

# Pharma Courses

Pharma  Global

## Educational webinar sponsored by Spimaco for pharmacists from GCC

The effective shifting from offline format of the annual event to online

[pharmcourse.com](http://pharmcourse.com)



# Campaign background and stated objectives



**Background:** Spimaco Men's health academy had organized yearly offline event for pharmacists with an average of 150-200 participants for urologic medicine promotion. Covid-19 had changed approach for offline events, therefore a new format was developed together by PharmaCourses and Spimaco.

## Objectives:

- To increase the amount of participants compared with an offline event
- To expand brand awareness among pharmacy channels in the GCC region
- To raise the participant's engagement through raffle and more dynamic format with two speakers

# Campaign description



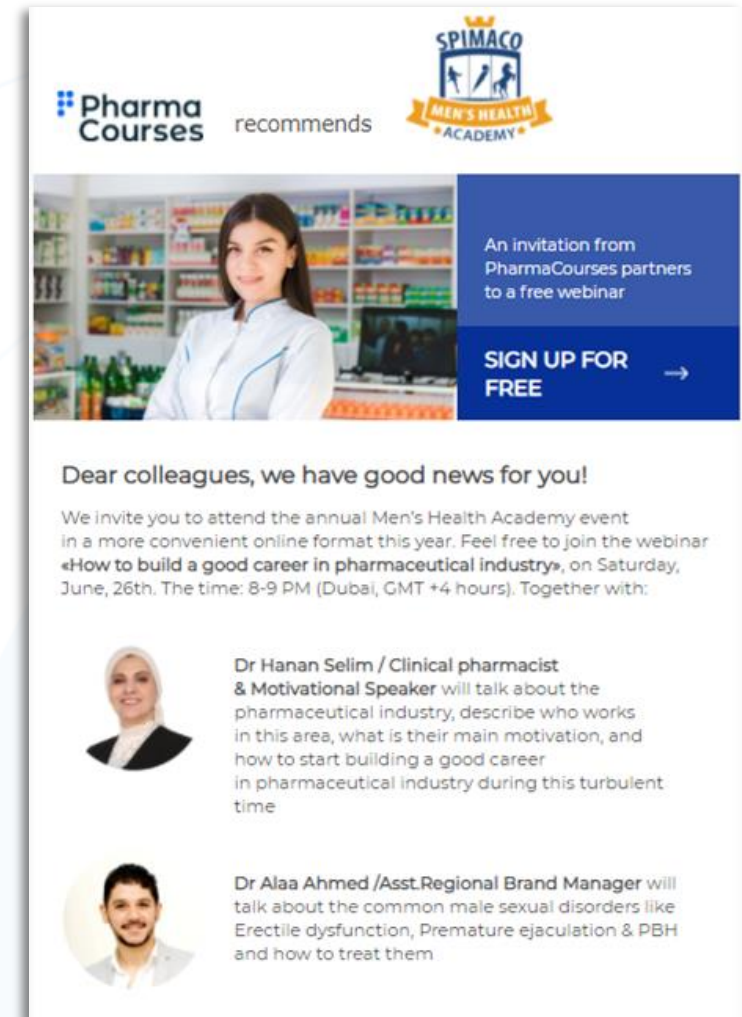
**Webinar Name:** “How to build a good career in pharmaceutical industry”



**Date:** 26th of June, 2021


**Participants:** 580 pharmacists from GCC

**Content type:** the first part is soft skills training, and the second part dedicated to male sexual disorders

**Targeted countries:** UAE, Bahrein, Kuwait, Oman, Qatar

The graphic is a vertical rectangular invitation. At the top left is the Pharma Courses logo with the word "recommends" next to it. At the top right is the SPIMACO Men's Health Academy logo. Below the logos is a photograph of a female pharmacist in a white lab coat standing in a pharmacy. To the right of the photo is a blue box with white text: "An invitation from PharmaCourses partners to a free webinar" and a "SIGN UP FOR FREE" button with a right-pointing arrow. Below the photo and text is a white background with the following text: "Dear colleagues, we have good news for you! We invite you to attend the annual Men's Health Academy event in a more convenient online format this year. Feel free to join the webinar «How to build a good career in pharmaceutical industry», on Saturday, June, 26th. The time: 8-9 PM (Dubai, GMT +4 hours). Together with:" followed by two speaker profiles. The first profile shows a portrait of Dr. Hanan Selim, a clinical pharmacist and motivational speaker, with text describing her talk on career building. The second profile shows a portrait of Dr. Alaa Ahmed, an Asst. Regional Brand Manager, with text describing his talk on male sexual disorders and their treatment.


