

Pharma Marketing Plan Template

A fillable plan for one brand and one year, built for medicines and consumer health in Saudi Arabia and the GCC. Type into the boxes, save, and share.

BRAND

CATEGORY

PLANNING PERIOD

PREPARED BY

DATE

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Built from 20+ years of GCC experience in pharma and consumer healthcare.

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HOW TO USE IT

Ten sections, one plan

Every box in this file is fillable. Open it in a PDF reader on a laptop or phone, type your answers and save. Fill it in order: each section uses what you decided in the one before.

1 Brand snapshot

2 Situation analysis

3 Target audiences

4 Objectives

5 Positioning and message

6 Channel plan

7 Budget

8 Activity calendar

9 Measures

10 Risks and compliance sign-off

Write in the currency your company reports in. Use real data where you have it and write "estimate" where you do not; a plan that marks its guesses is easier to review than one that hides them. The companion [GCC pharma digital marketing playbook](#) explains the thinking behind each section.

01 Brand snapshot

Item	Your answer
Product name	
Rx or OTC / category	
Dosage forms and pack sizes	
Approved indication (as on the label)	
Consumer price point	

Brand snapshot: current performance

Measure	Value	Source and date
Sales, last 12 months		
Market share		
Weighted distribution		
Year to date vs budget		

02 Situation analysis

Item	Your answer
Category size and growth	
Main competitors	
What is changing in the market	
What the field and pharmacists tell us	

SWOT

Strengths and weaknesses are about the brand; opportunities and threats are outside it. Base each on evidence.

Strengths

Weaknesses

Opportunities

Threats

Competitors

Competitor brand	Share	Main claim	Where they are strong	Threat (H/M/L)

03 Target audiences

Fill one row per audience you plan to reach. The last two columns describe the change this plan must create.

Audience	Who exactly	What they think or do now	What we want them to think or do
Doctors			
Pharmacists and pharmacy staff			
Consumers / patients			
Trade (chain and pharmacy buyers)			

The one insight this plan is built on (a truth about the audience that the brand can act on)

04 Objectives

Make each objective specific, measurable, achievable, relevant and time-bound, the SMART test from George T. Doran (1981).

Objective	What, by how much, by when	How we will measure it
Commercial		
Brand		
Channel / digital		
Trade / distribution		

Example (fictional): "Raise weighted distribution of Brand A in the Western region from 55% to 70% by 31 December, measured by the quarterly pharmacy audit."

05 Positioning and message

Geoffrey Moore's positioning template from *Crossing the Chasm* (1991) is a useful frame. Fill in each part.

Part	Your answer
For (target audience)	
Who (need or problem)	
Brand name is a (category)	
That (key benefit)	
Unlike (main alternative)	
Because (reason to believe)	

Key message (one sentence the audience should remember)

Proof points

Each proof point must come from the approved label or approved material. Record the reference so review is quick.

Proof point	Approved source or reference

Mandatory wording and brand codes (statements, disclaimers, logo and colour rules)

06 Channel plan

Choose two or three lead channels and do them well. Leave the rows you will not use empty.

Channel	Role in the plan	Content and frequency	Owner	Budget
Search (SEO / paid)				
Social				
LinkedIn				
WhatsApp				
Email				
Retailer apps / e-commerce				
Events and congresses				
In-pharmacy and trade				

07 Budget

Budget line	Amount	% of total	Notes
Media and paid digital			
Content production			
Events, congresses and medical education			
Agency and freelancers			
Trade marketing and in-store			
Tools and subscriptions			
Contingency			
Total			

Keep a contingency line. Prices, review times and stock rarely go exactly to plan.

08 Activity calendar

Mark each month: **L** launch, **S** sustain, **R** review. Add seasonal moments such as Ramadan, summer and school return in the last rows.

Channel	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Search												
Social												
LinkedIn												
WhatsApp												
Email												
Retailer apps												
Events												
Trade												

Seasonal moments and key dates this year

09 Measures

One main measure per objective. Set the target from your own baseline, not from a benchmark from another market.

Measure	Baseline	Target	Source	Reviewed

10 Risks and compliance sign-off

Risk	Likelihood (H/M/L)	Impact (H/M/L)	What we will do

Compliance and approvals

All claims and materials follow the approved label, the SFDA's rules on promotion and your company's procedures.

Role	Name	Date	Approved
Brand manager			☐
Marketing head			☐
Medical affairs			☐
Regulatory affairs			☐
Pharmacovigilance			☐
Finance			☐

FROM PHARMAGROWTH

Free calculators to check the numbers in this plan, including contribution margin, trade margin and launch budget, are at pharmagrowth.co/tools. Built from 20+ years of GCC experience in pharma and consumer healthcare.