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As far as drug marketing is concerned, we should have two way communications. In this context, it can be said that feedback assumes a considerable significance. With the relevant feedback, several attributes of marketing can be worked upon that needs special consideration.

Again, when people are voicing their opinion on *Facebook* and many such sites, pharma companies should read them with careful attention. This will help them to work in future.

Thus, drug marketing will become an interactive and therefore an exciting one. For example, if a person is suffering from calcium deficiency and he is not receiving the due benefits even after the medication, then the pharma company should have a reality check. In addition, there can be various surveys, debate forums discussing the packaging of the drugs, the ingredients and many other factors. In social media, some of the discussions can be free and some of them can involve cost.

It should be remembered that social media is not there to push one's product or a particular brand. Social networking sites should not be considered as the medium for selling a particular brand of a drug but rather to discuss those issues that are worth more discussing.

Therefore, if one utilises social media intelligently with caution, then there should not be any reason to be sceptical about e-marketing of drugs.

Thus, the sites should be used for spreading awareness and consciousness regarding a particular ailment. The knowledge gained will help the mass in general.

Faisal Farooqui
Chief Executive Officer, mouthshut.com