 Pharma Courses recommends 


 An invitation from PharmaCourses partners to a free webinar

**SIGN UP FOR FREE** →

Dear colleagues, we have good news for you!

We invite you to attend the annual Men's Health Academy event in a more convenient online format this year. Feel free to join the webinar «How to build a good career in pharmaceutical industry», on Saturday, June, 26th. The time: 8-9 PM (Dubai, GMT +4 hours). Together with:

 **Dr Hanan Selim / Clinical pharmacist & Motivational Speaker** will talk about the pharmaceutical industry, describe who works in this area, what is their main motivation, and how to start building a good career in pharmaceutical industry during this turbulent time

 **Dr Alaa Ahmed /Asst.Regional Brand Manager** will talk about the common male sexual disorders like Erectile dysfunction, Premature ejaculation & PBH and how to treat them

# PharmaCourses tools for webinar promotion campaign



- Branded targeted emails to PharmaCourses users
- Direct branded invitations for Spimaco partners (via Whats'App)
- Posts on PharmaCourses social media pages
- Pop-up on website
- Push-notifications at personal account
- Branded announcement banners on the website
- Targeted advertising in Google

The certificate from Pharma Courses

By the end of the webinar  
all attendees will receive the  
PharmaCourses certificates



# Ways to increase the audience engagement on webinar



Two speakers presentation is more dynamic



Raffle is a good way to stimulate audience activity on webinar



Valuable content is a key to success: combination of soft skills knowledge and core ideas of the brand



Omni-channel webinar promotion gives huge coverage and conversion growth



# Hosting webinar

- The drug information is natively integrated into the educational content
- Two speakers discussion for more interactive format for attendees
- The webinar time frame is intended for the convenience of the audience
  - 3 Amazon 100\$ Gift Card Raffle among attendees as a bonus and entertaining part of the event
  - Double amount of PharmaCoins for additional encouragement of participants

Dear colleagues, we have good news for you!

We invite you to attend the annual Men's Health Academy event in a more convenient online format this year. Feel free to join the webinar «How to build a good career in pharmaceutical industry», on Saturday, June, 26th. The time: 8-9 PM (Dubai, GMT +4 hours). Together with:



**Dr Hanan Selim / Clinical pharmacist**

**& Motivational Speaker** will talk about the pharmaceutical industry, describe who works in this area, what is their main motivation, and how to start building a good career in pharmaceutical industry during this turbulent time



