

Webinars are emerging to be one of the best pharma marketing tools in today's digitally-connected world. They facilitate mobility and remove geographical barriers to reach out to physicians. Moreover, doctors attend webinars out of pure interest. Having conducted several webinars and online CMEs, Docplexus has many insights to offer in areas like marketing, execution and content.

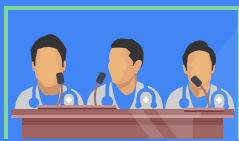
TYPES OF WEBINARS



Single Speaker



Speaker with Presentation



Multiple Speakers



Discussion-Based

Ideal duration of webinar is 30 mins in case of single speaker. It may extend to 1 hour for multiple speakers.



Best Time to Conduct Webinars - 6pm



AUDIENCE

87%

Of doctors agree that the most appealing feature of a webinar is its convenience



1100

Number of physicians who join real-time in single webinar on Docplexus



33%

of Docplexus' audience is organic



ON DEMAND

53% of doctors view the recorded version



EXECUTION

Ideal execution team size is 12-15. It should include an account manager, moderator, medical content experts, media executives and digital marketing specialists.



QUALITY

The quality of discussion on a webinar is better due to the presence of a moderator



Pre/Post Marketing

Each webinar involves effective pre- and post-event digital marketing



DEVICES

Mobile is the preferred device to access CMEs and Webinars



Doctors do not hesitate to seek clarifications in a webinar

DISCUSSIONS

Average number of questions asked in a single webinar

75



A new question gets asked every

47 Seconds



Webinars have widened marketers' reach to the remotest corners of the country

