E marketing in pharmaceutical sector

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ABSTRACT-. the objective of the study is to examine and analyse present scenario of online pharmacies and govt. role in this perspective. Digital has already transformed the pharma and healthcare industry in many ways such as greater levels of transparency, patient communication and drug development. In addition due to its unrivalled cost effectiveness, digital marketing strategies offer a variety of meaningful ways to connect and treat prospective clients and customers

Keywords- digital marketing, pharmaceutical marketing, social media, digital marketing stratergies, e pharma, online pharmacy.

I.   INTRODUCTION –

what is e marketing-?

E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands.

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

What is pharmaceutical marketing strategy –?
Pharma marketing strategy refers to the marketing of drug and medical device by private and public organizations to doctors, clinicians and consumers.
Importance of e marketing in pharma field-
By providing an informed choice of carefully characterized agents, marketing assists
physicians in matching drug therapy to individual patient needs. Pharmaceutical marketing is presently the most organized and comprehensive information system for updating physicians about the availability, safety, efficacy, and hazards and techniques of using medicines.

DIGITAL MARKETING IN INDIAN PHARMACEUTICAL INDUSTRY

Digital marketing is the developmental stage in Indian pharmaceutical industry. Pharmaceutical companies are using technology-based services, helping patients learn more about their conditions and helping them monitor their health. It may also be useful to give the physicians an insight into the health of the patient, any side effects for any particular product. These digital services also make it easier for doctors to communicate their message to patients with ease on certain health conditions. Digital marketing has clearly simplified advertising, awareness campaign organization, and mass reach at low cost and efficient methodologies. The use of medical pharmaceuticals is worldwide dependent. Cardiovascular disorders and hypertension are at a peak in the developed nations. Although, infectious diseases such as tuberculosis typhoid, and some other diseases are prevalent in developing countries. Pharmaceutical-based companies are working hard to keep up with developments that digital technology has brought in. In recent years, the use of digital marketing in this field has allowed companies to take a different approach to targeting customers, doctors and caregivers. Some of the technologies that change the healthcare sector include mobile communications, advanced analytics, the internet and the cloud. Although most Indian companies have restricted their use in creating corporate image, updating therapy, simple diet guidelines, nutrition, exercise, etc. Nutraceuticals are slightly aggressive in their distribution with only a few firms concerned with goods in the field Over the Counter.

- A successful e marketing program must have the following-
- Market research
- Right marketing mix (4 Ps) - Products – must be planned
- Prices-must be determined

- Promoting- product I essential
- Placing-product must be accessible to customer
- A quality products
- Right price
- Strong dose of promotion
- An extensive distribution network (place)[1]

Features of e marketing –
Big or small, many businesses are using e-marketing because of various features and multiple advantages. Some of the important features are as follows;
1. E-marketing is Cheaper than Traditional Marketing
If we compare its cost with traditional marketing media such as newspaper ads and billboards, then it's much cheaper and efficient. We can reach a wide range of audience with very limited resources.
2. Tangible ROI
Small business owners can now check the turnover rate or ''action taken'' with the help of Infusion soft. It analyses multiple things like views of videos, number of emails opened, and per click on the link. Most importantly, it tells us how much sales the business has been made as a result of e-marketing.
3. 24/7/365 Approach
It works 24 hours a day, 7 days a week and 365 days of the year. It doesn't matter whether we're homesick, sleeping, or attending a casual meetings; but e-marketing is always hard at work.
4. Eliminate Follow-up Failure
Elimination of follow-up-failure is the main secrete behind the success of small business. It is done by entering our business figures into the Infusion soft, and then its automated marketing system will provide we the custom-tailored information about our business, which areas to improve and what product to discontinue. [2]

II. DIGITAL MARKETING STRATEGIES

1) Value-driven content creation
One of the most significant transformations seen by digital's influence on the pharma industry is the fact that pharmaceutical companies are no longer the sole gatekeepers or providers of the information surrounding their treatments or products. Through online communities, mobile applications and a wealth of web content, people now have wide access to a range of pharma-based insights. By creating targeted, value-driven branded content that offers prospective or current patients insight into relevant information, we can grow our audience, significantly.
By providing answers to common patient pain points in an inspiring, engaging way alongside demonstrating transparency, we will grow our audience while fostering trust and positioning our brand as a thought-leader.
As an international healthcare brand, Johnson & Johnson are renowned for their wealth of inspiring content marketing initiatives but of all its campaigns, its 'Care Inspires Care' campaign is perhaps the most inspiring.
Boasting the perfect mix of value-driven, blog content, emotive messaging, social media posts, and eye-grabbing visuals, this particular campaign honed in on the importance of caring for one another. By prompting people to share their random acts of care through Facebook and supporting the campaign with a host of share-worthy content, the brand encouraged a total of 26 million acts of care - and counting.
When building a campaign around a particular product or topic, develop an emotive message that will encourage a wealth of user-generated content, using a well-crafted hashtag as a vessel for social sharing.

