



Role of Digital Marketing in Pharma Industry Customer Relationship Management

Rohit R. Dhage¹, Dr. Abid Shaikh², Dr. S.S. Jaybhaye³

Student 1 B Pharmacy Institute Of Pharmacy Badnapur Dist Jalna, India.
2,3 Department Of Pharmacy Institute Of Pharmacy Badnapur Jalna 431202 India.

Received: 09 November 2025

Revised: 25 November 2025

Accepted: 10 December 2025

ABSTRACT

The “Digital” has become a necessary component of everyday existence. Every industry was going to adjust to the digital world faster. Except for the website, the pharmaceutical industry has not been able to fully adopt digital marketing. When it comes to marketing, the pharmaceutical industry faces numerous challenges. Social media and e-commerce websites are being used by more pharmaceutical companies in the generation as a digital marketing tool. As a result, consumers can purchase goods online. Some companies are attempting to understand the true value of digital, while others are incorporating it into their overall marketing strategy. In order to raise brand awareness, pharmaceutical companies will collaborate with the influencers to develop a creative product marketing strategy. For example, a social media influencer who has personally dealt with asthma can be effectively engaged by a pharmaceutical company mistake. All the firms however cannot sell products online because they produce prescription drugs which cannot be sold online. To connect with the clients, various social media platforms like YouTube, Instagram, Facebook, Twitter, Dailymotion, etc. were used. Quantum pharmaceuticals and the special lab, pharmaceutical companies located in the northeast, offer online purchasing of special medicine that facilitates e-commerce and online marketing.

Keywords: Digital Marketing, Pharma Industry, Customer Relationship Management

INTRODUCTION

Some companies are highly innovative in terms of technology, but their use is limited by the dearth of solid case studies on digitalization in the pharmaceutical sector. Online marketing is not a great fit for the pharmaceutical industry. The pharmaceutical industry was hindered by the sector's cautious behavior and erratic laws as advertisements in banking, professional services, manufacturing, and business services hurried online. Pharmaceutical companies are being encouraged to invest in and test digital marketing strategies in accordance with industry guidelines, as online professional and patient communities have expanded to accommodate the growing use of the internet, social media, and online information by patients' healthcare professionals (HCP), key opinion leaders (KOL), and the larger medical community. It's interesting to note that this is one of the most effective social media marketing strategies for pharmaceutical companies looking to improve their brand image. Digital marketing is essential for every firm hoping to prosper in this digital era. By 2020, it is anticipated that modern advertisements, such as those on Twitter, YouTube, prescription Bing, and healthcare, will reach \$10 billion. This promotional budget is 13 points above what companies currently invest.

Digital Marketing in Indian Pharmaceutical Industry

The Indian pharmaceutical sector is in the embryonic stage of digital marketing. Technology-based services are being used by pharmaceutical companies to assist patients in tracking their health and learn more about their diseases. Giving the doctors information on the patient's health and any potential product side effects may also be helpful. Additionally, these digital platforms facilitate doctors' communication with patients about specific medical concerns. Digital marketing has undoubtedly made it easier to organize awareness campaigns, advertise, and reach a large audience at a low cost using effective techniques. Medical drugs are used all around the world. In wealthy countries, hypertension and cardiovascular diseases are at an all-time high. However, infectious diseases like typhoid and tuberculosis are common in developing nations. Businesses in the pharmaceutical industry are making a lot of effort to stay up to date with the advancements brought about by digital technology. The use of digital marketing in this industry has made it possible for businesses to target consumers, physicians, and caregivers in a different way in recent years. Mobile communications, cloud computing, advanced analytics, and the internet are some of the technologies that are transforming the healthcare industry. Even so, the majority of Indian businesses have limited their usage in developing corporate image, modernizing



therapy, basic dietary recommendations, nutrition, exercise, etc. There are only a few companies that deal with over-the-counter products, and nutraceuticals are somewhat aggressive in their distribution.

Types of Digital marketing

1. Search engine optimization

Search engine optimization: Google, Yahoo, MSN, and Bing are the first search engines that customers utilize. One of the most popular hobbies among internet users of all ages is searching for health-related information. The most popular approach to find products or details is via search engines is indicated by 47 percent of web users. Other companies employ SEO to make sure their websites are high on the list because the top 10 search results receive 78% more views than following listings. SEO strategies are changing almost daily. Search engine optimization techniques are used to influence search ranks in order to raise Google's or any other search engine's rating. Businesses who employ Search Engine Optimization (SEO) strategies have a great chance to connect with their target audiences. Businesses that are not listed in search engines miss a significant opportunity to connect with the intended audience. Important components of search engine optimization include the use of keywords in titles and URLs, internal links from your own page, backlinks from other pages, the use of image tags, and social network functionality.

