Abbott has been dedicated to helping people in India live healthier lives through a diverse range of science-based nutritional products, diagnostic tools, branded generic pharmaceuticals, and diabetes and vascular devices. Headquartered in Mumbai, it is a publicly listed company and a subsidiary of Abbott Laboratories.

**Aim:** Digital transformation and learning experience for the participants that will help them influence sales and marketing by leveraging data, agility and digital thinking.

- 400 branded generic pharmaceuticals in 80% of therapy areas
- Over 14,000 employees
- 500,000 pharmacies nationwide

**OVERVIEW**

**TRAINING SYNOPSIS**

Inculcate design thinking in “Product Brand Managers” and a digital mindset to expand sales & leads.

- Non- traditional ways to market
- Twitter & LinkedIn to attract prospects
- Customised Digital Modules
- Influencer Marketing
- Media Planning
- Search Engine Optimization

No. of trainees: 25
NEED

Tap into customers’ insights and desires to meaningfully investigate their mindset, thereby utilizing the potential digital has to offer to increase brand’s digital footprint.

CHALLENGE

Being a regulated industry, pharma faces a lot of complexity and regulations in terms of digital engagement and advertisement.

THE RESULT

80% Trainees gave a rating of over ⭐⭐⭐⭐⭐

What they loved the most?

Media Planning, Site Optimization and LinkedIn Targeting