



The Name of God

7 Th Pharmex Middle East

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مدرس : دکتر علیرضا همتی

دانش آموخته مقطع دکترای روانشناسی از دانشگاه

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7th Pharmex International Exhibition



Pharmex
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7th Pharmex International Exhibition

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www.pharmex.me

13 - 15 May 2025

Iran Mall International Exhibition Center, Tehran

2025





American Marketing Association

Slogan of the year for digital marketing
2025 pharmex7th

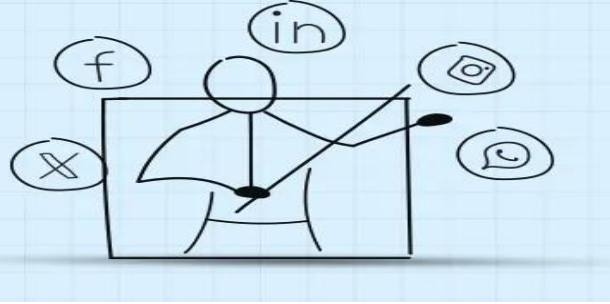
A **R**ight **D**igital **M**arketing, **E**veryday
Kee**P** **Y**our **R**ivals, **A**way





Who is Known as the
Father of Digital
Marketing?

Philip Kotler *age 93*
years *is called* *the Father of*
Digital
Marketing



Digital Marketing History: Timeline Since 1990

*****1990: Digital Marketing term was first used.** That year, Archie, the first search engine, was launched.

1993: The first clickable web ad banner was introduced this year.

1994: Yahoo was launched as the first e-commerce transaction over the Net Market.

2000: The Internet bubble burst this year; SixDegree.com shut down, and smaller search

engines were wiped out.

2002: The birth year of *LinkedIn***.**

2005: YouTube was introduced in this year.

2010: WhatsApp was introduced to make communication easier.

2017: TikTok was launched.

2021: Most of the digital marketers use social media websites for marketing.

2023: AI Chatbots like ChatGPT took over the internet

The Key Point Between Medicine and Digital Marketing 2025



medicine is not an article, but it is/ they are one or more valuable molecules that can be converted into more complex molecules through special processes and finally get the name of medicine product and have an effective impact in the treatment of various diseases. The task of digital marketing is to create value.

To demonstrate value, digital marketers should focus on floating value

No fixed value:

measurable outcomes

Track and present metrics like website traffic

conversion rates and social media engagement to show direct results

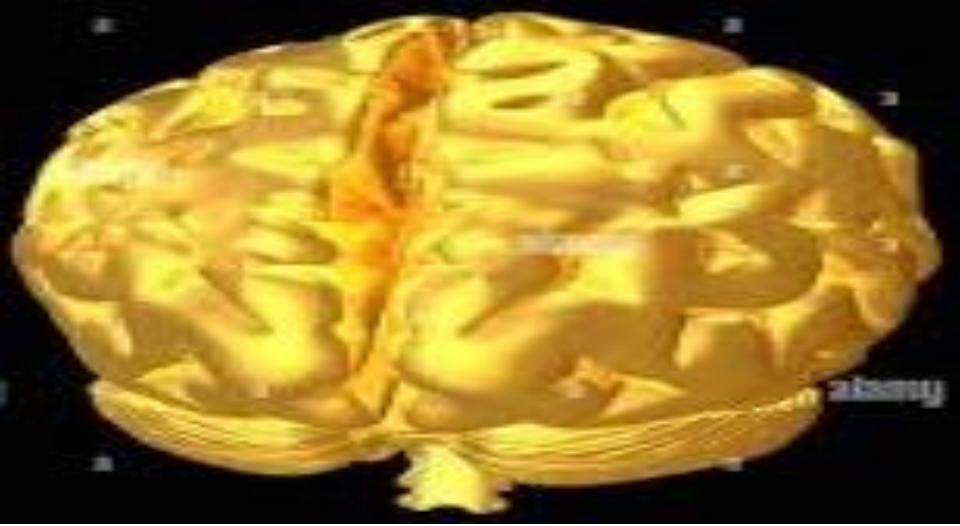
Highlight how digital campaigns boost brand awareness and generate leads.

Global Pharmaceutical Digital Marketing definition 2025

***GPDM** is the practice of promoting a business, person, product, or service using online channels, electronic devices, and digital technologies to cut down the Time, Expenses and HR sources in untouchable marketing to More People*

The image shows the words "Digital Marketing" in a large, gold, serif font. The text is centered and appears to be floating above or attached to a dark gray background with a repeating pattern of light gray hexagons, resembling a honeycomb or molecular structure.

Digital
Marketing



Psycho-digital Marketing *IQ, EQ and SQ*

IQ 103 -108: ***Computer Operator***

IQ 110 -115: ***Supervisor***

IQ 116 -130: ***Advertising Manager , Research Analyst , Marketing & sales Manager***

IQ 130 - 140 : ***Digital Marketing Manager , Digital Marketing Expert***

And High EQ

Online (Digital Marketing)(Rabbit Marketing) vs
Offline (Traditional Marketing)(Turtle Marketing)
While digital marketing focuses on online channels, offline
or traditional marketing includes methods like print ads,
billboards, and TV commercials through physical or
broadcast media .



Why are pharmaceutical companies less inclined towards digital marketing?

