



Retailer Engagement Turning Chemists into Brand Advocates



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Key insights from our discussion with **Mr. Sushil Patil and Mr. Praveen Singh** on *Retailer Engagement Turning Chemists into Brand Advocates



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Introduction:

In today's competitive pharmaceutical world, building strong relationships with trade partners is key to long-term brand success. Chemists are crucial as the last point of contact between your brand and the patient, making their support invaluable. This eBook explores practical strategies to turn chemists into loyal brand advocates, boosting brand visibility, patient trust, and business growth.

Based on insights from a recent expert-led webinar, this eBook shares clear, actionable strategies to help pharmaceutical brand managers improve trade engagement and build lasting brand loyalty with chemists across different market segments.



Introduction To Trade Marketing in Pharma

Objective:

Establish the role of trade marketing as a cornerstone in the pharma industry. Chemists, as frontline agents of brand engagement, are essential in driving product accessibility and patient compliance.

Why It Matters:

The offline channel offers unique challenges but is a critical area for brand visibility and loyalty, making it essential for companies to develop strong, localized strategies for each chemist type.



Example:

Imagine a pain-relief brand trying to boost awareness and advocacy. In addition to doctor prescriptions, it must also gain chemists' support to ensure product recommendations at the point of sale. This chapter highlights the need for brand strategies that appeal both to chemists and patients alike.

Segmenting the Chemist Landscape Strategies and Best Practices:

Effective segmentation is the first step to engaging chemists in a meaningful way. With over 8 lakh chemists across India, defining clear segments can vastly improve engagement.

Key Segments Identified by Experts

Hospital Pharmacies

Essential for drugs aligned with specific treatments and high footfall areas.

Community Pharmacies:

Located near residential areas, these play a critical role in patient advocacy, as chemists here often give health advice.



Online Pharmacies

Growing in influence, particularly for consumer-driven purchases like vitamins and lifestyle products.

Chain Pharmacies

Large retail chains like Apollo, which follow centralized purchasing and offer brand visibility at a national level.

Sub-Segmentation Insights:

Practical segmentation based on factors such as potential sales volume, footfall, and store layout (e.g., T-shaped or L-shaped store designs).

Example:

Dolo 650, a popular fever medication, is widely available across all segments because of its broad market appeal. However, niche products like herbal supplements might focus on high-traffic community pharmacies where awareness and advice play a key role in customer decision-making.

Targeting the Right Chemists for Optimal Brand Engagement

The Importance of Targeting:

Dive into how targeting specific chemist types helps brands maintain focus and drive engagement. Targeting leads to a more efficient allocation of resources, particularly for high-potential stores.

Criteria For Targeting:

Customer Footfall:

Higher footfall areas provide more opportunity for visibility and sales.

Feedback from distributors:

Distributors and wholesalers, as the first contact point for retailers, provide valuable feedback to identify top-performing retailers in any location. This feedback helps in analysing and targeting high-potential retailers effectively.

Purchasing Capacity and Stocking Potential:

Knowing which chemists have the capacity to meet demand helps prioritize resources.

Reputable Brand Associations:

Many chemists are more likely to support brands that align with their image and quality standards.

Positioning Your Brand for Maximum Impact:

Creating a Strong Positioning Statement:

Brand positioning should be clear, relatable, and focused on benefits that chemists can easily communicate to customers.

Consistency Across Channels:

Uniform messaging across different types of chemists ensures that customers encounter the same brand identity, whether at a chain pharmacy **or a neighborhood chemist**.

Example:

The ORS product by the makers Electral from FDC Limited has a unique positioning as the “Original Rehydrating Solution,” making it distinct and easy for chemists and consumers to relate when it comes to rehydration.

Dolo 650 maintains strong chemist relationships by consistently delivering on its brand promise, which fosters trust and advocacy among chemists.

Digital Tools for Chemist Engagement

- **Benefits of Digital Communication:** Digital tools like Whatsapp campaigns, QR codes, and online POS materials make it possible to reach and educate chemists directly and scale brand messaging across various locations.
- **Effective Usage of Digital Platforms:** Medgini, as referenced in the webinar, can connect brands with a broad network of chemists, enhancing engagement and maintaining regular communication.
- **Case Example:** For Caripill, digital platforms helped educate chemists about unique product attributes, making them more confident in recommending it to customers.



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Conclusion:

Medgini makes it easy for pharmaceutical brands to connect with chemists, turning them into strong supporters of your brand. By helping you reach the right chemists, share important information, and build lasting relationships, Medgini boosts your brand's visibility and trust among patients. With Medgini's tools and insights, you can make a big impact on trade engagement, ensuring chemists are ready to recommend and support your products, which leads to stronger brand loyalty and business growth.



*Boost Your Brand with
Medgini: Strengthening
Relationships with
Chemists for Greater
Impact*



MEDICAL HEALTH CARE
AND PHARMACY

Integration of the Challenge for the
pharmaceutical industry is to ensure
that the right information is shared
with the right people at the right
time and in the right way.





Let's work together
to elevate your
brand's reach and
impact!

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