



Pharma & Life Sciences *Marketing Outlook* in 2025



Introduction to Pharma Marketing in 2025

If you work in pharmaceutical marketing, you're no stranger to change. But the transformations we're about to see in the next few years are on a whole other level.

By 2025, the global medicine market is projected to reach \$1.6 trillion. That kind of growth isn't just impressive — it's a sign of an industry in the midst of a profound shift. From cutting-edge technologies to evolving patient needs, the forces shaping this landscape are diverse, powerful, and moving at breakneck speed.

That's why having a clear, forward-looking strategy is so critical. Companies that can anticipate market changes, enhance their competitive intelligence, and harness emerging innovations will be the ones that thrive. Those who don't? For them, the risks of playing catch-up are higher than ever.

Regulatory complexity, for example, continues to grow. But the organizations that can stay ahead of the curve on compliance won't just avoid legal pitfalls — they'll build trust with key stakeholders. And as healthcare becomes more patient-centric, companies that truly understand (and meet) evolving consumer expectations will be poised for long-term success.

And let's not forget the role of data. With predictive forecasting and smart resource allocation, smart companies can identify game-changing cost savings and make investment decisions that pay real dividends.

In the pages that follow, we'll dive into crucial trends that are rewriting the rules of pharmaceutical marketing. Getting a handle on those is essential for thriving in 2025 and beyond.



As we look to 2025, I believe marketing orchestration will be paramount. By aligning all marketing activities and technologies to ensure consistent, personalized messaging across the entire customer journey, marketing orchestration creates a cohesive experience that resonates with every audience — patients, healthcare providers, and business decision-makers alike. By bringing our data together and leveraging AI insights, we're finally able to overcome data silos and engage people in ways that feel personal and relevant.

For consumer-focused outreach, this means connecting with people in ways that feel relevant and meaningful, building trust that

lasts. And for our B2B efforts, orchestration helps us move through the complex sales process more smoothly, keeping relationships strong and guiding decisions with the right information at the right time.

At the end of the day, marketing orchestration is more than just a new tool or technology — it's a shift in how we think about connecting with our audiences. It gives us the freedom to step back from repetitive tasks and focus on the bigger picture, improving efficiency and boosting our return on investment.

Nataliya Andreychuk
CEO of Viseven



Key Trends in Pharma Marketing for 2025



The pharmaceutical marketing landscape of 2025 tells a story of transformation. Gone are the days of one-size-fits-all marketing approaches and isolated digital marketing initiatives. Instead, we're witnessing the emergence of a more sophisticated, connected, and human-centered marketing ecosystem.



DIGITAL TRANSFORMATION

Pharmaceutical companies are rapidly advancing their digital strategies, leveraging platforms that enable direct, meaningful interactions with healthcare professionals and patients. This digital transformation goes beyond simple communication, creating ecosystems of real-time information exchange, educational resources, and personalized health insights.



DATA-DRIVEN MARKETING STRATEGIES

A significant trend is the shift toward data-driven decision-making. Pharma companies are increasingly adopting advanced analytics tools to extract insights from vast datasets, enabling more effective marketing strategies. Data analytics will enable marketers to interact more dynamically with healthcare professionals and patients, rather than adopting a one-size-fits-all approach. With this capability, they can predict how the market will shift, determine the effectiveness of campaigns, and make course corrections if required.



PERSONALIZATION

Pharmaceutical companies are increasingly focusing on personalized experiences for both patients and healthcare professionals, wanting to build longer-lasting relationships. The healthcare landscape is steadily evolving towards more individualized care like precision medicine, hence, the importance of personalized marketing strategies will only grow further.



OMNICHANNEL

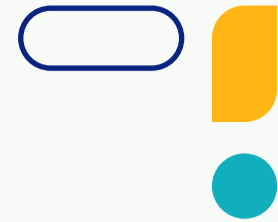
The future of pharmaceutical marketing lies in creating integrated, consistent customer experiences across all platforms. This approach demands a unified brand narrative that remains coherent whether a customer is engaging through digital channels, traditional media, or direct healthcare interactions. The goal is to create a responsive, adaptive communication model that meets the audience where they are.





