

DIGITAL MARKETING FOR PHARMACY STUDENTS

AN IN-DEPTH & PRACTICAL LOOK

Specialized & Comprehensive Academic Presentation

Specially prepared for Pharmacy Students at The Hashemite University

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CONTENT OVERVIEW

1. Introduction & Importance (Why Digital?, Jordan Market, Trad vs Digital, **JFDA**)
2. Customer Acquisition Costs & Detailed Metrics (**CAC, CPC, CPM, CPA, CTR, ROAS**)
3. Customer Retention Costs & Detailed Metrics (**CRR, Churn, LTV, RPR, AOV**)
4. Advertising Differences Across Digital Platforms (Meta, TikTok, Google, WhatsApp)
5. Strategy Fundamentals & Essential Tools (Steps, Trust, Areas, Organic vs Paid, **Key Tools**)
6. Real-World Example Highlights (Hikma, Novartis)
7. Practical Jordanian Case Studies (Social Only & Multi-Channel)
8. Additional Strategies (Customer Loyalty & Common Mistakes)
9. The Future & Career Opportunities
10. Conclusion & Next Steps

Metrics & Tools sections integrated for a streamlined flow.

SECTION 1: INTRODUCTION & IMPORTANCE

Setting the stage for digital transformation in healthcare.

انا بقدر تستخدم أي (web email digital channel) ونركز على موضوع
سواء كان online or off line حتى نقدر نعمل promote

في عنا عده خصائص مهمه الا وهي

1. Measurable (العائد على الاستثمار)

2. Targeted: (احدد لمين بدي ابعث لمريض . دكاتره . صيادله

3. Interactive (نركز انها 2way مهمه بين المريض والصيدلاني)

4. Cost-Effective

❖ بعد كورونا انتشر كثير موضوع التسويق صار في المتاجر وينباع اونلاين مثل المكملات

DEFINITION & KEY IDEAS

Digital Marketing: Using digital channels (web, social, email, search, mobile) to promote products/services and engage audiences.

- **Measurable:** Track results and ROI accurately.
- **Targeted:** Reach specific audiences (HCPs, patients, demographics).
- **Interactive:** Enables two-way communication & relationship building.
- **Cost-Effective:** Often lower entry cost & higher potential ROI than traditional ads.

نركز على HCP الا وهي : انه الدكتور صار يفضلو يبعثلهم data of material وما يخلو medical reb هو الي يجي عند الدكتور

✓ صار عنا اغلب الناس بالمملكه يستخدمو smart phone

✓ عنا awarnes عملاق للمحتوى العربي (نركز عليها)

في عنا عده تحديثات منها

✓ المنافسه الكبيره

✓ لازم نكون ملتزمين ب regulation of FDA

WHY IS DIGITAL MARKETING **CRUCIAL** FOR PHARMACY TODAY?

- **Patient Empowerment:** Patients actively research health info online (>70%).
- **Digital Health Growth:** Rapid expansion of teleconsultations, health apps.
- **HCP Preference:** Doctors prefer digital info (~70% vs. rep visits).
- **Market Reach:** Access broader segments beyond geography.
- **Competitive Edge:** Digital adopters gain significant advantage.

Pharmacist Using Digital Tools

Digital transformation is reshaping healthcare delivery and communication.

CHALLENGES & OPPORTUNITIES IN THE JORDANIAN MARKET

DISTINCT OPPORTUNITIES:

- High internet (~85%) & smartphone (~78%) penetration.
- Intensive social media use (FB, WA, IG, TikTok).
- Growing health awareness & need for reliable **Arabic content**.
- Growth of e-pharmacies & remote health services.

KEY CHALLENGES:

- Intense competition among pharmacies/companies.
- Ensuring quality & reliability of online health info.
- **Strict adherence to JFDA regulations.**
- Managing online reputation effectively.

offline and online لا يساوي online لحالها انما

TRADITIONAL VS. DIGITAL MARKETING

Aspect	Traditional Marketing	Digital Marketing
Reach	Limited (e.g., local print)	Potentially Global / Highly Localized
Targeting	Broad (e.g., age group)	Hyper-Specific (Interests, behavior, keywords)
Measurement	Difficult / Estimated	Precise / Real-time (Clicks, conversions, ROAS)
Interaction	One-way (Broadcast)	Two-way (Engagement, Conversation)
Cost	Often High Entry Cost	Variable / Scalable Entry Cost
Flexibility	Hard to Change	Easy to Adjust & Optimize

Modern strategies often blend both (**Omnichannel Marketing**) for maximum impact.

