

IANKOVETS Tetiana

 <https://orcid.org/0000-0002-8159-3826>

Doctor of Sciences (Economics),
Associate Professor,
Professor of the Department of Marketing
State University of Trade and Economics
19, Kyoto St., Kyiv, 02156, Ukraine
t.yankovets@knute.edu.ua

DIGITAL MARKETING STRATEGIES FOR CORPORATE PHARMACEUTICAL BRANDS

The article examines the features and development of the pharmaceutical market in Ukraine. The hypothesis is formulated that the choice of digital marketing strategies and tools, digital platforms, and services for the development of corporate brands of pharmaceutical companies should be based on brand positioning, considering the specifics of the activity, market segment, and stage of the consumer journey in this segment. To test the hypothesis, a complex of general scientific and special research methods was applied, during which the subjects of the pharmaceutical market were distributed according to the stages of the economic process "production-distribution-exchange-consumption" and market segments B2B and B2C. Key external environmental factors for pharmaceutical companies have been identified: political, economic, demographic, and technological. Three strategic groups of corporate brands of industrial pharmaceutical companies are identified according to the criteria of "tradition – innovation" and "specialization – scale": large-scale universal brands, specialized innovative brands, and large-scale traditional brands. The balance between these strategic groups of industrial brands creates competitive conditions for the sustainable technological development of the industry. Key tools for implementing image, conversion, and reputation strategies in digital marketing for pharmaceutical companies have been identified: website improvement, web analytics, search marketing, digital

ЯНКОВЕЦЬ Тетяна

 <https://orcid.org/0000-0002-8159-3826>

д. е. н., доцент,
професор кафедри маркетингу
Державного торговельно-економічного
університету
вул. Кіото, 19, м. Київ, 02156, Україна
t.yankovets@knute.edu.ua

СТРАТЕГІЇ ЦИФРОВОГО МАРКЕТИНГУ КОРПОРАТИВНИХ ФАРМАЦЕВТИЧНИХ БРЕНДІВ

Досліджено особливості й розвиток фармацевтичного ринку в Україні. Сформульовано гіпотезу, що вибір стратегій та інструментів цифрового маркетингу, цифрових платформ та сервісів для розвитку корпоративних брендів фармпідприємств має базуватися на позиціонуванні брендів з урахуванням специфіки діяльності, ринкового сегмента та етапу шляху споживача у даному сегменті. Для перевірки поставленої гіпотези застосовано комплекс загальнонаукових та спеціальних методів дослідження, у ході якого розподілено суб'єкти фармацевтичного ринку за етапами економічного процесу "виробництво–розподіл–обмін–споживання" та ринковими сегментами B2B та B2C. Окреслено ключові чинники зовнішнього середовища для фармацевтичних підприємств: політичні, економічні, демографічні, технологічні. Виділено три стратегічні групи корпоративних брендів промислових фармацевтичних підприємств за критеріями "традиції–інновації" та "спеціалізація–масштаб": масштабні універсальні бренди, спеціалізовані інноваційні бренди, масштабні традиційні бренди. Баланс між стратегічними групами промислових брендів формує конкурентні умови для стійкого технологічного розвитку галузі загалом. Виділено ключові інструменти для реалізації іміджевої, конверсійної та репутаційної стратегії цифрового маркетингу фармацевтичних підприємств: покращення роботи вебсайту, вебаналітика, пошуковий маркетинг, цифрова реклама, автоматизація маркетингу, контент-маркетинг, маркетинг у соціальних медіа,



advertising, marketing automation, content marketing, social media marketing, and mobile marketing. Digital platforms and services for B2B and B2C markets have been systematized for use by industrial pharmaceutical companies to develop corporate brands, using the See, Think, Do, Care digital consumer journey model. Strategic digital marketing measures have been proposed for selected strategic groups of corporate brands of pharmaceutical companies, using the digital marketing tools, digital platforms, and services systematized in the article. A differentiated approach to brand development in the digital environment has been applied, ensuring transparency, evidence-based communication, and personalization, and, as a result, strengthening trust in corporate brands.

Keywords: digital environment, digital marketing, digital marketing strategies, pharmaceutical industry, pharmaceutical companies, brand management, corporate pharmaceutical brands.

мобільний маркетинг. Систематизовано цифрові платформи та сервіси для ринків B2B та B2C для використання промисловими фармацевтичними підприємствами для розвитку корпоративних брендів, з урахуванням моделі цифрового шляху споживача See, Think, Do, Care. Для виділених стратегічних груп корпоративних брендів фармацевтичних підприємств запропоновано стратегічні заходи цифрового маркетингу, з використанням систематизованих у статті інструментів цифрового маркетингу, цифрових платформ і сервісів. Застосовано диференційований підхід до розвитку брендів у цифровому середовищі, що забезпечує прозорість, доказовість і персоналізацію комунікації, та, як наслідок, підсилює довіру до корпоративних брендів.

Ключові слова: цифрове середовище, цифровий маркетинг, стратегії цифрового маркетингу, фармацевтична промисловість, фармацевтичні підприємства, бренд-менеджмент, корпоративні фармацевтичні бренди.

JEL Classification: I11, O30, L10, M30.

Introduction

Digital marketing is becoming a crucial tool for the strategic management of corporate pharmaceutical brands, particularly in the context of increased competition and a high level of regulatory policy influence on the pharmaceutical market. The integration of digital technologies into the marketing processes of pharmaceutical companies (PCs) opens new opportunities for interaction with stakeholders and changes approaches to communication and sales. In such conditions, there is a need for systematic research and justification of digital channels, platforms, and services, tools for implementing digital marketing strategies, and developing corporate brands of PCs.

Research over the past 20 years indicates a sustained interest among scientists in finding effective means of promoting medicines in the digital environment and identifying its impact on consumer behavior, in particular: using advertising (Huh & Becker, 2005; Koinig et al., 2017), social networks (Kim, 2022), messengers (Ge et al., 2023), web analytics (Alperstein, 2024), etc.

The works of scientists are currently aimed at identifying the attitudes and awareness of pharmacists regarding the use of digital tools in the activities of FPs (Sakhnatska et al., 2023), as well as substantiating the need to utilize digital channels and technologies in the marketing of pharmaceutical brands. In particular, the studies are devoted to: digitalization of marketing processes of commodity pharmaceutical brands; the use of websites and online advertising in the sales of prescription and non-prescription medicines (Melnychenko, 2024); modeling of advertising

campaigns of medicines (Dalyk et al., 2024); substantiating an integrated marketing approach to strategic marketing management using digital tools to promote pharmaceutical brands in the international market (Chunikhina & Prus, 2025) and others.