STORYTELLING & VIDEO CONTENT

Video content is rapidly becoming the cornerstone of effective pharmaceutical marketing strategies and communication. Pharmaceutical brands are investing in dynamic, informative digital storytelling that captures audience attention and communicates complex medical information in accessible, engaging formats. This multimedia approach recognizes that modern audiences seek connection, understanding, and genuine narrative beyond traditional marketing messages.



AI AS A KEY TECHNOLOGY OF INTEREST

Artificial intelligence is changing the face of pharmaceutical marketing, bringing in unprecedented levels of personalization and efficiency. AI technologies are automating critical marketing processes, from content creation to MLR acceleration, allowing companies to deliver precisely targeted messages at scale.



Crafting a Future-Proof Pharma Marketing Strategy

In 2025, an effective marketing strategy in the pharmaceutical industry must reflect a blend of technological adaptability, personalized engagement, and regulatory mindfulness. The evolving landscape of healthcare demands that companies not only understand shifting consumer behaviors and technological advancements but also align their practices with stringent regulatory standards. Below, we explore the core elements that will define a successful pharma marketing approach in 2025 and offer strategies for aligning marketing objectives with regulatory changes.



ELEMENTS OF A SUCCESSFUL STRATEGY IN 2025

Before we dive into pharma marketing strategies for 2025, let's ground ourselves in the fundamentals that remain essential in pharmaceutical marketing today. These basics form the bedrock of any successful pharma marketing strategy, regardless of how technology evolves.

01 *Understand your audience*

Marketing in pharma isn't like selling consumer goods — it's a complex dance involving multiple stakeholders. Your primary audience might be healthcare professionals, but you're really serving a chain of decision-makers that ultimately leads to the patient. Take time to map out who influences prescribing decisions, from specialists to primary care physicians, and understand their unique needs and challenges. Remember, a message that resonates with a neurologist might fall flat with a general practitioner and vice versa.

02 *Know the drug lifecycle journey*

Here's something fascinating about our industry: we're marketing products that might have been in development for over 15 years before reaching the market. Each drug tells a story of countless hours of research, clinical trials, and regulatory hurdles. Understanding this lifecycle isn't just about knowing your product — it's about appreciating the value you're bringing to healthcare. When you grasp the full journey from lab to patient, you can better communicate why your product matters.

03 *Craft your unique story*

In a market where multiple drugs might treat the same condition and have similar properties, your unique selling propositions (USPs) become crucial. But here's the thing — effective USPs in pharma go beyond just efficacy data. They might include your support services, delivery mechanisms, or even your company's commitment to specific therapeutic areas. Look at your competitors, but don't just compare features.

Ask yourself:

What unique value do we bring to healthcare professionals and their patients?

04 *Consider the patient journey*

Unlike traditional consumer products, pharmaceuticals follow a unique path to the end user. The patient rarely chooses their medication directly — instead, they rely on healthcare professionals' expertise while navigating insurance coverage and pharmacy benefits. Understanding this journey, with all its complexity and privacy considerations, is crucial to successful marketing campaigns. Consider how your marketing strategy can support both healthcare providers and patients throughout this process while respecting all regulatory boundaries.

Now that we've covered the fundamentals, let's look at how modern technology and approaches are reshaping pharma marketing strategies in 2025.

05 Embrace AI but keep it human

Integrating artificial intelligence tools into your marketing efforts can give you a substantial competitive advantage. Besides the sensational generative capabilities, AI can do a lot more for pharma life science marketing. Predictive analytics, AI-powered auto-tagging, and MLR acceleration are arguably some of the most promising functionalities. They have already demonstrated the capacity to cut the bottlenecks and manual labor in half, improve marketing efforts' impact, and simplify processes. What we must keep in mind though is that AI is just a tool and it cannot bring outstanding business outcomes without human insight.

