

Ways to expand network marketing and e-commerce in the wholesale of medicines

Musayeva Shaira Azimovna

Professor of Samarkand Institute of Economic and Service,
Samarkand, Uzbekistan

Usmanov Farzod Shokhrukhovich

Student, Samarkand Institute of economic and services

E-mail: musaeva_shoira@mail.ru

Abstract: *This article discusses the creation of targeted proposals to understand customers and their needs in the sale of drugs, the formation of strategies for working with clusters, the development of partnerships for revenue.*

Keywords: *Drugs, advertising, client, cluster, strategy, website, concept, project.*

At the moment it is recommended to use several channels at the same time for effective advertising:

Create an official website and develop its concept. Landing pages are suitable for promoting a specific product (biological supplements, medications, vitamin complexes) - one-page sites. On the site you can highlight the main advantages of the drug / manufacturer, indicate its content, post comments, leave a feedback form with customers.

Development of special projects. Close medical blogs, channels on video hosting sites, publications on third party resources work well in this area. For example, to sell immunomodulators, you can create a collection of articles on strengthening the immune system, where you can encourage people to buy the advertised product.

Development of social networks. Major pharmaceutical companies have long maintained Instagram pages, Facebook communities, and YouTube channels. With proper advertising, they convert well, increase brand awareness, and gain loyal customers.

Advertising in the media. The marketing departments of pharmaceutical corporations work closely with TV channels and radio stations. A popular trend is drug advertising by millionaire bloggers on social media.

The main idea of customer analysis is to get the maximum amount of information about customers from internal data. The source of such information in the pharmacy network can be, in particular, checks. And if there is a loyalty program on the network, you can have more opportunities for analysis and answers to many questions. Due to the collected data, the number of network customers, their characteristics (gender, age, shopping frequency, average check, shopping relationship, basket width, check length, etc.), consumption patterns by regions and outlets, as well as targeted, relevant communication with customers options.

Mutually beneficial cooperation in the exchange of data between the network and the manufacturer is possible. This is a big plus for the manufacturer, as a deep understanding of the characteristics of the end consumer allows for more accurate planning of advertising and promotional activities, as well as communication with the end consumer on behalf of the pharmacy network.

Of course, all customers are different. Therefore, segmentation is used to better understand the consumer and his needs, allowing customers to be divided into different groups. Segmentation

can be done according to various criteria - gender, age, geographical factor, lifestyle and so on. ABC-, RFM-analysis (English Recency Frequency Monetary - recipe, frequency, money) is used for segmentation. Segmentation by stage of the life cycle is also popular in Western markets.

Customer life cycle is a term that describes the stages in which a customer becomes acquainted with a company's product, makes purchasing decisions, pays, uses, and becomes a loyal consumer. In the ideal scenario, the value of the brand / company in the eyes of the customer increases over time and he becomes a loyal customer, but often there is a change in value over time: the value increases and then decreases. The dependence of the customer's value on change over time is, as a rule, graphically illustrated. This is the curve of the customer's life cycle.

Customer communication strategies at different stages of the life cycle can be different:

New customers: welcome program for new customers, newsletters.

Well-known active, stable customers: birthday greetings, loyalty program offers.

Inactive client (stopped active for 3 months): reactivation programs, research, and suggestions.

Lost customer.

Of course, new customers are constantly appearing, some are leaving, and some are becoming a permanent core. How do you know how many customers are a stable core and how many are regular customers? The "leaking bucket" model helps to determine this. This model assumes that customers are divided into several groups according to life cycle stages. You can use names like "new", "stable", "churn", "random". Depending on the nature of the behavior at different times, the client falls into a specific segment. Thus, the use of the "leak bucket" model allows us to understand the percentage of customer failures, how many new customers need to be recruited to cover the breach, and so on.

It is useful to understand the structure of a client's asset only in terms of life cycle stage or socio-demographic characteristics. After all, someone comes to the pharmacy for medicine, someone for vitamins, someone for care or medical cosmetics, someone for goods for children.

It is therefore inappropriate to offer the same offers to all customers. Instead, different offers and communication methods should be applied to different groups of customers. Clustering tools can be used to separate such groups.

Clustering is the process of dividing a given sample of objects into small sets (usually incompatible) called clusters, so that each cluster consists of similar objects, and the objects of different clusters differ significantly.

What is the difference between segmentation and clustering? Segments are predefined and clusters are undefined. Clusters require interpretation as opposed to segments. In segmentation, the result is always predictable. Clustering, on the other hand, can be fraught with "surprises".

Clustering clearly identifies differences between customers, allowing them to manage their heterogeneity. This tool helps to take a completely new look at the customer structure and build relationships with customers. The purpose of clustering is to gain new knowledge from your own data. It's like finding a treasure in your basement.

Understanding customers and their needs allows you to create targeted offers. Using clustering for a loyalty program can help, in particular, formulate a strategy for working with selected (priority) clusters, develop a communication plan with a focus on clusters, calculate the economics of working with clusters, model revenue, and generate additional revenue. income, to develop partnerships

Digital marketing is a new stage in the development of the pharmaceutical industry in Uzbekistan. Pharmaceutical and medical organizations are beginning to take advantage of technological innovations that allow patients to learn more about their condition and monitor their

health, allowing physicians to communicate more quickly with patients throughout the treatment process.