The analysis of scientific literature allowed us to identify features in studies related to the development of pharmaceutical brands in the digital environment: the main attention is paid to the promotion of commodity pharmaceutical brands; There is no clear structure of pharmaceutical market participants; the directions of using digital technologies in marketing are outlined without systematizing digital marketing strategies and tools; brand positioning is not taken into account when justifying digital marketing activities.

The aim of the research is to substantiate a differentiated approach to the selection of digital marketing strategies and tools for the development of corporate brands of pharmaceutical companies in the digital environment.

To achieve this aim, it is necessary to solve the following main tasks: identify the features and highlight the factors of development of the pharmaceutical market in Ukraine; systematize the entities of this market based on current legislation, taking into account the stages of the economic process and market segments B2B and B2C; formulate value propositions, positioning of corporate brands of pharmaceutical companies, identify their strategic groups; systematize digital marketing tools, digital platforms and services by stages of the consumer's digital journey for market segments B2B and B2C; justify strategic digital marketing measures for the development of the brands under study.

To achieve this aim, a hypothesis has been formulated that the choice of digital marketing strategies and tools, digital platforms, and services for the development of corporate brands of pharmaceutical companies should be based on brand positioning, taking into account the specifics of the activity, market segment, and, accordingly, the stage of the consumer journey in this segment.

To test the hypothesis, the following general scientific and special research methods were used: analysis and synthesis, induction and deduction, systemic, structural analysis, comparison (to formulate the purpose of functioning, identify key factors of the external environment, identify pharmaceutical market entities; to identify strategic groups of corporate brands of industrial pharmaceutical enterprises; to systematize digital platforms and services, digital marketing tools for their justified choice by corporate brands, taking into account the specifics of the activities of pharmaceutical enterprises, based on a differentiated approach to positioning); graphic (to build a positioning map of the brands under study); logical generalization (to substantiate strategic measures for brand development and formulate conclusions from the research).

The research is made up of regulatory and legal acts of current legislation in Ukraine in the field of regulating the pharmaceutical market, domestic and foreign scientific sources, in particular from the scientometric database Scopus, industry and official corporate websites of pharmaceutical companies, data from the State Statistics Service of Ukraine, financial reporting data of pharmaceutical companies from the open database Opendatabot, forecast data on the development of the Ukrainian economy for 2025 from the National Bank of Ukraine, the Ministry of Economy of Ukraine, the World Bank, the Ukrainian Institute of the Future, forecast data on the development of the domestic market of medicines from the Glushkov Institute of Cybernetics of the National Academy of Sciences of Ukraine together with Proxima Research International.

In two sections of the main part of the article, the purpose of the functioning of the pharmaceutical market is defined, and the subjects of this market are systematized, for the most important of which, namely, industrial pharmaceutical enterprises, a differentiated approach to the development of corporate brands is justified. This approach includes the division of enterprises into strategic groups based on the specifics of their activities and brand positioning. This allows for a well-founded choice of digital marketing tools, digital platforms, and services for each stage of the consumer's digital journey in the B2B and B2C markets for the implementation of digital marketing strategies and relevant measures.

1. Features and development of the pharmaceutical market in Ukraine

The activities of pharmaceutical market enterprises as business entities are regulated by the legislation of Ukraine, in particular the Constitution of Ukraine, the Commercial Code of Ukraine, the Laws of Ukraine "On Medicinal Products", "On Consumer Protection", "Fundamentals of the Legislation of Ukraine on Health Care", "On Licensing of Types of Economic Activities", the Resolution of the Cabinet of Ministers "On Approval of the Licensing Conditions for Conducting Economic Activities in the Production of Medicinal Products, Wholesale and Retail Trade in Medicinal Products, Import of Medicinal Products (Except for Active Pharmaceutical Ingredients)" and other regulatory legal acts. Analysis of documents ("On Medicines", 2025, June 5; "On Consumer Rights Protection", 2024, December 12; "Fundamentals of the Legislation of Ukraine on Healthcare", 2025, September 27; "On Licensing of Types of Economic Activities", 2025, October 31; "On Approval of the Licensing Conditions for Conducting Economic Activities in the Production of Medicines, Wholesale and Retail Trade in Medicines, and Import of Medicines (Except for Active Pharmaceutical Ingredients)", 2025, October 2) allowed us to formulate the main goal of the functioning of the pharmaceutical market as a

management system – providing the population with high-quality, effective, safe and affordable medicines through regulated interaction between business entities, the state and consumers in accordance with the requirements of the current legislation of Ukraine. The achievement of this goal is ensured through the coordinated activities of business entities of various forms of ownership, state regulatory and control bodies, as well as consumers in the processes of production, import, export, wholesale and retail sale of pharmaceutical products in accordance with the requirements of the legislation and industry standards adapted to the legislation of the European Union: GMP (Good Manufacturing Practice) – good manufacturing practice, GDP (Good Distribution Practice) – good distribution practice (wholesale trade), GPP (Good Pharmacy Practice, Good Pharmaceutical Practice) – good pharmacy practice, which concerns the provision of services to the population. The main purpose of the GMP standard is to establish requirements for the production and quality control of medicines, which provides guarantees of their compliance with quality and safety standards. The main purpose of the GDP standard is to regulate the rules for the storage and transportation of medicines to maintain their quality at all stages of wholesale trade. The GPP standard defines the quality standards of pharmaceutical services provided to the population in pharmacies, including the provision of recommendations and assistance to patients ("On Medicines", 2025, June 5).

The pharmaceutical market is closely and inextricably linked with the healthcare sector, in which the following key functions are implemented: social – providing quality medical services to the country's population based on quality medical education, in particular in the training of specialists in the field of pharmacy and industrial pharmacy; economic – developing the pharmaceutical market, eliminating obstacles to the movement of goods – medicines, medical devices, cosmetics, dietary supplements; security – providing guarantees for sustainable supply chains, compliance with regulatory policy, guaranteeing the quality and safety of drugs for patients, ensuring uninterrupted access to medicines (Apteka.ua, 2025, September 15). Based on the above, as well as based on the key stages of the economic process "production-distribution-exchange-consumption", a distribution of pharmaceutical market entities in the digital environment is proposed, considering the B2B and B2C market segments (*Figure 1*).