2) Augmented & Virtual Reality
By 2022, the consumer VR software market is expected to grow to a worth of $16.3 billion. As VR and AR technology becomes an increasingly integrated part of our everyday lives, pharmaceutical companies can use this immersive technology to break down walls between its business and clients, partners, patients or consumers.
Despite AR and VR adoption in the pharma industry is in its infancy, some companies are already using immersive apps and tactics. These technologies not only place people at the heart of the business but can offer information and care through virtual clinics and product demonstrations. To help people empathize with friends or loved ones that suffer from migraines while helping to promote its products and research, GlaxoSmithKline brand, Excedrin, developed a VR-driven campaign named, The Migraine Experience.
Using a VR headset, migraine sufferers were able to program their specific symptoms (including blind spots, auras and sensitivity to light) before handing it over to their loved one so they could experience the traumas for themselves, filming the results to create video content. Not only

did this campaign spark up a host of positive conversations and engagements, but it earned it a notable boost in profits within just two weeks of its launch.

When using AR or VR for digital marketing, use it to place our audience at the heart of the narrative, offering a unique opportunity to live and breathe ourbrand mission, treatment or product.

3) AI-powered assistants and messaging apps

Droves of businesses across the globe are using messaging apps including Facebook Messenger or WhatsApp to engage with prospects and spark up meaningful dialogues. For the pharma industry, this trend presents a unique opportunity to hold personal conversations with our customers, patients or partners.

With pharma brands like Johnson & Johnson and MedxNote using chatbots as pivotal parts of their marketing and communications strategies, it's expected that many more industry players will follow suit in the not so distant future. By using autonomous machine learning chatbots to improve organization efficiency, conduct key tasks and answer client, patient or customer queries, pharma brands stand to increase productivity while enhancing their overall customer experience (CX) offerings - something that's expected to surpass both price and product as the main brand differentiator by the end of 2020.

Chatbots are incredibly versatile and earning the trust of the public all the time. In fact, 37% of Americans would use a chatbot in an emergency. The use of chatbots in communications across social messaging will result in a rise in customer experience levels and provide valuable data to help improve strategies, communications and products.

4) Influencers

70% of millennial are influenced by the recommendations of their peers while 90% of 18 to 24-year-olds trust medical information acquired through social media while one-third of the U.S adults search online to understand a medical condition. So, there's great opportunity for pharma brands that work with respected industry influencers and thought-leaders.

Jack Perkins and Amcal - Instagram

A great example is Amcal Pharmacy. To boost its brand awareness while educating people, the brand teamed up with diabetic supercar driver, Jack Perkins.

By publishing Instagram posts offering an insight into his personal journey and how Amcal helps him manage his condition, the pharmacy benefited from exposure to the supercar driver's 21,000 followers. In addition, Jack's sponsored post (above) generated 1,397 likes, 33 comments, and an engagement rate of 7%.

5) The block chain

In the digital age, trust and transparency are essential components to success. As the pharma industry becomes more informational, offering a far more direct line of communication between provider and consumer, remaining open and trustworthy is no longer optional, now it's compulsory.

Although this is yet to be explored to its fullest potential, implementing block chain technology as part of our digital marketing strategy could help promote organizational growth and evolution.

While such elements aren't directly related to marketing, by showcasing efficiency, accuracy and transparency, our brand could grow over time using block chain in the coming years.[3]
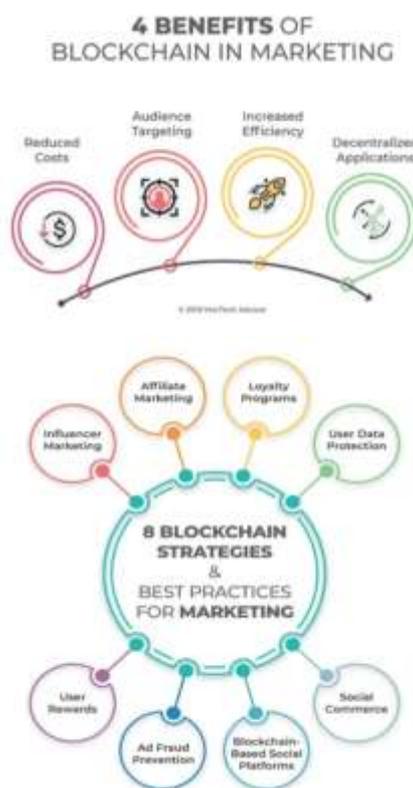
HOW DIFFERENT FROM TRADITIONAL MARKETING:

If we compare the methods of online marketing with conventional traditional marketing practices, then there are ample areas and opportunities where online marketing is competent and have its advantages.