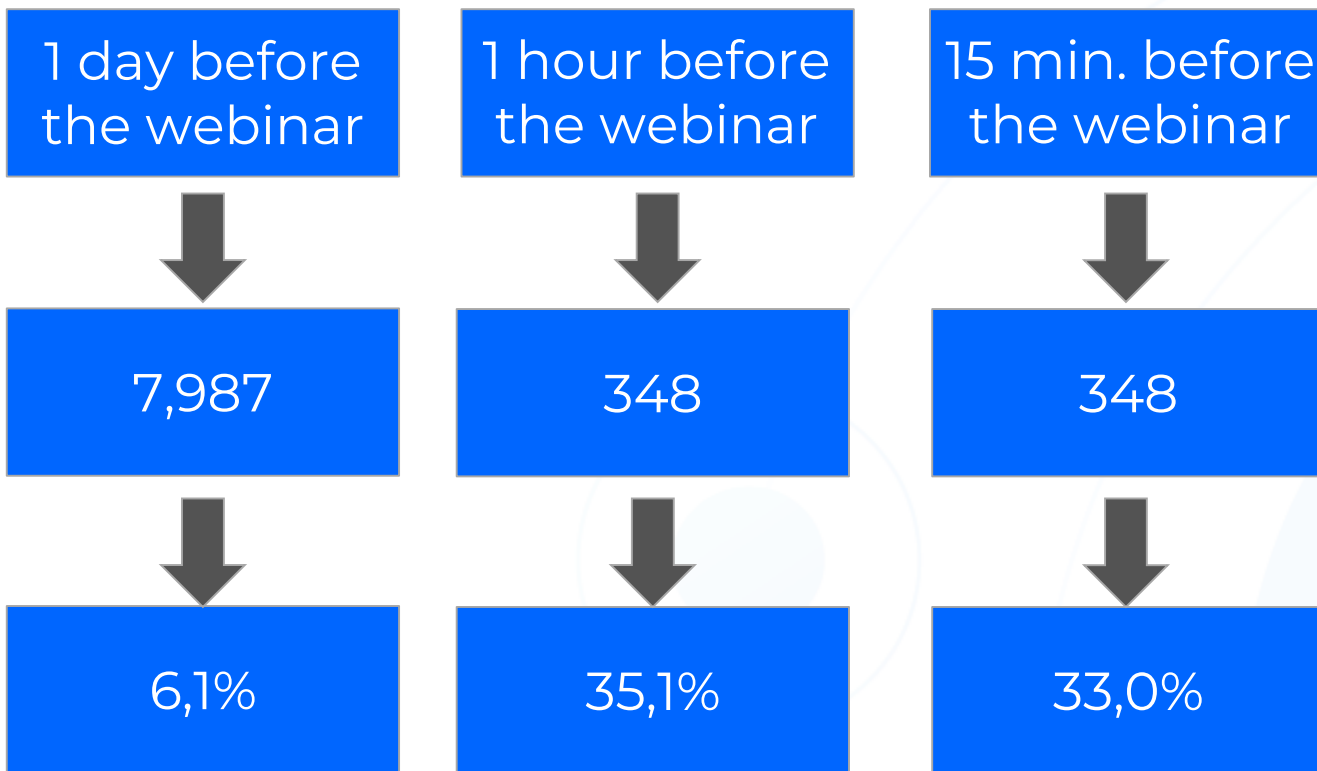
**Dr Alaa Ahmed /Asst.Regional Brand Manager** will

talk about the common male sexual disorders like Erectile dysfunction, Premature ejaculation & PBH and how to treat them

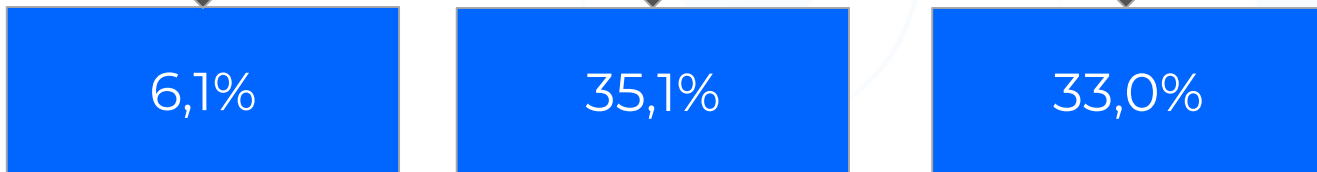
# Three emails notifications for successful conversion



Number of contacts



Open rate, %



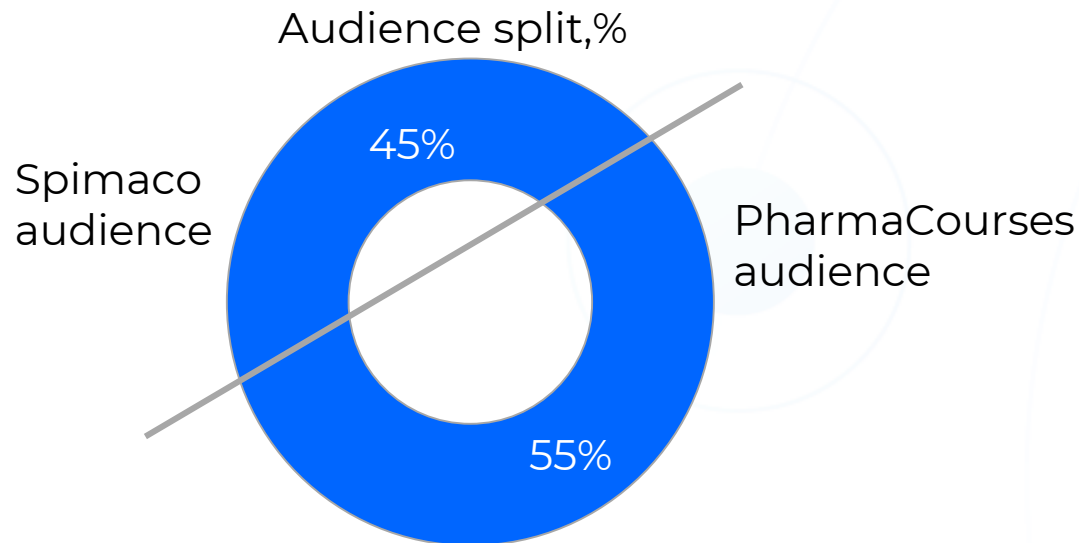
The image displays three email notification templates for a webinar. The top template is a 'Pharma Courses recommends' email with a header image of a pharmacist and a 'JOIN IN ZOOM FOR FREE' button. The middle template is a 'Dear colleague,' reminder email with a 'JOIN IN ZOOM' button. The bottom template is a 'Free webinar starts in 15 minutes' reminder email with a 'JOIN IN ZOOM' button.

