



High Performance Digital Marketing

“Maturity. Clarity. Honesty. High Performance.”

HOW AN EFFECTIVE DIGITAL MARKETING PLAN HELPED DR.REDDY'S TO INCREASE BUSINESS



Dr. Reddy's Laboratories, a leading multinational pharmaceutical company based in India and overseas, committed to providing affordable and innovative medicines for healthier lives.



Goal

- Get more relevant people to the website/Social media channels
- Decrease bounce rates
- Brand/business affinity/aspiration improvement
- Nurture connects for further entries
- Repeat Sales
- Increase business from existing customers
- Converting the existing connections to business Opportunities
- Reaching out to new connections to increase the potential customer base



Solution

- Regular PR & Creative Campaigns,
- Webinar promotions: Events & Amplification of the same
- In Market: Display Ads , Youtube Ads & Remarketing Ads on Facebook and LinkedIn
- Customized advanced SEO strategies
- Lead Nurturing
- Website UX updation :Utility Application development & Improvements (XCEED) etc

ACHIEVEMENTS

**135% of the yearly MQL target
is achieved**



**122% more leads achieved
25% of the lead target is achieved only
through web-based lead forms**



**Bounce Rate has been reduced
by 38 %**



**98% of the yearly target for Organic
traffic is achieved**

The Average session duration target is also met

CREATIVE SAMPLES

Examples of some of the good performing creatives

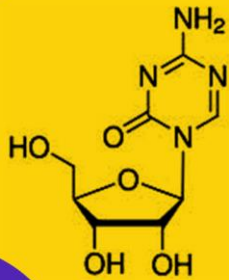
Dr.Reddy's 

Recognised as leading global supplier & manufacturer of

Azacitidine API

FDA-approved nucleoside metabolic inhibitor

[Know more](#)



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Valsartan API

- NDMA (Nitrosamine)-free
- US DMF, CEP available

[Know more](#)

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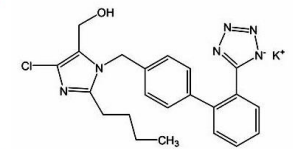
Dr.Reddy's 

Whitepaper -

Losartan Potassium API

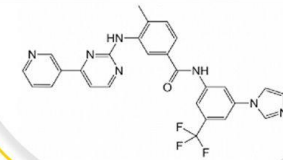
Learn all about this highly effective angiotensin receptor blocker

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Dr. Reddy's Nilotinib Hydrochloride API

- USDMF filed
- Backward integrated
- Sustainable supply chains

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THANK YOU!