

# 14<sup>th</sup> International Conference on Pharmaceutical Education and Practice

October 28<sup>th</sup>, 2022 | Webinar

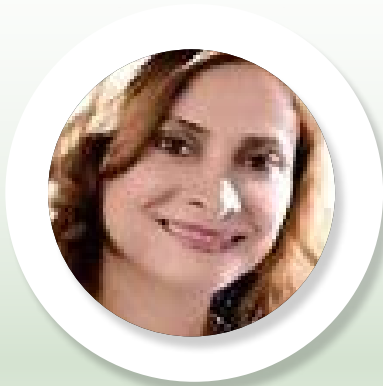
ISSN: 2952-8100

## The Digital Marketing, a Competitive Edge for Pharmaceutical Companies

In recent times, the permanent growth of online and digital marketing as a means of communicating with and selling to consumers has drastically modified the new rules of doing business. Both marketing and consumer behavior have grown and changed substantially as consumers spend more time and money on internet channels. Nowadays, consumers are playing a more explicit and larger role in any product's failure or success. The pharmaceutical industry cannot be set apart from any recent changes, especially the digital transformation which is one of the biggest changes in our actual landscape. Since 2010, the digital health market has tremendously grown and Covid-19 has greatly accelerated digital transformation in the pharmaceutical industry. While respecting the regulatory constraints in the different markets, it really matters to understand what the digital transformation means for the pharmaceutical sector, what such a digital valuable asset has to bring to companies, and how the latest can rely on it and embed it to serve as a competitive edge they can rely on to differentiate themselves in a crowded environment. However, despite all the advantages digital marketing is offering to pharmaceutical companies, still, it is a double-edged sword that marketers should wield properly to serve their companies' growth and reputation.

### Biography:

(Dr.) Joelle Nohra completed her PharmD in pharmaceutical sciences from Saint Joseph University and has three master's degrees, one in marketing from Montpellier University, one in Health Management from Paris University, and an Executive Master in Business Administration from ESCP Europe. From one achievement to the other in the pharmaceutical field, she was able to meet her commitments and leverage the brand equity of the products in charge. Today, she is responsible for the Global Brand Management and the Social Media Marketing Management in LSI Silderma LTD, a pharmaceutical dermo-cosmetic company based in Ireland and operating worldwide.



**Dr. Joelle Nohra**

Lebanese International University,  
Lebanon

**Received:** July 14, 2022; **Accepted:** July 16, 2022; **Published:** October 29, 2022