Industrial enterprises in such a distribution are the fundamental production element. Subsequent entities carry out actions aimed at the distribution, exchange, and consumption of products of industrial enterprises. From the point of view of marketing activities, the stages of distribution and exchange involve the use of marketing promotion and sales channels. At the consumption stage, it is possible to obtain feedback for manufacturing enterprises, which is the basis for improving products and adjusting their

output in the production process. The process of interaction between entities of the pharmaceutical market at the stages of production, distribution, exchange, and consumption is cyclical and requires systematic maintenance and increasing its efficiency, taking into account the regulatory influence of the state and the capabilities of digital platforms and services that improve the customer experience at the stages of the consumer's digital journey.

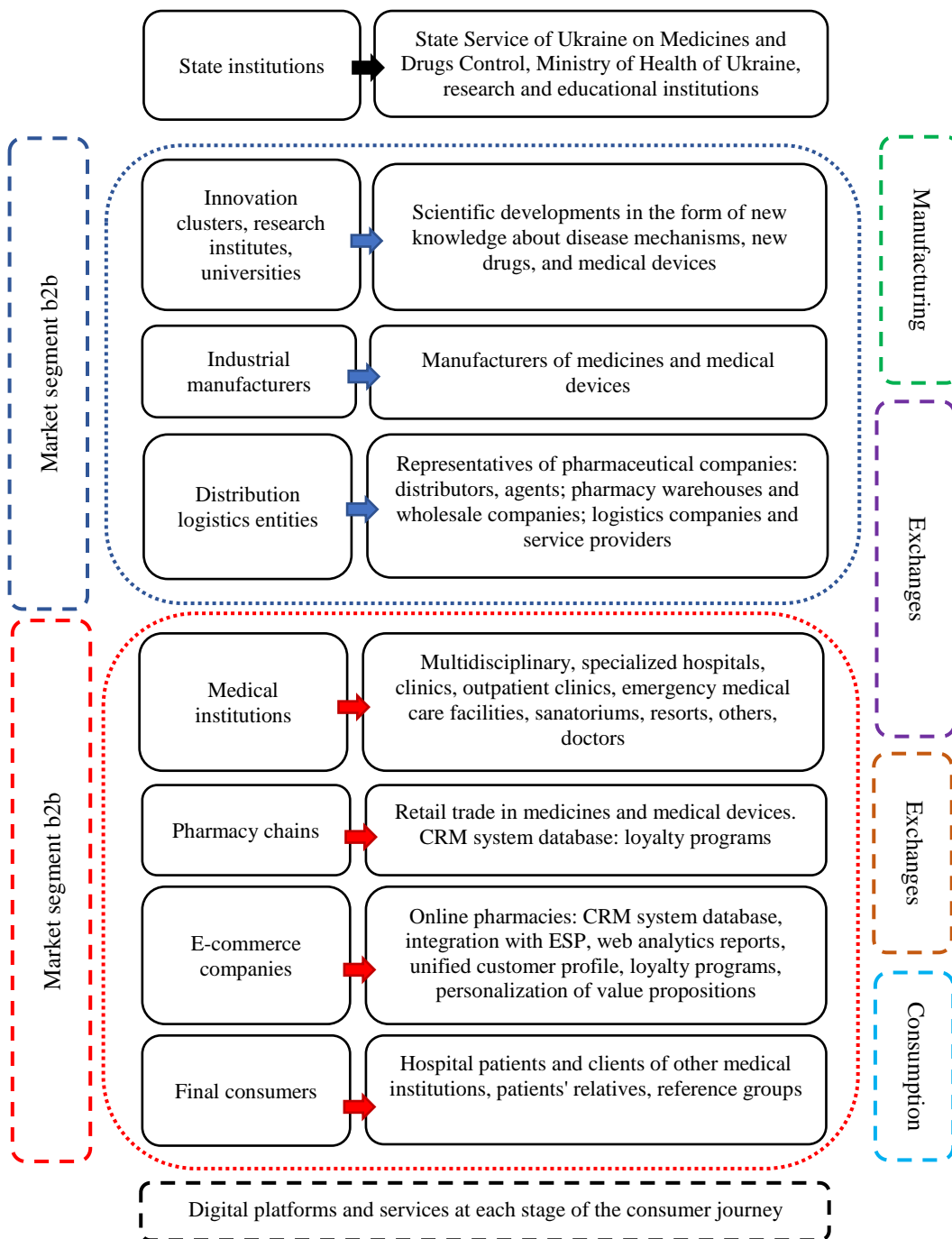


Figure 1. Pharmaceutical market players

Source: compiled by the author.

Industrial enterprises in such a distribution are the fundamental production element. Subsequent entities carry out actions aimed at the distribution, exchange, and consumption of products of industrial enterprises. From the point of view of marketing activities, the stages of distribution and exchange involve the use of marketing promotion and sales channels. At the consumption stage, it is possible to obtain feedback for manufacturing enterprises, which is the basis for improving products and adjusting their output in the production process. The process of interaction between entities of the pharmaceutical market at the stages of production, distribution, exchange, and consumption is cyclical and requires systematic maintenance and increasing its efficiency, taking into account the regulatory influence of the state and the capabilities of digital platforms and services that improve the customer experience at the stages of the consumer's digital journey.

The development of the pharmaceutical market is significantly influenced by external factors, such as political, economic, demographic, and technological factors. Political factors are manifested through the regulatory influence of the state on the pharmaceutical market. Economic factors are due to the outstripping development of the pharmaceutical market compared to the development of the country's economy. Thus, the National Bank of Ukraine (NBU) has worsened the forecast for the growth of the Ukrainian economy in 2025: according to its assessment, real GDP will grow by 2.1%. The Ministry of Economy of Ukraine has set 2.7% in the draft State Budget for 2025. The IMF has left the estimate at 2–3%. The World Bank estimates the growth of the Ukrainian economy in 2025 at 2%. The most pessimistic forecast is provided by the Ukrainian Institute of the Future – 1.8% (Apteka.ua, 2025, September 15). According to the moderate forecast for the development of the Ukrainian pharmaceutical market, developed by the Institute of Cybernetics named after Glushkov of the NAS of Ukraine together with specialists from Proxima Research International, the volume of pharmacy sales of medicines will increase by 16.1% in 2025, and by 15.5% in 2026 (Apteka.ua, 2025, September 15).

The key demographic and economic factors for the development of the pharmaceutical market in Ukraine in 2025 include:

- a total increase in the consumption of medicines by 20% in national currency (by 13% in dollar terms), while in real terms, a decrease of 0.5% is recorded (for the period January–August 2025). Since government spending covers 13% of the total consumption of medicines, their main consumers are patients. Even with the restoration of wage growth rates to the pre-war level, the negative impact on consumption in real terms is reduced under the influence of the worsening demographic situation in the country. According to the IMF, with an annual decrease in the population, 32.9 million people were living in the country (UNIAN, 2025, April 25). The number in the age category 20–35 years has significantly decreased. In the age category over 45 years, the share of women prevails. The Office of the United Nations High Commissioner for Refugees records 5.6 million Ukrainians with refugee

status. The number of Ukrainian students studying abroad is also growing (Apteka.ua, 2025, September 15).

