

# The Future of Pharma Marketing: Phygital + Trade Intelligence ■

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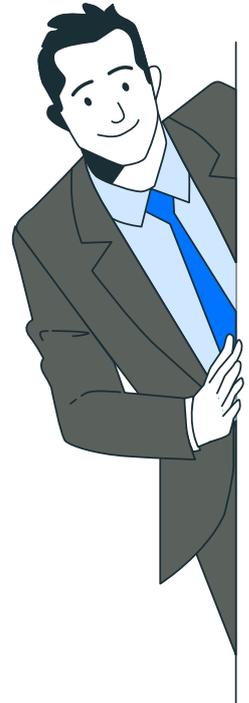
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# The Shift Toward Data-Driven Pharma Marketing

As our speakers Sanjay and Abhishek explained, “pharma marketing is no longer driven only by relationships and field visits; data drives planning and decisions.”



While AI, dashboards, and automation offer speed and precision, adoption must consider regional digital maturity. Not all geographies or customers operate at the same level, so balancing digital ambition with strong field execution is essential for sustainable growth.

- Pharma marketing is now data driven.
- Industry balances digital tools with traditional engagement.
- AI, dashboards, and automation boost speed and precision.
- Digital maturity varies; field execution remains key.
- Success comes from integrating tech with on-ground efforts.

## Golden tip

Integrate technology with human engagement.



How well do you balance digital and field efforts?



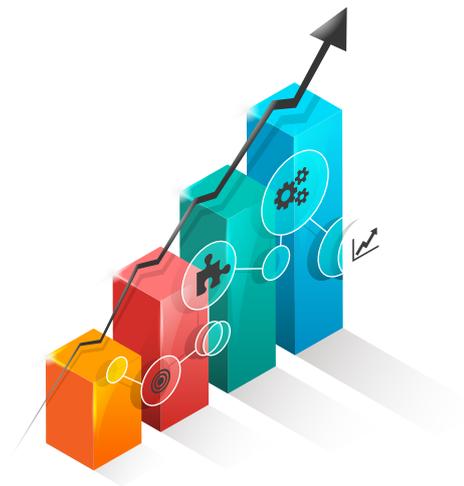
# Democratizing Business Intelligence – Beyond Expensive Tools

As our speaker Abhishek said, “effective data visualization doesn’t always need expensive tools.” While power bi is powerful but costly and complex, google looker studio is free, easy to use, and requires no coding. It lets teams build interactive dashboards quickly, reduces reliance on analysts, and speeds up decision-making.

**Power BI:** powerful but costly, complex, needs licenses/sql.

**Google looker studio:** free, no coding, easy integration, accessible.

Effective visualization doesn’t require expensive tools.



## Golden tip

Free platforms can be highly effective when used smartly.



Which visualization tool boosts your team’s efficiency?



# The Power of Data Visualization

As our speaker **Abhishek** emphasized, “data alone does not drive action; visualization does.” Traditional excel reports are slow and manual, whereas dashboards offer instant updates, dynamic filtering, and real-time insights. Geographical heat maps reveal regional trends, even in smaller cities, helping teams focus on insights rather than just validating numbers.

- Data works when visualized.
- Dashboards enable real-time updates and instant filtering.
- Heat maps reveal regional and city-level trends.
- Visualization drives faster, insight-focused decisions.



## Golden tip

Use visualization to uncover hidden insights.



How can dashboards speed strategic decisions?



# Choosing the Right Tools for the Right Role

Our speaker Abhishek highlighted, “digital adoption should be strategic, not trend driven.” Professionals should focus on automating repetitive tasks rather than using tools just because they are popular. For example:

- Data analysts benefit most from dashboard tools.
- Marketing teams gain from structured whatsapp apis.
- Medical teams can use ai to summarize webinars.



Self-Assessment Link

[Phyigital + Trade Intelligence](#)



## Golden tip

Use visualization to uncover hidden insights.



How can dashboards speed strategic decisions?



# Structured WhatsApp Engagement in Pharma

As our speaker Abhishek explained, “whatsapp should enhance human engagement, not replace it.” Usage in pharma marketing ranges from basic to highly structured:

- Field-led sharing: personal touch but lacks measurable data.
- Bulk messaging vendors: scalable, limited analytics.
- API-based platforms with agent dashboards: enable real-time responses, build trust, and improve credibility.
- Technology should enhance, not replace, personal engagement.



## Golden tip

Build credibility through responsiveness.



How can WhatsApp build trust and track results?



# Strengthening Internal Data Systems

As our speakers Sanjay and Abhishek noted, “strong internal data reduces reliance on external agencies.” Digital tracking, standardized reporting, and gradual field-team training improve accuracy and enable teams to act effectively.

- Pharma companies rely heavily on syndicated market data.
- External data may lack micro-level or real-time insights.

## ➤ Alternative data sources include:

- E-commerce sales partnerships
- Pharmacy POS systems
- Direct retailer contracts



### Golden tip

Standardize internal reporting for reliability.



How can you improve internal data reliability?



# Rural Markets and the Need for Strategic Balance

As our speaker Sanjay noted, “India’s diversity makes a uniform strategy ineffective.” Rural and semi-urban markets vary in infrastructure and digital adoption, with face-to-face engagement still key. A hybrid approach—field presence plus digital communication—ensures coverage today and growth tomorrow.

## ➤ Key Points:

- Tailor strategies to regional diversity and digital adoption.
- Face-to-face engagement remains crucial in rural areas.
- Hybrid execution—field + digital—is essential.
- Balance current revenue with emerging digital opportunities.

### Golden tip

Maintain hybrid execution: physical + digital.



which hybrid strategies do you think will reach rural markets?



# Key Takeaways & The Way Forward Action-Oriented Closure

The webinar concluded with a clear message: execution is now the primary growth differentiator in pharma.

## Critical Takeaways:

- Strong strategies fail without execution discipline
- Trade and channel engagement drive brand continuity
- Digital must support—not replace—ground execution

## Start | Stop | Continue

### Start:

- Using real-time visibility for execution decisions
- Structuring trade and channel engagement

### Stop:

- Treating execution as an afterthought
- Running disconnected initiatives

### Continue:

- Investing in people and systems
- Strengthening alignment across teams



The session closed by highlighting how platforms like Medgini support structured, consistent engagement across trade, digital, and execution layers—helping brands move from intent to impact.

### Golden tip

Use digital to differentiate, not imitate competitors.

