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# ***Health Economics and Management Review***

Proceedings  
of the International Scientific and Practical  
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***(Sumy, December 3-5, 2021)***



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## **INSTRUMENTS OF DIGITAL MARKETING IN THE PHARMACEUTICAL INDUSTRY**

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Each pharmaceutical company has its own specific goals in terms of choosing a marketing policy and communication system with stakeholders for market promotion and interaction with consumers (Chygryn, 2012; Chygryn et al., 2021; Pimonenko et al., 2018; Saher et al., 2018). One of the most significant transformations associated with the impact of digital technology on the pharmaceutical industry (Khomenko et al., 2020; Chygryn, 2017; Chygryn et al., 2015; Kuzmenko et al., 2020; Sigida, 2019). It is well-known fact that pharmaceutical companies are no longer the sole advocates or providers of information related to their products and treatment approaches (Mamay et al., 2021).

The powerful development of digital technologies, the expansion of online communities, a large number of mobile applications, accessible web content determine the wide access to information about treatment and a number of pharmacological knowledge (Mazurenko et al., 2021; Bozhenko, 2021; Starchenko et al., 2021; Dudchenko, 2020; Shkarlet et al., 2019; Vasilieva et al., 2017; Bublyk et al., 2017; Fila et al., 2020; Gallo et al., 2019). With this in mind, companies need to create targeted branded content, primarily value-oriented (Khomenko et al., 2020; Rosokhata et al., 2021). The information offered by pharmaceutical companies should provide consumers (potential or current patients) with a diverse view of the relevant information, which will significantly expand the company's audience.

The application of VR technologies in the pharmaceutical market has significant prospects. By 2022, the consumer VR software market is expected to

grow to \$ 16.3 billion. The implementation of VR technologies will provide positioning of people in the centre of business, will provide a unique opportunity to feel their mission, to understand in more detail the treatment or product of the brand.

At the same time, it is important to use social networking applications (Facebook Messenger, WhatsApp, Telegram, etc.) to communicate with potential customers, patients or partners (Minchenko et al., 2020; Yelnikova and Barhaq, 2020; Goncharenko and Lopa, 2020; Eddassi, 2020; Ziabina et al., 2020; Chukwu and Kasztelnik, 2021; Medani and Bhandari, 2019; Samoilkova, 2020; Yarovenko et al., 2020; Mazurenko and Tiutiunyk, 2021; Pimonenko et al., 2021; Kryvych and Goncharenko, 2020; Matsenko et al., 2021; Lazorenko et al., 2021).

The use of chatbots to improve the efficiency of the organization will ensure the implementation of key tasks and responses to customer inquiries, will improve the level of overall customer service (Rosokhata et al., 2021). It should be noted that chatbots have proven their convenience and versatility, and society has shown increased confidence in their use. In the case of social messaging, chatbot communication demonstrates the growth of the customer experience and provides valuable data for marketers and decision-makers (Oleksich et al., 2021).

A large part of the audience follows the behaviour of influencers, who form an appropriate model of audience behaviour. 70% of millennials are influenced by the recommendations of their peers, while 90% of adolescents aged 18 to 24 trust medical information obtained through social networks, and a third of American adults search the Internet to understand the medical condition.

Digital marketing technologies are effective tools for advancing the pharmaceutical and medical industries (Taraniuk et al., 2020). A significant number of pharmaceutical companies have adopted these strategies as key and have made significant progress in transforming the way they do business. To succeed in today's digital world, pharmaceutical companies need to provide a high level of personalization to care for potential customers and patients.

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