• Unlike traditional marketing where we have to wait for stipulated time frame to find out the response from the customers, online marketing is real time.

• Since we can the response of the customers in real time, it is easier to track if a particular campaign is working for the product or not and based on the feedback marketer can made the appropriate changes in the promotional campaign, in traditional marketing this flexibility is not possible.

• In traditional marketing, it is difficult for small retailers to compete with the big competitors in the market owing to the cost involved and strategy making expertise whereas in case of online marketing, through a crisp website you can reach your target audience with wider reach with better service assurance.

• Cost involvement is another point which creates a lot of difference between the conventional marketing techniques over online marketing; business house can create its respective digital marketing strategy with very little cost and replace conventional costly advertising methods such as print media, radio coverage, television and magazine.

• Through online marketing any business promotional idea have far greater reach and coverage as it can be seen any part of the world via one marketing campaign in optimal cost compared to conventional marketing campaigns and once any marketer optimized the important word search criteria content in website then it is a great return on investment with very marginal cost to maintain the positioning.

• With electronic marketing, marketer can create options to stimulate their target audience to take favourable appropriate action, visit the respective website, to know about their products and its features and different services, by this mechanism customers can express their view about the product, their choice of buying the product and corresponding feedback, which is also visible in the website thus by this way the marketer get an effective opportunity to engage with the customers, which is usually diluted in case of traditional mode of marketing.

• Through online marketing brand development can be done better than traditional mode of marketing, a well-designed website with quality information can target the requirement of the customers and add significant value to their expectations with creation of greater opportunities.

• Online marketing has the potential to create ripple and viral effect in promotion over traditional mode marketing, for an instance using social media networking website, email and social media channels promulgates the content of the message to be shared incredibly quickly.

THE 7C'S OF E-MARKETING:

The 7 Cs are basic pillars to understand the working and effectiveness of digital campaigning and helping business venture to transform from basic web based presence to a favourably prosperous e-venture. All these basic pillars are influential in creating the overall master plan of the business venture and help them to develop the socio economic model for the business based on the implementation of digital content and respective marketing. By implementing internet, the entire sales process can be executed in one format that too in an instantaneous manner. Digital marketing aware the target customers with additional information about the product starting from its features and feasibility which create impulse to execute the final purchase .Presently different techniques are available to create awareness among the customers and subsequently they have wide area of choice to select the product based on the price-feature index and likely to make the purchase. The bases of 7Cs of e-marketing are:

• Contract of the online campaign: The first and foremost rule of e-marketing is to develop and communicate the basic promise to the target customers about the value proposition offered by the respective e-marketer.

• Content of the campaign: refers to the content that will appear on the digital space, the content material has to be decided judiciously considering the fact, the content decide the mere browsers to possible buyers.

• Construction of the campaign: It is important that the contract communicated by the e-marketer is translated into appropriate interactive functionalities along with the web based features so that the target customers have an overall wonderful experience which will also ensure greater participation and sales.

• Community of the customers: Through proper digital space designing and creating appropriate

awareness; e-marketers can create their own set of core customers, which in turn will act as the marketers for their website site.

• Concentration of consumer interest: Through online feedback mechanism of behavioural interest of the customers, e-marketers know, how behaviour targeting is an important aspect to know the interest of the customers in terms of demographics pattern and apparently this information will help marketer to come out with a product align to customer interests, also past online purchase experience records of the customers helps marketer to come out with a better product promotion strategy.

• Convergence of the promotion: With the development in broadband technology and its appeal to the masses, e-marketing is working on a model to converge the online web based applications with direct marketing practices which not only minimize the cost of promotion but also increase the reach for global market. The advancement of broadband will help to develop new ways of advertising in terms of creativity and also enhance the features in traditional marketing practices

• Commerce of the campaign: The last and important principle of e-marketing is commerce, comprises the way of offering products/services to customers either directly or marketing those to another company on the basis of a fee agreement, which helps them to cover the fixed costs involved like site operations and cost of client acquisition.

III. DIFFERENT TECHNIQUES OF MARKETING:

Different techniques are used in internet marketing. They are as follows affiliate marketing, viral marketing, email marketing.

