

A Review Article on Pharmaceutical Sales and Marketing

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Abstract: *The pharmaceutical industry is undergoing a significant transformation driven by advancements in digital marketing, evolving consumer behavior, and global market dynamics. The selected research papers collectively explore the strategic shift from traditional pharmaceutical marketing methods to digitally enabled solutions, emphasizing the growing importance of online platforms, social media, mobile applications, and Abased tools in engaging healthcare professionals and patients. These innovations not only improve communication and expand market reach but also facilitate real-time decision-making and cost-effective operations.*

The studies highlight the increasing adoption of Customer Relationship Management (CRM) systems and the evolving role of medical representatives in fostering ethical and data-driven sales practices. Additionally, challenges such as regulatory compliance, cybersecurity, and ethical boundaries in digital promotion are discussed. Together, these findings suggest that the future of pharmaceutical marketing lies in the effective integration of digital strategies with conventional methods, promoting sustainable growth and improved healthcare delivery.

Keywords: Pharmaceutical marketing, Market strategies, Drug promotion