- Growth in retail trade in medicines: like the noted trend of overall consumption growth, with a slight increase of 3%, retail sales in the national currency for the period January – August 2025 increased by 16.6% (by 10.6% in dollar equivalent). This is primarily due to inflation and the corresponding increase in prices. At the same time, compared to the overall level of inflation in the consumer market in August 2025 at 14.2%, this indicator in the market of pharmaceutical products, medical goods, and equipment was 13.7% (State Statistics Service, 2025).

- Increase in drug prices: as of the end of August 2025, the cost of one package of a medicine increased by 16% compared to the beginning of the year, which is a consequence of inflation and redistribution of consumption towards more expensive goods (Apteka.ua, 2025, September 15).

In summary, the growth of the market volume occurs because of inflationary processes and price increases, which, given the reduction in the population, necessitate an increase in specific income per capita. At the same time, at the national level, there is a negative trend towards an increase in the incidence rate and, accordingly, the volume of drug consumption due to the high level of chronic stress caused by the war in the country, as well as the long-term consequences of the COVID-19 pandemic. These factors have a significant impact on the development of the pharmaceutical market, on the one hand. On the other hand, the development of the market is facilitated by the spread of digital technologies and the improvement of the marketing activities of enterprises in it.

2. Digital marketing strategies for corporate brands of industrial pharmaceutical companies

Pharmaceutical campaigns with strong corporate brands that had the highest revenue levels in 2024 (Opendatabot, 2025) were selected for the study (*Table 1*).

Table 1

Financial indicators of the economic performance
of industrial pharmaceutical companies in Ukraine for 2024

Enterprise	Net income, thousand UAH	Net profit, thousand UAH	$R_{prod.}, \%$	$R_A, \%$	$ROE, \%$
JSC Farmak	10783728	1639670	15.21	10.86	12.47
PJSC Pharmaceutical Company Darnitsa	6875780	678952	9.87	8.36	10.96
LLC Yuria-Farm	5741656	752103	13.10	12.05	19.02
PJSC Kyiv Vitamin Plant	4944130	171731	3.47	5.31	7.08
JSC Kyivmedpreparat	3568427	73165	2.05	2.17	6.48
Biofarma Plasma LLC	3550542	852408	24.01	27.48	42.54

Enterprise	Net income, thousand UAH	Net profit, thousand UAH	R _{prod.} , %	R _A , %	ROE, %
Pharma Start LLC	2337352	764592	32.71	21.93	26.46
Borshchahivskyi Chemical and Pharmaceutical Plant Scientific and Production Center PJSC	2078848	273402	13.15	8.84	9.33
Pharmaceutical Company Zdorovya LLC	2031665	146468	7.21	7.14	9.64
Galichpharm JSC	1844194	13705	0.74	0.45	1.65
Interchem TDV	1212205	200561	16.55	15.95	17.73

Note: R_{prod.} – return on sales; R_A – return on assets; ROE – return on equity.

Source: compiled by the author based on OpenDataBot (2025, September 20).

The data in *Table 1* indicate the absence of a relationship between net income indicators and net profit and profitability indicators. Therefore, higher efficiency is demonstrated by enterprises that are focused on innovation, specialization, and the active use of digital technologies. This hypothesis requires further verification, so the study further analyzed the specifics of the activity, value propositions, and brand positioning, which allows us to identify strategic groups according to the proposed criteria of "tradition–innovation" and "specialization–scale".

Using the Customer Value Proposition Canvas tool by Alex Osterwalder, value propositions were formulated for the studied corporate brands of FP based on identified client tasks, pain (client problems), and benefits (advantages of using the product) (Osterwalder et al., 2023). Based on the formulated value proposition, brand positioning was determined (*Table 2*).







Based on the analysis of the positioning of the studied brands, three strategic groups of companies were identified according to the specified criteria of "tradition-innovation" and "specialization-scale" (*Figure 2*):

1. JSC Farmak, PrJSC Pharmaceutical Firm Darnytsia are leaders in scale and versatility, with an orientation towards the mass consumer and the gradual introduction of digital innovations. The value propositions of the enterprises are based on a high level of corporate brand recognition, innovation, and supply stability, which form consumer trust and choice.


2. LLC Biopharma Plasma, LLC Yuriya-Pharm, TDV Interkhim, LLC Pharma Start specializes in innovative brands whose activities are related to complex biotechnological areas and the development of solutions within narrow therapeutic areas. The companies actively invest in scientific research and international expansion. The value propositions are based on innovation, quality, and professional recognition in the field of medicine, both in Ukraine and abroad. It is these enterprises that demonstrate the highest indicators of profitability of sales, assets, and equity (*Table 1*).

Table 2

Value offerings and positioning of corporate pharmaceutical brands

Pharmaceutical companies	Client objectives	Problems (suffering)	Advantages (benefits)	Value proposition	Key value	Positioning
1	2	3	4	5	6	7
JSC Farmak 	Obtain effective, proven, high-quality medicines	Distrust of domestic drugs, shortage of modern solutions	European standards, a wide range, and innovative developments	High-quality, affordable, and innovative medicines with a guarantee of safety	Innovative quality, trust, stability	National innovation leader
PJSC Pharmaceutical Company Darnitsa 	Obtain affordable medicines at any pharmacy	Difficulty of choosing among analogues, need for a stable supply	Digitalization, social responsibility, and sustainability	A large-scale brand that combines reliability, accessibility, and digital innovations	Scalability and digitalization	Digital mass segment leader
LLC Yuria-Farm 	Effective solutions for critical medicine	Dependence on imports, lack of comprehensive solutions	Specialization, innovation, international presence	Innovative medical solutions for life, created in Ukraine	Innovation in critical care	Specialized hi-tech manufacturer
PJSC Kyiv Vitamin Plant 	Get affordable vitamins and preventive products	Deficiency of high-quality vitamins of domestic production	Many years of experience, natural ingredients, and accessibility	A traditional manufacturer that ensures health through quality vitamins	Tradition and prevention	Classic vitamin manufacturer
JSC Kyivmedpreparat 	Get effective generics and antibiotics	High cost of imported analogues	Stable quality, GMP production, wide range	Time-tested medicines for basic medical needs	Essential drugs and antibiotics	Standard generic manufacturer
Biofarma Plasma LLC 	Obtain biologics from human plasma	Shortage of modern immunobiological drugs	Unique production, high safety standards, innovation	<i>National leader in plasma preparations for immune support</i>	Biotechnology from human plasma	<i>Leader in biopharmaceuticals</i>

