

MARKETING

Activities

2026



WhatsApp Campaign

Product announcement shared across
all sales groups :

- 4 Times as a Design
- 3 Times as a Text message

✦ Two Weeks 10,000 EGP



WhatsApp Recorded Messages

Product announcement delivered as a voice note to all WhatsApp groups, 4 times per month.

◆ 4 Waves 5,000 EGP



WhatsApp Video Message

Product announcement sent as a video
to all groups twice over two weeks.

◆ 2 Waves – 5,000 EGP



WhatsApp Profile Picture

Product design set as the profile picture
across 84 WhatsApp sales groups.

◆ Weekly 6,600 EGP



Invoices Ads

Printed product advertisements displayed on PharmaOverseas invoices delivered to pharmacies.

- ◆ 1M Invoices 110,000 EGP
- ◆ 500K Invoices 70,500 EGP
- ◆ 250K Invoices 38,000 EGP



Invoices Message

Short promotional message printed on daily PharmaOverseas invoices.

✦ one week 10,500 EGP



Receipt Roll

Printed product advertisements on the back of the receipt rolls

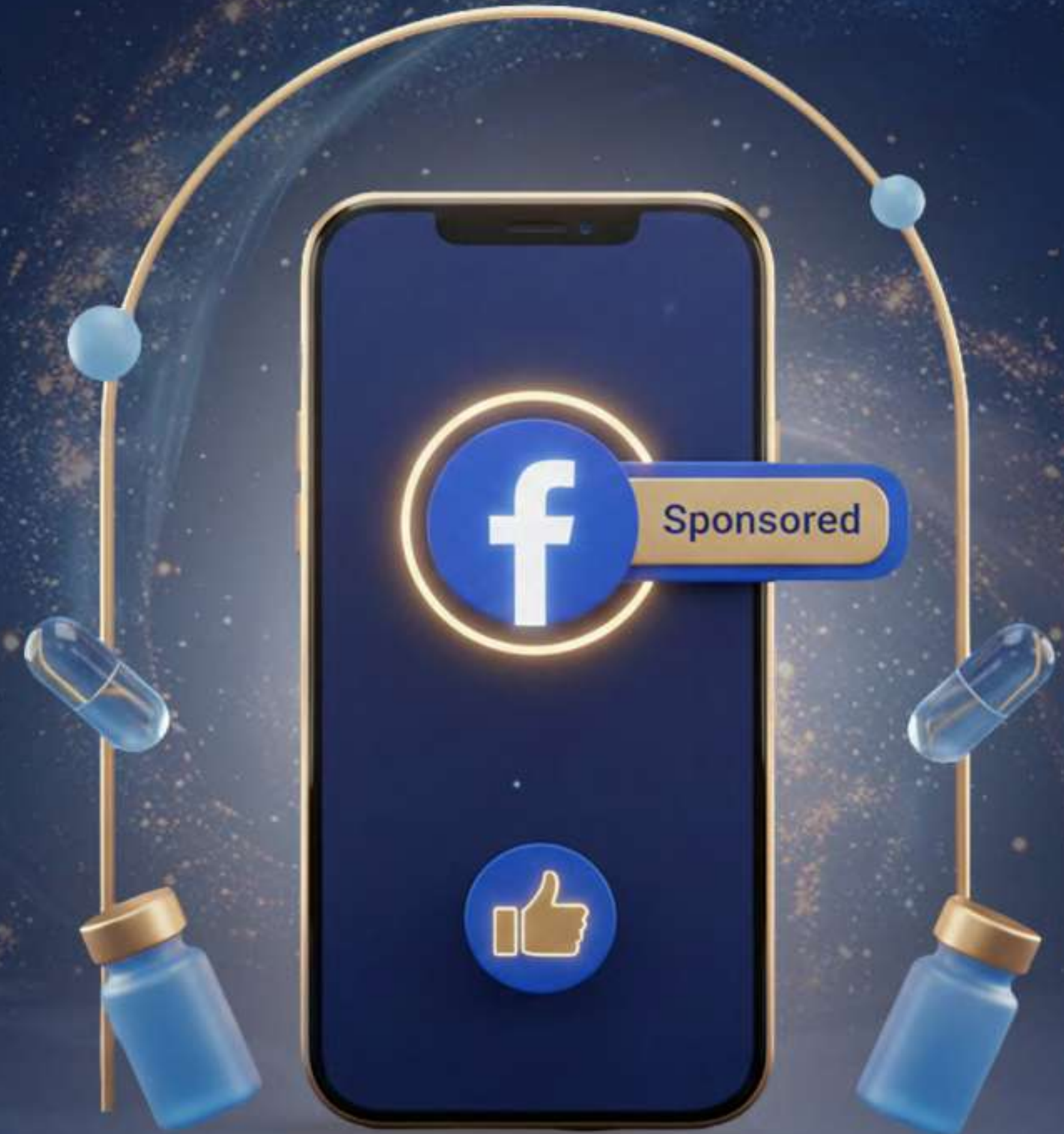
- ◆ 3000 Roll 75,000 EGP
- ◆ 5000 Roll 100,000 EGP



Facebook Sponsorship

Sponsored Facebook campaign aligned with product features for 2 months

◆ 4 posts 35,000 EGP



Social Media Sponsorship

Sponsored cross-platform reels/short videos promoting your product for 2 months.

◆ 4 Reels 55,000 EGP



Facebook Contests Activities

interactive contests hosted on the
PharmaOverseas Facebook page.