# Direct branded invitation for Spimaco partners



Branded and targeted invitation to Spimaco own had generated 45% of webinar audience.

Collaboration between PharmaCourses and Spimaco company multiplies amount of participants and makes marketing activity more impactful



SPIMACO MEN'S HEALTH ACADEMY

SPIMACO ABUWAHEIB

Invitation for the free partnership webinar along with PharmaCourses

**SIGN UP FOR FREE** →

Dear partners, we have good news for you!

We invite you to attend the annual Men's Health Academy event in a more convenient online format this year. Feel free to join the partnership webinar «How to build a good career in pharmaceutical industry», on Saturday, June, 26th. The time: 8-9 PM (Dubai, GMT +4 hours). Together with:

- Dr Hanan Selim / Clinical pharmacist & Motivational Speaker will talk about the pharmaceutical industry, describe who works in this area, what is their main motivation, and how to start building a good career in pharmaceutical industry during this turbulent time
- Dr Alaa Ahmed /Asst.Regional Brand Manager will talk about the common male sexual disorders like Erectile dysfunction, Premature ejaculation & PBH and how to treat them

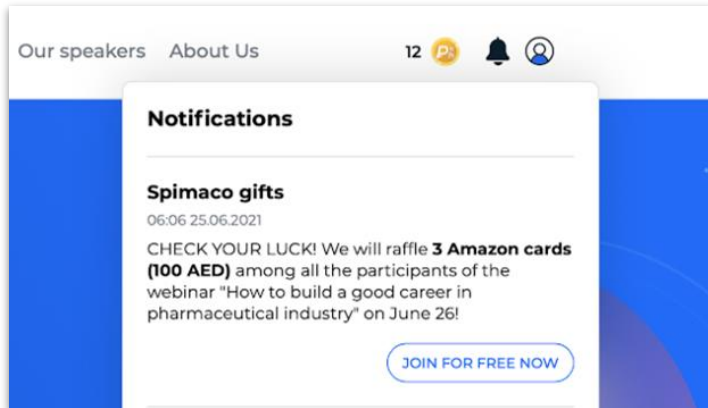


# Promotion on PharmaCourses platform



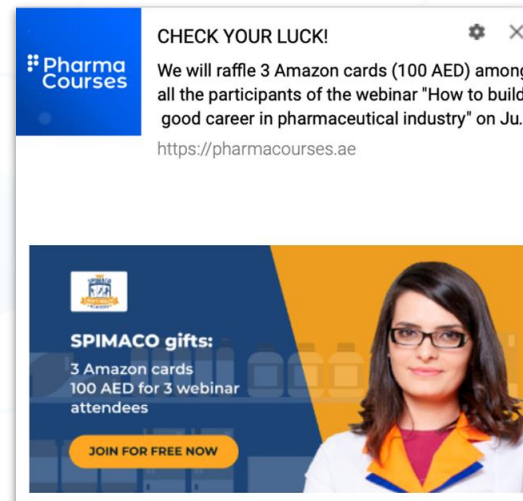
Pop-up notifications on main page for targeted countries

