

Research on the Choice and Control Strategy of Pharmaceutical Enterprises' Marketing Channels in the New Media Era

Wei Liu

Mongolia University of Finance and Economics, Ulaanbaatar 010000, Mongolia.

Abstract: Today, the development of new media has become the mainstream of the Times, and the relationship between all walks of life and new media is getting closer and closer. In short, more and more businesses and some small and medium-sized enterprises are also actively establishing their own WeChat companies, hoping to expand the influence of corporate communication through new media channels and explore more potential customers. The market is becoming increasingly competitive for a company, especially in the context of China 2025. In order to adapt to the trend of the Times, enterprises must strengthen brand construction. In this context, pharmaceutical enterprises innovate, develop and improve the quality and ability of marketing management has become the focus of its modernization and sustainable development. In view of this, based on the marketing channels of pharmaceutical enterprises, starting from the marketing environment under the background of the new media era, this paper analyzes and draws lessons from the selection and control strategy of the marketing path of pharmaceutical enterprises in China.

Keywords: New Media Era; Pharmaceutical Enterprises; Marketing Channels

Introduction

So far, China's pharmaceutical industry has maintained a steady development, but with the changes of political and market, the pharmaceutical industry is facing unprecedented difficulties. With the reform of the medical insurance system, it has had a significant impact on the consumption of many consumers. In addition, China is implementing a classified prescription and prescription drug management system. The emergence of this system standardizes the management of prescription advertising. China has implemented a series of classified drug management systems and implemented prescription drug sales. In addition, it has also improved China's medical system. Marketing channels of pharmaceutical enterprises are very important. In order to manage marketing channels, enterprises must have a clear understanding of themselves and understand their existing problems. Therefore, this paper analyzes the current situation of marketing channels of pharmaceutical companies and puts forward solutions.

1. The characteristics of marketing environment in the new media era

1.1 The emergence of mobile network marketing

In the context of new media, due to some adjustments and changes in the market environment, pharmaceutical enterprises have strengthened the monitoring of the development of new marketing channels in the era of new media, providing important guidance for the scientific implementation of follow-up work. With the continuous improvement of the level of science and technology, WeChat and Weibo platforms in the new media era have changed their ways of information acquisition, forms of public communication, and even their usage habits, which to some extent promote the transformation and adaptation of marketing methods. First of all, the mobile network is a fundamental part of marketing. In 2019, China had more than 850 million Internet users and 830 million mobile Internet users. Mobile Internet is used for more than 352 minutes per day, mainly based on short videos and communication, and the proportion of some netizens using mobile terminals to surf the Internet has exceeded 99%. Of course, the public's access to information (mainly before the mobile Internet) is changing. Therefore, in practical work, we must follow the direction of the development of the Times, develop mobile Internet marketing mode, meet the

rigidity of marketing management, and improve the effect of follow-up marketing.

1.2 Communication themes have changed

In the new era, with the continuous development of China's mobile Internet technology, information sources and channels are gradually diversifying. Therefore, it is very necessary to collect valuable information in practical work and improve the influence of market management. The timeliness and convenience of the new media era break the situation of one-way information transmission in traditional communication. On the knowledge side, some marketing leaders have refined their follow-up marketing goals based on the new value generated by the depth and breadth of information dissemination. In the new media environment, we should make full use of the benefits of public communication, adapt to the change of the new marketing model, and make the whole marketing activity more convenient, which must be transformed into new innovative development points.

1.3 To spread, as "viral."

In the context of new media, the dissemination of information is very fast and attractive. In the formulation of a new marketing model, the relevant companies must follow the direction of the development of the Times, improving the accuracy of follow-up work. In addition, the marketing concept of traditional media can no longer meet the needs of practical work. Therefore, relevant enterprises must innovate globally according to the characteristics and status quo of the Times to meet the standards and requirements of modernization. In the new media environment, information technology mainly depends on diversified forms of expression, integration of creative elements, and constantly expands the influence of advertising. In marketing, according to product characteristics and consumer demand, grasping the market dynamics and improving the follow-up advertising effect. Advertising on media platforms will produce controversial changes, which can not only reduce some marketing costs, but also help improve the service level of products, providing an important basis for orderly follow-up marketing activities.

2. The influence of new media era on enterprise marketing

2.1 Beneficial effect

In the new media environment, it provides many opportunities for commercial commercialization. As new media has the characteristics of fast information transmission and wide coverage, enterprises can use new media to spread all kinds of information, rapidly expand the coverage of information, promoting consumers to fully understand their own information, so as to achieve better marketing effects. At the same time, more and more users of new media have laid a foundation for the commercialization of enterprises and promoted the booming development of marketing. In addition, with the advent of the new media era, the company's marketing media also has great innovation, not only limited to the traditional marketing way, but also built a number of new media marketing, complete marketing and precision marketing platforms, which is of great significance to the development of modern marketing.

