



Pharma Marketing in the Digital Age

Executive Program

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Chapters selected from:

Dave Chaffey, Fiona Ellis-Chadwick, *Digital Marketing – Strategy, Implementation and Practice* 6/e, Pearson Education Limited, 2016

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Tracy Tuten, Michael R. Solomon, *Social Media Marketing* 1/e, Prentice Hall 2013

Authorized translation from the English Language Edition entitled Social Media Marketing, 1st edition, by Tracy Tuten, Michael Solomon, published by Pearson Education Inc., publishing as Prentice Hall, Copyright ©2013

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Foreword

The idea of gathering some chapters from two different handbooks on digital marketing and social media communication to publish a single custom book, designed for Abbvie Italia, originated from the need to promote and make the attendance to the Executive Program “*Pharma Marketing in the Digital Age*” more effective and engaging.

We believe, indeed, the book will support especially those who, even with a heterogeneous background, want to learn the essential elements for designing, developing and implementing digital marketing initiatives, both in the logic of “hybridization” of conventional marketing processes (and therefore are more focused on the *marketing digital transformation*), and in the logic of those who innovate their portfolio of initiatives and consider the integration and co-ordination between the marketing management as *usual* and the one enabled by the new digital technologies as an inextricable issue.

This selection of chapters, which we have extracted from two of the most reputed digital marketing and social media communication textbooks (both published by Pearson International), is based on the need to highlight how the success of any *digital marketing strategy* requires a very good understanding of technological dynamics characterizing hyperconnectivity and “horizontality”, two main forces driving the market change and the business transformation.

More specifically, the contents we have selected for the Pharma Marketing in the Digital Age program include elements of in-depth analysis of web & digital analytics, as well as templates and examples on managing practices of *digital communities*, in addition to outlining the main features of a *digital marketing strategy and execution*.

One aspect of the program that will be specifically taken care of is the understanding of *peer-to-peer* interaction dynamics among users/patients on the web and, as a result, how their interaction should be observed, measured and managed, where possible.

Another central issue of the program is the so-called multi/omnichannel management and hence the increase of contact points and interactive devices (i.e. internet of things), which characterizes the *patient journey* to an increasingly greater extent, with remarkable implications on how companies define, measure and reach their communication goals.

Although the concepts presented in this volume are not specific to the pharma field, they might be extremely useful to provide a conceptual background for understanding and acting on pharma-market specific concepts and strategies.

We therefore hope to share a solid background and, through the volume created for you, offer a professional support beyond the time we spend together in the classrooms of the LUISS Business School.

Michele Costabile and Matteo De Angelis