



MINISTRY OF HEALTH OF UKRAINE
NATIONAL UNIVERSITY OF PHARMACY

DEPARTMENT OF PHARMACEUTICAL MANAGEMENT AND MARKETING



INSTRUMENTS OF DIGITAL MARKETING



ELECTIVE DISCIPLINE
for students of specialty
«Pharmacy, industrial pharmacy»



Dear students!
**TEAM OF THE DEPARTMENT
OF PHARMACEUTICAL MANAGEMENT AND MARKETING
invites you to study elective discipline
“Instruments of Digital Marketing”**



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Digital marketing is a type of marketing activity that involves the use of various forms of digital channels to interact with consumers and other counterparties in the market



The main channels of Digital Marketing include:

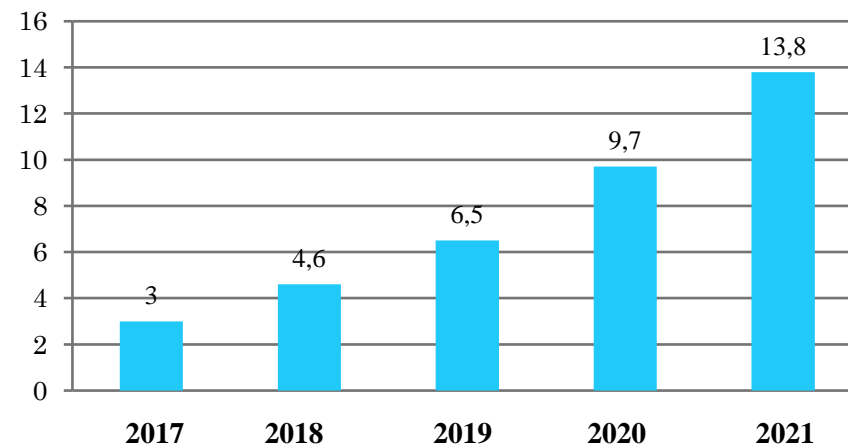
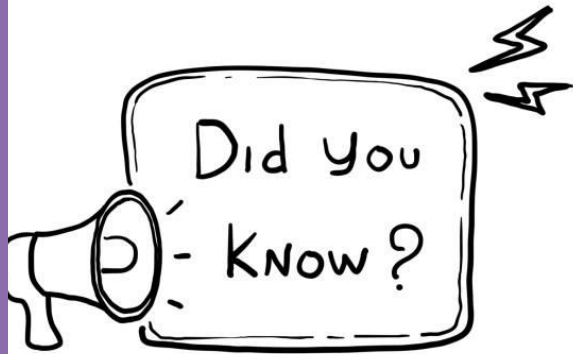
- ❖ **the Internet and devices that provide access to it (personal computers, laptops, tablets, smartphones)**
- ❖ **mobile communications and mobile devices,**
- ❖ **cell phone applications**
- ❖ **local networks (Extranet, Intranet)**
- ❖ **digital television**
- ❖ **interactive screens, POS-terminals**

Globally, about 41% of consumers discover new products at least once a week through opinion leaders (bloggers)

71% of users decide to buy on the recommendations of social media, a significant proportion of these recommendations belong to bloggers

Every dollar invested in social media development brings in up to \$ 6.5 in profit

In 2021, global growth of influencer marketing was 42%



Dynamics of influencer marketing costs at the global level, billion USD

Discipline “Instruments of Digital Marketing” consist of two topic modules:

- **Digital marketing as a modern means of promoting companies, goods and services**
- **Digital tools of marketing communications in the pharmaceutical market**



In this discipline you will...

1

Explore theoretical and practical issues of digital marketing

2

Develop the knowledge, skills and competencies needed to organize effective activities to promote companies and products through digital channels

3

Learn to solve specific marketing problems of pharmaceutical companies and pharmacy networks in the digital environment



YOU WILL LEARN ABOUT :

- Features of consumer behavior when searching and buying on the Internet
- Directions and tools of digital marketing
- Trends in digital marketing





Influence marketing

You will be aware of:

- ✓ **Cases of pharmaceutical companies on the use of social networks and influence marketing with the involvement of bloggers**
- ✓ **Cases of pharmacy networks on the use of digital channels for the promotion of pharmacy products**



Social networks



Chat bots



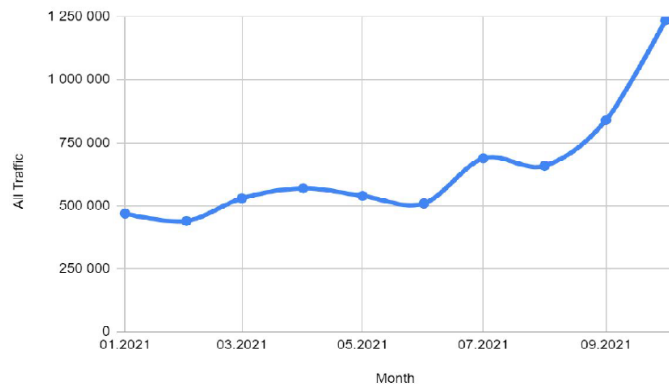
E-mail marketing

You will be able:

- ✓ To collect and analyze data to solve problems in the field of digital marketing
- ✓ To form new competitive ideas on the strategy of promoting companies, goods and services in the digital environment
- ✓ Evaluate the effectiveness and efficiency of advertising campaigns using digital marketing



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**We are waiting for you
and wish you success!**



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