End of Table 2

1	2	3	4	5	6	7
Pharma Start LLC 	Access to modern drugs of international standards	Insufficient localization of innovative products	Cooperation with Abbott, high-tech production	Synergy of global experience and Ukrainian production	Integration with global brands	Partner of international companies
Borshchahivskyi Chemical and Pharmaceutical Plant Scientific and Production Center PJSC 	Get proven broad-spectrum drugs	Need for stable and affordable medicines	Many years of reputation, quality, and social orientation	A reliable Ukrainian manufacturer with a tradition of quality	Reliability and traditions	Socially responsible manufacturer
Pharmaceutical Company Zdorovya LLC 	Purchase affordable analogues of branded drugs	High price of imported drugs	Optimal price-quality ratio, wide range	Effective medicines at a fair price for every Ukrainian	Price - quality	Mass Ukrainian brand
Galichpharm JSC 	Get natural and high-quality medicines	Distrust in the effectiveness of herbal medicines	A combination of natural ingredients and modern technologies	A health brand based on the power of nature and pharmaceutical precision	Naturalness and traditions	Natural pharmacy
Interchem TDV 	Get highly effective drugs with our own developments	Limited access to innovations in neuropharmacology	Own R&D, unique formulas, international recognition	Innovative center for the development of drugs for psychoneurology and oncology	Scientific developments and precision	Innovative R&D center

Source: compiled by the author based on (Farmak, n. d.; Darmitsa, n. d.; Yurita-Pharm, n. d.; Kyiv Vitamin Plant, n. d.; Kyivmedpreparat, n. d.; Biopharma, n. d.; Acino, n. d.; BHFZ, n. d.; Zdorovye, n. d.; Galichpharm, n. d.; Interkhim).



Figure 2. Positioning map of corporate pharmaceutical brands

Source: compiled by the author

PrJSC "Kyiv Vitamin Plant", JSC "Kyivmedpreparat", PJSC "Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant", LLC "Pharmaceutical Company "Zdorovya" – large-scale traditional brands with a classic positioning and focus on social responsibility, stability, and accessibility – support the reputation of reliable suppliers of basic medicines, ensuring the pharmaceutical safety of the country.

In general, the positioning results show that the national pharmaceutical market is characterized by a balance between large-scale universal brands and innovative and specialized manufacturers, which form competitive conditions for the sustainable technological development of the industry.

Promotion and development of corporate brands of the studied enterprises in the digital environment involves the simultaneous implementation of digital marketing strategies: image, conversion, and reputation (Yankovets, 2022, p. 102). The image strategy aims to disseminate information about the brand using digital marketing tools to increase its recognition. The conversion strategy aims to increase sales. The reputational strategy aims to generate feedback from consumers and manage the brand's reputation in the digital environment.

For corporate pharmaceutical brands, it is proposed to use the following basic digital marketing tools:

website improvement and web analytics: improving the quality of the corporate website as a strategic asset of a pharmaceutical company, through high-quality content and convenient usability, ensures the interest of the target audience and improves the behavioral factors of potential and regular customers of the B2B and B2C segments: people are engaged, spend more time on the site, view more pages, return to the site to obtain useful information, etc. To track such interactions, web analytics program counters are installed on each page of the site, the main task of which is to collect statistics and present data in reports on traffic, user behavior, the effectiveness of traffic channels, etc. This information allows you to quickly identify problems, optimize marketing and advertising campaigns, and improve both the quality of the site and the value proposition:

search Engine Marketing (SEM) includes search (contextual) advertising (SEA) and search engine optimization (SEO). The use of search engine marketing by pharmaceutical companies is because people search in search engines for what interests them right now. That is, demand is updated. And the task of SEM is to provide users with information about the company, brand, research results, innovative products, etc., relevant to search queries. For the use of contextual advertising, the company pays the search engine for a click on the advertisement and the user's transition to the site. When using search engine optimization, the search engine does not charge a fee for a click. The use of both tools by the company through the synergy effect provides traffic to the company's website up to 90% (Yankovets, 2025, p. 234);

digital advertising: this digital marketing tool is key in providing traffic to the site. Digital advertising effectively solves the image, conversion, and reputational tasks of the FP. Thanks to digital advertising, brand knowledge is spread, which allows the target audience to identify the brand and its product. Advertising is an effective tool for attracting new customers, as well as maintaining and improving the brand image, which forms and increases the loyalty of regular customers. There are many types of digital advertising, which differ in types of content, advertising creatives, distribution channels, and use of technologies. At the same time, they are all combined into three large groups by format: text, banner, and video advertising. Affiliate Marketing is closely related to this digital marketing tool;

marketing automation includes e-mail marketing, the use of CRM systems, and their integration with the enterprise software resources, which allows you to form a single user profile of each client. This approach provides an analysis of interactions between potential and regular customers both with the website and with company employees, which allows you to develop personalized value propositions and use dynamic pricing based on objective data;

content marketing: associated with the creation, distribution, and expansion of content that is relevant, interesting, and useful for the target audience. The effectiveness of this digital marketing tool is ensured by a competent justification of the content concept, which has its main idea, themes, formats, and stories. Managing this process involves developing a content strategy and a corresponding content plan;

social media marketing (SMM) includes social media optimization (SMO) and social media advertising (targeted advertising) (SMA). This digital marketing tool involves building long-term relationships between the FP and customers by engaging in communication and forming a loyal brand audience. Social media marketing also involves working with opinion leaders: bloggers, influencers (Influence Marketing), etc;

mobile marketing involves the use of mobile sites, mobile applications, and mobile promotion to provide easy and quick access to information through customers' mobile devices.

The choice of digital marketing tools within the framework of implementing image, conversion, and reputation strategies in the digital environment is enhanced by the use of digital platforms and services at the stages of the consumer's digital journey (See, Think, Do, Care), depending on the B2B and B2C market segment (*Tables 3, 4*).