Unfortunately, in many countries like Iran, due to the strict frameworks of the Food and Drug Administration, pharmaceutical companies are less inclined towards digital marketing and it can be said that they maintain a safe margin by not entering this field.



the main audience of pharmaceutical companies



Since the main audience of pharmaceutical companies is healthcare professionals, these companies should also have a content production strategy for *doctors and nurses and some of them could be as (influencers).*

In general, a pharmaceutical company should have *two types of digital content production: the first* category for *ordinary people* and *the second* category for *healthcare professionals.*

Since people search for every question on Google and social media, a pharmaceutical company must have a strategy *to optimize their website and social media* so that users can use their site's information by searching in these spaces. If a pharmaceutical site *is not optimized, users will never see* them in search results when searching online.

*Share of Pharmaceutical Manufacturing
Companies Covered by Health Section
in the world from Digital
Marketing Services 2024- 2025*

- 1- Pharmaceutical
Companies: **45%**
- 2- Medical Equipment
Manufacturers: **15%**
- 3- R&D and Training
Sections: **10%**

Digital
Marketing

In the
Pharmaceutical
Industry

Global Behavior Change

With the advent of digital marketing, patient and N-user behavior have changed in the world. This means that obtaining information instantly and online must be made available to the target community by pharmaceutical companies.



Slogan No 1

***Modern Pharma Digital Marketing means 2025:
continuous training and problem solving***



3 Vital Fundamental
Axes of Pharma
Digital Marketing



- 1- Highly Localization**
- 2- Highly personalization**
(Pharmacogenetics)
- 3- Highly Specialization**

Localization in Digital Marketing 2025

1- Localization is about sending the right message, to the right consumer, at the right time, and in the right place.
Think of localization as utilizing real-time data about individual markets to create hyper-specific content or offers that feel unique



Personalization & Pharmacogenetics in Digital Marketing 2025 (1)



2-the COVID-19 pandemic has only made personalization more urgent for brands: three quarters of customers switched to a new store, product, or buying method during the pandemic, proving that store and product loyalty is increasingly a thing of the past.

Personalization Personalized digital marketing refers to tailoring content, offers, and communication to the unique preferences, behaviours, and needs of individual customers. **Rather than taking a one-size-fits-all approach**, businesses use data such as browsing habits, purchase history, and demographics to create personalized experiences for their audience. This level of customization allows businesses to speak directly to their customers, addressing their specific pain points and desires, ultimately creating a more meaningful connection.

Personalization & Pharmacogenetics in Digital Marketing 2025 (2)

*(**Pharmacogenomics**) is the study of how our genes affect the way we respond to medications.*



How to Implement Personalization in Pharmaceutical Digital Marketing?



1. Use Customer Data: The foundation of personalization lies in collecting and analyzing customer data. This includes browsing behavior, purchase history, demographics, and location. Businesses should invest in tools to gather and interpret this data to understand their customers' needs and preferences better.

2. Segmentation: Divide your audience into segments based on specific criteria such as age, gender, location, or purchasing habits. Once segmented, you can create personalized content directly for each group.

3. Dynamic Content: Implement dynamic content on websites or emails that changes based on user behaviour. For example, displaying different homepage banners for returning visitors versus new visitors can create a more personalized experience.

4. Personalized Emails: Understanding email marketing psychology means knowing the importance of personalization in email marketing. Use customer names, send tailored recommendations, and time your emails based on a customer's shopping habits to create a more impactful message.

5. Monitor and Optimize: Personalization is an ongoing process. Continuously track how your personalized content performs and make adjustments to improve the user experience.

How are personalization and localization different?

Personalization looks more at *specific users*, while *localization* considers *segmented customer markets* as a whole. *Personalization* might use a *person's name*, while *localization* would use their *local language and images from their city*.



Specialization in Digital Marketing 2025

3-There are two options in Specialization

3-1- Digital Media Marketing (focused on data, ads, and return on investment)


and

3-2- Content & Social Media Marketing (focused on creativity, content, and brand building)

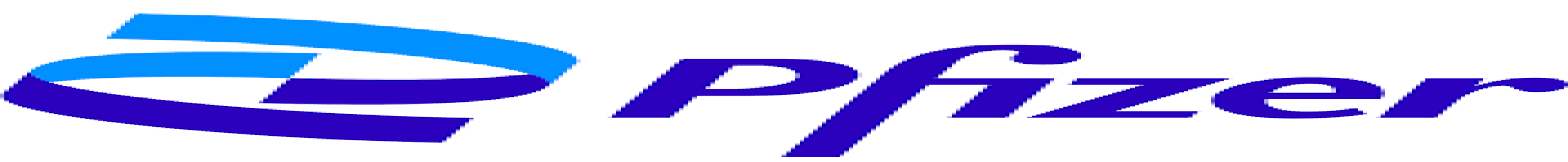
Each specialization prepares you for specific roles like Performance Marketing, SEO Analyst, or Social Media Manager



Slogan No 2



Content is fire and
social media is gasoline.



What Pfizer's digital transformation strategy can teach us about making pharma more agile and effective

In the COVID-19 era, pharmaceutical companies are fast learning that digital transformation strategy is not just an appealing concept but a strategic *imperative*. With the pandemic offering an unexpected *template (pattern)* for *agile* means of remote working, multinationals such as Pfizer have *embraced (adopted)* digital technologies as *catalysts (inhibitors)* for change at every level of their organization.

