Impact of Digital Marketing on Excelsis Pharma Inc.: Basis for Marketing Plan

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Abstract: This study examines the impact of digital marketing on Excelsis Pharma, Inc., a medium-sized pharmaceutical company in the Philippines specializing in oncology medications. With the pharmaceutical industry increasingly turning to digital platforms to improve reach, this research evaluates how Excelsis Pharma has adopted digital tools—such as social media marketing, email campaigns, webinars, and content marketing—alongside traditional strategies like sales force detailing and medical conferences. Utilizing a mixed-methods approach, including surveys, interviews, and document analysis, the study investigates how these strategies influence customer engagement, brand awareness, and sales performance. Grounded in the Technology Acceptance Model (TAM) and Diffusion of Innovations Theory, the findings reveal that digital marketing significantly improves return on investment (ROI), broadens audience engagement, and complements traditional efforts. However, challenges such as regulatory compliance, data privacy concerns, and internal resistance to technological change persist. The study concludes with a data-driven marketing plan tailored for Excelsis Pharma and offers actionable insights for other pharmaceutical companies navigating digital transformation in regulated environments.

I. INTRODUCTION

In today's fast-changing business environment, digital marketing has become more than just a trend—it is a vital strategy for companies aiming to stay competitive. For businesses like Excelsis Pharma, Inc., which provides essential oncology (anti-cancer) medications across the Philippines, embracing digital tools can help bridge the gap between life-saving products and the people who need them most.

Excelsis Pharma, owned by a medical oncologist and a certified public accountant, operates with a mission: to deliver high-quality, life-changing medicines to customers when and where they are needed. However, with the rapid shift toward digital technology and changing consumer behavior, the company must evaluate how effective its current marketing strategies are, especially as it balances both traditional and digital methods.

Digital marketing, which includes tools such as social media, email marketing, search engine optimization (SEO), content marketing, and online ads, has transformed how companies communicate with customers (Chaffey, 2015; Ryan, 2016). These platforms offer businesses an opportunity to engage with audiences in real time and to tailor messages to specific customer segments more efficiently than ever before.

This study aims to assess the impact of digital marketing on Excelsis Pharma's operations. It will explore how the company's current marketing efforts—both traditional and digital—affect brand awareness, customer engagement, and revenue growth. The ultimate goal is to use

these insights to develop a more effective, data-driven marketing plan.

II. LITERATURE REVIEW

Digital marketing has significantly changed how pharmaceutical companies connect with their audiences. According to Mangal and Tiwari (2021), the industry has shifted from traditional methods like in-person sales calls and printed materials to digital channels such as websites, social media, and email. These newer tools allow for faster communication and a more personal touch, which is essential in an industry governed by complex regulations and information.

Chaffey and Ellis-Chadwick (2019) emphasize that strategies like content marketing, email campaigns, and search engine marketing (SEM) are especially effective for pharmaceutical firms. Social media campaigns, especially those promoting awareness about diseases, have helped companies like Pfizer reach broader and more diverse audiences (Miller, 2020).

The return on investment (ROI) from digital marketing is often assessed using metrics like website traffic, lead generation, and customer engagement. According to Deloitte (2020), companies that embraced digital marketing saw improvements in both marketing efficiency and customer retention. Tools such as Google Analytics and CRM systems help monitor and adjust campaigns in real time.

Despite regulatory challenges, companies that navigate digital transformation effectively can improve trust and visibility. For smaller firms like Excelsis Pharma, limited budgets and digital skills remain barriers. However, as studies show (Reyes & David, 2022), even basic efforts like Facebook promotions or online detailing can lead to increased sales and stronger brand presence.

III. THEORETICAL FRAMEWORK

This research is grounded in two major theories that explain how people and organizations adopt new technologies:

➢ *Technology Acceptance Model (TAM)*
Developed by Fred Davis (1989), TAM explains how users come to accept and use technology. It focuses on two main factors:

- Perceived Usefulness (PU): The belief that a digital tool will enhance performance or outcomes.
- Perceived Ease of Use (PEOU): The belief that using the tool will be simple and effortless.

In Excelsis Pharma, TAM helps us understand how staff perceive and adopt digital tools like automated email systems or social media marketing.