رح نحكي عنه كمان شوي

ممنوع منعاً باتاً نعمل direct consumer , advertising , prescription
يعني اذا عملنا اعلان على فيسبوك هيك هيك رح ينعمل النا بلوك لحظي للحساب الي عملنا
منه الإعلان

IMPORTANT REGULATORY CONSTRAINTS (JFDA)

KEY POINTS TO STRICTLY OBSERVE:

- **NO direct-to-consumer advertising for Prescription (Rx) Drugs.**
- Necessity of prior approvals for promotional materials (even for HCPs sometimes).
- Requirement of **Fair Balance**: Presenting benefits, risks, side effects clearly and balanced.
- **NO Off-Label Promotion** (promoting unapproved uses).
- Clear mechanisms for **Adverse Event Reporting** from digital channels.
- Full transparency regarding paid content or sponsorships.

*Understanding and respecting these constraints is **non-negotiable** and essential.*

في عنا اشي اسمه **fair balance** الي معناه الامتثال المتوازن ويحكي عن

1. Presenting benefits

2. Risk side effect clearly and balance

هاد لمين للزبون او المريض الي جاي ما بعطيه اياه هيك والله المنتج منيح تعال اشترية

No of label use

1. اشي مش موافق عليه من FDA كاستخدام اصيل واساسي للمنتج الي نحكي عنه ممنوع

نسوق عنه ك off label use

SECTION 2: CUSTOMER ACQUISITION COSTS & DETAILED METRICS

Understanding the cost to gain new customers and key performance indicators.

ACQUISITION في عنا هاي الكلمه الي معناها الاستحواث شو يعني؟؟؟(اكم دفعت مصاري حتى اجيب العميل)

هسا لما نجيب زبون بدفع عليه مصاري(سواء إعلانات لاجيبه / بطبع على ورق اعلان / بدفع ل الانفلونسر لاجيبه)

في عنا اشي اسمه **CAC** يعني مثلا دفعت 500 دينار إعلانات لحتى اجيب 50 زبون جديد على الصيدليه ليشترو مني طيب هدول ال 50 اكم سعرهم بروح بقسم المصاري الي حطيتهم على عدد الزبائن 500/50 فيطلع سعر الواحد 10 دنانير شايفين ال 10 هاي لازم نستعى لنقلهم لانه أي اشي فيه مصاري نسعى لنقله واي اشي في تفاعل نسعى لنزيده

CPC يعني كل كبسه بكبسه على الإعلان الي انا عاملته بمصاري عنا بالأردن كل كبسه ب 15 قرش ل 1/2 دينار وعلى غوغل من 30 قرش ل 1 دينار

CORE ACQUISITION METRICS (1/3)

1. CAC (CUSTOMER ACQUISITION COST)

Definition: Avg. total cost to acquire one new customer.

Formula: Total Mktg & Sales Spend / # New Customers

Example: 500 JOD ads -> 50 new cust. CAC = 10 JOD.

Key profit metric. Aim: CAC < LTV.

2. CPC (COST PER CLICK)

Definition: Amount paid per ad click.

Importance: Measures ad efficiency in attracting initial interest.

Est. Averages (Jordan): FB/IG: 0.15-0.5 JOD; Google Search: 0.3-1.0 JOD.

Varies by platform, targeting.

DETAILED LOOK: CPC (COST PER CLICK)

- **Measures:** Cost of each click leading to your site/page.
- **Calculated:** Total Ad Spend / Total Clicks.
- **Important In:** Traffic campaigns, search ads (where clicks are the goal).
- **Improve By:** Enhancing ad quality (copy/creative), refining targeting, improving Google Ads Quality Score.
- KPI For: Efficiency in attracting initial attention cost-effectively. هاي اهم اشني انتبهوا لها

CORE ACQUISITION METRICS (2/3)

3. CPM (COST PER MILLE)

Definition: Cost per 1000 ad impressions (views).

Importance: Key for brand awareness campaigns.

Est. Averages (Jordan): FB/IG: 1.5-5.0 JOD;
Google Display: 0.5-3.0 JOD.

Lower CPM often = broader reach.

