

To advertise pharmaceutical products on Google Search and Facebook, pharmaceutical manufacturers must navigate specific guidelines and processes set by these platforms, as well as adhere to regulations from governing bodies like the FDA and FTC.

Advertising on Google Search:

1. **Regulatory Compliance:** First, ensure compliance with legal and regulatory processes, including the FDA for prescription drugs and the FTC for over-the-counter drugs.
2. **Google's Guidelines:** Familiarize yourself with Google's specific list of guidelines for healthcare and medicine advertising. Violating these could result in ad disapproval or account suspension.
3. **Certification Process:** Obtain certification specific to healthcare advertising from Google. This involves providing your Google Ads customer ID, pharmaceutical license (if applying as an agency), and optionally your website URL. The application includes selecting your organization type, country of license, contact information, and indicating if the URL links to an online pharmacy.
4. **Restrictions on Prescription Drugs:** Google allows prescription drug ads only in Canada, New Zealand, and the United States. Also, check Google's list of unapproved pharmaceuticals and supplements; if your product is on this list, it can't be advertised on Google.
5. **Specific Products and Services:** Some products like clinical trials and birth control have additional restrictions. Ensure to check these before starting your campaign.

Google's Healthcare and Medicine Page

<https://support.google.com/adspolicy/answer/176031?hl=en>

Certification Application

https://support.google.com/google-ads/troubleshooter/6099627?visit_id=636882673264981354-796357551&rd=1

Advertising on Facebook:

1. **Policy Update:** As of August 25, 2021, Facebook requires pharmaceutical manufacturers, telehealth providers, and online pharmacies to complete a Prescription Drug Advertiser Application to advertise prescription drugs on Facebook.
2. **Application Requirements:** The application requires details such as the country where your business is licensed, business name and address, contact information, ad account, and business type. Online pharmacies and telehealth providers need to provide proof of LegitScript certification.
3. **Jurisdictional Restrictions:** Only approved advertisers may promote prescription drugs, and only within the United States, New Zealand, and Canada. Ads targeting individuals under 18 years of age are not permitted.
4. **Processing Time:** The application processing time is typically 4-6 business days, but it can take longer in some cases.
5. **Sales Prohibition:** It's important to note that while advertising these products is allowed on Facebook, their sale is still strictly prohibited by the Facebook Group of Companies.

Facebook Pharmaceutical Overview

<https://www.facebook.com/business/help/263390265553560?id=434838534925385>

<https://www.facebook.com/business/news/updating-and-enforcing-facebook-ad-policies-prescription-drugs>

Certification Application

Start here:

<https://transparency.fb.com/policies/ad-standards/content-specific-restrictions/prescription-drugs>

<https://www.facebook.com/help/contact/794928850913577>

More on the Approval Process

Google Search:

1. **Certification Application:** Begin by applying for certification on Google's healthcare and medicines advertising platform. The application is relatively short, often less than 10 questions.
2. **Required Information:** Provide your Google Ads customer ID number, a copy of your pharmaceutical license (if applying as an agency), and optionally your website URL.
3. **Application Steps:** These include selecting your organization type, indicating the country where you are licensed, providing contact details, and stating whether you are an agency applying on behalf of a manufacturer. If so, a Pharmaceutical Manufacturer Authorization Letter is required.
4. **Review Process:** After submission, Google reviews the application to ensure compliance with its healthcare advertising guidelines.

As a Marketing Agency, we can apply on behalf of client, but would need to draft a PDF letter as part of the application process. The client would need to write the letter and upload as part of the application process.

<https://support.google.com/google-ads/answer/6330279?hl=en>

Facebook:

1. **Prescription Drug Advertiser Application:** This application is required for pharmaceutical manufacturers, online pharmacies, and telehealth providers.
2. **Application Details:** The application requires information about your business's licensing country, name, website, address (specific to pharmaceutical manufacturing and not the corporate headquarters), contact name, email address, ad account, and business type.
3. **Additional Requirements:** Online pharmacies and telehealth providers must also provide proof of LegitScript certification. If they don't have this certification, they must apply for it through LegitScript.
4. **Processing Time:** The processing time for the application is typically between 4 to 6 business days, but it can take longer in some cases to verify the provided information.

Onboarding Pharmaceutical Manufacturers for Google and Facebook Advertising

Once the applications for Google Ads and Facebook Ads are approved, a marketing agency can become administrators of a pharmaceutical client's accounts as follows:

Google Ads:

Google Ads through MCC:

1. **Access Your MCC Account:** Log in to your My Client Center (MCC) account.
2. **Navigate to 'Accounts' Section:** Click on the 'Accounts' tab in your MCC dashboard.
3. **Send Invitation:** Click on the “+ Account” button and choose “Link existing account”. Enter the client’s Google Ads customer ID.
4. **Client Receives Invitation:** The client will get an email and a notification in their Google Ads account regarding your request.
5. **Client Accepts Invitation:** The client should log into their Google Ads account, go to the 'Tools & Settings' menu, select 'Access and Security', find the request, and approve it.

Google Paid Ad URL instructions:

<https://support.google.com/searchads/answer/7534725?hl=en>

Client approval for Agency to manage client account:

<https://support.google.com/google-ads/answer/6343208?sjid=7096604702664787054-NA>

Facebook Ads through Business Manager:

1. **Log Into Facebook Business Manager:** Access your agency's Facebook Business Manager account.
2. **Request Access:** Navigate to 'Business Settings', then to 'Accounts' and 'Ad Accounts'.
3. **Enter Client’s Ad Account ID:** Click on “+ Add” and select “Request access to an ad account”. Enter the Ad Account ID provided by the client.
4. **Client Authorization:** The client will receive the request in their Facebook notifications. They should go to their Business Settings, find the request under 'Requests', and approve it.