➢ *Diffusion of Innovations Theory*
Proposed by Everett Rogers (2003), this theory explains how new ideas and technologies spread within organizations or communities. It identifies different groups of adopters (e.g., innovators, early adopters) and key factors such as communication, time, and organizational culture.For Excelsis Pharma, this theory can help uncover what encourages or hinders digital adoption and how information spreads internally.

IV. CONCEPTUAL FRAMEWORK

➢ *This Study uses the Following Framework:*

- *Independent Variables:*
Perceived usefulness, perceived ease of use, communication channels, organizational readiness.

- *Mediating Variables:*
Employee adoption of digital tools, customer engagement behavior.

- *Dependent Variables:*
Marketing effectiveness, sales performance, brand awareness.

V. STATEMENT OF THE PROBLEM

This research seeks to determine how effective Excelsis Pharma's marketing strategies have been over the past five years and how they have influenced the company's sales and growth.

➢ *Specifically, it will Answer the following:*

- What traditional marketing strategies does Excelsis Pharma use?
- What challenges has the company faced in implementing these traditional strategies?
- What digital marketing strategies are currently in use?
- What challenges are associated with implementing these digital strategies?
- How have both traditional and digital marketing efforts contributed to the company's growth?
- Which marketing channels offer the highest return on investment?

VI. SCOPE AND DELIMITATIONS

➢ *Scope*
This study focuses on assessing the impact of digital marketing on Excelsis Pharma, Inc., a small-to-medium pharmaceutical company operating in the Philippines. The research aims to evaluate how digital marketing strategies—such as social media marketing, email campaigns, content marketing, and website presence—affect customer engagement, brand awareness, and sales performance. It further intends to use these insights as a basis for proposing a comprehensive marketing plan tailored to the company's operations and market dynamics.

The study includes data from internal staff involved in marketing, sales, and digital initiatives, as well as select customers or clients reached through digital channels. Both qualitative and quantitative methods may be employed, including surveys, interviews, and performance data analysis.

➢ *Delimitations*

- The study is limited to Excelsis Pharma, Inc. and does not cover the broader pharmaceutical industry in the Philippines or globally.
- Only digital marketing and traditional marketing strategies will be analyzed.
- The research is confined to a one-year period of digital marketing activity (e.g., 2024–2025), which may not reflect long-term trends.
- Respondents will be limited to current employees and active customers; insights from suppliers, regulatory bodies, or non-digital users will not be included.

VII. SIGNIFICANCE OF THE STUDY

This study holds practical and academic significance, particularly for stakeholders in the pharmaceutical and digital marketing fields.

➢ *For Excelsis Pharma, Inc.*
The research will provide valuable insights into the effectiveness of its current digital marketing strategies and help identify areas for improvement. The resulting marketing plan will serve as a strategic tool to enhance brand visibility, customer engagement, and overall market performance.

➢ *For the Pharmaceutical Industry*
The findings may serve as a reference for other small and medium-sized pharmaceutical companies seeking to explore or improve their digital marketing approaches, especially within regulated environments.

➢ *For Marketing Practitioners and Researchers*
This study contributes to the growing body of knowledge on digital marketing applications in niche and regulated industries like pharmaceuticals. It also demonstrates how theories such as the Technology Acceptance Model and Diffusion of Innovations can be applied in real-world business settings.

➢ *For Academic Purposes*
Students and future researchers may find this study useful in understanding the challenges and opportunities of digital transformation in pharmaceutical marketing, and in using empirical methods to assess marketing effectiveness.

VIII. DEFINITION OF TERMS

- Digital Marketing: The use of online platforms and tools such as social media, email, search engines, and websites to promote products and engage with customers.
- Traditional Marketing: Conventional methods such as print ads, face-to-face sales, and event sponsorships used to promote products and services.