4. CPA (COST PER ACTION/ACQUISITION)

Definition: Cost per specific desired action (sale, sign-up, lead).

Formula: Total Ad Spend / # Conversions

Example: 300 JOD spend -> 30 sales. CPA = 10 JOD.

Measures efficiency in achieving goals.

DETAILED LOOK: CPM (COST PER MILLE)

- **Measures:** Cost to show your ad 1000 times.
- **Calculated:** $(\text{Total Ad Spend} / \text{Total Impressions}) * 1000$.
- **Important In:** Brand awareness & reach campaigns (visibility focus).
- **Improve By (Lower CPM):** Broadening targeting (strategically), improving ad visual appeal, choosing less competitive placements/times.
- **KPI For: Efficiency in reaching the target audience cost-effectively per view.**
الهدف منهم
تركز عليه

DETAILED LOOK: CPA (COST PER ACTION/ACQUISITION)

- **Measures:** Cost to achieve the final campaign goal (sale, registration, download, etc.).
- **Calculated:** Total Ad Spend / Total Conversions (defined actions).
- **Important In:** Crucial for conversion-focused campaigns (sales, leads).
- **Improve By (Lower CPA):** Optimizing landing page experience, simplifying conversion process, improving ad targeting relevance, enhancing ad creatives & CTAs.
- **KPI For:** Campaign efficiency in achieving valuable final objectives.

نركز على
الهدف

ACQUISITION EFFICIENCY METRICS (3/3)

5. CTR (CLICK-THROUGH RATE)

Definition: % of clicks vs. impressions.

Formula: $(\text{Clicks} / \text{Impressions}) * 100\%$

Importance: Measures ad appeal & targeting relevance.

Averages: Search: 2-5%+; Social: 0.8-1.5%.

High CTR must lead to conversions.

6. ROAS (RETURN ON AD SPEND)

Definition: Revenue generated per Dinar spent on ads.

Formula: $\text{Revenue from Ads} / \text{Ad Spend}$

Example: 1k JOD spend -> 5k JOD revenue.
ROAS = 5 (500%).

Ultimate metric for ad profitability.

CTR يعني اعلاني شافوه 100 شخص

منهم 20 شخص ضغط على الإعلان

كيف نحسبها $(20/100) * 100\%$

أي اشي فيه click نحاول نزيده واي اشي يخص المصاري نقله

ROAS هاد من اخطر واهم اشي ومعناه عائد على الاستثمار الي هو

الإعلان,,,,,, بدي اشوف اكم انفقت على الإعلان واكم اجاني عائد مالي منه (كم

اجاني صافي ربح مثلا 5000 ديتار وانفقت على الإعلان 1000

نقسم 5000 على 1000 يطلع 5 وهاي صيغه مجردة فش وحده الوووو (مهم)

DETAILED LOOK: CTR (CLICK-THROUGH RATE)

- **Measures:** How often people who see your ad click it. Indicates ad relevance and appeal.
- **Calculated:** $(\text{Total Clicks} / \text{Total Impressions}) * 100\%$.
- **Important In:** Almost all campaigns, as initial indicator of ad performance.
- **Improve By:** Compelling headlines/copy, eye-catching visuals, clear Call to Action (CTA), precise audience targeting.
- **KPI For:** Ad creative effectiveness and audience relevance.

DETAILED LOOK: CAC (CUSTOMER ACQUISITION COST)

- **Measures:** *Total* cost (marketing & sales) to acquire one *new* customer.
- **Calculated:** $(\text{Total Mktg \& Sales Costs}) / \# \text{ New Customers}$.
- **Important For:** Assessing overall business model sustainability.
- **Improve By (Lower CAC):** Optimizing CPC/CPA, increasing channel efficiency, improving conversion rates, enhancing retention.
- **KPI For:** Business growth sustainability (Compare with LTV).

DETAILED LOOK: ROAS (RETURN ON AD SPEND)

- **Measures:** Direct revenue generated from ad efforts per Dinar spent.
- **Calculated:** $\text{Total Revenue Attributed to Ads} / \text{Total Ad Spend}$.
- **Important For:** Evaluating direct profitability of paid ad campaigns.
- **Improve By:** Increasing Avg. Order Value (AOV), improving conversion rates, lowering ad costs (CPC/CPA), refining targeting.
- **KPI For:** Direct financial effectiveness of ad investments.