



Life Sciences

White Paper

Integrated Digital Marketing: The Key To Understanding Your Customer

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With diverse digital touch points such as social, web, and mobile gaining popularity across the customer base, digital marketing is, today, perceived as a cost-effective marketing strategy to improve customer connect. In keeping with this trend, life sciences companies are trying to improve, define and design their digital marketing strategy.

Life sciences organizations have their own set of challenges in strategizing their digital marketing - disconnected channels, multiple customer touch-points, industry regulatory guidelines on leveraging digital channels specifically social media, and isolated digital marketing operations. Therefore, pharmaceutical companies need to build the best possible integrated digital marketing services to establish two-way targeted communication that is compliant with applicable regulations.

This white paper focuses on the current challenges of a fragmented digital marketing landscape and defines strategies for building integrated digital marketing services within life sciences organizations to drive consistent customer experience.

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Digital Marketing

Overview

Digital marketing involves promoting products and services using various digital channels to reach consumers at the right time through their preferred channel.

Digital channels are rendered and accessed via desktops, tablets, mobile, smartphones, and gaming consoles and can effectively deliver personalized content and promotions. With the increased use of the web, social media, and mobility, organizations are leveraging digital channels for wider and more effective customer reach, by launching multiple global and region-specific campaigns. This digital adoption helps provide cost-effective, consistent personalized customer messaging as compared to traditional marketing such as print, television, direct mail and so on.

Organizations are leveraging digital marketing methods for successful marketing strategy implementation- inbound marketing through publishing content online in the form of portals, podcasts, e-journals, online campaigns, social media marketing, search services; and outbound marketing including email marketing, RSS (Really Simple Syndication) feeds and others. A recent survey of 3300 business executives from various industries indicates that on an average, 34% of a company's leads come from inbound marketing verses 22% through outbound marketing¹.

Digital Marketing Trends

Organizations are implementing a wide range of digital channels so as to engage customers in a more personalized way. Digital marketing trends that organizations are rapidly embracing include²:

Mobility – Business Insider's recent report indicates that globally, one in every five people owns a smart phone, and one in every 17 owns a tablet. That's an increase of nearly 1.3 billion smartphones in last four years³. Therefore an increased user base accessing the internet via smartphones has prompted many companies to optimize their online content for mobile devices.

Social media – Organizations are focusing on engaging with customers through social media to offer real-time interactions. Social media helps organizations reach out to a vast pool of potential customers by supplying them with medical and campaign-related information.

Social-Local-Mobile marketing –The growing popularity of smart mobile devices, increasing location based social activities like experience sharing, review reading via social media and the evolution of Global Positioning System (GPS) are helping companies leverage Social-Local-Mobile marketing activities.

[1] 2013 State of Inbound Marketing, 2013, October 2013, <http://www.stateofinboundmarketing.com/>

[2] 2013: The Year of Integrated Digital Marketing - Chris Horton, December 2012, March 2013, <http://engage.syncoretech.com/marketing-technology-for-growth/bid/166506/2013-The-Year-of-Integrated-Digital-Marketing>

[3] Smartphone and Tablet Penetration – Business Insider, October 2013, October 2013, <http://www.businessinsider.com/smartphone-and-tablet-penetration-2013-10>

Personalized Content marketing – Customer engagement, acquisition and retention have all taken on a new dimension with the delivery of unique, personalized, and relevant messages through identified digital channels. Email is one of the most preferred marketing channel to broadcast targeted organization messages and campaigns to existing and prospective customers.

Advanced analytics – Increased adoption of digital channels is generating large volumes of customer behavioral data. Advanced actionable analytics can help organizations define targeted marketing strategies.

Search Engine Marketing (SEM) / Search Engine Optimization (SEO) – Organizations are focusing on SEO efforts and paid search advertising for enhancing the visibility of their products and services.

Life Sciences Digital Landscape

Overview

Life sciences companies have exercised caution in adopting digital channels, perhaps because of the small user base, the highly regulated nature of the industry as well as the unclear industry guidelines on social media usage.

However, the emergence of online professional and patient communities and the increased usage of social media, mobile, online information seeking and sharing by patients, healthcare professionals (HCP), key opinion leaders (KOL) and the larger medical fraternity have prompted pharmaceutical companies to explore and invest in digital marketing strategies within industry guidelines. Another significant driver for digital marketing adoption is the growing need to streamline internal (within the organization) communication to improve work efficiency and employee satisfaction.

By leveraging digital channels through a well-defined strategy, pharmaceutical companies can effectively connect with their customers at large.

