



WEB  
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CASE STUDY: TEVA PHARMACEUTICALS

# Digital marketing entrance strategy for 4 markets



WBS X TEVA Pharmaceuticals



# TEVA Pharmaceuticals

Teva Pharmaceuticals has been developing and producing medicines to help improve people's lives for more than a century. They are committed to being a global leader in generic and specialty medicines with a portfolio of 3,500 products in nearly every therapeutic area.

## Products

Consumer health care  
vitamins & OTC products

## Objective

Build a digital marketing  
entrance strategy for 4  
markets

## Goal

Build brand awareness  
and trust for TEVA's  
product portfolio

## Target

Become a preferred choice  
for consumers in those  
countries for TEVA's  
product categories





# The Challenge

Build brand awareness and trust for TEVA's product portfolio in new markets

## New markets

TEVA is engaged in consumer health care products and contracted WBS to design a digital marketing entrance strategy for 4 countries: Poland, Spain, Hungary and Russia.

## Brand and product awareness

TEVA had little presence in these markets and wanted to build brand awareness and trust for their product portfolio.

## Purchase barriers

They wanted to address purchase barriers and how best to communicate efficacy and value. Their goal was to become a preferred choice for consumers in those countries for their product categories.





# The Solution

Digital marketing entrance strategy for 4 markets

# 1

## Research

WBS focused on the following:

- Digital landscape overview
- Digital consumer understanding across 5 product categories
- Competitor analysis
- PPC and Social Media strategy
- Recommendations for website optimisation
- Recommendations for KPIs, measuring the success of digital marketing activities
- Budget recommendations for digital marketing activities
- Support for understanding how digital marketing activities might impact the business

# 2

## Digital landscape

WBS first looked at the current digital landscape for each of the countries and how users are searching for TEVA products. WBS supported the research with data from Google, Yandex and social media platforms, augmented by relevant case studies. We also analysed the digital presence for TEVA's main competitors.

# 3

## Recommendations

WBS then analysed TEVA's current digital marketing presence and audited their local websites. This resulted in a series of recommendations on how to optimise the sites from an SEO and usability perspective, including technical aspects of the websites, as well as on-page optimisation.

WBS analysed all available digital marketing channels and their potential. The recommended strategy was split into relevant categories: 'no miss', 'opportunity' and 'long term opportunity'.





# The Results

## Digital marketing strategy and marketing plan for each market

WBS prepared a strategy for each channel detailing which audiences/keywords to target, as well as expected results for the first 12 months taking into account elements like seasonality. WBS also prepared a digital marketing plan for the first 12 months, including budget recommendations.

Digital marketing plans for each market were reviewed with the TEVA team and were implemented across the four markets.

		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Paid Search NO MISS	Media budget USD		60000	60000	60000	60000	60000	60000	60000	60000	60000	60000	60000
	WBS fee USD	4116	3969	3969	3969	3969	3969	3969	3969	3969	3969	3969	3969
YouTube advertising NO MISS	Media budget USD				24000	24000	24000	24000	24000	24000	24000	24000	24000
	WBS fee USD			1397	1323	1323	1323	1323	1323	1323	1323	1323	1323
Search Engine Optimisation NO MISS	Media budget USD												
	WBS fee USD		2499	8379									
Display advertising OPPORTUNITY	Media budget USD				6000	6000	6000	6000	6000	6000	6000	6000	6000
	WBS fee USD				1911	1470	1470	1470	1470	1470	1470	1470	1470
Facebook advertising OPPORTUNITY	Media budget USD				57000	28500		28500	57000	57000	57000	57000	57000
	WBS fee USD				956	1323	662	662	1323	1323	1323	1323	1323
TOTAL MEDIA BUDGET USD			60000	60000	147000	118500	90000	118500	147000	147000	147000	147000	90000
TOTAL WBS FEE USD		6615	12348	8233	8085	7424	6762	7424	8085	8085	8085	8085	6762
TOTAL USD		6615	72348	68233	155085	125924	96762	125924	155085	155085	155085	155085	96762

Example – for illustration purposes only

# About WBS



## Driving business performance

We are a team of multilingual digital marketers offering a wide range of digital marketing services tailor made for your business. We help our clients meet their digital challenges & we take pride in forming lasting relationships with them. We are all about numbers and results. Here are the most important ones about us:

**53**

**Running campaigns  
in 53 countries**

**100k**

**100k conversions each  
year for our clients**

**100%**

**Google  
certified team**

**12**

**We speak 12  
languages**



# Get in touch to discuss your digital marketing needs

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