ABSTRACT:
In Brazil, one of the strategies adopted by the firms is the use of social media focusing on promote the disease (disease branding) to the general public in order to encourage them to seek for a doctor and to be treated with its drugs. Social media can be a powerful tool to engage people around health subjects (Moorhead S at all, 2013). This research focus on the aspects that marketers should take into consideration while developing social media strategies for pharmaceutical products, using a sample of employees of pharmaceutical industry in Brazil.

INTRODUCTION
Pharmaceutical marketing has some peculiarities compared to other industries marketing activities, due to the fact that people’s lives and health are the main reason of pharmaceutical products (EFPIA,2014), marketing activities in this market are strictly regulated worldwide.

This research focus in Brazil, in this country, drugs regulation prohibit pharmaceutical companies to promote drugs under prescription through DTC (Direct to consumer) marketing campaign (in fact, DTC campaign in developed countries for those products is allowed just in US and New Zealand). Pharmaceutical industry can be more active on social media, a study from IMS Institute for Healthcare Informatics (2014) showed that Pharmaceutical Industries around the world still do not know how use social media as a strategy into its marketing mix.

SM is used by general public, patients and health professionals for various propose and offer opportunities for modifying health behavior and monitor the spread of misinformation and intervene with credible information (Korda and Itani, 2013; Moorhead et all, 2013; Chou et all, 2013). However there is no published guideline or articles focus on provide to pharmaceutical industry use social media focusing on disease awareness, and encourage patients to seek for treatment with theirs doctors.

AIMS
This research aims to fill a gap in the literature, providing an initial guideline that can be consulted by marketers and used as start point for social media marketing campaigns in the pharmaceutical industry.

Research question: “How can pharmaceutical industry use social media in Brazil to generate disease awareness, and encourage patients to seek for treatment with theirs doctors?”

RESULTS
Pharmaceutical employees demonstrated confidence with the use of social media to generate disease awareness however they demonstrated to be less confident with social media and sales impact. Social media is used as tool mainly to improve reach with a lower investment and it represents an opportunity for marketers to provide reliable information and encourage health behavior change.

DISCUSSION / CONCLUSIONS
This research provides a first guideline to support social media development in the pharmaceutical industry in Brazil. It is proposed a framework to develop social media (Figure 2):

- Plan (1- Internal factors: product life cycle and supplier definition, 2- External factors: market size, consumer characteristics, 3- Information: market research with doctors and patients;
- 4-Partnership: medical and patients associations),
- Execution (based on behavioral health theories, target and message definition, campaign pilot test, multichannel and competitors bench marketing) and
- Measurement (insight, exposure, reach and engagement)

Further research is required in order to validate and improve the presented framework.

REFERENCES