Fragmented Digital Marketing Challenges

Traditionally and over the years, life sciences companies have been leveraging digital channels using an isolated approach rather than an integrated one.

Eight in 10 physicians use smartphones in their daily practice and six in 10 physicians use tablets. The top use of smartphones is for accessing drug information while tablets are used mostly to access medical research. In addition, mobile apps are being used by 24% of physicians, making these the top digital/social media channel used for work purposes⁴.

[4] Wolters Kluwer Health 2013 Physician Outlook Survey, 2013, October 2013,
<http://www.wolterskluwerhealth.com/News/Documents/White%20Papers/Wolters%20Kluwer%20Health%20Physician%20Study%20Executive%20Summary.pdf>

Figure 1 indicates various standalone communication touch-points used to deliver medical as well as promotional messages across the life sciences value chain.



Figure 1: Life sciences customer touch-points (digital and non-digital)

The consequence of this disconnected digital approach is the absence of a 360-degree customer view leading to marketing gaps. Companies have to cross many intermittent hurdles to execute, manage, and subsequently measure the success of their marketing campaigns across digital channels with multiple customer touch-points.

The key challenges of the 'fragmented digital marketing landscape' are:

- Lack of consolidated operational and strategic metrics across various digital channels
- Lack of business process harmonization
- Independent and fragmented digital promotion
- Multiple IT solutions for similar digital marketing services across geographies and business units of an organization
- Inability to reuse digital assets
- Involvement of multiple stakeholders and decision makers
- Lack of compliance and regulation implementation
- Lack of synergies across services, products, and markets associated with digital marketing

Figure 2 illustrates cases of concerns around fragmented and disconnected digital marketing services that life sciences organizations contend with.

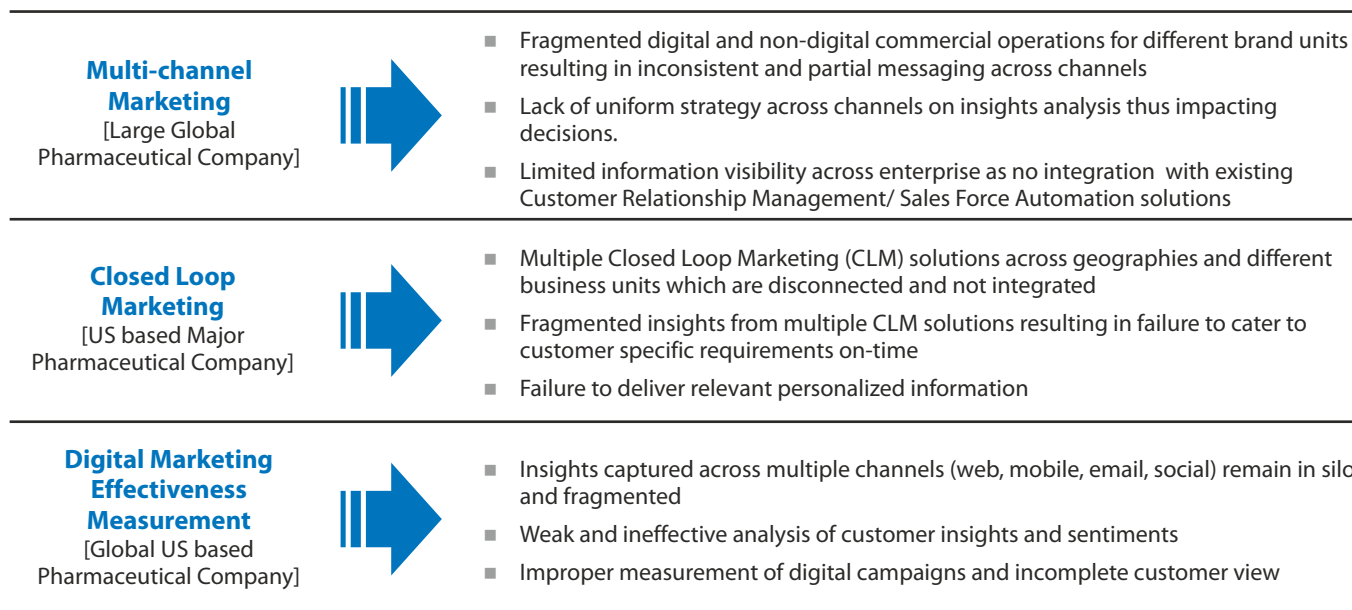


Figure 2: Fragmented digital marketing cases & concerns

Need to Build Integrated Digital Marketing Services for Life Sciences Organizations

The emergence of new digital channels and the challenges of the fragmented digital marketing landscape necessitate the building of cost optimized integrated digital marketing services for enhanced customer experience.