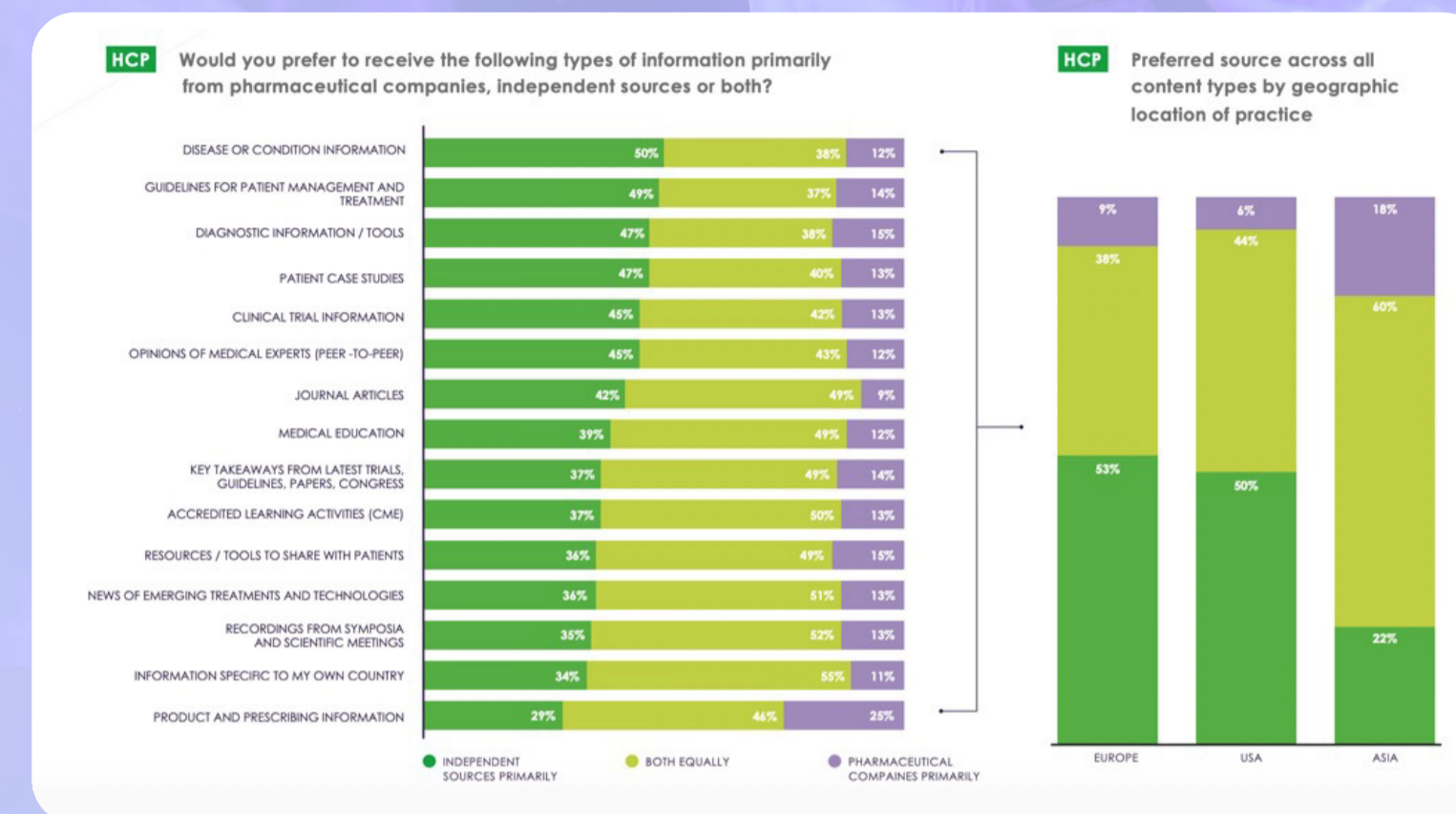
06 Personalization is your secret weapon

Other industries have been tailoring content and experience to their customers for years now. However, pharmaceutical companies are lagging a little behind in terms of personalization. According to the 2023 EPG Health Report, only 18% of HCPs perceive content received from pharma companies as always personalized. Meanwhile, 73% of HCPs state that they are more likely to engage with tailored content. Today, the pharmaceutical sector has a range of tools, including AI- and ML-based, at their service that can help them make great strides in customizing content and experience.