- Perceived Usefulness: The belief that using a new system or tool will improve job performance.
- Perceived Ease of Use: The belief that using a tool or technology will require minimal effort.
- Return on Investment (ROI): A measure of profitability that compares the net gain from a marketing activity to its cost.
- Customer Engagement: The degree to which a customer interacts with and shows interest in a company's products, services, or content.
- CRM (Customer Relationship Management): Software used to manage interactions with customers, track engagement, and improve service quality.
- Sales Force Detailing: A traditional marketing strategy involving face-to-face promotion of pharmaceutical products to healthcare providers.
- Tele-detailing: A remote alternative to sales detailing using video conferencing or digital platforms.
- Content Marketing: A strategy involving the creation and sharing of valuable, relevant content to attract and retain a target audience.
- Regulatory Compliance: Adhering to laws and guidelines set by health authorities governing pharmaceutical advertising and communications.

IX. RESEARCH METHODOLOGY

A mixed-methods approach will be utilized to comprehensively assess the impact of digital marketing on Excelsis Pharma, Inc. The methodology includes qualitative and quantitative techniques to gather both subjective insights and objective data, which will provide a deeper understanding of the effectiveness of traditional and digital marketing strategies.

A. *Qualitative Research:*

- *In-depth Interviews:*
Conduct interviews with key stakeholders such as marketing managers, business development heads, sales team members, and executives of Excelsis Pharma. These interviews will gather detailed insights into the company's perception of the digital marketing strategies, including their challenges, successes, and lessons learned.

Interview questions will focus on the effectiveness of various digital marketing channels (e.g., social media and website) and traditional marketing strategies (Event marketing, sponsorships, door-to-door marketing, promotions and discounts, and community engagement), challenges faced in executing these strategies, and sales impact.

B. *Quantitative Research:*

➢ *Surveys:*

- A structured survey will be distributed to all of Excelsis Pharma's marketing personnel. The survey will focus on challenges faced by the personnel with traditional and digital marketing strategies used.

- Likert-scale and multiple-choice questions will be used to quantify responses, enabling statistical analysis.

➢ *Web Analytics and Sales Data Analysis:*
Sales data will be analyzed to detect any correlation between digital marketing campaigns and increased sales or revenue growth, comparing periods with and without major digital marketing efforts.

- Secondary Data Analysis:
- Review historical data related to traditional marketing campaigns, digital marketing campaigns, and sales performance.
- Benchmark Excelsis Pharma's digital marketing performance against competitors or industry standards, where available, to better understand how the company's strategies measure up.

X. LOCALE OF THE STUDY

The study will be conducted at Excelsis Pharma, Inc., a medium-sized pharmaceutical company based in the Philippines. The company primarily engages in the manufacturing and distribution of pharmaceutical products and has begun incorporating digital marketing initiatives into its operations. The research will focus on the company's head office, marketing department, and its digital platforms (e.g., website, Facebook page, and other online channels).

XI. RESPONDENTS

➢ *The Respondents of the Study Will Include:*

- *Marketing and Sales Personnel*
Employees directly involved in executing and managing digital marketing activities.

- *IT or Digital Media Staff*
Those supporting the implementation of online campaigns and digital tools.

- *Customers or Clients*
Select consumers or healthcare professionals who have interacted with Excelsis Pharma through digital platforms.

- *Key Management Personnel*
Executives or decision-makers responsible for approving and evaluating marketing strategies.

A purposive sampling technique will be used to ensure that only respondents with direct knowledge or experience of digital marketing within the organization are selected.

XII. RESEARCH INSTRUMENTS

➢ *The Primary Instruments to be used in this Study are:*

- *Survey Questionnaire*
A structured questionnaire designed to gather quantitative data on perceptions, experiences, and the effectiveness of digital marketing strategies.

- *Interview Guide*
Semi-structured interviews with management and key marketing personnel to obtain deeper qualitative insights.

- *Document Analysis*
Review of internal digital marketing reports, website analytics, social media engagement metrics, and sales performance data.

XIII. DATA GATHERING PROCEDURE

➢ *Preparation Phase:*

- Secure approval from company management and, if required, obtain ethical clearance.
- Pilot-test the questionnaire and interview guide to ensure clarity and relevance.
- Finalize tools and establish a timeline for data collection.

➢ *Data Collection Phase:*

- Distribute surveys to staff involved in marketing activities.
- Conduct face-to-face or online interviews with key personnel.
- Retrieve marketing performance data and analytics reports.

