

UDC 615.12:339.138:004.77

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EFFECTIVENESS OF CURRENT MULTI-CHANNEL MARKETING IN PHARMACY

The article deals with the influence of modern trends in Multi-Channel Marketing in the process of obtaining medical and pharmaceutical information by consumers compared with the traditional channels. The characteristic of modern digital information channels as part of attracting consumers to the pharmacy and achieving efficiency is presented.

Key words: Multi-Channel Marketing; digital marketing; Internet marketing; pharmacy efficiency

STATEMENT OF THE PROBLEM

In the conditions of intensifying of economic situation in Ukraine, too high competition in the pharmaceutical business (especially pharmacies), Ukrainian sensitive attitude to a significant increase in drug prices, the consumer has becoming more responsible for their health, more demanding to medical information, including about drugs and other pharmaceutical products range. Now, as before, the main source of information for the end user is a pharmacist, but gaining popularity active search for information through contemporary possibilities of the Internet. Therefore, the use of multichannel marketing in pharmacy with modern digital technologies can be a perspective direction of their activity as part of customer satisfaction in providing high quality, timely, complete, accurate information and, as a result of their own business.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

The problem of use modern digital technologies is increasingly discussed by experts of pharmaceutical market, more companies that provide digital media services in practice [4, 7].

A certain number of publications in Russian and European editions are devoted to the use of Multi-Channel Marketing for the advancement of medications to the doctors, they are compared the potential impact on the outcome of the medical representatives and Internet marketing tools [2, 6, 8, 9, 10]. It is noted, that according to the data of Compa media agency, digital promotion costs in the US

rose from 17 % in 2010 to 33 % in 2012, and the capacity of this market is estimated as 879 million dollars. According to the company Cegecim data, in Russia in 2011 the costs of internet promotion for doctors, almost equal to zero, and in 2013 capacity of this channel estimated as 1,5 mln dol., and treated as components of a successful collaboration with doctors [5].

The main directions of promoting pharmaceuticals to end users through Internet, use of indirect marketing in social media are highlighted [3].

IDENTIFICATION OF ASPECTS OF THE PROBLEM UNSOLVED PREVIOUSLY

Despite a number of discussions of Multi-Channel Marketing in publications, emphases on efficiency for pharmacies are limited.

OBJECTIVE STATEMENT OF THE ARTICLE

The aim of this work is the selection of new forms of Multi-Channel Marketing for the pharmaceutical market with regard to foreign experience and their own capabilities.

PRESENTATION OF THE MAIN MATERIAL OF THE RESEARCH

The main goal of the manufacturer is to inform the consumer about the originality of their product, efficiency, competitive advantages, price characteristics and others. The purpose of the consumer is searching for relevant information on the product that meets the needs of treatment, effectiveness requirements, convenience, cost of treatment, possibility to purchase in the appropriate place. Globalization of market processes, access to information

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Table 1

TRADITIONAL WAYS OF DISSEMINATING INFORMATION

Tool dissemination	Characteristics
TV	Dissemination of information on special offers, discounts, some incentive measures of pharmacies Limited segment information consumers in the city Relatively expensive means of distributing information to pharmacies
Regional radio	Has the greatest influence in regional centers, where it can work for a long time Actively used by drivers in the morning, evening, and at the break time Relatively cheap means of disseminating information
Regional press	Covers a fairly narrow segment of consumer information Cheap means of disseminating information Uncertain target audience
SMS	Quick, targeted tool of disseminating information Requires gathering of necessary information It can generate negative consumer behavior (unless has not been deal on receiving information)
Client card	Create a database of pharmacy customers, which enables to determine the demand for goods, frequency of purchases, consumers cost benefits

at any time regardless of location significantly shorten the period from launch of a new product on the market prior to the purchasing by the consumer through the use of the Internet.

Today end consumers are ahead of the producers in the use of digital technologies. They are not only passive consumers of information, which is obtained through the traditional transmission channels. According to experts for the OTC segment of some medicines buying decision in 80 % of cases taken before the hike in the pharmacy. It is recommend to manufacturers their promotional efforts should be distributed like 80 % direct tools aimed on consumers, physicians, ensuring present of product at the pharmacy and only 20 % efforts to direct communication with the pharmacists [4]. Poll marketers 2012 showed that 69 % believe that pharmaceutical marketing will become truly multi-channel in the next 5 years [5]. According to experts of digital technology one of the main problems when implementing them in the pharmaceutical companies is rejection and misunderstanding of these technologies in marketing, promotion and functioning of the company [7].

