

Reflective Questions

Digital Marketing in Pharmaceuticals by Liz Presson

1. "A successful digital strategy is a focused one." In pharma marketing, how do you decide which digital tactics to prioritize? What criteria or data would help you decide between SEO, digital ads, influencer campaigns, and social media?
2. "Clients always ask how we get such great results... and the answer is simple: human intervention." Where should human judgment remain central in digital strategy—and where can AI safely take over? Imagine you're tasked with running a clinical trial campaign. What aspects would you automate, and which would you keep manual?
3. Which digital KPIs can be misleading in the pharma space—and how can teams avoid being distracted by vanity metrics? Can you think of a scenario where the most visible metric was not the most valuable one?
4. How might teams build impactful, creative campaigns while working within strict medical/legal review processes? What frameworks or tools (e.g., content libraries, pre-review education sessions) could help improve this balance?
5. "Transparency is mandatory." What does true transparency look like in patient-facing digital communications? How would you apply this principle when promoting a new therapy or enrolling for a clinical trial?
6. Some digital tactics (like patient education) don't deliver immediate ROI. Should they still be prioritized? Why or why not?
7. How can pharma companies responsibly integrate real patient or physician voices into marketing without overstepping regulatory boundaries? What risks and opportunities come with this type of storytelling?
8. What can the pharmaceutical industry learn from consumer tech, retail, or CPG when it comes to digital engagement—and where must it differ?