

# Strategic Engagement: Elevating Metoprolol Awareness in East India through Hidoc Dr's Campaign

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## ABSTRACT

Metoprolol, renowned for its effectiveness in managing cardiovascular conditions, holds a pivotal role in modern healthcare. This article delineates a strategic collaboration between Hidoc Dr and AstraZeneca to enhance awareness among healthcare professionals (HCPs) in East India regarding Metoprolol. The campaign targeted General Physicians, Consulting Physicians, and Cardiologists across key regions, employing a multi-channel marketing approach. Through meticulous audience identification, microsite development, and omni channel marketing, the campaign aimed to maximize engagement and lead generation. The results demonstrate significant outreach, impressions, and interactions, surpassing lead generation targets and reflecting the campaign's success in elevating product awareness.

**Keywords:** Metoprolol, cardiovascular care, healthcare professionals, multi-channel

marketing, lead generation, product awareness

## INTRODUCTION

Metoprolol, esteemed for its efficacy in managing hypertension, angina, and heart failure, holds a paramount position in cardiovascular care. Its mechanism, characterized by the selective inhibition of beta1 adrenoreceptors predominantly expressed in cardiac tissue, yields significant reductions in heart rate and myocardial contractility, offering profound therapeutic benefits.<sup>1</sup>

In collaboration with Hidoc Dr, a renowned healthcare leader, a strategic campaign unfolds to enhance product awareness and recall among healthcare professionals (HCPs) specializing in General Medicine, Consulting Practice, and Cardiology across the East Zone states of India. Tailored specifically for General Physicians, Consulting Physicians, and Cardiologists, this initiative aims to permeate key regions including West Bengal,

Bihar, Assam, Orissa, Jharkhand, and North East India.

Employing a comprehensive multi-channel marketing strategy, incorporating both digital and offline tactics, the campaign endeavors to maximize engagement and outreach. Crafted with precision, tailored messaging and content resonate seamlessly with the interests and needs of the target audience, ensuring optimal engagement.

Through a strategic blend of targeted advertising, email marketing, webinars, and direct outreach endeavors, the campaign, spearheaded by Hidoc Dr, seeks to amplify exposure and drive qualified leads from the specified specialties in East India. Continuous tracking and analytics underpin the campaign, enabling real-time performance monitoring and optimization to ensure its resounding success in elevating product awareness and fostering lead generation within the East Zone healthcare landscape.

## METHODOLOGY

- 1. Target Audience Identification:** The first step in the campaign's methodology was the meticulous identification of the target audience. Hidoc Dr focused its marketing efforts on reaching General Physicians (39,296), Consulting Physicians (11,241), and Cardiologists (607) across the East Indian States, aligning with the requirements set forth by AstraZeneca. This approach ensured that the campaign reached the healthcare professionals (HCPs) most relevant to its objectives.
- 2. Microsite Development:** A dedicated microsite was developed to serve as the central hub for the campaign's details and offerings. Hidoc Dr played a key role in the development of this microsite, tailoring it to showcase the campaign's objectives, benefits, and relevant information. This microsite served as an accessible and comprehensive resource

for HCPs seeking information about the campaign.

- 3. Omni Channel Marketing:** The campaign employed an omni channel marketing approach to maximize its reach and engagement. Utilizing channels such as the Hidoc Dr app, website, text messages, and emails, the campaign ensured that it reached HCPs through multiple touchpoints. This multi-channel strategy enhanced the campaign's visibility and accessibility to the target audience.
- 4. Presentation to Doctors:** To effectively communicate the campaign's objectives and benefits, HCPs were directed to a dedicated marketing page. This page, designed by Hidoc Dr, provided HCPs with a clear and concise overview of the campaign, highlighting its relevance to their practice and the value it offered to patients. Through this presentation, Hidoc Dr aimed to engage HCPs and encourage their participation in the campaign.

## RESULTS

Between November 2022 and May 2023, our comprehensive outreach strategy successfully connected with an extensive audience of 71,699 healthcare professionals across diverse platforms. Through focused efforts, we achieved a noteworthy total of 983,394 impressions, reflecting substantial visibility within the healthcare community. Particularly notable is the strong resonance of our content, evidenced by 55,731 interactions, emphasizing the relevance and influence of our messaging. Furthermore, our campaign attained a commendable click-through rate (CTR) of 6%, indicating the efficacy of our approach in prompting meaningful engagement from our intended audience.

### Metoprolol Metrics - Nov 2022-May 2023

**Lead Generation Goals:** Over the course of the 6-month campaign, Hidoc Dr aimed to

generate a total of 600 leads, translating to 100 leads per month, distributed as follows: 40 leads from General Physicians, 40 leads from Consulting Physicians, and 20 leads from Cardiologists.

**Lead Acquisition Process:** Interested doctors were prompted to fill out a form expressing their interest in the campaign.

**Tele-calling Initiatives:** Upon submission of the form, Hidoc Dr's tele-calling team contacted the doctors to provide further information about the product and campaign.

**Script Preparation and Training:** AstraZeneca's team prepared the calling script and educated the tele-calling team on the product details and key messaging before contacting the doctors.

**Medical Learning Platform for Doctors**  
The initial target was to generate 600 leads. However, through the AstraZeneca campaign, we successfully garnered 901 leads within a span of 6 months. Additionally, our webinar marketing efforts yielded a respectable 218 leads. Consequently, our total lead count reached 1,119, significantly surpassing the campaign's goals.

## CONCLUSION

In the competitive realm of digital marketing, Hidoc Dr. emerges as the premier option for healthcare and pharmaceutical professionals.<sup>2</sup>

These outcomes underscore the campaign's efficacy in heightening product visibility, fostering audience engagement, and surpassing lead generation objectives. This aligns seamlessly with our mission to furnish healthcare practitioners with invaluable insights on Metoprolol.

### Declaration by Authors

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**Conflict of Interest:** The authors declare no conflict of interest.

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