



MINISTRY OF HEALTH OF UKRAINE  
NATIONAL UNIVERSITY OF PHARMACY  
DEPARTMENT OF PHARMACEUTICAL MANAGEMENT AND MARKETING



# DIGITAL MARKETING TOOLS



**SELECTIVE EDUCATIONAL COMPONENT**  
for specialty  
«Pharmacy, industrial pharmacy»



*Dear students!*  
**TEAM OF THE DEPARTMENT  
OF PHARMACEUTICAL MANAGEMENT AND MARKETING**  
invites you to study selective educational component  
**“Digital Marketing Tools”**



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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:**

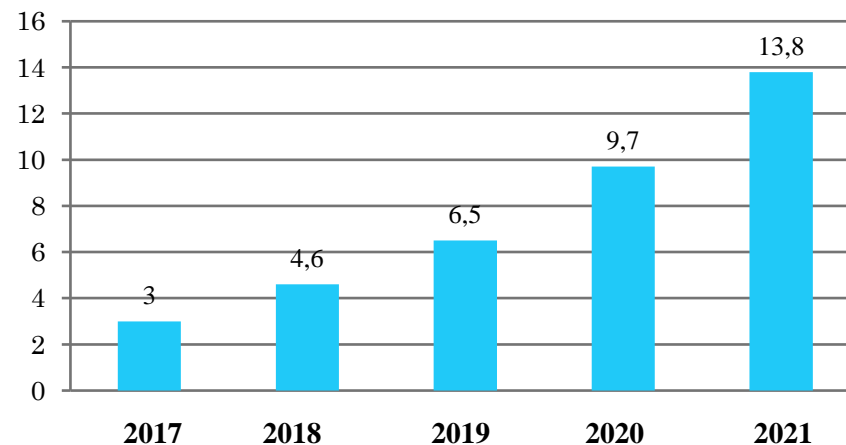
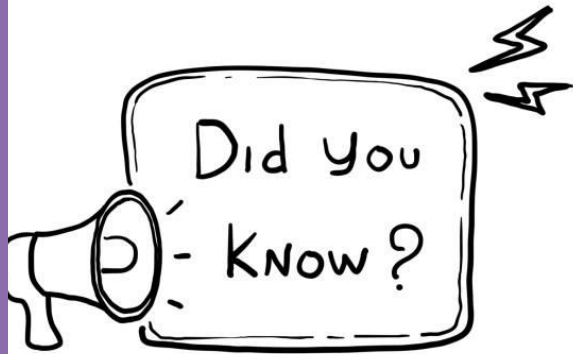
- ❖ **the Internet and devices that provide access to it (personal computers, laptops, tablets, smartphones)**
- ❖ **mobile communications and mobile devices,**
- ❖ **cell phone applications**
- ❖ **local networks (Extranet, Intranet)**
- ❖ **digital television**
- ❖ **interactive screens, POS-terminals**

**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**

## **Educational component “Digital Marketing Tools” 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 educational component 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