Life sciences organizations are exploring various options to build digital marketing services focused on integration of digital channels and functions such as campaign management, email marketing, search engine optimization, eDetailing, eCommerce and so on. This is to ensure seamless presence across multiple channels and perform better analytics.

Figure 3 highlights some of the key digital marketing initiatives that can be integrated.

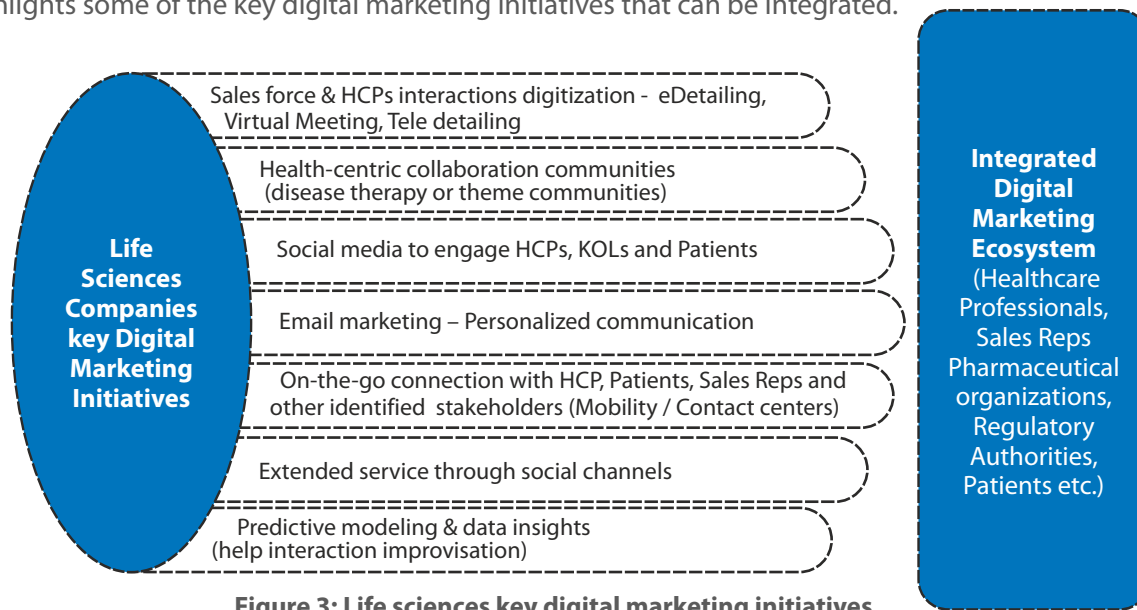


Figure 3: Life sciences key digital marketing initiatives

Building blocks and focus areas for implementing integrated digital marketing services

The key building blocks of an integrated digital marketing ecosystem that organizations need to consider are- communication channels, digital functions and services, related integration services and enterprise data (Figure 4).