The 7 Best Pharmaceutical Digital Marketing Agencies in
2025 Daniel E. Lofaso
Last Updated on January 21, 2025

- 1- Digital Elevator*
- 2- Archbow Consulting*
- 3- BioStrata*
- 4- Supreme*
- 5- Samba Scientific*
- 6- Forma Life Science Marketing*
- 7- Orientation Marketing*
- 9- Patrick Wareing*



8 Steps to start in pharma digital marketing in 2025 (1)

Step 1: Understand the digital marketing landscape

Before you dive into creating campaigns or managing social media accounts, *it's essential to grasp the fundamentals of digital marketing and why it has become such an important part of every business's strategy.* *Digital marketing refers to any marketing efforts that use digital channels to reach customers. This includes a wide range of tactics, including:*

SEO. Enhancing your website to improve its visibility on search engines like Google is known as SEO.

Pay-per-click (PPC). This form of paid advertising involves placing paid ads on search engines or social media platforms. You pay only when someone clicks on your ad.

Email marketing. This strategy involves engaging your audience through targeted, personalized emails.

Social media marketing. This approach focuses on building relationships and brand awareness on platforms like LinkedIn, TikTok, Instagram, and Facebook.

Content marketing. This strategy involves developing valuable content such as blogs, videos, podcasts, and infographics to attract and retain an audience.

Marketing via digital channels allows marketers to take advantage of real-time data and analytics to make informed decisions. Unlike traditional marketing, which can be harder to measure, digital marketing provides clear metrics to evaluate the success of campaigns.

8 Steps to start in pharma digital marketing in 2025 (2)

Step 2: Choose the right digital marketing channel

- 1- *Social media platforms*. Platforms like *LinkedIn*, Tik Tok, Instagram, and Facebook are excellent for building community and engaging with potential customers in digital spaces they frequently use.
- 2- *Content creation*. Blogs, podcasts, and webinars are perfect for providing valuable content to your audience. They can also boost your website's SEO.
- 3- *Pay Per click advertising*. If you want quick results, investing in Google Ads or social media advertising is an excellent option. You can reach your target audience with tailored messaging and analyze performance in real time.
- 4- *Email marketing*. This strategy involves sending targeted, personalized emails to engage your audience, build relationships, and promote your products and services.
- 5- *Choosing the right platform* means knowing where your potential customers spend their time. For instance, *LinkedIn is ideal for B2B marketing since it's a networking platform for business professionals,* while *TikTok is great for brands targeting a younger audience (the platform's primary demographic of users).*

Use *tools* like *Google Analytics*, *Semrush*, and *Meta Insights* to track data and understand which platforms and campaigns deliver the best return on investment.

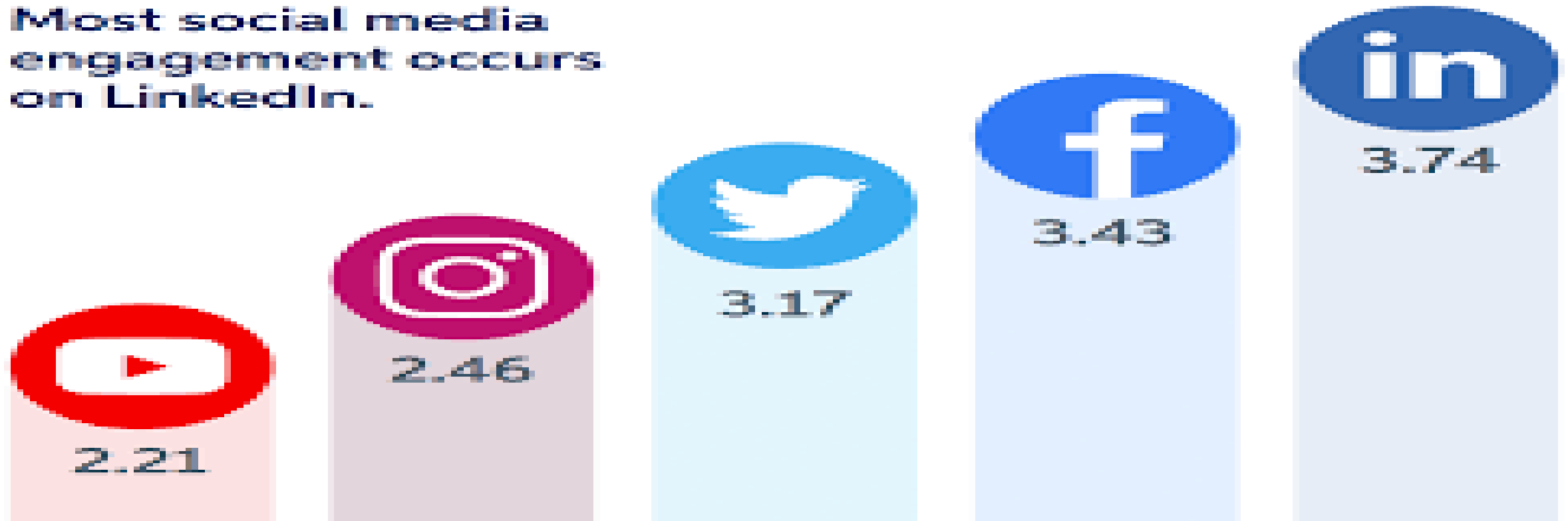
Leads With *LinkedIn*



what you need to know about pharma social 2024 - 2025

*Question :Does your company have social media
pages?*

Most social media
engagement occurs
on LinkedIn.



8 Steps to start in pharma digital marketing in 2025 (3)

Step 3: Learn core digital marketing skills

SEO. Mastering SEO is essential for getting organic traffic to your website. This involves keyword research, on-page optimization, and building backlinks.

Copywriting. Strong copywriting skills help you engage your audience and drive Conversions (changes), whether you're writing social media posts, blog articles, or email campaigns.

Graphic design. Tools like Canva and Adobe Spark help you create eye-catching visuals for social media, email campaigns, and blogs.