1)Affiliate marketing

An affiliate marketing scheme is also known as associate marketing scheme. This establishes a relationship in which a merchant pays the affiliate for links that are generated from the affiliate site to the merchant site. A simple example for this would be a merchant wanting to sell his products through affiliate marketing. He would offer an affiliate marketing program say X affiliate marketing program. They would provide a link or a banner advertisement to an affiliate who becomes their member. Once the affiliate is a member he can put up that link on his website. Once somebody makes a sale through his website, the merchant can track which affiliate was responsible for that sale and pay a suitable commission to them. This is the most common affiliate marketing scheme available. This is typically called pay per sale or pay per action. But some of the companies want results for survey or want leads generated for them. They take the help from affiliates and pay them a commission whenever an affiliate gets a survey form filled through his site or generates a lead. This is typically called pay per lead. (Libai Barak et al 2003) in his publication compared why these schemes pay per lead and pay per action prevail and under what conditions one is advantages over the other. The authors find that pay-per lead is more profitable when a merchant and affiliate have a separate deal with each other. Merchant negotiates the deal in this case. In such a scenario, pay-per-conversion is not optimal for the affiliation alliance because it leads to suboptimal pricing by the merchant. On the other hand, pay per lead is less profitable than pay-per-conversion for a merchant if he works with a large number of affiliates such that all of them are under the same terms. It is less profitable because of the problems encountered due to fraud referrals that cannot be converted to customers. Some of the companies want their presence felt and this is possible through clicks on their websites generated for them through affiliates. Pay per click is when companies pay affiliate who generate traffic for them thru clicks. Companies believe that clicks could result in potential sales. This is the reason why companies pay affiliates who generate clicks. Sometimes companies like to pay affiliates who can generate banner impressions for them. This is called pay per impression. Companies believe that banners once displayed by the affiliate can generate potential leads so they pay them for the banner impressions. Some companies provide direct affiliate programs and reach out to consumers directly. Some companies don't directly provide affiliate programs. Instead some of them hand over that responsibility to an affiliate junction which takes care of doing the same. The affiliate marketing junctions are responsible in match making between merchants and affiliates. They charge companies a suitable amount for running their marketing companies and provide services like pay per click or pay per lead or pay per sale as requested by the companies. They share an amount of the commission they charge companies to the affiliates. Affiliate junctions act as a bridge between companies and consumers.

3.1.1 Generic steps involved in direct affiliate marketing
STEP 1:
COMPANIES ----◻ PRODUCT LINKS/SURVEY FORMS/BANNER-----◻ ◻ AFFILIATES

STEP 2:
AFFILIATES----◻ PRODUCT LINKS/SURVEY FORMS/BANNER/CLICKS-----◻ COMPANIES

STEP 3:
COMPANIES ----◻ COMMISION----◻ AFFILIATES

2) Social networking and social media based advertising
Many sites have been responsible for creating social networks where people post their information and also connect to each other either for business networking or dating. Some of the prominent web-sites are tribe.net, myspace.com, orkut.com, linkedin.com. Initially they all started as sites which connect people. Some of them have make revenues through marketing. Linkedin.com provides banner based advertising which focuses on specific targets. Youtube.com can be treated as social media based advertising trendsetter. (Fernando Angelo, 2007) in his publication explains how social media marketing schemes are getting popular. He emphasizes the fact that consumer based content has importance which can be exploited by marketing personnel. Social media advertising in his perspective means intersection of software marketing, media, information and entertainment. I agree to his view. For example Youtube.com allows users to capture their videos and put it up on the site for sharing with others. Unregistered users can watch most videos on the

site. It provides features to rate videos and also keep track of number of times the video has been watched. But only Registered users have the ability to upload an unlimited number of videos. (Naím Moisés, 2004) claims how Youtube.com has had an effect on the mind-sets of people. He claims how a few individuals posted certain videos which were related to political systems. The power of individuals could easily overpower journalists because millions could post their videos. I think approach is interesting because individuals can sometimes bring out information which journalists would not like to share with the public. This may either have a positive or negative effect in the society.
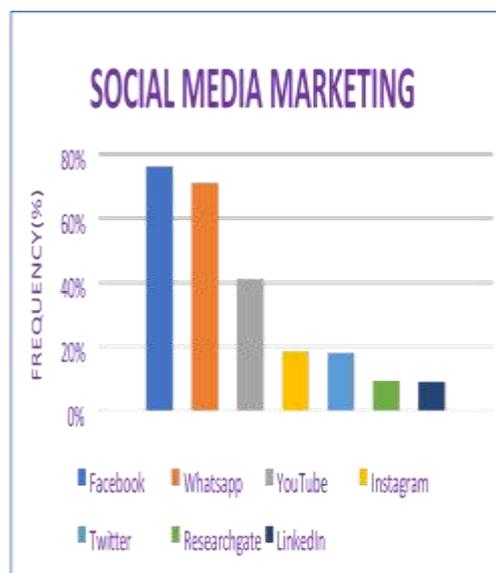
3) Email marketing
This is a form of marketing which exploits the power of electronic mail. Emails are sent primarily to improve the relationship with the old/new consumers or other old/new customers. Emails could include advertisements/newsletters which are meant to tempt new or older consumers to make purchases or inform them of new products/services.