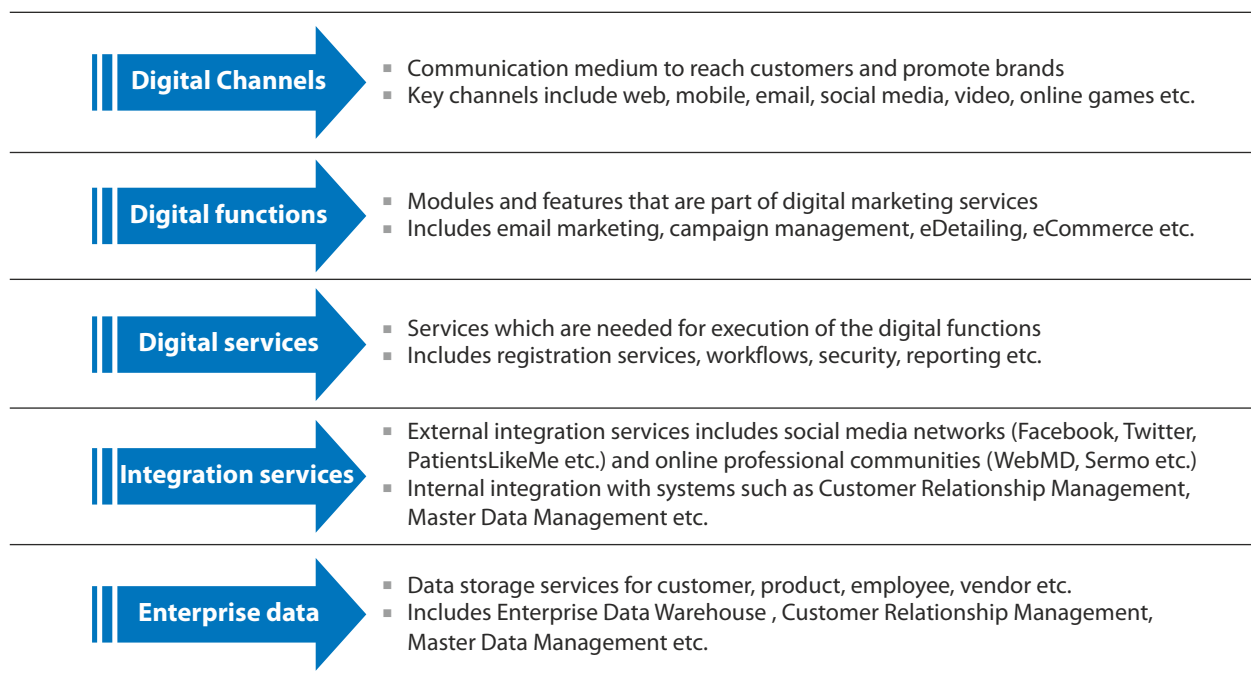


Figure 4 : Digital marketing building blocks

Focus areas for implementing and managing integrated digital marketing services are pertinent IT solutions and services, business process harmonization, organizational change management, and regulatory compliance.

IT solutions and services:

Leveraging IT to build an integrated digital marketing ecosystem (Figure 5) consists of various technology entities that are integrated seamlessly, offering multiple functionalities.

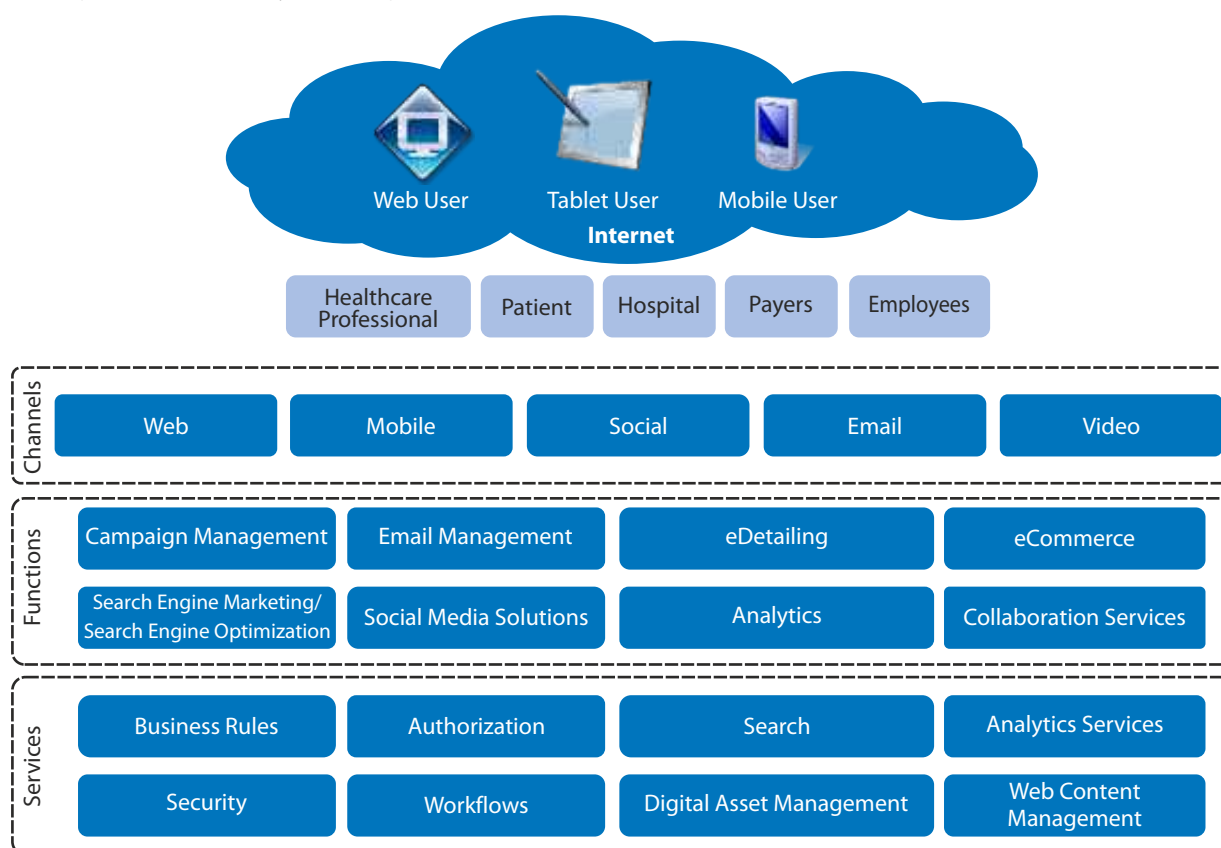


Figure 5: Integrated digital marketing landscape- IT solutions & services

Channels

- The digital marketing landscape includes various communication channels such as social, web, mobile, email, video, and so on. Organizations must identify the appropriate mix of channels based on target audience.