➢ *Follow-up Phase:*

- Collect all completed surveys and transcribe interview recordings.
- Seek clarification from respondents if needed to validate findings.

XIV. DATA ANALYSIS TECHNIQUE

- Quantitative Data from the survey will be analyzed using descriptive statistics (e.g., frequency, percentage, mean) and inferential statistics (e.g., correlation or regression analysis) using statistical software such as SPSS or Excel.
- Qualitative Data from interviews will be analyzed using thematic analysis, identifying key patterns, themes, and insights related to digital marketing effectiveness.
- Triangulation will be employed to validate results by comparing findings from surveys, interviews, and document analysis.

XV. ETHICAL CONCERN

- Informed Consent – All participants will be briefed on the purpose of the study and will sign an informed consent form before participating.

- Confidentiality and Anonymity – Personal information and responses will be kept strictly confidential. Names or identifiers will not appear in the final report.

- Voluntary Participation – Respondents will participate voluntarily and may withdraw at any time without

consequences.
 Data Protection – Collected data will be securely stored and only accessible to the researcher and authorized personnel.

XVI. RESULTS AND DISCUSSIONS

This research evaluates the effectiveness of Excelsis Pharma, Inc.'s marketing strategies over the past five years, focusing on their impact on sales performance and revenue growth.

A. *Traditional Marketing Strategies*

➢ *Implemented Strategies:*
Excelsis Pharma employed several traditional marketing strategies, including:

- Sales Force Detailing: Direct interactions with healthcare professionals to promote products.
- Medical Conferences and Symposia: Sponsorship and participation to enhance brand visibility.
- Print Advertising: Advertisements in medical journals and brochures distributed to clinics.
- Physician Samples: Providing free samples to doctors to encourage product trials.

B. *Challenges Encountered:*
The company faced several challenges in implementing traditional marketing strategies:

- Access Restrictions: Limited face-to-face interactions with healthcare professionals due to time constraints and regulatory limitations.
- High Costs: Significant expenditure on events, travel, and printed materials.
- Information Overload: Difficulty in cutting through the vast amount of health information available to healthcare professionals.

C. *Digital Marketing Strategies*

➢ *Implemented Strategies:*
In response to the evolving market, Excelsis Pharma adopted digital marketing strategies, including:

- Media Marketing: Utilizing platforms like Facebook and LinkedIn to engage with healthcare professionals and the public.
- Content Marketing: Publishing informative articles, blogs, and videos on health-related topics.
- Email Campaigns: Sending newsletters and product information to a targeted audience.
- Webinars and Online Training: Hosting virtual events to educate healthcare providers about new products.

➢ *Challenges Encountered:*
The implementation of digital marketing strategies presented several challenges:

- Regulatory Compliance: Ensuring that digital content adheres to strict pharmaceutical advertising regulations.
- Data Privacy and Security: Protecting sensitive patient information and complying with data protection laws.
- Resistance to Change: Internal resistance to adopting new digital tools and platforms.
- Measuring ROI: Challenges in tracking and demonstrating the return on investment for digital campaigns.

D. *Contribution to Sales and Revenue Growth*
Both traditional and digital marketing initiatives have contributed to Excelsis Pharma's sales and revenue growth:

- Traditional Marketing: Established strong relationships with healthcare professionals, leading to increased product prescriptions.
- Digital Marketing: Enhanced brand visibility and engagement, attracting a broader audience and facilitating direct communication with consumers.
- The integration of both strategies allowed for a more comprehensive approach, reaching a wider audience and improving overall sales performance.

E. *Return on Investment (ROI)*
Measuring the ROI of Marketing Channels Revealed:

➢ Digital Channels: Provided higher ROI due to lower costs and broader reach.
➢ Traditional Channels: Offered valuable direct interactions but at a higher cost.
➢ The combination of both channels optimized marketing expenditures and maximized returns.

XVII. CONCLUSION

Excelsis Pharma's strategic blend of traditional and digital marketing approaches has effectively enhanced its market presence and driven sales and revenue growth. Overcoming challenges such as regulatory compliance and data privacy concerns has been crucial in optimizing these strategies. Continued adaptation to digital trends and regulatory landscapes will be essential for sustained success.

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