Social media management. Managing multiple platforms like Instagram, LinkedIn, and Facebook requires planning and execution. Tools like Hootsuite or Buffer can help you schedule and manage posts efficiently.

Email marketing. Platforms like Mailchimp and Constant Contact make it easy to build and send email campaigns. Learn how to craft(develop) personalized emails that generate clicks and conversions.

These skills will allow you to create high-quality content, manage your online presence, and effectively engage with your audience.

8 Steps to start in pharma digital marketing in 2025 (4)

Step 4: Explore digital marketing certifications and courses

To build credibility and expand your knowledge, consider pursuing digital marketing certifications. Many employers and clients view certifications as a sign of professionalism and expertise.

Here are some top digital marketing courses to consider:

Google Analytics Certification. This will help you master web analytics and track the success of your campaigns.

Google Ads Certification. Learn how to run effective PPC campaigns on Google.

HubSpot Content Marketing Certification. This certification focuses on developing a successful content marketing strategy.

Semrush Academy. This platform offers courses on SEO, content marketing, and digital marketing in general.

Marketing Strategy in the Digital Age. This IMD online certification will teach how to enhance your digital marketing strategy using the main online platforms in the market.

Many platforms, such as Coursera, Udemy, and LinkedIn Learning, also offer affordable online courses that can further your understanding of digital marketing.



8 Steps to start in pharma digital marketing in 2025 (5)

Step 5: Build and launch digital marketing campaigns

Here's a step-by-step guide to launching a successful digital marketing campaign on any marketing channel:

Set your marketing goals. Define clear objectives – whether it's to drive traffic, generate leads, or increase sales.

Identify your target audience. Use demographic data(characteristics of human population) , behavior analysis, and segmentation to refine your audience.

Choose the right platform. Decide whether to focus on social media, Google Ads, content marketing, or email campaigns.

Create compelling content. Make sure your message is tailored to your audience, whether through engaging blog posts, social media ads, or email marketing.

Launch and monitor your campaign. Track key metrics such as click-through rates, engagement, and conversion rates. Real-time Google Analytics data will help you quickly adjust and scale your efforts based on what's working.

This process applies to all digital marketing efforts, from small businesses to large enterprises.

8 Steps to start in pharma digital marketing in 2025 (6)

Step 6: Use digital marketing tools

There's no shortage of digital marketing tools that can make your job easier. Here are some of the most essential ones:

Google Analytics is a must-have for tracking website traffic and understanding user behavior.

Semrush is ideal for *SEO* is essentially a series of strategies focused on driving your website's position in the *organic, meaning unpaid,* search engine results on platforms like Google, Bing, and Yahoo , and *PPC* analysis, keyword research, and competitive analysis.

Mailchimp is for email marketing automation and tracking performance metrics.

Hootsuite lets you schedule and manage social media posts across multiple platforms.

If you're a startup or small business, you might also consider outsourcing your digital marketing to a digital marketing agency that can manage your campaigns so you can focus on core business activities.

The main difference between *pharma* Search Engine Optimization (SEO) and *pharma* Search Engine Marketing (SEM)

is that * SEO * focuses on optimizing a website for organic search traffic **No paid (*on page*)**, while * SEM * includes both organic search and paid advertising to attract traffic.



1-Timeframe for results

SEO :Gradual, long-term results; requires time to build up

PPC: Immediate visibility and quick results

2- Cost

SEO: More cost-effective in the long run; no cost per click investment

PPC:Costs per click; requires ongoing

3-Targeting

SEO: Broad, organic reach based on relevance to search queries

PPC: Highly targeted based on advertiser preferences

4- Maintenance

SEO: Requires continuous optimization and content updates

PPC: Requires ongoing financial investment for ad placement

5-Flexibility

SEO: Less flexible, changes take time to impact rankings

PPC: Highly flexible, ads can be adjusted in real time

6-ROI tracking

SEO: Challenging to track immediate ROI; relies on analytics over time

PPC: Easier to track immediate ROI through clicks and conversions

7- Longevity of results

SEO: Long-lasting as long as SEO is maintained

PPC: Dependent on continued investment

8 Steps to start in pharma digital marketing in 2025 (7)

Step 7: Stay updated on marketing trends

The digital marketing landscape is constantly evolving, and staying informed is critical to remaining competitive. Here are some trends to watch in 2025:

Influencer marketing. This strategy continues to grow in popularity, especially on video platforms like TikTok and Instagram. (*famous people in your industry like physicians, pharmacist, ect...*).

AI and automation. Chatbots and automation platforms help businesses interact with customers more efficiently.

Video content. The use of video, including *live streams* and *tutorials(private teaching)*, is on the rise for driving engagement.

Subscribe to marketing podcasts, read industry blogs, and participate in webinars to stay updated about the latest marketing trends and tools.

8 Steps to start in pharma digital marketing in 2025 (8)

Step 8: Measure success and optimize

One of the benefits of digital marketing is the ability to measure your success with data. Monitoring key metrics is essential to optimizing your campaigns. Here's what to track:

Conversion (change) rates. Track how many of your website visitors or social media users take the desired action, such as signing up for a newsletter or making a purchase.

Traffic sources. Understand where your website traffic is coming from – whether it's organic search, paid ads, or social media.

Engagement. Measure how your audience interacts with your content on social media platforms.

Use Google Analytics to examine these metrics and adjust your campaigns accordingly. The goal is to constantly improve your landing pages, content, and ad strategies for better results.

enhance Pharma Sales and refine your pharma digital strategy

digital marketing trends offer tremendous potential to enhance Pharma Sales and refine your pharma digital strategy.