Advantages of using email marketing:
• Email marketing campaigns are cost effective when compared to campaigns such postal campaigns or printed newsletters.
• Email arrives quicker than post.
• The companies can do mass mailing with the help of mailing list. This helps distribute quality

information to a specific range of consumers/customers.
• Companies can easily track their returns when they use this scheme. They can also track how many campaigns were successful or how many failed etc. with the help of read receipt, un-subscribed or messages that bounced on failure.
• Advertisers are able "push" the message to consumers whereas website marketing has to attract customers to come to the advertiser. So reach is better.
• Companies that use html based email can provide other links which can generate further leads for them.
• Companies can also know the tastes of consumers by sending emails which ask for opinions from consumers.
• Companies can target based on consumers interest i.e. only after taking consumers interest when he signs up for a particular email service.
• Email marketing does not take up paper so it is environmental friendly.

Disadvantages of using email marketing:
Spamming is one of the biggest problems and it is very difficult to distinguish between genuine email marketing and spamming. Many of the companies install spam filters but filters end up preventing even genuine emails from reaching. Most of the companies are taking all efforts to prevent Spam. Email marketing needs to be done carefully in order to be not treated as spam.

4) Viral marketing
Viral marketing also termed as viral advertising consist of marketing techniques that that use already existing social networks to increase brand image with help computer virus like techniques. It is also called word of mouth marketing. This technique encourages consumers to pass on marketing message in voluntary way. Viral promotions could involve video clips, interactive flash, images, or even mobile messaging such as SMS. It works on the belief that consumers who are impressed would tell people what they like and also tell people what they would not like. This basic behaviour can be exploited to encourage viral marketing. (Dobele Angela et al 2007) in their publication explain how emotions could play a vital role in making viral marketing a success. Emotions such as joy, surprize, sadness, anger, fear and disgust are considered for their research. Gender's role in viral marketing campaigns are also given importance. They have drawn their conclusion

based on 9 successful and failed viral message campaigns. Their main conclusions suggest that companies cannot rely on emotions alone in their viral marketing campaigns. Their campaigns should be effective in capturing the imagination of the recipient in order to make it successful. What authors consider important is how successfully companies can achieve message forwarding. I agree to their view that only targeted viral marketing campaigns based on brand, product or service can succeed in convincing the audience. I also agree to their view that viral marketing offers other advantages such as low cost, reduced response time and increased potential for impact on the market.

CURRENT SCENARIO AND CHALLENGES:
The numbers of approximate internet users were 4.48 billion in world in the year 2020
Followed by 560 million users in India and 802 million users in China and increasing day by Day worldwide. This has given a major boost to the digital era in various sectors.
In any sector, digital marketing is a more cost-effective and less time-consuming method of Communicating with clients compared to traditional marketing. Digital marketing permits the Use of data by pharmaceutical marketers to develop more strategic engagement with Prescribers and physicians. Nonetheless, many companies still cannot integrate digital into The broader business strategy. The pharmaceutical sector is facing several difficulties in Implementing the techniques of digital marketing some of which are discussed below.
1. Inadequate organization vision: For the introduction of digital marketing approaches,
Most organizations lack a proper vision. The approaches aren't clearly defined, accepted And publicly communicated. There is a need for good management to affirm the vision set Goals and track the quality of operation. Identifying the field force and marketing Champions that promote the digital pharmaceutical vision is usually not found in the Companies.
2. A lack of digital minds: There is a lack of skilful workforce in the pharmaceutical sector That wants to drive digital change. Employees should have knowledge of digital Marketing, as well as the complexities of digital adoption in the pharmaceutical industry, To develop digital marketing within the business. Most of the companies lack the efficient Workforce that

understands both the industry and the new digital market at the same time.

3. A digital disaster: Digital channels and campaigns have started to be implemented by Many pharmaceutical companies; however, marketers in this field are unable to Implement an overall effective digital strategy. Improved data contributed to complicated Analyses and the use of data in digital approaches has created a global tragedy. The Pharmaceutical marketers will unify data across channels; use the data in real-time, Optimize digital campaigns using their digital minds accordingly.