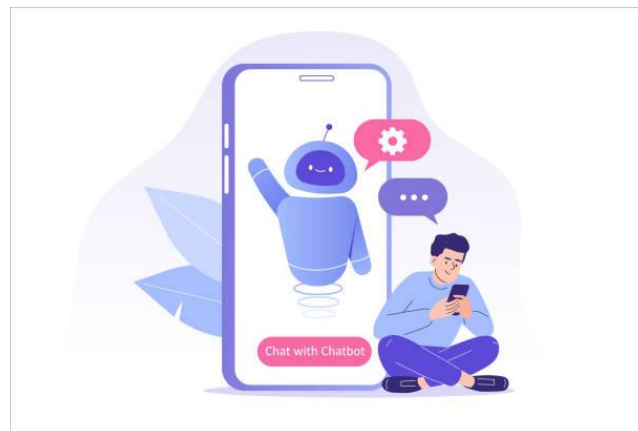
**Influence marketing**

## 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**

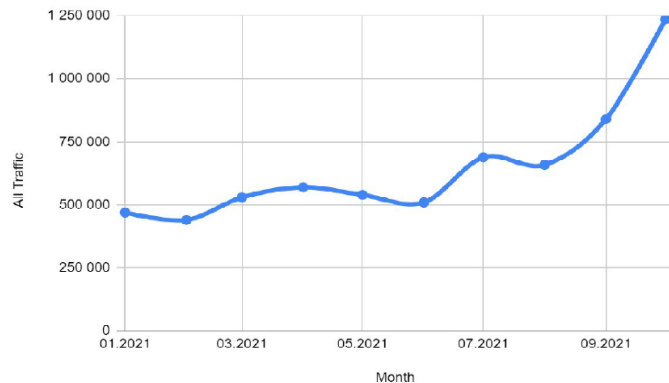


# You will be able:

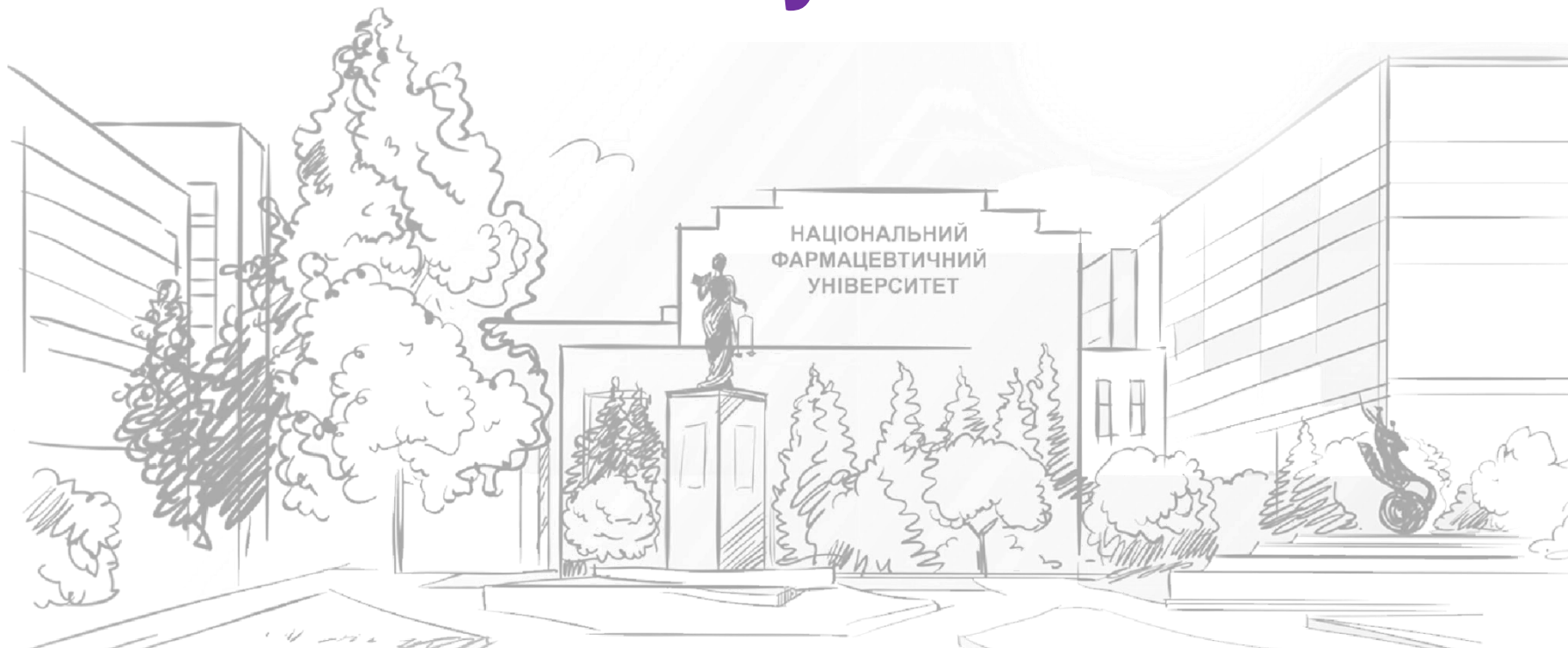
- ✓ To collect and analyze data to solve problems in the field of digital marketing
- ✓ To form new competitive ideas on the strategy of promoting companies, goods and services in the digital environment
- ✓ Evaluate the effectiveness and efficiency of advertising campaigns using digital marketing



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



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