2. Pay Per Click Ads:

Ads may be acquired from Google if there is inadequate traffic from the company's website. Additionally, announcements can be found on other blogs and via different ad networks. PPC or pay-by-click advertisements that are dependent on the search terms that Google uses. Using Ad Analytics software, the client will ascertain the PPC campaigns' success rate. If someone clicks the attach button, the client simply charges.

3. Email newsletters:

According to ExactTarget's 2012 User Preference Survey, customers continue to select email as their primary direct channel for daily use, both for marketing and customer communications. Nonetheless, users may easily read emails on smartphones and tablets, which are widely utilized. Actually, compared to social media (6%) and text messages (5%), 77% of consumers prefer to receive authorization-based marketing messages via email. Customers can choose to have a conversation and receive only the information they desire via email, giving them a sense of control and personalization.

4. Social Media Marketing:

Social media activity is a marketing tactic used by search engines. Google+1, Twitter retweets, and Facebook shares all improve your ranking on search engine results pages. Social media marketing enables the business to establish a direct connection with its customers. This enhances the organization's reputation and fortifies the business ideals. Delivering firm website alerts and engaging in debate might help mitigate unfavorable experiences in the public forum. Social media use has an impact on modern life, particularly the marketing of pharmaceuticals and the healthcare industry. Nearly all of the study participants (97.8%) were active social network users, which is consistent with the consequences of social media development in the US as described by Moorhead et al.





5. E-Detailing:

The Indian business is still in its infancy. In India, there are very few companies who actively participate in the e-detailing sector. The majority of members saw the reverse effect: e-details actually increased the amount of time they spent with the representative, despite the sales force's initial skepticism and curiosity about whether online marketing would render traditional sales calls obsolete.

6. Webinars and eCMEs (electronic continuing medical education):

Events that blend live and virtual components are known as hybrid meetings. These are also fantastic prospects and among the most significant advancements in event planning. Event planners and organizing groups, as well as those who follow the conference online, will be able to increase the visibility of their meetings through live broadcasting via streaming video. This is one of the most economical strategies used by the Indian pharmaceutical industry.

CONCLUSION

People today are highly busy and spend most of their time on android devices, laptops or digital devices. Digital marketing is important in the pharmaceutical sector, according to the available research data. Digital commercialization allows the industries to grow rapidly. It has become a strong marketing cornerstone and has encouraged and made campaign strategies even simpler. Only a handful of digital marketing methods are popular, and the others are in the process. All kinds of digital marketing are however easy to reach and save a lot of money, energy, time and effort. These new technologies have been introduced by pharmaceutical companies in line with the modern digitized world. Nevertheless, the adoptability of such techniques was limited to blogs, the Facebook account, the LinkedIn profile, etc. Although the information is poorly managed and not up to the mark. The same was also shown in our study.

REFERENCES

1. Parekh, Dhara, Pankaj Kapupara, and Ketan Shah; „Digital Pharmaceutical Marketing: A Review“, Research Journal of Pharmacy and Technology, 9.1 (2016), 108–12
2. Friend, Simon, Steve Arlington, Todd Evans, Joseph Palo, and Anthony Farino, “Pharma 2020: Marketing the Future” PricewaterhouseCoopers, 2009, 32
3. Kumar, Manoj, and Prof Bhausaheb Londhe, „Relevance and Impact of Digital Marketing in Indian Pharmaceutical Industry with Specific Reference to Super Specialists Doctors“, 7.2 (2019), 1–7
4. Sarma Ranganathan, Smitha, Vishal C Bellani, and Author Smitha Sarma Ranganathan, „Digital Marketing in the Indian Pharmaceutical Industry: A Study To Assess Views of Pharmaceutical Marketing Professionals in Using Digital Marketing As a Brand Promotional Lever“, World Journal of Pharmacy and Pharmaceutical Sciences, 5041.4 (2016), 2278–4357
5. Lalitkumar, Prof. Bhole B. Pharm, and Sushma Verma; „Digital Marketing: A Road Ahead To Pharmaceutical Selling“, 2018, 61–65
6. Dhara P, Pankaj K, Ketan S; Digital pharmaceutical marketing: a review. Res J Pharm Technol. 2016, 9:108-12.

How to cite this article:

Rohit R. Dhage et al. Ijppr.Human, 2025; Vol. 31 (12):396-398.

Conflict of Interest Statement: All authors have nothing else to disclose.

This is an open access article under the terms of the Creative Commons Attribution-NonCommercial-NoDerivs License, which permits use and distribution in any medium, provided the original work is properly cited, the use is non-commercial and no modifications or adaptations are made.