



# DIGI PHARMA PRO COURSE

**INDIA'S FIRST,  
PHARMA-FOCUSED DIGITAL  
MARKETING COURSE**



PharmaState  
Academy



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A business is only as strong as its people. Several studies have shown that ongoing professional development is key to a motivated, energised, highly efficient team that delivers results.

PharmaState.academy offers a range of responsive, customized, need-based training for professionals in the life sciences industry. Ours is a uniquely blended model that gives you the flexibility of on-demand training and the engagement of live programs with case studies, Q&A, quizzes and one-on-one interactions with our Educators.

We work closely with you to ensure you are getting the right programs that fits your offers a range of options for your consideration.



# WHAT'S SPECIAL IN THE COURSE?



**PHARMA FOCUSED  
CURRICULUM**

**REAL-TIME PROJECTS**



**PEER TO PEER  
LEARNING**

**LATEST DIGITAL TOOLS**



**LEARN FROM THE BEST**

**YEAR LONG SUPPORT**





## **ADVANTAGES**

- Understanding Pharma Marketing and the shift towards Digital.
- Foundation SEO, Content Marketing, Digital Analytics and PPC.
- Foundation Social Media Mobile Marketing and Digital Strategy.
- Advance Web Analytics.
- Advance Search Engine Optimization (SEO).
- Advance Social Media Management.
- Advance Content marketing.

# COURSE SYLLABUS

## Course 1: Understanding Pharma Marketing and the shift towards Digital



- Icebreaker
- Introduction
- Changing Pharma Dynamics
- Know the Pharma Business
- Compliance, Challenges, and Regulation for Rx Drugs
- Why pharma is now more Marketing Focused
- Introduction to Course
- Key Takeaways

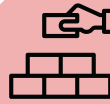
## Course 2: Thinking Differently In The “New Normal”



- What has changed?
- Are old models relevant?
- How to think like winners?

# COURSE SYLLABUS

## Course 3: Foundation SEO, Content Marketing, Digital Analytics and PPC



- Digital Marketing Program Introduction
- SEO Foundation
- Content Marketing Foundation
- Digital Analytics Foundation
- Google Analytics
- PPC Foundation
- Google Ads Fundamentals
- Programmatic Buying
- Assignment 1
- Assessment 1
- Certificate Distribution

## Course 4: Foundation Social Media Mobile Marketing and Digital Strategy



- Introduction to Social Media
- Social Media Foundation
- Social Media Strategy and Planning for Pharma Organization and Brand
- Social Media Channel Management
- Social Media Management Tools

# COURSE SYLLABUS



## Course 4: Foundation Social Media Mobile Marketing and Digital Strategy

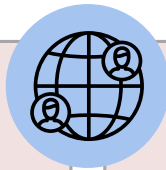
- Social Media measurement and Reporting
- Social Advertising
- Facebook Marketing
- Youtube and Video Marketing
- Twitter Marketing
- Mobile Marketing foundation
- Email Marketing Foundation
- Marketing Automation Foundation
- Website conversion rate optimization
- Digital Marketing Strategy
- Assignment 2
- Assessment 2
- Certificate distribution

# COURSE SYLLABUS



## Course 5: What Influences My Customers?

- Customers buying behaviour
- What do customers respond to?
- How to influence them online?



## Course 6: The Added Complexity Of Remote Reach

- Engaging customers remotely
- The importance of data
- The importance of soft skills

# COURSE SYLLABUS



## Course 7: Advance Web Analytics

- Introduction to Digital Analytics
- Pharma Business Perspectives
- Pharma Business Objectives
- Pharma Digital Marketing restrictions
- Data Analysis Fundamental
- Analysis Perspectives
- Providing Insights
- Audience (Doctor/Consumers) Management
- Audience Acquisition
- Audience Behavior
- Customer Conversion, Onboarding, Engagement and Retention
- Privacy and Ethics
- Assignment 3
- Assessment 3
- Certificate Distribution

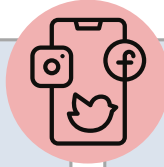
# COURSE SYLLABUS

## Course 8: Advance Search Engine Optimization (SEO)



- Introduction to advance SEO
- Knowing Search Engines
- Understanding - How Search Engines Works
- Keyword research
- On Page Optimization
- Website Management and Optimization
- Off-Page SEO
- Planning a new Website/Microsite
- Market your optimized Website
- Analytics and Measurements
- Assignment 4
- Assessment 4
- Certificate distribution

# COURSE SYLLABUS



## Course 9: Advance Social Media Management

- Customer Psychology
- Psychology of Search
- Buying Funnel
- Understanding keyword organization
- Negative keywords and managing search terms
- Keyword Research
- Creating Compelling Ads
- Social Media Ads Management (Ad Feature, Ad Testing, Ad Extension, Campaign type, budget and Reach, Location and Language Targeting, Audience Type)
- Ad Tracking and Monitoring
- Assignment 5
- Assessment 5
- Certificate distribution

# COURSE SYLLABUS

## Course 10: Advance Content Marketing



- Introduction to content marketing
- Developing Vision of Content Marketing
- Business Case Development
- Content Marketing Strategy
- Targeting Customer segment
- Targeting Influencers
- Helping customer find the right information they seek
- Measuring Return on marketing investments
- Improving the content strategies
- Scientific Content Management
- Segregating contents as per the consumer
- Assignment 6
- Assessment 6
- Certificate distribution

# COURSE SYLLABUS



Course 11: Develop a well-informed marketing judgement

- Are your marketing plans evidence/data based?
- How to manage risk in those plans?
- Resource allocation in the new normal



Course 12: Are We Winning In This Digital World?

- Digital reach – context, content, channels
- KPIs and Metrics



Final Assessment, Certificate Distribution & Closing Ceremony

- Real time projects
- Final Assessment
- Certificate Distribution
- Industry Panel Discussion
- Networking
- Closing Ceremony

# MEET THE EDUCATORS



## **SALIL KALLIANPUR**

**Digital Brand Coach | Professor | Pharma Industry Observer**

Experience of working at top roles in pharma companies like GSK, Pfizer, Novartis & many more.

Marketing, strategy and digital/business transformation adviser and mentor to companies, leveraging extensive experience in the pharmaceutical industry.

Commercial leadership experience across in-country assignments combined with global experience across Emerging Markets and Europe.

Valued external speaker and industry thought-leader in India. Sector expert at BTVI.

Visiting faculty at NMIMS, Mumbai. Well networked across the industry in India and a very interested health policy observer. Mentors healthcare start-ups.

# MEET THE EDUCATORS



## **SOURAV DAS**

### **Founder & CEO – MyRx**

Trained 1450+ doctors on Digital Marketing & Digital Media Management.

B.Tech (IT) with 13+ Years of experience in Large Scale Digital Transformation, Business Consulting, Project Management, Pres-Sales & Bid Management in Healthcare, Life-sciences, Telecom & Media.

Working Experience: Foray into Entrepreneurship (Healthcare and Life-sciences), Digital transformation, Mobility, Social Media Management and Strategy for Digitization.

Skills & Achievements: – Packages & Modules: SAP CRM, SIEBEL CRM, SAP BI, OBIEE, ODI, Order Management.

Course Details >



*Skill your way to success*



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