By adopting personalized marketing, utilizing AI for insights, and embracing an omnichannel approach, pharma companies can stay ahead in a competitive landscape

These strategies not only improve engagement and customer satisfaction but also drive sales by reaching the right audience with the right message at the right time.



How to get started your pharma digital marketing strategy (1)



- 1- **Clarify your objectives:** While many companies desire to 'be more digital', it pays to have specific goals. A well-defined objective enables you to set clear KPIs and demonstrate the value of digital marketing in pharma
- 2- **Focus on the customer:** While digital marketing must bring tangible benefits to your company, don't lose sight of the customer. If your primary objective is helping the customer, you will likely benefit more in the long term
- 3- **Use a marketing platform:** It's a good idea to establish your marketing technology (Mar Tech) infrastructure first
- 4- **Involve other departments early:** Life science companies are large, complicated organizations with multiple stakeholders and connected workflows. To ensure that a digital marketing project runs smoothly, ultimately ensuring that you can focus on HCPs rather than unexpected internal issues

How to get started your pharma digital marketing strategy (2)



5- **Be systematic:** As your digital marketing activities grow, content handling and approval procedures become more important. Forward-thinking pharma companies know that ever-increasing amounts of digital content strain internal processes and slow time-to-market. And they are changing their approaches through content excellence programmes. There's no reason that you cannot apply these content best practices to your pharma digital marketing activities from day one. **Modular content,** involves organizing and managing small, interchangeable units of content that can be used across various media types. This approach **enhances flexibility, efficiency, and consistency in content creation.** It is **scalable and allows for personalization** while reducing production costs.

6- **Focus on one or two channels:** you can start with one or two channels and build from there. Keeping things simple enables you to launch with the best content possible and the proper internal focus. For example, you can ensure that reps and sales team are fully trained on new pharma sales empowerment tools, understand the benefits, and embrace the opportunities.

How to get started your pharma digital marketing strategy (3)



7- **Leverage your content:** It can be a good idea to start with a 'content heavy' channel. For many companies, this will be eDetailing. An eDetailing presentation often tells the full story of your product — with mini-stories conveyed on each slide. This makes it possible to divide up this content later and apply it to other channels.

8- **Prioritise (to rank or to arrange) data from the start:** While attention is rightly paid to ensuring that digital marketing brings your product messages to life the outward communication . the customer response is just as important. Yes, creative should be engaging, Great creative will deliver a powerful message, confirm effectiveness, and tell you the next steps on the customer journey.

9- Plan to be agile: Plan to be agile: One of the major benefits of digital marketing in pharma is flexibility. With the right digital technologies in place, you can 'push out' content updates in response to customer needs as they reveal themselves in your data.

Maximizing Reach: Digital Marketing Channels in Pharma

In Pharma Digital Marketing, selecting [the right channels](#) is important for effectively reaching your target audience. Each channel offers unique strengths, tailored to enhance Pharma Sales and bolster your pharma digital strategy. Let's delve(to dig) into the key digital marketing channels and their significance in the life science industry.



9 Popular pharma digital marketing channels(1)



1- Approved email = Rep-triggered emails, providing HCPs with relevant content from a known and trusted source

2- Brand websites = Websites that promote pharma products and enable HCPs to quickly research treatment issues

3- e Detailing = Digital presentations on mobile devices, enabling quality one-to-one dialogue with HCPs

4-Marketing emails = High-volume emails sent to multiple HCPs simultaneously for increased reach

5- Mobile apps = Providing medical education and valuable functionality to HCPs, patients or their caregivers

6- Organic search = Search engine optimised webpages, enabling HCPs and patients to find trusted content online

9 Popular pharma digital marketing channels(2)

7- Webinars= Flexible and convenient online scientific and medical meetings for HCP education and training

8- Social media= Online engagement with HCPs and patients through professional and consumer social media platforms

9- Online advertising= Pay-per-click search and banner advertising in professional and consumer media and platforms



AI in Pharma Digital Marketing

AI is being used in pharma digital marketing to improve customer engagement and optimize marketing strategies. AI can be used to analyze customer data, such as demographics, purchasing habits, and preferences. This data can then be used to create targeted campaigns and relevant content. AI can also be used to automate customer service tasks, such as responding to customer inquiries and tracking customer interactions.



Challenges of AI in Pharma



Despite its numerous advantages:

AI in pharma digital marketing also poses some challenges

AI *can be expensive to implement and maintain*, as it requires specialized hardware and software

AI *can be difficult to manage*, as it requires careful monitoring and supervision

AI *can be difficult to trust, as it is not perfect and can make mistakes*

AI *also poses ethical challenges*

AI can be used to analyze customer data, such as demographics, purchasing habits, and preferences, which can raise privacy concerns

AI can be used to automate processes, such as responding to customer inquiries and tracking customer interactions, which can raise ethical concerns related to autonomy and control.

some remarkable aspects of Pfizer's digital marketing

Pfizer's digital marketing efforts stand out due to their strategic use of:

AI

a focus on patient-centric experiences

a commitment to transparency

trust-building through content marketing

Specifically, they are leveraging AI to personalize content, streamline content creation, and improve customer engagement.



Cloud Storage Technology in Companies

Cloud Storage is a mode of computer data storage in which digital data is stored on servers in off-site locations. The servers are maintained by a **third-party provider** who is responsible for hosting, managing, and securing data stored on its infrastructure.

