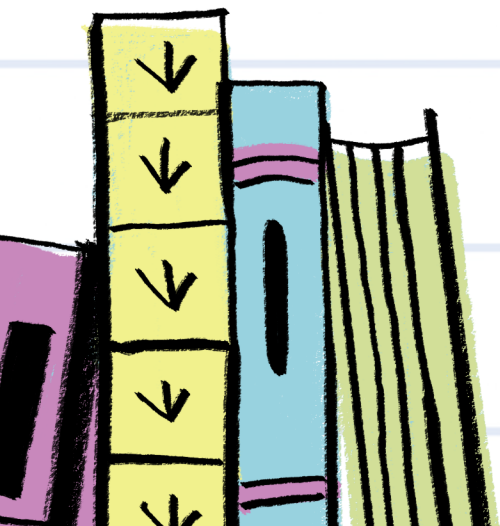


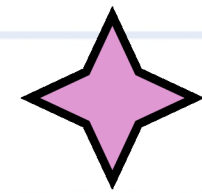
3 Month Medico Marketing

PLAN



MONTH 1: DIGITAL AWARENESS & EDUCATION

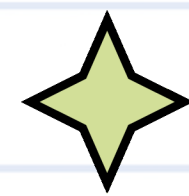
GOAL



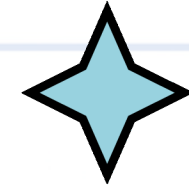
Establish top-of-mind recall and scientific credibility for Algal-DHA



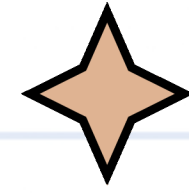
Strategy



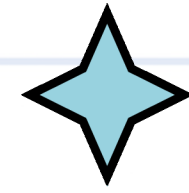
Email Marketing: Introduce Algal-DHA, highlighting purity, algal origin, and clinical evidence.



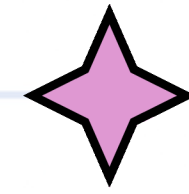
Scientific Whitepaper: To educate about the product and to position it as clinically validated.



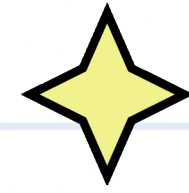
Website Update: Dedicated BioDHA section with monograph, clinical FAQs, downloadable content.



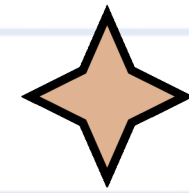
Digital Webinars: Host evidence-based virtual sessions led by medical affairs and invited Key opinion leaders (KOLs).



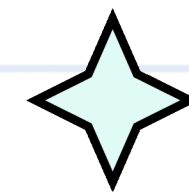
Health Portal Collaborations: Partner with health portals, doctor membership websites, and other dissemination channels to enhance reach.



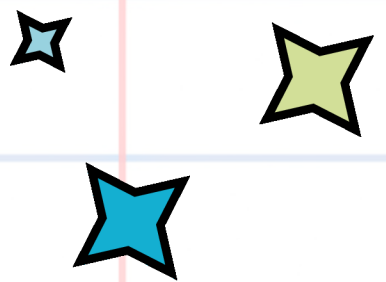
Reaching out to KOLs and updating them about the product.



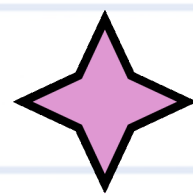
Social Media Marketing: Via LinkedIn, Instagram, Twitter, WhatsApp (opt-ins), and Specialised online communities.



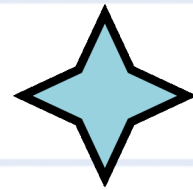
Journal Advertisements: Doctor-facing ads focused on the product.



Speciality Focus

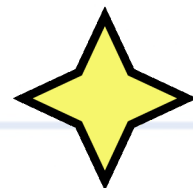


Obs/gynae: Highlight the importance of DHA in pregnancy and lactation(neurovisual development of the baby).

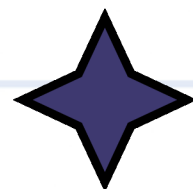


Pediatricians: Emphasis on infant growth, milestones, cognition, and visual benefits.

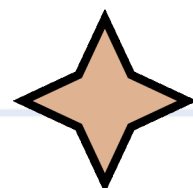
Important: Since fish DHA might contain mercury, which should be avoided in pregnancy, lactation and in children, the products benefit in these populations must be highlighted specifically.



Cardiologists/Internal Med/GPs: Mention the benefits of the product on cardiovascular health, metabolic health, and inflammation.



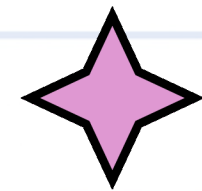
Neurologists/Ophthalmologists: Discuss the effect on cognition and retinal support.



Dietitians: Engage credible and socially active nutrition experts to advocate evidence-based awareness of Algal-DHA's benefits through professional and digital channels.

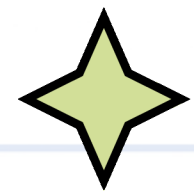
MONTH 2: OFFLINE & FIELD ENGAGEMENT

GOAL

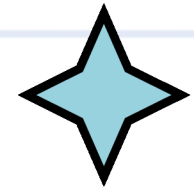


Strengthen recall, facilitate clinical discussions, and encourage prescription initiation

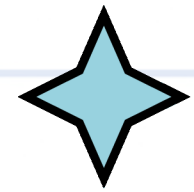




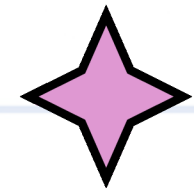
Visual Aid Deployment: Detailing aid focused on purity, efficacy, and safety.