Table 3

Digital platforms and services for industrial corporate pharmaceutical brands in the B2B market

Stages of the consumers' journey	Brand goals	Digital platforms and services
Interest (See)	Increase brand awareness, improve brand image, attract attention from medical institutions, pharmacy chains, and online pharmacies.	Social networks (Facebook, LinkedIn, YouTube), GoogleAds advertising cabinets, Meta Ads, medical portals (MD Explorer, thePharmaMedia, others)
Intention (Think)	Build interest and trust through educational and expert content and build an engaged audience.	Professional online communities, blogs, ESP systems for email mailing, analytical resources for collecting statistics, and SEO promotion: SimilarWeb, PR-CY, Serpstat, Semrush, Ahrefs, GA 4, others
Decision (Do)	Stimulate interaction and close deals	E-commerce platforms (b2b supplier platforms, Prozorro Market), CRM (Proxima Cloud, VeevaCRM, KeepinCRM, Creatio, others), chatbots for orders
Loyalty (Care)	Customer retention through increased trust and loyalty, repeat purchases, and the development of stable partnerships.	Partner platforms and loyalty programs (manufacturers' own systems), training platforms (LMS, PharmaEdu), analytical resources and reports (Google Analytics 4, Power BI, others), messengers for support (Viber, Telegram, others)

Source: compiled by the author.

Table 4

Digital platforms and services for industrial corporate pharmaceutical brands in the B2C market

Stages of the consumers' journey	Brand goals	Digital platforms and services
Interest (See)	Increase brand, product, and healthy lifestyle awareness, increase brand knowledge, and improve brand image.	Social networks (Facebook, Instagram, TikTok), YouTube, GoogleAds advertising cabinets, Meta Ads, content projects on medical portals (Medikforum, others)
Intention (Think)	Generate interest, engage users with the brand, increase trust, and awareness.	Webinars on prevention, FAQ pages, blogs with doctors' advice, SEO promotion service, ESP systems for email mailing, online appointment booking services (Helsi.me), telemedicine services (Google Health, System Carebits, Teledoc Health, others), electronic forms for user feedback on forums, etc.
Decision (Do)	Motivate purchase or consultation, improve omnichannel experience, increase conversions and purchases.	Portals and applications for ordering medicines (Liki24, tabletki.ua, others), digital platforms of laboratories, mobile applications of brands, programs "order online – receive offline", promo codes, push notifications, etc.
Loyalty (Care)	Customer retention, build a healthy community, increase repeat purchases, and build emotional attachment to the brand.	Applications for monitoring health indicators (Apple Health, Google Fit, MedM Health, MISU, others), loyalty programs (bonus cards, digital offices), telemedicine services, support chatbots, and personal recommendations

Source: compiled by the author.

Therefore, for the selected strategic groups of industrial enterprises – corporate pharmaceutical brands, strategic digital marketing measures are proposed:

1. Large-scale and universal brands of JSC "Farmak", PrJSC "Pharmaceutical Firm "Darnytsia" with a wide product portfolio and a high level of recognition are recommended to maintain business reputation, consumer trust and loyalty, reputation in the digital environment, and develop the employer brand. To do this, it is advisable to develop an omnichannel approach in communication and sales, implement corporate storytelling in social media with an orientation towards innovation, the formation and development of corporate culture, and the demonstration of social responsibility. To attract a professional audience, it is important to create expert content. Searching for marketing and digital advertising will help increase sales.

2. Specialized innovative brands with a research orientation and digitalization of B2B communications, such as Biopharma Plasma LLC, Yuriya-Pharm LLC, Interkhim Joint Stock Company, and Pharma Start LLC, find it important to deliver complex scientific and technical content to the target audience through understandable digital tools: webinars, popular science podcasts, YouTube videos, etc. To ensure quick and convenient interaction between representatives of pharmaceutical, wholesale, and logistics companies, it is advisable to create and maintain digital B2B platforms. Integration with professional medical systems and applications ensures the dissemination of information about drugs. The use of BigData and AI technologies allows for identifying the needs of doctors and patients for targeted advertising. An alternative to classic marketing communication measures can be virtual conferences and product demonstrations using AR/VR/XR technologies to provide impressions as an economic offer.

3. Large-scale traditional brands with classic positioning focused on the mass segment, such as PrJSC "Kyiv Vitamin Plant", JSC "Kyivmedpreparat", PJSC "Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant", LLC "Pharmaceutical Company "Zdorovya", need to improve communication without losing traditional values and consumer trust. To do this, it is advisable to update the visual identity with a focus on modernity and accessibility, as well as taking into account the requirements of UX/UI design in the digital environment. To increase and maintain patient loyalty, it is advisable to create and promote mobile applications with functions such as reminders about taking medications, accruing bonuses, etc. Partnerships with pharmacists, bloggers who cover medical topics, influencers – doctors with powerful personal brands, the creation of information portals with advice on prevention and proper medication administration, as well as their SEO promotion and content marketing in the health sector, collaborations with pharmacies and e-commerce platforms (Liki24, tabletki.ua, apteka24.ua), etc., will contribute to the formation and maintenance of "public trust."

The proposed digital marketing strategies and corresponding strategic measures reflect a differentiated approach to developing brands in the digital environment, depending on their market positions and strategic orientations. Large-scale brands are recommended to focus on maintaining corporate trust through analytics and communications, innovative brands – on knowledge and partnerships, traditional brands – on image renewal and digital accessibility for the mass consumer.

Conclusions

The features and development of the pharmaceutical market in Ukraine are determined by political, economic, demographic, and technological factors, as well as a high level of state regulation aimed at guaranteeing the quality and safety of medicines and medical devices. Demographic

challenges and the spread of digital technologies determine the advanced development of the market and actualize the role of marketing activities and the development of corporate brands of pharmaceutical enterprises.

The systematization of pharmaceutical market entities in the digital environment is based on taking into account the stages of the economic process and a clear division of participants into B2B and B2C market segments.

The defining production element in the structure of the pharmaceutical market entities is industrial manufacturers. In terms of the intensity of competition, this market is a differentiated oligopoly, which implies a differentiated approach to marketing and branding. According to the results of the research of value propositions and positioning of corporate brands of industrial pharmaceutical enterprises, three strategic groups of companies were established according to the selected criteria of "tradition–innovation" and "specialization–scale": large-scale universal brands with an orientation towards the mass consumer and the gradual introduction of digital innovations (JSC "Farmak", PrJSC "Pharmaceutical Firm "Darnitsa"); specialized innovative brands, whose activities are related to complex biotechnological areas and the development of solutions within narrow therapeutic areas (LLC "Biopharma Plasma", LLC "Yuria-Pharm", TDV "Interkhim", LLC "Pharma Start"); large-scale traditional brands with classic positioning and focus on social responsibility, stability, and accessibility. (PJSC "Kyiv Vitamin Plant", JSC "Kyivmedpreparat", PJSC "Scientific and Production Center "Borshchagov Chemical and Pharmaceutical Plant", LLC "Pharmaceutical Company "Zdorovya"). Interaction and balance between certain strategic groups of industrial brands ensure the formation of a competitive environment that contributes to the sustainable technological development of the industry.