2.2 Adverse impact

The advent of the new media era has played a positive role in the commercialization of enterprises, but also produced some negative effects. Under the background of the rapid development of new means of communication, enterprises gradually carry out marketing activities with the help of new means of communication. All types of information are flooded with new media, and consumers are increasingly receiving information. Consumers have long been immune to such complex messages, which have not been good for business marketing. At the same time, new media impact on the traditional enterprise marketing model, constantly reducing the impact of the traditional enterprise marketing model, to a certain extent, hindering the best development of enterprises.

3. Selection and control of marketing channels for pharmaceutical enterprises in the new media era

3.1 Effective marketing crisis management

Enterprises should establish detection and early warning mechanisms to quickly identify and master all kinds of business-related information, identifying which information is useful and which information is harmful, and develop appropriate measures to gradually eliminate such harmful information. In addition, in order to establish crisis management mechanisms, improve the ability of information dissemination and online media to guide users to understand positive information, avoid the negative effects of information bombardment, and communicate with consumers over time, we need to improve the level of marketing.

3.2 Creating brand optimization strategy plan

Brand is an important way to understand a product. When customers choose products, they think they know the brand, and at the same time, excellent brands are intangible assets of enterprises. The brand may be reflected in the company slogan, logo, advertising language, and brand name. When a brand's slogan is widely known, it is like building a good reputation. For pharmaceutical companies, the most important thing is trust, so they have to build a good reputation for the company. Through network marketing, pharmaceutical enterprises can build brand images through TV advertisements or some public welfare activities to meet the consumption habits of young consumers. Spread among young consumers through some social entertainment Apps, so that consumers can see the brand has the desire to buy, and even do not hesitate to buy.

3.3 Targeted selection of marketing channels

With the continuous development of new media technology in China, some new technologies have been widely used in pharmaceutical marketing management. In practical work, comply with the development direction of The Times, strengthen the comprehensive analysis and understanding of different marketing methods, it is necessary for powerful pharmaceutical enterprises to choose the right marketing system according to the actual situation to improve the effect of follow-up marketing. First of all, the general marketing method mainly involves delivering the product to a company for sale separately. This model has considerable advantages in the international market. It can not only save time, but also help to enlarge the sales market. But in terms of marketing, if there is a lack of advertising due to sales factors, the whole market will recover. The impact of product management is very important and does not help to increase the market share of the product itself. Secondly, we can choose the agency marketing model, which is a new drug marketing channel developed under the general sales model. Pharmaceutical companies should sell their products to dealers at a certain price, and they are urged to expand their product sales base with regional organizations as the main bases to sell their products exclusively. This model can be fully promoted in the internal market, so as to scientifically adapt to the sales situation in different regions, better meet the market development standards, and help improve the impact of macro-control. This model has high requirements for agency supervision. In the process of strengthening the development of pharmaceutical enterprises, it is necessary to include market development and reform, realize the optimal allocation of regional resources, and provide an important basis for follow-up sales activities.

3.4 Establish a national drug marketing network

Under the auspices of the competent department of the state, a national drug sales network shall be established to strengthen information management; Under the unified management of the State Medical Products Administration, the network between drug suppliers and hospitals will be connected to optimize the allocation of medical resources in each province. Pharmaceutical enterprises must first certify the product quality system and obtain the qualification certificate, and then enter the Website of the State Medical Products Administration to fill in the drug variety and production situation. Hospitals across the country also record monthly drug demand types and information via the Internet. According to the principle of close supply, production and distribution, medicines must be linked and delivered to the door, and hospitals must deliver to the door, in order to reduce distribution costs. In fierce market competition, it is difficult for pharmaceutical enterprises to be independent, improve fundamental competitiveness, establish strategic channel alliance and gain cost advantage and differentiation competitive advantage. The complementary sharing of resources between pharmaceutical companies and intermediaries is called horizontal channel alliance, while the advantages of drugs or chain pharmacies are called vertical channel alliance.

Conclusion

The arrival of the new media era has brought great changes to the development of marketing work. Pharmaceutical enterprises should attach importance to the characteristics of marketing in the new media era, actively create new marketing channels, comprehensively improve the marketing efficiency of pharmaceutical enterprises, and move forward continuously towards the progress and development of the industry.

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