Some pharmaceutical companies are trying to understand the true value of digital technology, while others are already adding it to a broader marketing strategy. However, not all companies can sell pharmaceutical products online because they produce prescription drugs, which cannot be sold that way. However, they use digital methods to communicate with medical staff and patients. For example, Pfizer responds actively and responsibly to customer inquiries through social media, using YouTube, Facebook and Twitter to communicate with customers. Johnson & Johnson was one of the first to launch its own dedicated YouTube channel.

More and more pharmaceutical organizations are using social media sites or e-commerce sites as a digital marketing platform that allows customers to get information about pharmaceutical products and order or purchase products online.

Changes in the behavioral patterns of society due to digitalization and modern communication technologies allow consumers to access services and purchase goods through the use of online services. Promotion of medicines, medical devices, dietary supplements,

The use of pharmaceutical services, digital marketing tools and methods on the Internet is a promising direction for the development of pharmaceutical organizations.

Electronic devices connected to the Internet have become an integral part of modern life, which contributes to the growth of the number of online orders in all areas.

retail. The period of self-isolation and restriction of movement during the Covid-19 pandemic highlighted the need to develop online services for consumers. A large proportion of patients apply for booking medications, vitamins, dietary supplements, which in turn is a driving mechanism for the development of digital marketing, sales in online pharmacies. In the field of over-the-counter drug sales, home delivery is relevant because many patients have limited access to personal visits to pharmacy organizations.

Technological innovations in healthcare and pharmaceuticals allow patients to learn more about their condition and monitor their health. New technologies allow doctors to constantly monitor the condition of patients, to quickly convey their messages and recommendations to them, as well as to express their views on any side effects when using a particular drug therapy.

Mobile technologies, social networks and other forms of digital marketing already allow pharmacy organizations and pharmaceutical and medical product manufacturers to use a personalized approach to communicate and share information with end consumers, and fully personalize pharmaceutical products by improving the regulatory framework expected by the professional community in the future. there is a possibility.differentiated care between patient offline and online interactions.

REFERENCES

1. Constitution of the Republic of Uzbekistan. - Tashkent, "Uzbekistan", 2018. - 56 b.
2. Decree of the President of the Republic of Uzbekistan No. PF-60 of January 28, 2022 "On the Development Strategy of the New Uzbekistan for 2022-2026"
3. Mirziyoev Sh.M. Together we will build a free and prosperous, democratic state of Uzbekistan.- T.: Uzbekistan, 2016.- 56 p.
4. Decree of the President of the Republic of Uzbekistan dated February 7, 2017 No PF-4947 "On the Action Strategy for further development of the Republic of Uzbekistan".

115	ISSN 2349-7793 (online), Published by INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT, ENGINEERING AND SOCIAL SCIENCES, under Volume: 16 Issue: 06 in June-2022 https://www.gejournal.net/index.php/IJRCIESS
	Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

5. Decree of the President of the Republic of Uzbekistan No. PF-4947 of February 7, 2017 "On the strategy of further development of the Republic of Uzbekistan."
6. Decree of the President of the Republic of Uzbekistan No. PF-55 of January 21, 2022 "On additional measures for the accelerated development of the pharmaceutical industry of the republic in 2022-2026"
7. Soliev A., Vuzrukxonov S., Marketing, market science. Textbook. - T.: Iqtisod-Moliya, 2010. - 424 p.
8. Ergashkhodjaeva Sh.J., Qosimova M.S., Yusupov M.A. Marketing. Textbook. - T.: TDIU, 2011. - 202 p.
9. Bobojanov B. R. Statistical analysis and forecasting of the pharmaceutical market in Uzbekistan. Scientific electronic journal "Economy and Innovative Technologies". № 6, November-December, 2020.
10. B.Xamidov. Farmatsevticheskaya otrasl Uzbekistana pri vstuplenii v VTO. <https://review.uz/post/farmatsevticheskaya-otrasl-uzbekistana-pri-vstuplenii-v-vto>
11. Kovalnogova Yu.N. Organization pryamix sale farmatsevticheskoy kosmetiki s uchëtom faktorov potrebitelskogo povedeniya. AVT. Dis. na sois., uch.stepeni k.e.n. Ulyanovsk - 2018.
12. Safonova T. A. Sotsiologicheskiy analysis sotsialnyx practical mnogourovnevogo marketing. Abstract of the dissertation on the study of science
13. Alimov R.X. and others. Marketing management. - T.: "Adolat", 2000. - 424b.
14. Vasnetsova N.V. Pharmaceutical marketing. - Moscow. 2005. 358 p.
15. Mickey C.Smith, Kolassa EM, Greg Perken, Bruc! Siecer. Pharmaceutical Marketing. Principles, Environment and Practice. New York. London. Oxford. 2005.-p.382
16. Shane P. Desselle, David P. Zgarrick. Pharmacy Management Essential! for All Practice Settings. - Me Grow Hill Medical.- 2011, - P.652.
17. Data of the Pharmaceutical Industry Development Agency under the Ministry of Health of the Republic of Uzbekistan
18. Data of the official website of the Statistics Committee of the Republic of Uzbekistan