

Research on Network Marketing Strategy of Pharmaceutical Enterprises under E-Commerce Environment

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Abstract: Under the background of the new era, it is more necessary for pharmaceutical enterprises to comply with the needs and operation mode of information economy, actively expand their own network marketing and sales channels, and effectively improve their ability to face risks and hidden dangers as well as market competitiveness. In addition to basic strategies such as optimizing and improving their own drug quality, optimizing online consultation and strengthening after-sales service, the use of "Internet +", big data and other technical means, to accurately locate customers, expanding the scope of sales is also a new way of network marketing in the e-commerce environment. Based on this, this paper will elaborate on how pharmaceutical enterprises in the e-commerce environment complete network marketing, bring more ideal economic benefits, hoping to provide some theoretical suggestions for the development of the pharmaceutical industry.

Keywords: Pharmaceutical Enterprises; Network Marketing; E-Commerce

Introduction

The promotion and implementation of ideas and policies such as "healthy China" and medical insurance reform have made many pharmaceutical enterprises realize their own transformation and development. However, with the complexity of the market environment, pharmaceutical enterprises themselves also need to assess the situation, adjust their marketing plans, improve the professional level of e-commerce marketing, strengthen the effectiveness of publicity, highlight the brand effect, and attract consumers. In this process, e-commerce marketing and network technology play a very important role^[1].

1. Characteristics of online marketing of pharmaceutical enterprises under e-commerce environment

1.1 Before sales: Shorten the distance between pharmaceutical enterprises and consumers

In the context of e-commerce, information technology provides communication channels between consumers and enterprises. Through online consultation, consumers can consult the drug information they need at any time, and the customer service staff of the enterprise can also record consumers' demands at any time and feedback to the management staff. Online marketing, to a large extent, avoids the disadvantages that consumers need to consult hospitals and doctors before the emergence of e-commerce, and then give feedback to pharmaceutical enterprises layer by layer^[2].

In addition, because the distance between the enterprise and the audience is shortened, the intermediate cost is also greatly reduced, and the purchase price of consumers will be lower. At the same time, enterprises can also timely understand

the purchase demand, adjust the sales and production input according to the market at any time, to avoid problems such as poor sales of drugs.

1.2 After sales: The after-sales service of drug purchase is faster

In the e-commerce environment, the process of purchasing drugs is completed online, and directly delivered to consumers through offline logistics. It has eliminated the link of consumers buying drugs from pharmacies and comparing prices and quality of drugs, bringing consumers a more convenient after-sales service and price comparison method. Pharmaceutical enterprises generally provide consumers with medication guidance, tracking suggestions and other ways to increase consumers' after-sales experience, in order to better expand the audience coverage of pharmaceutical enterprises^[3].

2. Online marketing strategy of pharmaceutical enterprises under

e-commerce environment

At the macro-level, network marketing relies on network technology and Internet resources to realize marketing and improve the informatization level of enterprises' external business activities, which is also the key link of enterprises' marketing activities and plays a key role in enterprises' marketing strategy. Combined with the characteristics of network marketing of traditional Chinese medicine enterprises in the e-commerce environment described above, we can start from the following aspects in future development, improve marketing strategies, and promote the healthy development of the pharmaceutical industry^[4].

2.1 Creating a marketing environment supported by policies, regulations

and credit system

In China, network marketing is based on e-commerce development. People understand and widely used has not been more than 20 years. Online marketing of the pharmaceutical industry is in its infancy, and the relevant laws and regulations and policy systems are in the process of continuous improvement, which is also the biggest factor restricting the development of online marketing in China's pharmaceutical enterprises at the current stage.