Types of cloud approaches in the pharmaceutical industry include:

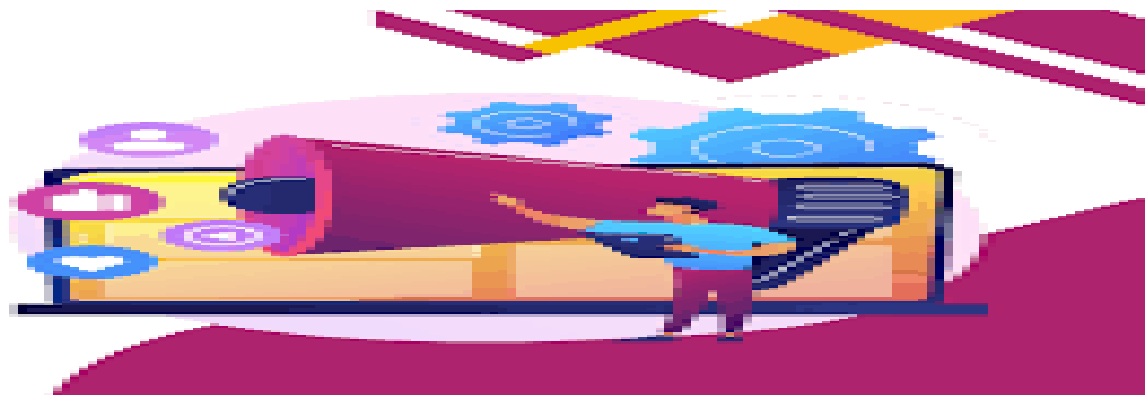
- 1- Enables data analytics*
- 2- Provides demand forecasting*
- 3- Standardizes processes*
- 4- Increases scale*
- 5- Integration time and cost*
- 6- Reduces technology and innovation cycles*
- 7- For research and development use and clinical trials*
- 8- Benefit from the power of artificial intelligence*

Disadvantages of Pharmaceutical Digital Marketing (1)



DIGITAL MARKETING ADVANTAGES & DISADVANTAGES

More information
www.aryasol.com



1. High competition :

Any monotonous approach or repeated method will drive the brand out of the competition in no time. Digital marketing campaigns have become very competitive. Thus, brands must be relevant to the customers' needs and be quick in responding.

2. Dependability on Technology:

Digital marketing is purely based on technology, and the internet is prone to errors. There are times when the links may not work, landing pages may not load, and page buttons don't simply do their job. This leads prospective customers to switch to other brands. Therefore, to avoid this, a test of the website is necessary.

Disadvantages of Pharmaceutical Digital Marketing (2)



DIGITAL MARKETING
ADVANTAGES &
DISADVANTAGES

More information
www.aryasoft.com



3. Time Consuming:

One of the biggest disadvantages of digital marketing campaigns is their time-consuming nature. *Unorganized tactics and strategies may consume a lot of time*, and it becomes difficult to devote the desired time to the campaign. This will eventually lead to *negative results*. Therefore, it has been suggested to focus on a strategy that *the pharmaceutical company needs appropriate plan and accurate content* accordingly.

4. Security and Privacy Issues:

Security is the primary requirement for any brand. Hence website protection is something to be executed seriously as a digital marketer. Securing and safeguarding the network connections by using *firewalls and encryption tools like VPN is always suggested*. The basic approach of having a good *antivirus* is most desirable. The legal considerations in obtaining customer data for digital marketing strategies must be done with all required formalities. Protecting the customer data should be the top priority as it may be compromised during data breaches.

*What is your guess
about digital
marketing
according to the
image below? Pros
(positive)
Cons (negative)?
Philip Kotler*



Pros and Cons of Pharmaceutical Digital Marketing (3)

Pros (positive)

- 1- Cost-effective***
- 2- Reach a large audience***
- 3- Target specific demographics***
- 4- Customizable and flexible***
- 5- Real-time results and analytics***
- 6- Easily track and adjust campaigns***
- 7- Enhance customer engagement and interaction***
- 8- Can create personalized experiences***

Cons (negative)

- Technical knowledge and skills required***
- High competition***
- Privacy concerns and data security risks***
- Potential for ad fatigue***
- Difficulty in measuring ROI***
- Ad blockers can limit reach***
- Affected by algorithm updates***
- Constant updates and optimization required***

The Advantages of pharma digital marketing

- 1- *Each a Wider Audience*: Digital marketing enables businesses to reach a global audience. With billions of people using the internet, businesses can connect with potential customers from all over the world.
- 2- *Cost-Effective (Economical)*: Compared to traditional marketing methods like TV or print ads, digital marketing is often more affordable. This allows businesses of all sizes to compete on a more level playing field.
- 3- *Targeted Advertising*: Digital marketing allows for precise targeting. Businesses can tailor their messages to specific demographics, interests, and behaviors, ensuring that their marketing efforts are reaching the right people.
- 4- *Measurable Results*: One of the biggest advantages of digital marketing is the ability to track and measure results in real-time. This helps businesses understand what's working and what's not, allowing them to adjust their strategies accordingly.
- 5- *Increased Engagement*: Through social media, email marketing, and other digital channels, businesses can engage with their customers in real-time, building stronger relationships and fostering loyalty.
- 6- *Improved Conversion Rates*: With targeted advertising and personalized marketing messages, businesses can improve their conversion rates, turning more leads into customers.
- 7- *Flexibility and Adaptability*: Digital marketing strategies can be quickly adjusted based on performance data. This flexibility allows businesses to stay agile and responsive to market changes.

