



Can David Beat Goliath in Pharma Marketing?

// Is your brand competing in a market against larger brands with significantly more resources than you have? If so, how will you

beat them

when your

sales force is

undersized

and there's no

way you can

Smaller companies like yours don't have the luxury of playing it safe and being conservative. You must take calculated risks and be fearless...

spend nearly as much as they do in promotion? Fortunately, value matters more than size in today's market, and you can outperform your larger competitors by following these core principals:

1 OWN SOMETHING YOUR COMPETITOR CAN'T

// Don't worry about niching your brand; just own one thing that is of value to your customers, and that your competitor can't. Use this advantage to build stronger relationships with your customers and redefine their value expectations. Excel at this, and use of your brand will expand over time.

Gain more insights into building brand wins against larger competitors. Contact David Zaritsky at dzaritsky@PulseCX.com to talk and review relevant case studies.

2

WIN THE EXPERIENCE BATTLE // Your competitor may be bigger, but size doesn't matter when it comes to delivering a better customer experience. We've consistently seen smaller, more innovative companies outside the healthcare space put older, bigger companies out of business. The same principals hold true for healthcare marketing; understand the pain points in your customer's journey better than your competitor, and use that knowledge to deliver solutions that matter.

3

LEVERAGE YOUR SIZE ADVANTAGE // Position your smaller size as an advantage instead of a disadvantage. Organizational flexibility will enable you to seize opportunities and generate greater impact from the resources you have. Don't fall into the trap of trying to emulate the way big companies promote their brands, and you'll be able to outmaneuver them with a more agile commercialization approach.

4

TAP INTO THE POWER OF INFLUENCERS // Win the support of a few key people, and many more will follow. Identify your influencers, earn their advocacy, then provide them with content and platforms to share their experiences. As your influencers carry your message forward, choosing your brand over your larger competitors' brand will become the smart thing to do.

5

DIGITALLY LEVEL THE PLAYING FIELD // Size advantages are shrinking even more with the dramatic growth of digital channels, as well as the increasing numbers of millennial HCPs and consumers. Smaller companies have the advantage here in building a digital center of excellence based on their expertise in search, social, media and third-party partnerships. You must take advantage of this opportunity to be smarter in how you use these channels to engage with your customers.

6

BE FEARLESS // Smaller companies like yours don't have the luxury of playing it safe and being conservative. You must take calculated risks and be fearless in your marketing approach. Trust your research and your instincts in identifying opportunities, then go for it. If you've followed the above advice, your odds for success are good. And if not, you'll have the agility to quickly change course based on your learnings. Taking bold action to serve your customers' needs will ultimately reward you well.

6 KEY ACTION STEPS FOR COMPETING AGAINST A LARGER COMPETITOR

1. Clearly define what you can own
2. Know your customer's pain points better than your competitor does
3. Build an agile commercialization approach
4. Leverage the power of your influencers
5. Be smarter at digital
6. Take bold action to serve your customers