On the other hand, pharmaceutical products themselves are different from ordinary e-commerce products in nature, so the country needs to improve them as soon as possible. Especially in the context of medical insurance reform and drug price adjustment, it is more necessary to support and guide its development. In this process, the country can try to apply to the credit system, pharmaceutical enterprises by setting up market access certification qualifications, trade contract, intellectual property, tax collection and supervision, advertising, and so on, making some of the more excellent enterprises can get the support of national policy and finance, creating a good development environment for online marketing of it. At the same time, we need to continue to cooperate with the credit system, encourage enterprises to build a good corporate image, accumulate market credit, strengthen the quality of network services, and truly bring vital benefits to the people.

2.2 Optimizing the construction mode of logistics distribution and online

payment system

Fundamentally, Network marketing must not be separated from logistics distribution and online payment.

First, online payment. Generally speaking, e-commerce platforms support WeChat Pay and Alipay, and some platforms also offer ways to advance consumption such as "IOU". For these platforms, in addition to strengthening the active

cooperation with banking institutions, intermediary departments and national institutions to constantly improve the payment system, they can also cooperate with electronic medical insurance, using electronic medical insurance card consumption, can obtain some discounts or concessions, etc., to provide security for the purchase of medical products.

Secondly, logistics distribution. A good logistics support system can bring positive evaluation and good customer experience to online sales, especially for drug distribution. Some drugs need to be transported in cold storage, some drugs need to be transported in the dark, and some drugs must be delivered as soon as possible in a short time. If these requirements can be met, it is bound to greatly promote online marketing. Therefore, pharmaceutical enterprises can analyze their own characteristics and market demand of products, actively improve the distribution rate, and strengthen the classification of drug distribution (For example, light-protected drugs should be transported together in light-protected sealed mode, and refrigerated drugs should be transported together with cold chain), enhancing user experience.

2.3 Actively cultivate the marketing talent team of pharmaceutical industry

marketing talent team

Good marketing environment and perfect marketing conditions, need a strong team to transform it into real income. Therefore, pharmaceutical enterprises must pay more attention to the cultivation and introduction of marketing talents. In addition to basic network marketing knowledge (computer skills, marketing expertise, interpersonal communication skills, etc.), the medical products themselves, especially the basic information and medication precautions of the main products of pharmaceutical enterprises need to be very well understood, so as to provide procurement guidance for consumers anytime and anywhere, and to deal with the problems that consumers may raise at any time.

At the same time, some specialist medical experts or on-the-job doctors can also be invited as an external guidance team to provide help to marketers who cannot cope with professional knowledge through online means, so as to increase the professionalism and pertinence of marketing and make consumers get better shopping experience.

2.4 Building brand image of pharmaceutical products in line with the development of the Times

Before consumers choose or purchase a product, they will immediately think of the product they are familiar with or have a good brand reputation in the market. A better brand image is an intangible asset of an enterprise and an important factor to promote repeated consumption and expansion of consumption. In the case that the image of a brand can be deeply rooted in the hearts of the people, it can gain a good reputation and ideal social benefits, and with the help of product sales into economic benefits^[4].

As a relatively special type of enterprise, pharmaceutical enterprises need to pay more attention to the construction of a good brand image because their products are directly related to consumers' health and even life safety. In network marketing, enterprises can create more positive images of enterprises participating in public welfare activities, providing donations for social health and public events, and gradually transform these positive images into brand resources of enterprises, establish a good image, willing to take the initiative to assume social responsibility, and gain the goodwill of consumers. On this basis, we cooperate with high-quality medical products, perfect pre-sale and after-sales service, efficient logistics turnover and so on, can bring more ideal economic and social benefits.

Conclusion

To sum up, as a pharmaceutical enterprise, facing the challenges of the Internet and marketing in the new era, it is more necessary to give positive feedback, participate in e-commerce platforms, take advantage of their own advantages, explore new media publicity methods, and strengthen the linkage of online and offline services. Pharmaceutical enterprises should also build positive product reputation and corporate image, build a healthy service system, improve the quality of drugs and actively promote corporate culture, so that they can have stronger marketing competition strength, to achieve healthy and orderly development^[5].

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