Functions

- **Email marketing:** Personalized communication by email and performing analytics
- **SEO/SEM:** Promotion using search engines with optimized portal implementation including relevant keywords, content, and quality links
- **Campaign management:** Planning, executing, tracking and analyzing inbound and outbound digital marketing initiatives

- **Analytics:** Measurement of campaign effectiveness, channel performance, customer engagement metrics, Return on Investment (ROI) measurement, unmet needs/requirements identification, web analytics and so on
- **eDetailing:** Interaction between healthcare professionals and medical representatives where a prescriber is informed about products and brands using self-detailed portals or guided interactive visuals over web and mobile
- **Social media solutions:** Listening to and analyzing online behavior of physicians and patients through exclusive portals, blogs and social networking sites
- **eCommerce:** Online sales among manufacturers, wholesalers, distributors, re-sellers, vendors, consumers, and others
- **Collaboration services:** Seamless collaboration among internal and external stakeholders across geographies and business units

Services

- Services required for the execution of digital functions such as business rules, security, authorization, workflows, search, digital asset management, analytics and web content management

Building scalable and flexible solutions– Catering to global and regional requirements and ensuring business and technology agility to respond to and adapt changes in real-time

Understanding customer behavior and channel effectiveness by using appropriate measurement framework

Building multi-channel rendering and reusable digital assets

Harmonizing and standardizing business processes across channels

Ensuring processes, procedures, and content **adherence to global, regional, and local regulations**

Categorization of market based on digital service maturity and local consumer needs

Managing organizational change to ensure adoption of transformation

Delivering value through integrated digital marketing services

Adoption of integrated digital marketing services can help life sciences organizations to:

- Increase cost efficiencies and maximize return on investment
- Enhance 'digital marketing decision-making' through better analytics
- Ensure faster and effective customer reach for promotions and campaigns
- Enable reusability of digital assets to reduce costs
- Seamlessly deliver marketing initiatives with flexible and scalable solutions
- Facilitate mapping of right channels across right geographies for the right products and services

- Improve customer behavioral analysis and segmentation that correlate to future sales
- Build brand loyalty by delivering value-adds to all stakeholders
- Enhance customer experience across all digital communication channels
- Deliver consistent message across channels

Life sciences organizations have started leveraging integrated digital marketing services in a phased manner.

Case 1

A large research-based pharmaceutical company had initiated phase wise deployment of an integrated platform for digital and non-digital marketing services to enhance customer centric marketing.

With this consolidated marketing platform for brand promotion and campaigns across various channels, the company plans to leverage channel optimization, appropriate customer-channel mapping, consistent campaign measurement, and predictive analytics to maximize ROI. The company aims to increase engagement with patients, healthcare professionals (HCP), and key opinion leaders by providing a personalized and consistent experience across touch-points.

Case 2

A global pharmaceutical and consumer healthcare company has decided to leverage a cloud based integrated digital marketing platform for cost optimization, to streamline its global digital marketing operations and to enhance global customer engagement.

Conclusion

Today, life sciences customers are looking for relevant and consistent information across digital channels that cater to their needs - medical and scientific information, research updates, product information, industry and organization updates, campaigns and so on. Life sciences organizations are struggling to effectively engage customers across digital touch-points and deliver consistent brand messaging.

As part of the integrated digital marketing strategy, pharmaceutical companies should:

- Define a comprehensive multi-channel marketing strategy to adopt various online and offline channels
- Adopt a globally accepted flexible model to incorporate technology initiatives like Big Data, high performance computing, cloud services and customer engagement models like eCommerce, online games, mobile services

- Adhere to global, regional, and local pharma regulations, constantly review to ensure compliance with emerging regulations
- Listen and analyze online customer on continuous basis to understand customer behavior and channel effectiveness
- Focus on cost optimization initiatives like centralized production services, reusable digital assets, global vendor management, managed services
- Harmonize and standardize processes across channels, business units and geographies
- Define and drive organizational change management strategy

By following this streamlined approach for integrating digital marketing services, organizations can deliver cost optimized, consistent and effective messaging to customers across the globe, thereby building brand loyalty.

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