

Components of a scientific marketing plan

Baseline analysis before creating the plan

SWOT analysis of your brand

What has worked and why?
What did not work and why?
Where are the opportunities to grow?
What new challenges are likely?

Competitor analysis

Who are the key competitors?
What brand messages are they conveying?
What has worked for them?

Components to consider in a scientific marketing plan

Positioning and messaging

Do we need to finetune the positioning of the brand based on new evidence and new guidelines?
What key messages should be conveyed during the year, based on published evidence?
What new evidence will we keep an eye on?

Patient journey touch points

What are the touch points along the patient journey where there is an opportunity for scientific communication and who are the stakeholders?

In-clinic communication*

What evidence-based messages will be conveyed in what sequence?
What tools will be used e.g., LBLs, newsletters, white papers, videos, emailers, compendiums etc.

CME events to conduct*

What type of events are likely to be effective and why?
What evidence-based messages to be highlighted

Advisory board meetings*

Objectives of advisory board meetings
How many advisory boards through the year are required? (Ideally not more than 2 for a brand)

*Details of these will later help marketing teams in planning the no. of inputs/ events, KOLs to be approached and no. of HCPs to be engaged

Components of a scientific marketing plan

Components to consider in a scientific marketing plan

Plan for national and international congresses

What type of scientific content should be disseminated at our stalls during these events (once again with the focus being on messages to be conveyed and evidence to share)
Potential topics for satellite symposia

International speaker program

Do we need it?
What is the objective and what challenges will it help in addressing?

Publication planning

Plans for publications of review articles and case reports
Plans for retrieving and publishing RWE data from clinicians if feasible

Plan for evidence-generation

What kind of new evidence do we need?
Plans for supporting HCPs in generating real-world evidence, case series, or clinical studies

Patient awareness and education

Current gaps in awareness, education, and access
Topics for awareness and education*

Communication to other stakeholders in patient journey

Stakeholders to be targeted e.g., family, paramedics, etc
Topics and channels for communication

HCP and/or patient surveys

What new insights do we require?
Will qualitative or quantitative survey help in gathering new insights?

*Clarity about these will help marketing in planning budgets and channels to use for awareness and education e.g., HCPs, print media, awareness camps/events, social media, schools, colleges, corporates etc