Pharma Content Key Performance Indicators (KPIs) *

Pharma Content Key Performance indicators (KPIs) can make or break your content *marketing efforts*. *Why is this so? Because when you don't pay attention to the KPIs that play into your reports and overall content strategy, you're going to have trouble making judgments. This causes all of your content marketing, content evaluation, and SEO efforts to be lost in the end.*

Using the wrong KPIs leads to making decisions that may or may not be right. When such results are reported, doubt and uncertainty creep into your content strategy. In the end, it may derail you from the path to success.

KIP or Key Performance Indicators only for pharma online marketing are divided into the following sections:

- 1- * pharma SEO (is Free) and SEM (is High Cost) criteria;
- 2- pharma Business criteria;
- 3- pharma Social interaction criteria;
- 4- pharma Consumers interaction criteria;



The most effective pharma digital marketing formulas to attract customers for performance campaigns (1)

1. Cost Per Mille (CPM)

تبلیغات نمایشی یا هزینه به ازاء نمایش، و معمولاً اندازه گیری

1000 نفر از افراد که تبلیغ با محتوای بازاریابی شما را مشاهده کرده اند .

Cost per mille calculates the cost per 1000 impressions (مخاطبین). Impressions refer to any person who views your ad on an online platform. CPM is a popular metric to build brand awareness. It allows you to compare the effectiveness of different media channels.

For example, if the total cost to run a campaign is \$300, and it receives 5000 impressions, the CPM for the ad would be \$60.

$$(\$300 / 5000 \text{ impressions}) * 1,000 = \$60$$



The most effective pharma digital marketing formulas to attract customers for performance campaigns (2)

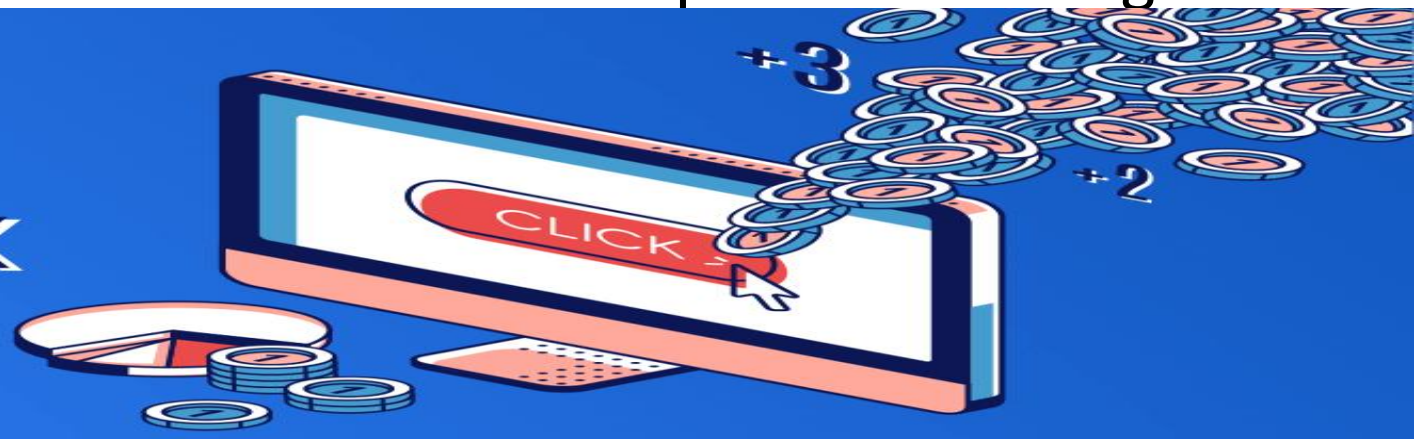
2. Cost Per Click (CPC)

پرداخت کلیک را تبلیغ کنندگانی استفاده می کنند که هزینه روزانه ای را برای انجام آن در نظر دارند، تا زمانی که تبلیغ در وب سایت قرار دارد تبلیغ کننده به ازاء هر کلیک که تبلیغ دریافت می کند، هزینه به وب سایت پرداخت می نماید.

CPC refers to the amount you pay a search engine (like Google) for each click on your ad. It allows you to track the effectiveness of your pay-per-click (PPC) advertising. As you only pay when a user clicks on the link and reaches your website, CPC is an easy way to evaluate the value of paid advertising.

EMINENCE
digital marketing pioneer

PAY PER CLICK



The most effective pharma digital marketing formulas to attract customers for *performance campaigns* (3)

3. Cost Per Action/Acquisition (CPA)

یک مدل قیمت‌گذاری تبلیغات موبایلی و آنلاین به شمار می‌رود که در آن تبلیغ دهنده تنها به ازاء تحقق اقدامی عملی از سوی کاربر تنها (پس از نصب اپلیکیشن) هزینه پرداخت می‌کند.

CPA lets you measure the revenue generated by a campaign against the amount of money you invest in the campaign. It focuses on the conversions created by the campaign, **rather than the clicks or views**. Hence, CPA shows **you the cost of getting customers from the initial interaction to purchasing your product or service.**

What is cost per action (CPA)?