07 Content that actually matters

Quality over quantity — always. Your content needs to provide real value to HCPs, not just add to the noise. The most successful pharma companies will be those who tailor their messaging to specific audience segments while maintaining a consistent

drumbeat of fresh, relevant information. Here's what HCPs are really interested in getting from pharma brands:



08 Master the omnichannel approach

For pharmaceutical companies, omnichannel marketing isn't just another option, it's a strategic necessity for building lasting HCP relationships, expanding reach, and operating efficiently. This strategic approach delivers personalized, valuable content instead of generic messages, strengthening customer loyalty while reaching far beyond the traditional 20-40% coverage of in-person sales representatives' visits. Through efficient channel optimization, brands can engage more HCPs without proportional cost increases — digital channels like email maintain consistent costs regardless of audience size, unlike resource-intensive physical outreach. The impact is clear: **40% of HCPs prioritize brands offering personalized experiences**, and 41% pay more attention to their messages.

ALIGNING MARKETING STRATEGIES WITH REGULATORY CHANGES



In a highly regulated sector like pharma, aligning marketing strategies with regulatory changes is critical to maintain trust and compliance. Pharmaceutical marketers must adopt several strategic measures to keep the step with these evolving standards.

A proactive approach involves continuous monitoring of official sources like the FDA, EMA, or MHRA to stay updated on new guidelines. Subscribing to newsletters and alerts ensures that teams are informed about any regulation shifts.

Cross-functional collaboration is another key to success. By engaging medical and regulatory experts early in the planning stages, marketers can identify potential risks and adjust strategies to meet regulatory standards. Working with compliance partners is particularly useful for reviewing promotional materials and addressing potential compliance issues before they reach the public.

In recent years, AI has transformed regulatory alignment. AI-powered compliance tools, like an MLR acceleration engine, allow teams to identify potential compliance issues in marketing materials before they are distributed.

A rigorous review process is also fundamental. Pharma companies must ensure that marketing materials undergo scientific, legal, and ethical checks. Maintaining approval documentation is essential for accountability, enabling drug companies to track adjustments over time and respond swiftly to changes.

Investing in employee training on regulatory guidelines builds an organization-wide culture of compliance. Regular updates and internal communications help keep staff informed about the latest requirements, minimizing the risk of non-compliance. Additionally, setting up risk assessment mechanisms ensures that pharma firms can quickly identify and address any areas prone to compliance issues.

Finally, routine audits and updates solidify a company's commitment to compliance. Regularly auditing processes, and being prepared to update materials and practices, means companies can adjust swiftly to regulatory changes, minimizing disruptions.



Omnichannel Approaches *for Pharma*



Reduced costs

Omnichannel marketing helps lower cost-per-contact by selecting channels based on performance data, avoiding wasteful spending. For instance, sending an email is cost-effective whether it's sent to one HCP or hundreds, unlike in-person visits, which require more MedReps. This approach enables tailored, cost-effective outreach.

STRATEGIC ADVANTAGES OF USING AN OMNICHANNEL APPROACH

Today, the omnichannel approach offers significant strategic benefits for companies looking to strengthen relationships with HCPs, improve cost efficiency, and boost engagement. By aligning with customer needs and optimizing resource allocation, omnichannel strategies provide multiple advantages.