Industrial pharmaceutical companies, working simultaneously in the B2B and B2C markets, implement digital marketing strategies to develop corporate brands in the digital environment. For each strategic group, the implementation of these strategies involves the use of appropriate tools, digital platforms, and services, distributed according to the stages of the consumer's digital journey using the digital model See, Think, Do, Care.

A differentiated approach to the selection of digital marketing strategies and tools allows for the effective development of corporate brands of pharmaceutical companies in the digital environment. It considers the values, positioning, and affiliation of brands to strategic groups, which ensures precise targeting of marketing efforts.

The results of the research confirmed the hypothesis that the selection of digital marketing strategies and tools, digital platforms, and services for the development of corporate brands of pharmaceutical companies should be based on their positioning, taking into account the specifics of the activity, market segment, and stage of the consumer's digital journey. This allowed us to form a differentiated approach to justifying strategic digital marketing

measures, increase the effectiveness of corporate brand management, and ensure the rational use of marketing resources of the enterprise, which will contribute to increasing the competitiveness and development of brands in the digital environment.

Further research involves the development of scientific-methodological and scientific-organizational approaches to evaluating and increasing the efficiency of using digital marketing tools, digital platforms, and services to strengthen the competitiveness of corporate brands of pharmaceutical companies in the B2B and B2C segments.

REFERENCES/СПИСОК ВИКОРИСТАНИХ ДЖЕРЕЛ

"About medicines": Law of Ukraine №2469-IX. (2025, June 05). https://zakon.rada.gov.ua/laws/show/en/2469-20#Text	"Про лікарські засоби": Закон України №2469-IX. (2025, 05 червня). https://zakon.rada.gov.ua/laws/show/en/2469-20#Text
"Fundamentals of Ukrainian legislation on healthcare": Law of Ukraine №2801-XII (2025, September 27). https://zakon.rada.gov.ua/laws/show/2801-12#Text	"Основи законодавства України про охорону здоров'я": Закон України №2801-XII (2025, 27 вересня). https://zakon.rada.gov.ua/laws/show/2801-12#Text
"On approval of the Licensing Conditions for conducting business activities in the production of medicinal products, wholesale and retail trade in medicinal products, import of medicinal products (except active pharmaceutical products)": Resolution of the Cabinet of Ministers of Ukraine №929-2016-n (2025, October 02). https://zakon.rada.gov.ua/laws/show/929-2016-%D0%BF#Text	"Про затвердження Ліцензійних умов провадження господарської діяльності з виробництва лікарських засобів, оптової та роздрібної торгівлі лікарськими засобами, імпорту лікарських засобів (крім активних фармацевтичних інгредієнтів)": Постанова Кабінету Міністрів України №929-2016-п (2025, 02 жовтня). https://zakon.rada.gov.ua/laws/show/929-2016-%D0%BF#Text
"On licensing of types of economic activities": Law of Ukraine №222-VIII (2025, October 31). https://zakon.rada.gov.ua/laws/show/222-19#Text	"Про ліцензування видів господарської діяльності": Закон України №222-VIII (2025, 31 жовтня). https://zakon.rada.gov.ua/laws/show/222-19#Text
"On the protection of consumer rights": Law of Ukraine №1023-XII. (2024, December 12). https://zakon.rada.gov.ua/laws/show/1023-12#Text	"Про захист прав споживачів": Закон України №1023-XII (2024, 12 грудня). https://zakon.rada.gov.ua/laws/show/1023-12#Text
Acino. (n. d.). Official website of Pharma Start LLC. https://acino.ua	Acino. (б. д.). Офіційний сайт ТОВ "Фарма Старт". https://acino.ua
Alperstein, N. (2024). The use of tracker technologies on branded prescription drug websites: privacy, data acquisition and programmatic advertising. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 18(3)(12), 415–434. https://doi.org/10.1108/IJPHM-02-2022-0015	
Apteka.ua. (2025, September 15). Farm Budget 2026: Market, Consumer and Survival Strategy https://www.apteka.ua/article/729379	Apteka.ua. (2025, 15 вересня). Фармбюджет 2026: ринок, споживач і стратегія виживання. https://www.apteka.ua/article/729379
BCPP (n. d.). Official website of PJSC "Research and Production Center "Borshchagov Chemical and Pharmaceutical Plant". https://bcpp.com.ua/	БХФЗ. (б. д.). Офіційний сайт ПАТ "Науково-виробничий центр "Борщагівський хіміко-фармацевтичний завод". https://bcpp.com.ua/
Biopharma. (n. d.). Official website of Biopharma Plasma LLC. https://biopharma.ua	Biopharma. (б. д.). Офіційний сайт ТОВ "Біофарма Плазма". https://biopharma.ua