4. Strict Regulations: The question of the regulations in each jurisdiction requires close Review before any digital projects are initiated. Compared with other sectors, life sciences Marketing faces stricter regulations. The pharmaceutical sector must follow the Requirements of both the FDA and the Federal Trade Commission (FTC) from the privacy To the creative copy. Establishment of the Health Insurance Portability and Accountability Act (HIPAA) in 1996 secured the health data's safety and privacy. The act prohibited Digital abuse of health data by advertisers, ensuring the integrity of health care records. In 2010, FDA issued a warning letter to a Novartis to pull back Facebook share, as there was Inadequate risk information about the Taiga leukaemia treatment drug. With the quest Limitations the pharmaceutical companies have been more cautious about investing in New digital marketing strategies and introducing them. Industries capable of combining Digital and the approval process with built-in regulatory workflows can do real-time Digital work.

5. Poorly maintained websites: The use of social media by biopharmaceutical producers is Sluggish. Some of the pharmaceutical companies are still following the old world of "Web 1.0." The pharmaceutical industry has chosen one-way information exchange Which has been properly reviewed, lawfully accepted and shielded from external Interaction. An out - of-date, poorly maintained site is worse than finding no site at all. Efficient human resources must find to manage these interactions.

The few strategies that can be adopted by pharmaceutical companies to increase their Chances in the digital world follow.

1. Introducing mobile apps: The FDA released the guidelines on mobile medical Applications, easing the pharmaceutical sector' long-term wait. Mobile applications in one Go help patients to understand their diagnoses and medicines better before they are Released. Apps that allow better direct marketing to customers can include complete Details about any drug. If they partner with companies that can deliver the applications in Context of patient management, including symptoms and medicines, not specifically Disease management, pharmaceutical companies would be more profitable.

2. Collaborative business model: behind its conventional obstacles, the pharmaceutical Industry is increasingly innovating by collaborating with and beyond its partners.

Comprehensive collaboration is possible thanks to the availability of digital technologies.

The workers can work and develop new treatments effectively and efficiently. Pfizer, for Instance, has developed a ground breaking cloud-based clinical data platform to collect, Interpret and visualize patient data in clinical tests through trials and medical programs and to help smart test design, precision medicine, pharmacovigilance and regulatory Enquiries.

3. Sharing data on population studies: Extensive overtime data collected appears to be Wasteful if not analysed. The results of the data should be reported. The combination of Point, mobile and analytical content will be the real transformation in digital healthcare.

4. Ensure IT support: Adequate IT support is required to solve digital marketing problems.

5. Create a new digital marketing organizational structure: appoint an e-marketing Strategy manager, e-marketing product manager, digital marketing committee, etc., to Help boost company digital marketing innovation, and to develop digital strategies.

6. Business partners: Digital strategies involve partnerships with companies that deal with Complimentary disease aspects. For example, companies marketing atrial fibrillation Anticoagulants should partner with medical device firms that identify such patients with Remote cardiac monitoring. It is not difficult to introduce a digital marketing method.

7. Patient and Healthcare Provider services (HCPs): Patient and Healthcare Provider Services (HCPs) are also expected to provide patients with technology-based services that Can support patients with quality monitoring and administration by using more software On a daily basis. These services can also contribute substantially to new

therapies research And development. To order to support and show outcomes, it also connects partners Across the broader healthcare community. Patient services that are digitally enabled, such As apps or on-line platforms or educational resources linked to a wider range, should be Used to assist patients and HCPs dealing with health issues

FOUR WAYS TO CONDUCT ONLINE MARKETING
1)CREATING AN ELECTRONIC STOREFRONT
Companies can buy space on a commercial online service or It can open its own Web site. These sites are designed to engage consumers in an interaction that will move them closer to a Purchase or other marketing outcome.

2)PLACING ADS ONLINE
Companies can place online ads in three ways:
• Classified ads in special sections of major commercial Online services.
• Ads in certain Internet newsgroups set up for commercial Purposes.
• Buy online ads that pop up while people are surfing the Web. Such ads include banner ads, popup windows,
"Tickers" (banners moving across screen), and "road- Blocks" (full-screen ads that users must go through to get to Other screens they wish to view).
3)PARTICIPATING IN INTERNET FORUMS, NEWSGROUPS, OR WEB COMMUNITIES
Companies may participate in or sponsor Internet forums, News groups, and bulletin boards that appeal to specific special Interest groups.