CPA

=



Total advertising cost



of event occurrences

The most effective pharma digital marketing formulas to attract customers for *inbound marketing* (4)

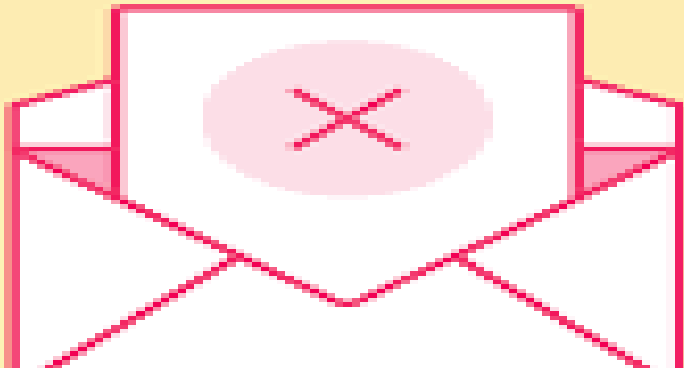
4. Email Bounce Rate

یکی از شاخص‌های ارزیابی عملکرد ایمیل مارکتینگ است. بانس ریت ایمیل، درصد ایمیل‌هایی است که (به دلایلی) به مقصد (نرسیده‌اند).

When it comes to email marketing, bounce rate is the percentage of emails sent that **failed to be delivered**. Automated emails are a great way to free up time for bigger business issues. But, if they're not landing, they're not hitting. Bounce rate is an important digital marketing formula to understand the effectiveness of your email marketing.

Email Bounce Rate

$$= \frac{\text{\# of bounces*}}{\text{\# of delivered emails}} \times 100$$



The most effective pharma digital marketing formulas to attract customers for inbound marketing (5)

5. Open Rate

معیاری در ایمیل مارکتینگ است که نشان دهنده آن است که چه تعداد از مشترکین، ایمیل ارسال شده را باز کرده‌اند که معمولاً به صورت درصدی محاسبه می‌شود. برای محاسبه درصد باز شدن ایمیل‌ها باید تعداد ایمیل‌های باز شده را بر تعداد کل ایمیل‌های ارسال شده تقسیم کرد.

Open rate looks at the number of subscribers that **open your email** comparative to the number of emails sent. Email marketing is proven to be successful by targeting people who are already considered a potential lead. **I want to do business with a company that treats emailing me as a privilege , not a transaction**

$$\text{Open Rate} = \left(\frac{\text{Total No. of Opened Emails}}{\text{Total No. of Delivered Emails}} \right) \times 100$$

The most effective pharma digital marketing formulas to attract customers for inbound marketing (6)

6. Click to Open Rate (CTOR)

تعداد افرادی که بر روی لینک های صحیح را کلیک کرده اند بر تعداد افرادی که ایمیل را باز کرده اند محاسبه می شود.

CTOR calculates how many times the links in your email were clicked versus how many times the email was opened. This metric measures the success of marketing efforts and gives insight into how to generate interest within your target audience.

$$\text{Click-to-Open Rate (CTOR)} = \frac{\text{No. of unique clicks}}{\text{No. of unique opens}} \times 100$$

The most effective pharma digital marketing formulas to attract customers for Outbound marketing (7)

7. Average Revenue Per Unit (ARPU)

میانگین درآمد به ازای هر مشتری ، درآمدی است که به ازای هر مشتری در بازه زمانی مشخص برای کسب و کار ایجاد می کند و به طور ساده از تقسیم مجموع درآمد به تعداد کاربران در بازه زمانی مشخص به دست می آید.

If you want a macro-measurement to give you an overarching figure for **your sales performance**, ARPU is your go to. It indicates **profitability of a product or service by comparing revenue generated against units sold**. **ARPU is useful when comparing against competitors and analyzing the strengths and weaknesses of your business.**

$$\text{Average Revenue Per User (ARPU)} = \frac{\text{Total Revenue}}{\text{Total Number of Users}}$$

The most effective pharma digital marketing formulas to attract customers for Outbound marketing (8)

8. Customer Acquisition Cost (CAC)

هزینه جذب مشتری ، به کل هزینه فروش و مارکتینگ انجام شده برای جذب یک مشتری جدید در یک بازه زمانی مشخص اطلاق می گردد.

The CAC formula lets you calculate the amount of money your business has to spend **to get a client over the buying line**. It's helpful to compare the success of different campaigns and marketing strategies. A lower CAC is suggestive of an efficient and properly scaled sales and marketing team.

Total sales + marketing expenses

of new customers

=

Customer
acquisition cost
(CAC)

The most effective pharma digital marketing formulas to attract customers for Outbound marketing (9)

9. Lifetime Value (LTV)

ارزش مشتری یا ارزش طول عمر مشتری، آن است که یک مشتری در طول عمر خود، چه میزان سود برای یک کسب و کار ایجاد می‌کند.

Lifetime value helps you estimate the revenue a customer will generate over their time with your business. Calculating the 'worth' of each customer allows you to better make economic decisions when looking at budgets, profitability and forecasting. The LTV of a customer should always be higher than the CAC. Increasing the LTV of new customers will increase the sustainability and long-term profitability of your business.

Customer Lifetime Value (LTV)

$$\frac{\begin{array}{c} \$ \\ \text{Average Revenue} \\ \text{Per User (ARPU)} \end{array} \times \begin{array}{c} \% \\ \text{Gross Margin} \end{array}}{\begin{array}{c} \% \\ \text{Churn Rate} \end{array}} = \text{LTV}$$



4 Global Vital Responsibilities In Digital Marketing 2025

1- Economic responsibility :

Earning profit for the company, employees and shareholders by providing quality products and fair sales.

2- legal responsibility :

Observing and respecting the regulations in the company to advance the goals

3- Ethical responsibility :

Focus on doing right and fair work and this business should have moral responsibility towards employees, consumers and society

4- Humanitarian responsibility:

*This responsibility supports * the improvement of people's living standards.* For example: supporting donation activities, charity, art, sports and etc*

The
End