



Case Study

SMS Campaign

A leading pharmaceutical company in India used **SMS campaigns** to promote their products to trade community – especially the retail chemist, objective was to provide information about new product launches, and encourage patients to take action, such as scheduling a doctor's appointment or filling a prescription.

Here is an example of how an Indian pharmaceutical company might conduct an SMS campaign:

- **Step 1: Define the campaign objective** The first step in planning an SMS campaign is to define the campaign's objective. For example, the company might want to increase awareness of a new drug they are launching or increase sales of an existing drug.
- **Step 2: Build a targeted database** The company would then build a database of phone numbers to target with their SMS campaign. This database could include current and previous customers, as well as potential customers who have opted-in to receive promotional messages. In this case we had the company leverage the database of medgini which is verified
- **Step 3: Develop the SMS content** The next step is to develop the SMS content. The message should be short and to the point, conveying the necessary information about the drug or product. It is important to include a call to action in the message, such as a phone number to call or a website to visit.
- **Step 4: Choose a messaging platform** The company would then choose a messaging platform to send the SMS messages. There are many SMS messaging platforms available in India, such as Medgini having verified and opt in of chemist (retailers & wholesales) in India.
- **Step 5: Send the SMS messages** Once the messaging platform is set up, the company then send the SMS messages to the targeted database. It is important to track the campaign's performance and adjust the messaging and targeting as needed to optimize results.

Overall, an **SMS campaign** can be an effective way for an Indian pharmaceutical company to reach their target audience and promote their products. However, it is important to ensure that the campaign complies with all relevant regulations and guidelines, such as those set by the Telecom Regulatory Authority of India (TRAI).