4)USE ONLINE E-MAIL OR WEB CASTING
Companies can send out customer newsletters, special Product or promotion offers based on customer buying histories.
Web-casting or "push" programming delivers information of Interest of the consumer's interest. Interest to consumers' desktops.

What are the successful techniques of internet marketing used today?
Most successful marketing technique from both company and consumer perspective is Search engine marketing.

Do companies prefer internet marketing to traditional marketing?
Companies and consumers disagreed that internet marketing would fully takeover traditional marketing in their company. Companies agreed that from now on company would spend more on internet marketing than on traditional marketing but consumers did not agree to this view. Companies agreed that from now on revenue gained through internet marketing would be surely more than revenue gained through traditional marketing but consumers disagreed to this view. Companies were undecided that traditional marketing is more reliable than internet marketing but consumers agreed to this view. Companies agreed that traditional marketing is more flexible than internet marketing but consumers are undecided on this. Companies agreed that traditional marketing relationships were long term compared to internet marketing but consumers are undecided on this.

Where is the internet marketing trend heading to in the future?
Companies and consumers agreed that awareness of internet marketing trends is mandatory For internet marketing trends. Both companies and consumers agreed that internet marketing Will surely grow. Both companies and consumers believed that payment frauds are Unavoidable in internet marketing, in spite of this internet marketing will grow. Both Companies and consumers agreed that reliability of the country is very important for success Of internet marketing. Companies and consumers agreed that web-mavens (internet product Review experts) would play a major role in establishing the brand image of the company in The mind-sets of people. Both companies and consumers were undecided whether Irrespective Of product/service internet marketing is useful. Companies agreed that only for selected Products and services internet marketing will be successful but consumers were undecided on This. Companies agreed that virtual world internet advertising campaigns such as Second Life Are the future trendsetters for internet marketing but consumers were undecided on this.

IV. OBSERVATIONS AND DISCUSSION
The sale and distribution of drugs in the country falls under the Drugs and Cosmetics Rules, 1945 However, the rules do not distinguish between offline and online sale of drugs. As a result, even after more than seven decades the matter is still debatable. In India mainly two categories of drugs are available a) Prescription drugs b) Non-prescription drugs. The issues are due to online sale of prescription drugs. The reasons for this debate is stated below-

The Drugs and Cosmetics Rules 1945 identify certain drugs that can be sold only through on production of a prescription signed by Registered Medical Practitioner (RMP). Online pharmacies must accept prescriptions through scanned or electronic form to process purchase orders of prescription drugs otherwise it will be difficult to adhere the rules According to the Information Technology Act 2000 ''if a document is required to be signed under law, the document would be deemed to be in compliance with the law only if such information or matter is authenticated by means of an electronic signature.

Therefore, a scanned copy of the prescription or the prescription in electronic form would be valid if the RMP affixes his electronic signature to it. This is really a mammoth task for these online pharmacies because less than 1% of RMPs using electronic signature.
Apart from that Under the Drugs and Cosmetics Rules, 1945 registered pharmacist is required, the drug has to be dispensed under his supervision and he has to make a note that based on the prescription the drug has been given.

Now the question is how such a note can be given on scanned or electronic copy of a prescription. The other challenges of these online pharmacies are place of sale. The Drugs and Cosmetics Rules, 1945 license for sale of a drug is given to the license holder for a specific premise. In case of online pharmacies, it would be difficult to find out the place of sale.

If they handover the drug at patient's place then they violate the Drugs and Cosmetics Rules, 1945.The pharmacy practice Regulations 2015 says that all prescription drugs should be handed over by a registered pharmacist but in case of online pharmacies how can they handover?

In this connection the Office of Drugs Controller General (India) gave a circular on 30.12.2015 to all state/UT drug controllers regarding sale of drugs over internet contravening the provisions of Drugs and Cosmetics Rules, 1945. The letter was written for the interest of "public health" and requested there to "put a strict vigil on online sale of medicines and take action against those indulging in online sale of medicines in violation of the Drugs and Cosmetics Act" (DCGI, 2015).

Now the government plans to regulate the sale of medicines through online pharmacies. The Central DRUGS Standard Control Organization (CDSCO, 2016), the regulator for Pharmaceuticals and medical devices in India, and the health ministry have initiated discussions to frame a policy to facilitate access of quality medicines and encourage more entrepreneurs to sell medicines through online.

Officials are working on the draft rules under the Drugs and Cosmetics Act have categorized drugs into five schedules-from medicines have limited risk to have greater potential to be abused.

