



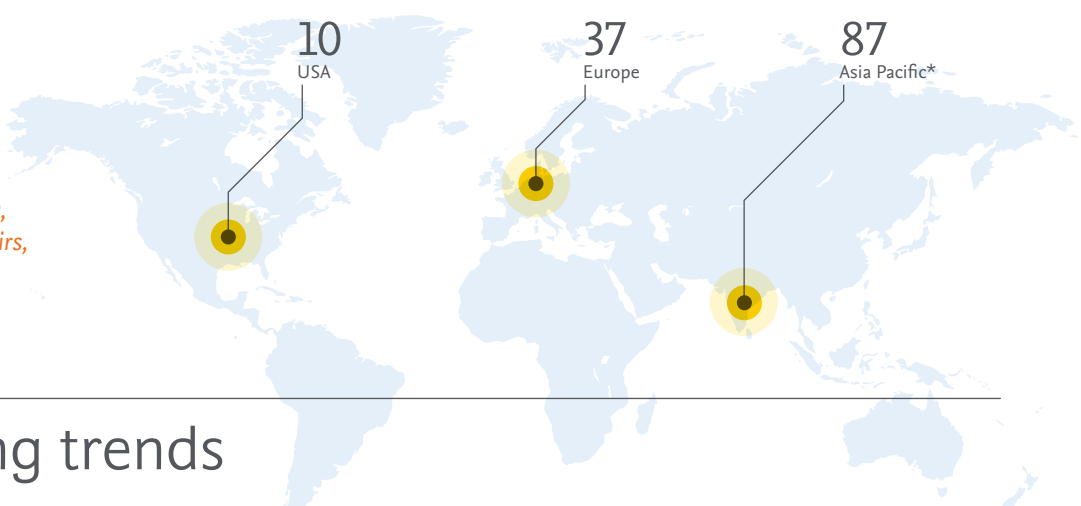
# Trends in Pharma Marketing Report

Our research panel assessed pharma customer interest and investments in various promotional marketing channels, educational tools, and content strategies from 2020–2024

 **134**   
pharma professionals around the world were surveyed.

*This includes product/brand marketing, marketing specialists and medical affairs, from a wide range of therapy areas.*

\*The majority of APAC responses were from India; findings are sub-sampled for balance.

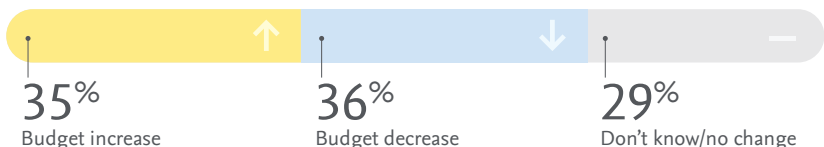


## Budget spending trends



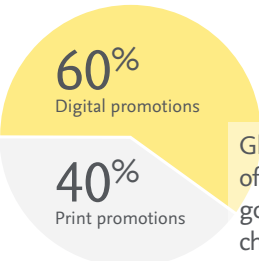
**Digital-first:** Investment in online tools, including digital advertising, email marketing, and webcasts of scientific sessions is projected to increase over 3–4 years.

**COVID-19 impact:** The presumed impact of COVID-19 is mixed.



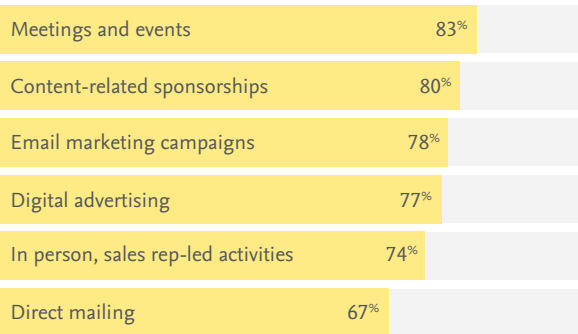
### Promotional activities

Respondents were most likely to invest in meeting and event marketing in 2020–21, but are most likely to increase digital advertising budgets in the future.

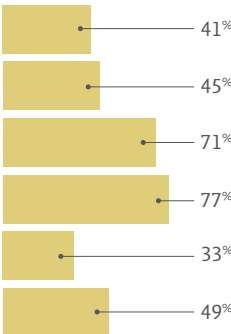


Globally, a larger share of marketing budgets goes towards digital channels vs. print ones.

