartinsights.com/digital-marketing-strategy/what-is-omnichannel-pharma/>

**[vii] Exploring the Current Use of Data Analytics in Digital Marketing [Accessed March 22 2023]**

<https://online.maryville.edu/blog/data-analytics-in-digital-marketing/>

**[viii] Demystifying the omnichannel commercial model for pharma companies in Asia**

<https://www.mckinsey.com/jp/en/our-insights/demystifying-the-omnichannel-commercial-model-for-pharma-companies-in-asia>

**[ix] How Analytics is Powering Pharma Marketing in the New Normal [Accessed March 23 2023]**

<https://www.wns.com/perspectives/articles/articledetail/1025/how-analytics-is-powering-pharma-marketing-in-the-new-normal>

**[x] ida Digital, Digital Maturity: from content management to hyper-personalisation.**

**Where to start?, 1–20 [Accessed 2023]**

**[xi] 3 fundamentals of data-driven pharma marketing [Accessed March 26 2023]**

<AC-2291-19-Data-Driven-Pharma-Marketing-eBook.pdf> ([acxiom.com](https://www.acxiom.com))

**[xii] HYBRID EVENTS: BREAKING THE BORDERS [Accessed March 30 2023]**

[https://www.theseus.fi/bitstream/handle/10024/344231/Nilsson\\_Linda.pdf?sequence=2&isAllowed=y](https://www.theseus.fi/bitstream/handle/10024/344231/Nilsson_Linda.pdf?sequence=2&isAllowed=y)