The third schedule carries all over-the-counter drugs, the fourth schedule will carry all prescription drugs, fifth schedule will have antibiotics and anti-bacterial drugs, the sixth will deal with narcotics and psychotropic drugs, seventh will cover any medicines that do not fall under the other schedules. The rules are still under the initial stages only. (CDSCO,)

The advantages of online pharmacies are privacy, avail great choice, lower prices and convenience mainly.

Similarly the disadvantages include lack of physical evaluation in place, some do not dispense drugs through licensed pharmacies, some online pharmacies do not adequately safeguard patient's health, some do not adequately protect personal and financial information, some do not give their address and /or telephone number, prices may change quickly, some may sell drugs which are dangerous if not taken under medical supervision).

Consumers may provide order directly over the Internet without even seeing a physician or a pharmacist, which is extremely dangerous. They may not have sufficient information to distinguish between legal on-line pharmacies and illegal commercial sites selling any kind of medical products. In this context, to gain consumers' confidence and to make a clear distinction between legal and illegal sites, the United States National Association of Boards of Pharmacy (NABP) has developed the Verified Internet Pharmacy Practice Sites (VIPPS) programme. To get VIPPS certification, pharmacy must comply with the licensing and inspection requirements of their State and each State to which they dispense products. The pharmacy will display the VIPPS hyperlink seal on its website if they follow NABP compliance with VIPPS criteria. The criteria of VIPPS include patient rights to privacy, authentication and security of prescription orders, adherence to a recognized quality assurance policy, and provision

of meaningful consultation between patients and pharmacists (Ovaskainen, 2001)

V. DISCUSSION:

In USA and INDIA both online and offline are licensed, however online pharmacies are allowed to operate based on certain restrictions. At the same time Food and Drug Administration (FDA) also runs campaign to aware the people regarding the dangers of buying prescription drugs online. They also provide information about risks associated with buying from fake online pharmacy, how to identify fake online pharmacy, how to find a safe online pharmacy. Indian government must take of patient information privacy and security regarding online pharmacies. They can educate common people about safe practices of purchasing online medicines. They can provide list of approved /accredited online pharmacies in future. No doubt E-Pharmacy improves consumer convenience and access and this will give benefits to elderly patients suffering from chronic ailments because they need to visit pharmacy to buy medicines. At present there is a lot of misunderstanding about e-Pharmacies particularly those are doing offline business in this segment. E-Commerce is a nothing but shifting the business from traditional mode and how business will be done in the future and everyone will have to align themselves according to the changing trends (FICCI, 2016).

According to (FICCI, 2016) e-Pharmacy is only technology advancement, and therefore they recommended that it should be allowed and its benefits must be given to the consumers in India by safeguarding and implementing stringent regulatory control to protect the interest of the consumers. They also proposed that narcotic medicines and other habit-forming drugs should be restricted to be sold through an e-Pharmacy model.

VI. CONCLUSION:

New e pharmacies have to be registered with the central drug standard control organization (CDSCO), India apex drug regulator and central licensing authority. E pharmacies have to take only one license in any state and can sell drug all over the country even if they have one license.

People today are highly busy and spend the most of their time on android devices, laptops or Digital devices. Digital marketing is important in the pharmaceutical sector, according to the Available research data. Digital commercialization allows the industries to grow rapidly. It Has become a strong marketing cornerstone and has encouraged and made campaign strategies even simpler.

Only a handful of digital marketing methods are popular, and the Others are in the process. All kinds of digital marketing are however easy to reach and save a Lot of money, energy, time and effort. These new technologies have been introduced by Pharmaceutical companies in line with the modern digitized world. Nevertheless, the Adoptability of such techniques was limited to blogs, the face book account, the LinkedIn Profile, etc. Although the information is poorly managed and not up to the mark. The same Was also shown in our study.

At present the leading pharmacy players are- 1mg, Net meds, Chemist, Myra, Midlife etc. Today around 150 start-ups are currently operating as online pharmacy. India needs an effective regulatory mechanism regarding this aspect. The objective should be implement online pharmacy without further delay because delay will not beneficial for these service providers and customers. Both the AICOD and IIPA have right to demand. Government should come with proper solution so that both the parties are benefitted. India is a vast country and online pharmacies need to operate.

At present e-Pharmacy is at its initial stage in India, but it has the great potential in the near future. The factors leading to the demand for e-Pharmacy in India is mainly because of unsatisfied medical needs due to larger population and increase the usage of internet. As the consumer behaviour in India is fast changing, there is a huge demand to access wide range of products at the click of computer, and at competitive prices.

Some advantages from above results

Online Marketing provides various benefits to both Consumers and also the marketers by way of marketing more Efficiently and effectively along with greater savings. It brings With it many benefits that are not available with traditional and Offline marketing

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