Reach: **396**



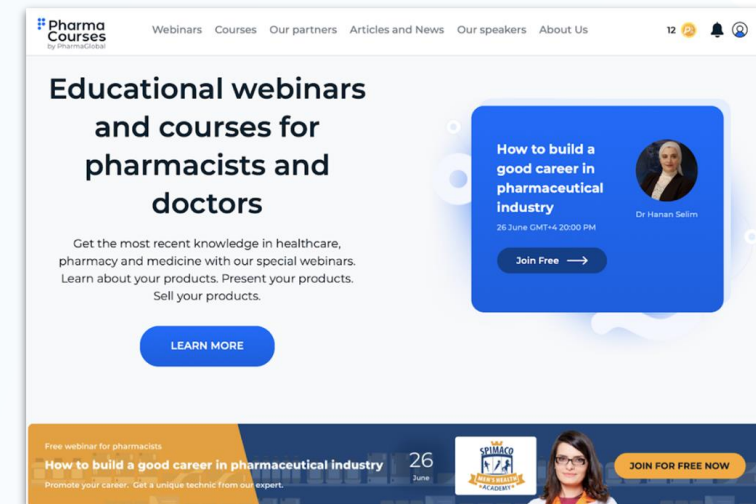
Web-push notifications for subscribers

Reach: **869**



Banners on main page

Reach: **XXX**



# Using Messengers for communication with the audience

We have created a professional community in Telegram and WhatsApp chats for HCPs from MENAT countries to learn their feedback, objectives, suggestions. In a friendly way, we do announcements there of our activities.



**3,300 users**



Chat for pharmacists | PharmaCourses | ME...

26 June 6:00 PM (+2 GMT Cairo) 8:00 PM (+4 GMT Dubai)

Free webinar for pharmacists

### How to build a good career in pharmaceutical industry

🔥 Free ZOOM webinar for pharmacists "How to build a good career in pharmaceutical industry"

🔥 CHECK YOUR LUCK! We will raffle 3 Amazon cards (100 AED) among all the participants. Hurry up to join! 🔥

On June 26, during the lecture, moderated by Dr. Hanan Selim, we will discuss the pharmaceutical industry, describe who works in this area, and what is their main motivation, how to start building a good career in pharma and be successful.

! We gift two manuals useful for healthcare professionals after registration on the platform.

➔ JOIN FOR FREE now and get the certificate of participation after the event: <https://bit.ly/3wS7Hwz>

17:20 ✓ 17

# Targeted campaign on FB and IG for audience growth



Banners campaign for FB and IG with focus on GCC (UAE, Bahrein, Kuwait, Oman, Qatar) and Twitter post

**Total Reach: 3,564**

The image shows two overlapping screenshots of social media ads. The top screenshot is a Facebook post from Pharma Courses, titled "Pharmacist? Join the free ZOOM webinar 'How to build a good career in pharmaceutical industry'". It features a woman in a white lab coat and a calendar widget for June 26 with times for Cairo and Dubai. The bottom screenshot is an Instagram ad with a blue background, featuring a woman in a hijab and the text "Free webinar for pharmacists" and "How to build a good career in pharmaceutical industry". Both ads include a "Join for free now" button and a "LEARN MORE" button.

The image shows a Twitter post from Pharma Courses (@PharmaCourses). The text reads: "We will hold the free webinar for pharmacists 'How to build a good career in pharmaceutical industry' on June 26, moderated by Dr Hanan Selim." It includes a link to the webinar registration page and the hashtag #pharmacourses. The post also includes the hashtag #pharmaceuticalindustry and #Pharmacist.

# The campaign outcome



More than **3x growth** of participants on Spimaco Men's health academy event:

**Online**  
**580** **vs.** **Offline**  
**150**

Online format gives an opportunity to **increase audience** coverage:

**Online**  
UAE  
Kuwait  
Egypt  
Qatar  
Oman

**vs.**



**Offline**  
UAE



We are ready to develop a marketing strategy for boosting your products to pharmacy channel and increase brand awareness.




Elena Telikanova  
Business Development MENA region  
elte@mena.pharma.global

  +971 50 152 9071

 [facebook.com/pharmacourses.ae](https://facebook.com/pharmacourses.ae)

 [twitter.com/PharmaCourses](https://twitter.com/PharmaCourses)

 [instagram.com/pharma.courses](https://instagram.com/pharma.courses)

 [t.me/joinchat/V1F38sTkrGnz8qHe](https://t.me/joinchat/V1F38sTkrGnz8qHe)

[www.pharma.global](http://www.pharma.global)

[www.pharmcourse.com](http://www.pharmcourse.com)