Today, the Internet audience in Ukraine has reached almost 22 million users. A well-known online resource Wikipedia gives a list of countries by number of Internet users in Ukraine according to the percentage of users in 2013 had a rate only 30 % of the population, while in most European countries these figures were much higher: Norway (93,39 %), the Netherlands (90 %), Sweden (90 %), Denmark (88,72 %), Switzerland (83,9 %), Germany (83 %). Therefore, we can assume that the perspective of the development of Internet marketing in the country is at an early stage. At the same time, the results of the research, in 2015 per

one Ukrainian, on average, is 1,1 devices connected to the Internet, 57 % more than in 2013 an increase in the level of use of modern mobile devices: 10 % of people use the tablet, 28 % smart phone. In 2014, these indexes were 7 % and 24 % respectively. Contrary to popular belief, doctors are also actively use the Internet in professional activity [7].

New possibilities of information dissemination indicate the transition mass marketing influence on consumer to online status. Increasingly use targeted channels of influence, which is not time-bound, are available at any time and in any amount. It is clear, that today's winner in the competitive struggle may be a company, or a pharmacy, which will be able to combine successfully the traditional methods of conveying information to their consumers using digital technology. The influence of modern trends makes managers and marketers to adapt to the market demands by rethinking methods of marketing management.

Digital marketing is treated as a constant bilateral dialogue with each consumer, which in the operational mode allows to optimize the interaction. This approach allows us to move from intrude active strategy of pushing the product to search an interested consumer who is emotionally ready and willing to use information provided, as well as interested in purchase of a certain product.

Marketing activities of pharmacies may be modern and successful by multi-channel marketing. Internet technology can significantly facilitate the work of the pharmacist in the pharmacy because, as noted, a large segment of the consumers today, before making a purchase decision medicines or other pharmaceutical products trying to find more information from websites dedicated to the treatment of disease, electronic directories of medicines,

**THE VALUE OF MODERN MULTI-CHANNEL MARKETING
IN EFFECTIVELY PHARMACY WORK**

Tool dissemination	Capabilities and efficiency
Own WEB-site	Ability to provide the maximum information about pharmacy (working hours, address, map, additional services, specialization, etc.) Prompt provision of information to consumers (assortment, pricing, promotions, discounts, ordering) Interactive communication with consumers Formation of loyalty to the pharmacy, rapid response to customer dissatisfaction for reviews Consulting of doctor and pharmacist Providing timely information on new goods (consumer does not have information on drugs in new dosage form suitable packaging, especially for children, etc.)
Social media (networks)	Cheapest means of communication, even for small pharmacies A large audience of users The possibility of expanding the circle of regular customers Is getting quick feedback (creating discussion groups, interactive communication) The ability to influence the adherence to drug therapy consumers Identifying deficiencies in the pharmacy and fitness workers
Webinars	Enable participating pharmacists (entire team simultaneously), heads of pharmacies in training, informative seminars, conferences remotely to improve skills Saves time, travel costs (sometimes expensive air flights)
E-mail direct marketing	Opportunity mailing address information to customers pharmacy (it is positive, as the client agrees to receive information), formed of loyalty
Display advertising	Enable the demonstration of PR character (service of purchase in the pharmacy, assortment, the process of preparation of medicines, information on actions, references to WEB-site pages in social networks Enhances trust in the pharmacy professionals
Blogs (web logs)	Can be part of a WEB-site Presentation of new products in assortment, new services, new approaches to the treatment of diseases The ability to create groups to discuss the views of consumers on various topics concerning the work of pharmacy To form credibility to pharmacies by opportunity to see history of the blog discussion (information recorded by date) Quality posts (articles) are form loyalty to the pharmacy
Mobile marketing, the tablets	High level of accessibility to information through smart phones and tablets The ability to spread information through mobile applications (mobile application development to provide information about the availability of the drug and its price) Strengthening competitiveness pharmacy
Local networks	Sharing of internal information inside company Advertising through games
Digital television	Ability to look video about pharmacy on TV by Internet (video on YouTube)
Banner advertising (content marketing)	Is appears in the appropriate search term (when the user is looking for information on offer of the product in the pharmacy, prices, information about medicines, treatments, nutrition, dietary supplements, cosmetics, etc.