Chunikhina, T., & Prus, N. (2025). Marketing innovation strategy in the international pharmaceutical market: synergy of traditional and digital approaches. <i>Current problems of economics</i> , (285), 18–34. https://doi.org/10.32752/1993-6788-2025-1-285-18-34	Чуніхіна, Т., & Прус, Н. (2025). Маркетингова інноваційна стратегія на міжнародному фармацевтичному ринку: синергія традиційних і цифрових підходів. <i>Актуальні проблеми економіки</i> , (285), 18–34. https://doi.org/10.32752/1993-6788-2025-1-285-18-34
Dalyk, V. P., Pysarenko, A. M., Khomyk, A. V., Bobko, O. V., & Gavrilyuk, M. M. (2024). Digitalization of marketing activities in the pharmaceutical business. <i>Scientific notes of the Lviv University of Business and Law</i> , (40), 462–469. https://nzlubp.org.ua/index.php/journal/article/view/1184	Далик, В. П., Писаренко, А. М., Хомик, А. В., Бобко, О. В., & Гаврилюк, М. М. (2024). Цифровізація маркетингової діяльності у фармацевтичному бізнесі. <i>Наукові записки Львівського університету бізнесу і права</i> , (40), 462–469. https://nzlubp.org.ua/index.php/journal/article/view/1184
<i>Darnytsia</i> . (n. d.). Official website of PrJSC "Pharmaceutical Company "Darnytsia". https://darnytsia.ua	<i>Дарниця</i> . (б. д.). Офіційний сайт ПрАТ "Фармацевтична фірма "Дарниця". https://darnytsia.ua
<i>Farmak</i> . (n. d.). Official website of JSC "Farmak". https://farmak.ua	<i>Farmak</i> . (б. д.). Офіційний сайт АТ "Фармак". https://farmak.ua
<i>Galychpharm</i> . (n. d.). Official website of JSC "Galychpharm". https://www.galychpharm.com	<i>Галичфарм</i> . (б. д.). Офіційний сайт АТ "Галичфарм". https://www.galychpharm.com
Ge, Y., Yao, D., Ung, C., Xue, Y., Li, M., Lin, J., Hu, H., & Lai, Y. (2023). Digital Medical Information Services Delivered by Pharmaceutical Companies via WeChat: Qualitative Analytical Study. <i>Journal of Medical Internet Research</i> , (25). https://doi.org/10.2196/43812	
Huh, J., & Becker, L. B. (2005). Direct-to-consumer prescription drug advertising: understanding its consequences. <i>International Journal of Advertising</i> , 24(4), 443–468. https://doi.org/10.1080/02650487.2005.11072938	
Iankovets, T. M. (2025). <i>Digital Marketing and Impression Design</i> , DTEU.	Янковець, Т. М. (2025). <i>Цифровий маркетинг та дизайн вражень</i> , ДТЕУ.
Iankovets, T. M. (2022). Strategic management of digital marketing. <i>Scientia Fructuosa</i> , 5(145), 93–112. https://doi.org/10.31617/1.2022(145)06	Янковець, Т. М. (2022). Стратегічне управління цифровим маркетингом. <i>Scientia Fructuosa</i> , 5(145), 93–112. https://doi.org/10.31617/1.2022(145)06
<i>Interchem</i> . (n. d.). Official website of TDV "Interkhem". https://interchem.ua	<i>Інтерхім</i> . (б. д.). Офіційний сайт ТДВ "Інтерхім". https://interchem.ua
Kim, H. (2022). Patient influencers' promotion of prescription drugs on Instagram: Effects of illness disclosure on persuasion knowledge through narrative transportation. <i>International Journal of Advertising</i> , 41(8), 1541–1566. https://doi.org/10.1080/02650487.2022.2054614	
Koinig, I., Diehl, S., & Mueller, B. (2017). Are pharmaceutical ads affording consumers a greater say in their health care? The evaluation and self-empowerment effects of different ad appeals in Brazil. <i>International Journal of Advertising</i> , 36(6), 945–974. https://doi.org/10.1080/02650487.2017.1367353	
<i>Kyiv Vitamin Plant</i> . (n. d.). Official website of PrJSC "Kyiv Vitamin Plant". https://www.vitamin.com.ua/uk/	<i>Київський вітамінний завод</i> . (б. д.). Офіційний сайт ПрАТ "Київський вітамінний завод". https://www.vitamin.com.ua/uk/
<i>Kyivmedpreparat</i> . (n. d.). Official website of JSC "Kyivmedpreparat". https://kyivmedpreparat.com/	<i>Київмедпрепарат</i> . (б. д.). Офіційний сайт АТ "Київмедпрепарат". https://kyivmedpreparat.com/
Melnychenko, O. (2024). Digital marketing tools in the promotion of pharmaceutical brands. <i>Foreign trade: economics, finance, law</i> , 5(136), 98–109. https://doi.org/10.31617/3.2024(136)07	Мельниченко, О. (2024). Маркетингові цифрові інструменти у просуванні фармацевтичних брендів. <i>Зовнішня торгівля: економіка, фінанси, право</i> . 5(136), 98–109. https://doi.org/10.31617/3.2024(136)07

<i>Opendatabot.</i> (2025, September 20). https://opendatabot.ua/	<i>Опендатабот.</i> (2025, 20 вересня). https://opendatabot.ua/
Osterwalder, A., Pinier, I., Bernarda, G., Smith, A. (2023). <i>Developing Value Propositions. How to Create Products and Services Customers Want</i> : trans. from English; 2nd ed. K.: Our Format. 324 p.	Остервальдер, А., Пінєс, І., Бернарда, Г., & Сміт, А. (2023). <i>Розробляємо ціннісні пропозиції. Як створити продукти та послуги, яких хочуть клієнти. Наш формат.</i> 324 с.
Sakhnatska, N., Aliekperova, N., Kosyachenko, K., & Kostenko, A. (2023). The application of digital tools in Ukrainian pharmacies within holistic marketing. <i>Pharmacia</i> , 70(3), 625–633. https://doi.org/10.3897/pharmacia.70.e108555	
<i>State Statistics Service.</i> (2025). Price indices in August. https://stat.gov.ua/uk/publications/indeksytsin-u-serpni-2025-roku	<i>Держстат.</i> (2025). Індекси цін у серпні 2025 року. https://stat.gov.ua/uk/publications/indeksytsin-u-serpni-2025-roku
<i>UNIAN.</i> (2025, April 25). How many people live in Ukraine? The IMF publishes population estimates. https://www.unian.ua/economics/other/naseleennya-ukrajini-mvf-ociniv-skilki-lyudey-prozhivaye-v-krajini-12989370.html	<i>УНІАН.</i> (2025, 25 квітня). Скільки людей проживають в Україні: МВФ оприлюднив оцінку чисельності населення. https://www.unian.ua/economics/other/naseleennya-ukrajini-mvf-ociniv-skilki-lyudey-prozhivaye-v-krajini-12989370.html
<i>Yuriya-Pharm.</i> (n. d.). Official website of Yuria-Pharm LLC. https://www.uf.ua/	<i>Юрія-Фарм.</i> (б. д.). Офіційний сайт ТОВ “Юрія-Фарм”. https://www.uf.ua/
<i>Zdorovye.</i> (n. d.). Official website of LLC "Pharmaceutical Company "Zdorovye". https://zt.com.ua/	<i>Здоров'я.</i> (б. д.). Офіційний сайт ТОВ "Фармацевтична компанія "Здоров'я". https://zt.com.ua/

Conflict of interest. The author certifies that she doesn't have financial or non-financial interest in the subject matter or materials discussed in this manuscript; the authors have no association with state bodies, any organizations, or commercial entities having a financial interest in or financial conflict with the subject matter or research presented in the manuscript. Given that the author is affiliated with the institution that publishes this journal, which may cause potential conflict or suspicion of bias, the final decision to publish this article (including the reviewers and editors) is made by the members of the Editorial Board who are not the employees of this institution.

The author received no direct funding for this study.

Iankovets, T. (2026). Digital marketing strategies for corporate pharmaceutical brands. *Scientia fructuosa*, 1(165), 142–161. [http://doi.org/10.31617/1.2026\(165\)10](http://doi.org/10.31617/1.2026(165)10)

Received by the editorial office 17.11.2025.

Accepted for printing 24.12.2025.

Published online 17.02.2026.