✦ One wave 15,000 EGP



SMS Campaign

SMS announcement about your product sent to PharmaOverseas customers.

◆ One SMS 15,600 EGP



Targeted SMS

Personalized SMS campaign targeting customers based on previous purchasing history.

◆ One wave 7,000 EGP



E-Commerce Banners

High-visibility product banners displayed on the e-commerce homepage.

- ◆ Hero Banner (Weekly) 24,000 EGP
- ◆ Light Banner (Weekly) 12,000 EGP



Home Page Product

The product will appear as a Top Seller on the PharmaOverseas e-commerce platform.

◆ Two Weeks 10,000 EGP



Push Notification

A product announcement push notification sent to pharmacists via the PharmaOverseas e-commerce system, including the product name and code.

◆ One Push 5,000 EGP



Hot Line IVR

A recorded audio message lasting 7 to 15 seconds, activated on the PharmaOverseas hotline.

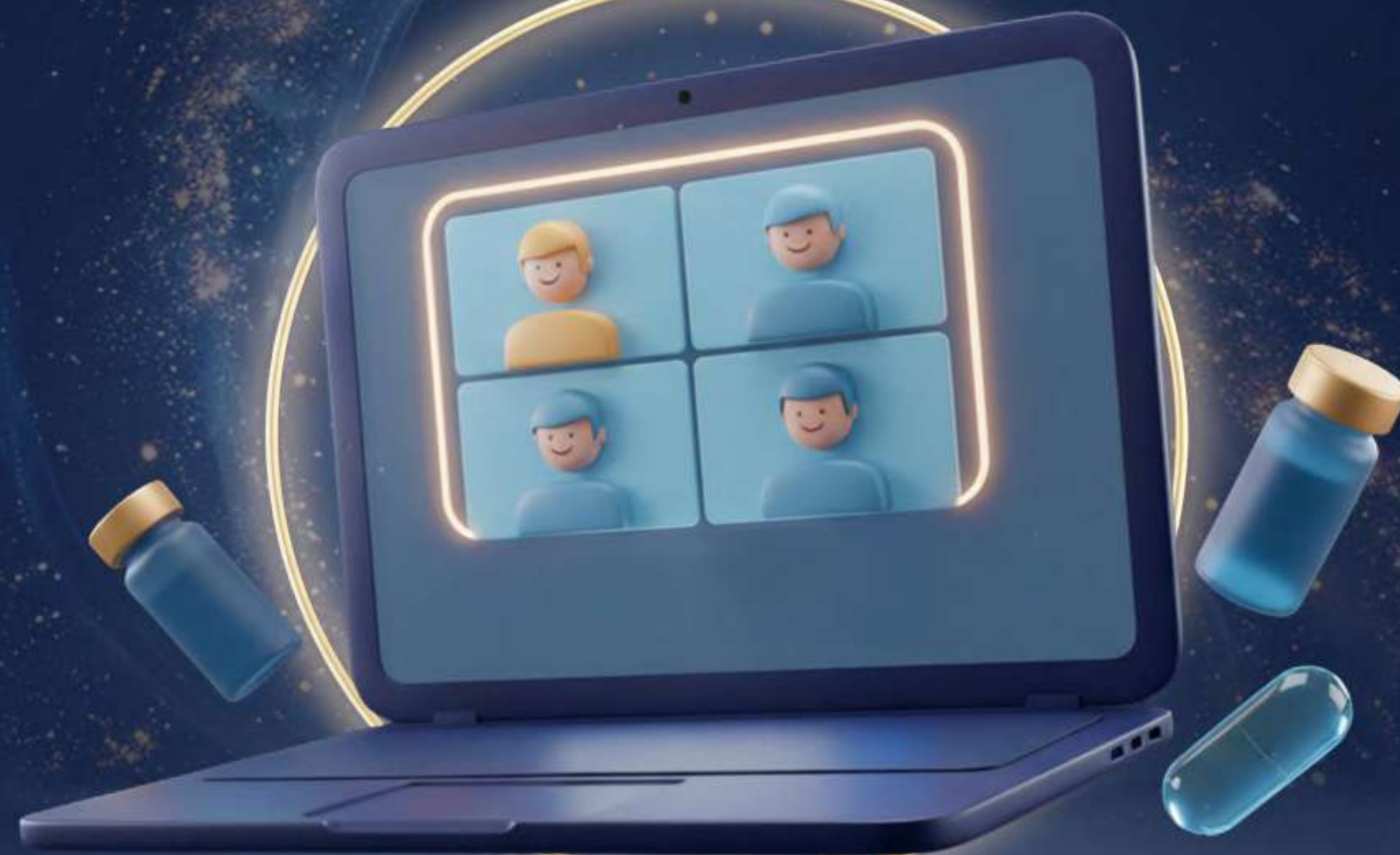
◆ Two Weeks 15,000 EGP



Video Conference

A meeting with senior telesales teams across all PharmaOverseas branches.

◆ Per Session 15,000 EGP



Video Streaming

Streaming video about your product to our sales team to boost the product's sales.

◆ One Video 20,000 EGP



Tele Sales Screen Product

The product visual will be added as the PC background for all telesales agents.

✦ Two Weeks 12,000 EGP



Stock To Sales

An analytical account that allows the company to track its sales performance through PharmaOverseas.

The service is available in two versions:

- Basic: Which provides sales reports by region and sector.
- VIP: Which offers reports by customer.

◆ VIP Version 270,000 EGP

◆ Basic Version 75,000 EGP





PharmaOverseas
مستقبل توزيع الدواء

Thank You