% of respondents likely to invest in channel from 2020–21



% likely to increase budget over 3–4 years



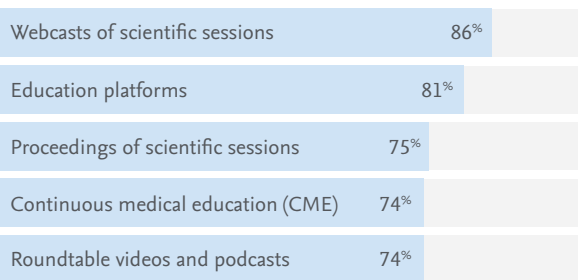
### Educational activities

Globally, respondents were most likely to invest in webcasting and education platforms, such as online resource centers in 2020–21 as well as 3–4 years in the future.

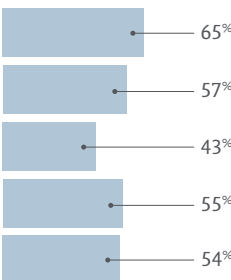
#### Top 3 educational products by region

India			Europe		
CME	94%		Webcasts	81%	
Webcasts	92%		Education platforms	81%	
Proceedings	92%		Roundtable recordings	78%	

% of respondents likely to invest in channel from 2020–21



% likely to increase budget over 3–4 years



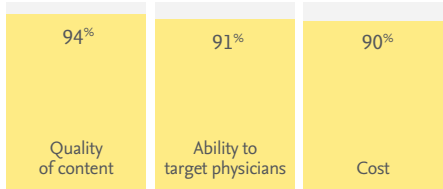
## Decision-making and influencing

*Quality is more important than cost*

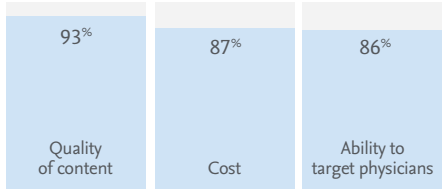
Factors influencing buying decisions vary only slightly between promotional activities and educational ones.

#### Top 3 factors driving buying decisions

##### Promotional activities



##### Educational activities



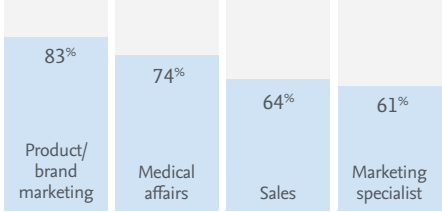
*Sales and marketing specialists have greater influence over promotional channel buying decisions, while medical affairs are more likely to drive educational products purchases.*

#### Top roles influencing buying decisions

##### Promotional activities



##### Educational activities

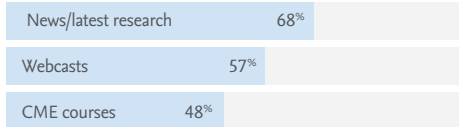


## Content Adoption Trends

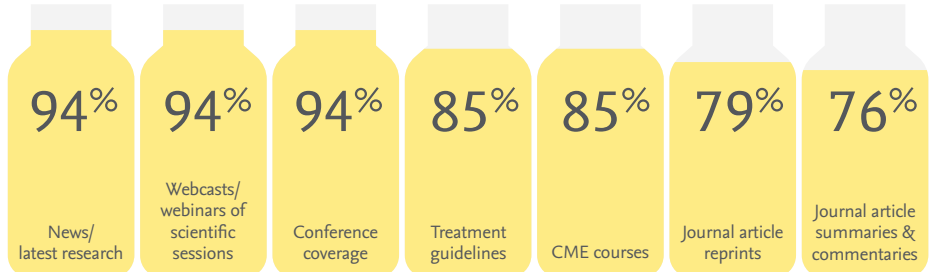
*Providing robust content is key*

Roughly 2/3rds of respondents have websites or online portals with product-specific or disease-related content for HCPs.

#### Top content currently used on websites or online platforms by type



#### Interest in licensing content by type



Interested in learning more about how your peers are making decisions?  
Contact **Sharon Levi, Segment Marketing Manager**, [s.levi@elsevier.com](mailto:s.levi@elsevier.com).

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