Customer loyalty

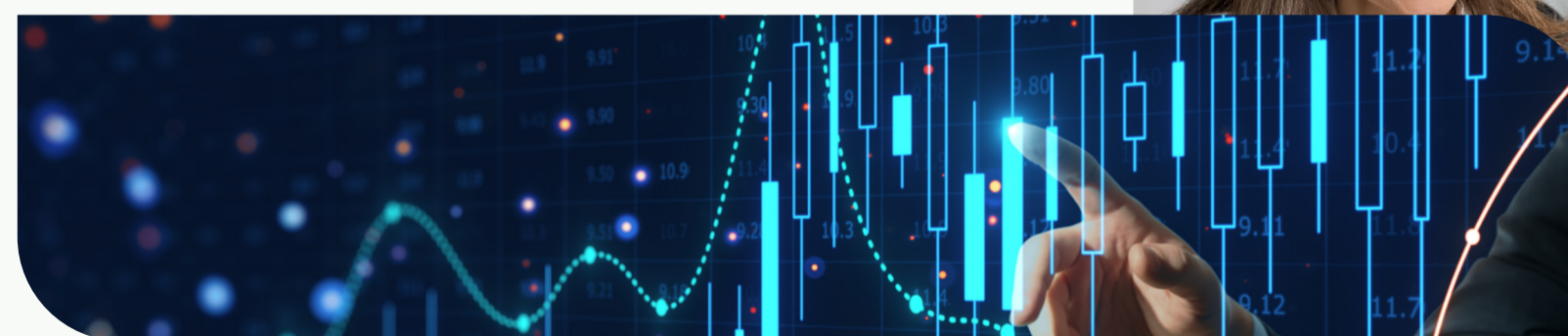
Customer loyalty is paramount in the pharma industry, where trust and reliability directly impact long-term relationships. An omnichannel approach enhances loyalty by focusing on what matters to HCPs, moving away from a one-size-fits-all strategy. When companies deliver relevant content at the right time and on the right channel, HCPs view these interactions as valuable rather than intrusive. This creates a positive perception of the brand, encouraging HCPs to continue engaging and fostering long-term loyalty.

Extended coverage

In large markets, sales representatives can only reach about 20-40% of HCPs in person. Omnichannel strategies overcome this limit, connecting with a broader audience via emails, virtual meetings, and other digital touchpoints, ensuring that HCPs, even in remote areas, receive timely information.

Greater conversion

By personalizing interactions, omnichannel strategies improve engagement and conversion. HCPs respond better to messages that address their needs, seeing them as valuable rather than just marketing.



CASE STUDIES ON SUCCESSFUL OMNICHANNEL PHARMA CAMPAIGNS



Several pharmaceutical companies have successfully implemented omnichannel marketing strategies, demonstrating the effectiveness of integrating various communication channels to enhance engagement with HCPs and patients. Here are notable case studies highlighting these successful campaigns.

Novartis

Novartis' campaign Living Like You supports those affected by multiple sclerosis (MS) by providing a community and a voice.

Collaborating with MS bloggers worldwide, Novartis shared authentic, personal stories that resonated with patients and reminded them they weren't alone.

By using a multi-platform approach, including a website, social media, and YouTube (which has over 185,000 views), Novartis offered a cohesive experience that fostered empathy and empowerment. The campaign's success continues to have a lasting impact, nearly a decade later.

Sanofi

Sanofi introduced their Diabetes Co-Star Initiative to support diabetes patients and expand awareness. With a strong digital presence that included a website, mobile app, and social media, Sanofi connected with audiences far and wide. By partnering with healthcare professionals and organizations, Sanofi ensured their message reached even remote communities, emphasizing credibility and accessibility. To date, Sanofi supports several programs worldwide, including

patient support programs, access-focused programs, and educational programs.

Sanofi has also partnered with the International Diabetes Federation and the International Society for Pediatric and Adolescent Diabetes to deliver Kids & Diabetes in Schools (KiDS) which has reached over 340,000 children.



SAVING LIVES
BY IMPROVING
COMMUNICATION

Viseven collaborated with a top-50 French pharmaceutical company to boost registrations for a new cardiology-focused web portal section. Targeting an HCP base of almost 5 thousand, the goal was to attract 300 new subscribers using an omnichannel approach that would improve engagement and support long-term ROI.

Viseven reframed the portal beyond its promotional perception and designed an engagement strategy based on marketing automation. Leveraging email and SMS as primary channels, with social media reserved for further scaling, they could reach HCPs more effectively. In just two weeks, Viseven's strategy achieved remarkable success, reaching 98% of the target.