to know the prices, offer of the product in different pharmacies, promotions, discounts, etc. For example, according to the directory Ukrainian sites (Catalog.i.ua) in Ukraine there are 112 General websites on health that can be obtained information in relation to pharmacies (including separately by regions of Ukraine), veterinary medicine, healthy lifestyle, medicines and equipment, medical care, health insurance, consultations of specialists, medical publications, medical research centers, health forums, alternative medicine, information and analysis, background information, information on specific diseases, reviews on certain hospitals and doctors. On the portal Bigmir.net, that represents the rating of Ukrai-

nian sites, in October 2015 by the number of visits 28th place in the ranking were the site "Piluli – медицина от А до Я" and on the 31st place "Tabletki.ua" the vast majority of sites ahead is media news.

Internet marketing activities enables you to obtain the pharmacy a competitive advantage that cannot be evaluated by traditional methods. The effectiveness of new media channels isn't directly with marketing expenditure, it is their cheapness causes a wide availability of use. The main attract consumers indicator is performance to interest, encourage dialogue and interaction.

It should be noted, that the pharmacy is fairly inactive, using the channels of dissemination of in-

formation about them. Traditional channels that can be used are presented in the Table 1.

At the same time, consider modern marketing approach, pharmacies can use digital tools in its activities. Among listed in the Table 2 items of multichannel marketing pharmacies today develop their own WEB-sites, but their quality and opportunities often do not satisfy information needs of consumers.

The transition to digital marketing also is affects the Loyalty to the pharmacy and image formation as discussion forums promote rapid and targeted distribution of positive information, and have negative consequences if any gaps in activities. Then more the pharmacy will listen to the consumers, and then more trust is formed.

We know that consumers discover information leaves a trail, which is evidence of their needs, preferences and interests. Modern media can be used to accurately determine what the consumer really wants one [1]. In pharmacies such an instrument can be a permanent customer card that allows you to explore consumer preferences, frequency of purchase, price choice.

CONCLUSIONS AND PROSPECTS FOR FURTHER RESEARCH

Multi-channel marketing in pharmacies as part of customer satisfaction in information and the new ways to develop their own business have been substantiated. The characteristics of traditional and digital information channels are presented.

As the digital market experts have noted the weak activity of pharmaceutical companies in this field, it is necessary to conduct additional studies on the effectiveness of the use of certain digital communications in pharmacies.

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УДК 615.12:339.138:004.77

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ЕФЕКТИВНІСТЬ СУЧАСНОГО БАГАТОКАНАЛЬНОГО МАРКЕТИНГУ В РОБОТІ АПТЕКИ

Розглянуті тенденції впливу сучасних засобів багатоканального маркетингу на процес отримання медичної і фармацевтичної інформації споживачами у порівнянні із традиційними каналами. Представлена характеристика сучасних цифрових каналів інформації як елемента залучення споживача до аптеки та сприяння ефективності її діяльності.

Ключові слова: багатоканальний маркетинг; цифровий маркетинг; Інтернет маркетинг; аптека; ефективність

УДК 615.12:339.138:004.77

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ЭФФЕКТИВНОСТЬ СОВРЕМЕННОГО МНОГОКАНАЛЬНОГО МАРКЕТИНГА В РАБОТЕ АПТЕКИ

Рассмотрены тенденции влияния современных средств многоканального маркетинга на процесс получения медицинской и фармацевтической информации потребителями в сравнении с традиционными каналами. Представлена характеристика современных цифровых каналов информации как элемента привлечения потребителя в аптеку и повышения эффективности ее деятельности.

Ключевые слова: многоканальный маркетинг; цифровой маркетинг; Интернет маркетинг; аптека; эффективность

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Надійшла до редакції 22.12.2015 р.