

Over-the-counter (OTC) drugs are medications that can be purchased without a prescription. In India, OTC drugs are widely used and are an important segment of the pharmaceutical industry. In recent years, digital methods have become increasingly popular for OTC marketing in India. Here are some examples of digital methods used by OTC companies in India



### Target Trade Marketing:

Chemist forms the basic point of sale and making products available to them is critical for the success of your brand.



### Social Media Marketing:

OTC companies in India use social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to reach their target audience. They create and share informative posts, graphics, and videos to educate consumers about their products and their benefits.



### Influencer Marketing:

OTC companies collaborate with social media influencers who have a large following and who can promote their products to their followers. Influencers can create engaging content such as reviews, tutorials, and demonstrations to help consumers understand the benefits of OTC products.



## Mobile Apps

OTC companies in India develop mobile apps that allow consumers to access information about their products and to purchase them online. Mobile apps can provide a personalized experience for consumers and can help OTC companies to collect data about their users



## Medium of Communication

OTC companies use SMS/email marketing to send newsletters and promotional offers to their subscribers. SMS/Email/Whatsapp marketing can help OTC companies to keep their consumers engaged and informed about their products



## Search Engine Optimization (SEO)

OTC companies optimize their website content for search engines such as Google and Bing, so that their website ranks higher in search engine results pages. This can help consumers to find information about OTC products more easily



## Online Advertising

OTC companies use online advertising methods such as pay-per-click (PPC) advertising and banner ads to promote their products to a targeted audience. Online advertising can help OTC companies to increase brand awareness and drive traffic to their website.

Overall, digital methods have become an essential part of OTC marketing in India, as they provide OTC companies with a cost-effective and efficient way to reach their target audience and promote their products. By using digital methods, OTC companies in India can increase their sales and build brand awareness among their consumers. The most critical success factor is making awareness and availability at the chemist.

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