How *AI* Will Play a Central Role in Future Campaigns

The rapid integration of AI in pharmaceutical marketing is reordering how campaigns are managed by bringing much more efficiency and accuracy to creating content, keeping businesses within regulatory bounds, and engaging patients. This technology acts as a powerful assistant to both field teams and pharma marketers, empowering them to optimize their efforts based on data, ensuring that the content and experiences resonate deeply with healthcare professionals and patients.

STREAMLINING DATA MANAGEMENT AND CONTENT CREATION

One of the key benefits of AI lies in its ability to handle data management tasks that once required extensive manual effort. For example, AI can automate content tagging, generate metadata, and update information based on

recent research, significantly reducing administrative overhead. One of our clients, a leading pharmaceutical company, experienced a 60% reduction in manual tagging through AI-powered automation. This kind of efficiency allows teams to focus on high-value work while making sure the content remains relevant and accessible.

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ACCELERATING MEDICAL, LEGAL, AND REGULATORY REVIEW

The lengthy and often complex MLR process has long been a hurdle for pharma companies aiming to launch timely campaigns. Delays in MLR can result in missed opportunities to engage patients, particularly for newly launched drugs. In 2022, U.S. companies lost approximately \$9.8 billion due to slow MLR processes, with some inadvertently violating regulations by promoting unapproved drug uses.

AI tools are helping to bridge this gap by providing pre-MLR validation, which reduces both review time and errors. Platforms like eWizard, for instance, automatically scan text, images, and audio against MLR validation rules, predicting the likelihood of content approval and suggesting adjustments as needed.



REVOLUTIONIZING VIDEO PRODUCTION

Video marketing has become indispensable, driving 1,200% more engagement than text and image content combined. However, producing video content can be resource-intensive, and many companies lack the time or budget to develop high-quality video assets. AI is changing the landscape here as well, supporting every stage of video production, from scriptwriting to editing. AI-powered avatars, like those offered by eWizard, allow marketers to produce realistic video content without a full production crew.

ENHANCING REAL-TIME PERSONALIZATION

Pharma companies are moving away from pre-created, personalized content toward real-time, dynamic engagement that responds instantly to evolving consumer preferences. With AI's ability to analyze and predict behavior patterns, brands can serve content that aligns closely with their audience's current needs. This dynamic approach not only fosters better engagement but also ensures that content remains relevant as preferences shift. As of today, about 17% of businesses use AI for predictive analysis, a figure likely to grow as AI continues to demonstrate its value in delivering timely, impactful messaging.

Dynamic Content for Personalized Experiences

Pharmaceutical companies can significantly enhance patient HCP engagement through the strategic use of dynamic content.

Dynamic content refers to digital material that adjusts based on user-specific data, such as behavior, interests, and location. Unlike static content, it allows companies to shift from generic messaging to tailored

experiences that resonate deeply with both patients and HCPs, creating a more relevant and impactful interaction.

One major benefit of dynamic content is personalization, as it allows for targeted communications that can, for example, align with HCPs' clinical interests. This level of specificity can increase engagement rates by up to 34%, providing HCPs with information that feels both timely and directly relevant.

Furthermore, dynamic content offers opportunities for interactive learning. Formats like quizzes, video case studies, and gamified scenarios allow HCPs to engage

with real-world cases in a memorable, hands-on way, making educational content enjoyable as well as informative.

Dynamic content also fosters continuous engagement by offering regularly updated information on clinical trials and new treatments, keeping HCPs informed, and encouraging return visits. This consistent flow of relevant content reinforces ongoing engagement and positions the platform as a valuable resource.





Overcoming Challenges in Pharma Marketing

In the pharmaceutical industry, marketers face an additional layer of specific and complicated hurdles that accompany the marketing of their products, which can often obstruct them from connecting effectively with their target audiences. Staying competitive requires proactive strategies.

