

PHARMACEUTICAL INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Test your knowledge about medicine composition now!
- Taking medications without doctor recommendation? Know where you are going wrong.
- Find your plausible medical supplement needs based on your living habits!
- Is your medicine FDA approved?
- Is your medicine packaging environment friendly?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Health age calculator](#)
- [Compare medical supplement plans](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Do you have the perfect combination in your medicine? Get suggestions now!



STAY **TOP OF MIND**

COST CALCULATORS

- How cost effective is your medicine packaging?
- What should be your ideal family medicine budget?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Are you paying more for the product you are using?
- Calculate the ideal cost of medicine based on composition!
- Get an estimate for your medical expenses for the next 3 months!



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Is your medicine packing more environment friendly than others? Find Now!
- Is your medicine composition correctly balanced in comparison to your competitors?



GROWING **MQL**