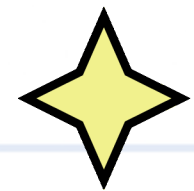
Clinic Collateral: Brochures, standees, and prescription pads for clinic visibility.



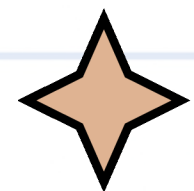
Product Monographs: Evidence-backed clinical booklet for physicians.



Sample Distribution (Compliant Approach) for HCPs to **personally evaluate Algal-DHA**: Provide starter packs or trial units to doctors in key specialties (Physician Samples: Not for Sale)



Case Studies & Newsletters: Circulate real-world clinical experiences with Algal-DHA.



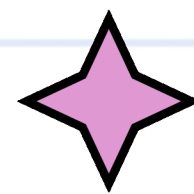
KOL Round Tables: Small group interactions and peer discussions.

Strategy



MONTH 3: STRENGTHENING ENGAGEMENT & BUILDING ADVOCACY

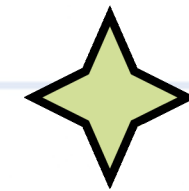
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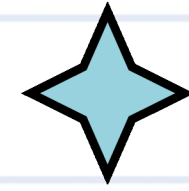
Enhance meaningful engagement, reach new prescribers, extend market penetration, and establish trusted advocacy with key prescribers.



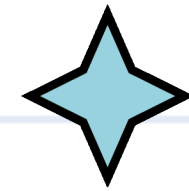
Strategy



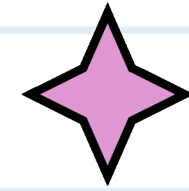
National CME: Joint educational session with leading experts.



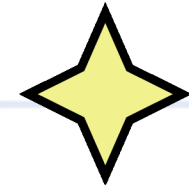
Digital CME Quiz or Certificate post-session to boost participation and recall.



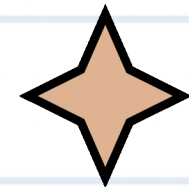
International Webinar: Expert-led talk on global DHA research updates.



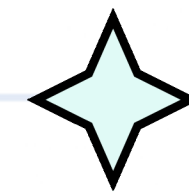
Clinical Compendium: Consolidated peer-shared clinical insights, published trials, and field observations.



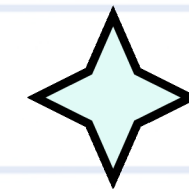
Patient Awareness (Indirect): Health blogs and infographics on DHA's importance.



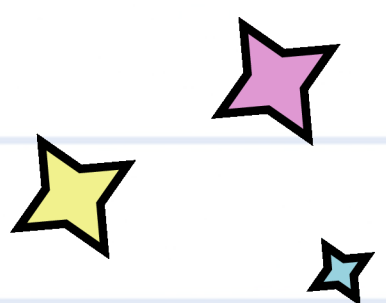
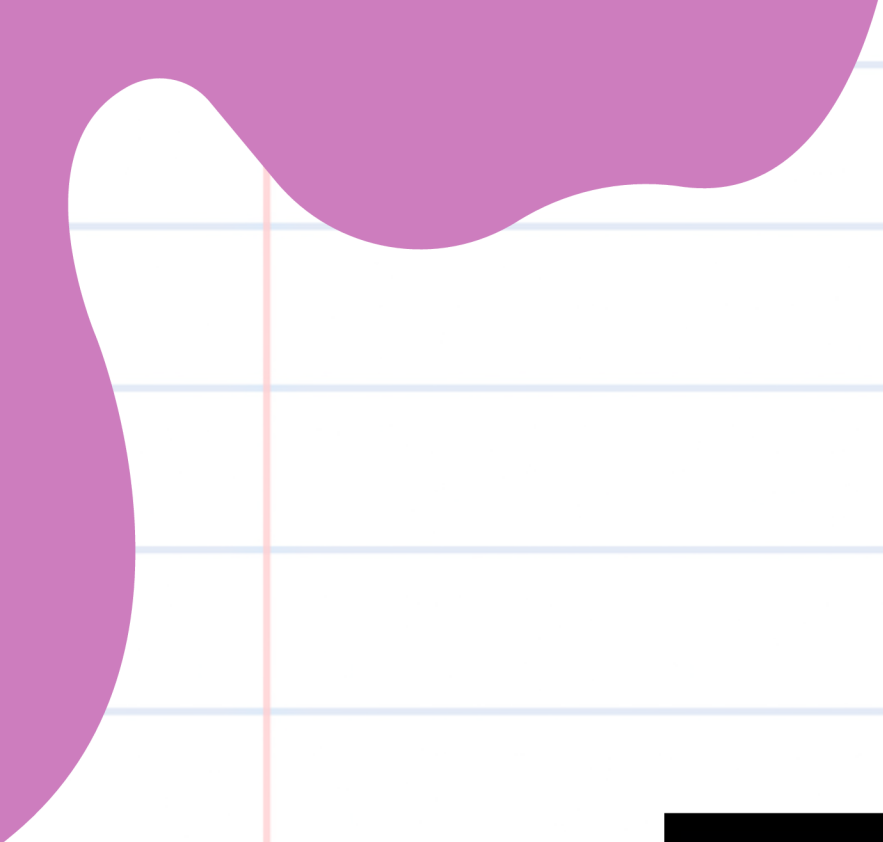
Athlete/Vegan Outreach: Collaborations with sports dietitians for awareness in non-fish consumers.



Continuous Engagement: Ongoing email and social media campaigns with new educational content.



Dashboard Tracking (internal use): Number of HCPs reached, CME attendees, samples distributed, social engagement.



Thank You!