REGULATORY COMPLIANCE

Pharmaceutical marketing is governed by stringent regulations, with companies required to substantiate all claims with scientific evidence and ensure promotional materials are legally compliant. Non-compliance can result in hefty fines and reputational damage, with the average cost of non-compliance being \$14.8 million per violation in 2024.

- To manage these risks, pharmaceutical marketers should invest in continuous training and establish rigorous compliance processes.
- By keeping teams updated on regulatory changes and fostering a culture of compliance, companies can reduce exposure to penalties and respond quickly to regulatory shifts. However, in recent years, many pharma companies reported hiring difficulties when looking for skilled regulatory professionals. To aid your team in keeping content compliant, don't sleep on AI-powered MLR acceleration tools. These smart solutions can not only check your content against the necessary rules but can also learn continuously, providing increasingly better suggestions.
- Another way to combat slow marketing approval processes is through modular content strategies. Modular content allows for quicker adjustments without compromising compliance, helping teams stay agile in a fast-paced market.



DIGITAL TRANSFORMATION CHALLENGES

Many pharmaceutical firms still operate on outdated technology infrastructures that are difficult and costly to upgrade. These legacy systems lead to data silos, complicating integration across departments and stalling real-time decision-making.

In addition, the high initial costs and vague ROI associated with digital transformation can deter investment. Implementing new technology requires substantial financial outlay for infrastructure, software, and workforce training. With no assured return on investment, stakeholders may be reluctant to pursue these changes.

Then there are the data management issues: pharmaceutical companies handle enormous volumes of data derived from various sources. Issues of integration, interoperability, and security further complicate attempts at constructing comprehensive digital systems.

Addressing these challenges requires both strategic vision and tactical execution. First and foremost, strong executive support and vision are paramount. Leaders must commit to digital initiatives and align them with broader business goals, articulating a clear vision that fosters organization-wide buy-in.

Finally, Building effective technology partnerships is another valuable approach. By collaborating with technology experts and consultants, pharmaceutical companies can tap into specialized knowledge, streamline technology selection, and ensure compliance with regulatory standards. These partnerships provide insights that can be instrumental in creating scalable, compliant digital solutions.



PEOPLE-RELATED CHALLENGES

There is often cultural resistance to change within pharmaceutical organizations, which traditionally prioritize proven processes over innovation. This resistance can stem from fear of job displacement due to automation or a lack of digital literacy among employees.

Change management is essential for any successful transformation. Even the most advanced tools can't deliver value without effective adoption strategies. In one of Viseven's projects, we collaborated with a client to emphasize change management through structured onboarding and ongoing support. This approach led to a 30% boost in internal collaboration among strategic teams, directly resulting from breaking down silos and establishing clear communication channels.

To drive the adoption of new technologies, it's crucial to cultivate psychological safety within your teams and clearly demonstrate the direct benefits the technology offers them. When employees feel secure and understand how the tools will enhance their roles, they're far more likely to embrace and integrate these solutions.





Executive **Summary**

2025 continues the era of digital transformation and personalization efforts in pharma. But it's also the era of aligning all of our marketing activities, stakeholders, channels, and technologies together, leading us to the creation of smooth and truly personalized customer journeys, for any target audience.



Artificial intelligence in pharma marketing is quickly becoming a buzzword, but its implementation is far from being a commonplace practice. We have seen impressive business outcomes that this technology brings to organizations. AI takes part in organizing assets through auto-tagging, making content accessible, and leading to greater reusability. This technology also shows promising results in MLR acceleration, helping marketers fix content before the final send, and reducing the number of iterations.

Thanks to AI-powered video production, pharma companies can engage their audiences with dynamic content quickly

and at a lower cost. And this is only the beginning, as these technologies continue to learn and improve.

Pharma companies must blend technological adaptability, personalized engagement, and regulatory mindfulness to remain competitive. Effective strategies involve understanding the unique needs of each audience, aligning with drug lifecycle insights, and emphasizing patient and HCP journeys. Advanced AI and personalized content are essential tools to achieve resonance with target audiences, while omnichannel approaches strengthen HCP relationships and expand reach efficiently.