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To strengthen the competitive position of Ukrainian pharmaceutical companies in the global market, it is necessary to take the following measures: to expand the program of affordable loans for the pharmaceutical industry.

At the present stage, the Government of Ukraine has implemented a progressive policy to support the development of small and medium-sized businesses by providing affordable loans at low interest rates, but, in our opinion, there is a need to expand such programs to priority sectors of Ukraine's economy, in particular the pharmaceutical industry.

Thus, the methods of achieving sustainability in the pharmaceutical business are analyzed.

### **Digital Marketing: main types, features and advantages**

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Acceleration of globalization processes in the modern world, the formation and development of the information society and economy necessitate the use of digital marketing. Traditional marketing tools are not effective enough in the context of digital marketing. In the information society, they cannot significantly affect the effectiveness of marketing activities of enterprises and their benefits. Digital marketing is the use of all possible forms of digital channels to promote the company and its products [1].

The introduction of digital marketing allows to create a transparent system of customer relations and instantly disseminate information based on the use of network communications. Among the advantages of digital marketing should be noted interactivity, i.e. active involvement of consumers in interaction with the brand of the enterprise; elimination of territorial restrictions; ease of access to Internet resources of the enterprise; real-time event management.

There are the following types of digital marketing [4]:

1) Email marketing is the sending of a commercial message, usually to a group of people via email. In the broadest sense, every email sent to a potential or current customer can be considered as email marketing. This includes the use of e-mail to send advertisements, business inquiries, and for sales or donations;

2) Content marketing is a form of marketing aimed at creating, publishing and distributing content to the target audience on the Internet. It is often used by businesses to achieve the following goals: to attract attention and attract potential customers, expand their customer base, generate or increase online sales, increase brand awareness or trust in it and attract an online user community. Content marketing attracts new customers by creating valuable and sharing free content. This

helps companies create lasting brand loyalty, provides valuable information to consumers and creates a desire to buy products from the company in the future;

3) Social media marketing is the use of social networking platforms and websites to promote a product or service, although the terms «e-marketing» and «digital marketing» still dominate academia, social media marketing is becoming increasingly popular as among practitioners and researchers;

4) Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or web page from search engines. SEO targets unpaid traffic (known as «natural» or «organic» results), not direct or paid traffic. Unpaid traffic can come from a variety of searches, including image search, video search, academic search, news search, and industry vertical search engines.

Digital marketing performs tasks such as: support for the brand image; support for launching a new product or brand; increase of recognition; sales promotion [2]. Digital marketing performs all these tasks through digital channels. Unlike Internet marketing, which is a component of digital, digital marketing uses not only the Internet, but a much larger number of channels, which in the future will only grow.

Digital marketing today uses the following digital channels: The Internet and devices that provide access to it (computers, laptops, smartphones, tablets); local networks (Extranet Intranet); mobile devices (SMS and MMS messages), the ability to install branded applications; digital television; interactive screens [3, 5]. Social networks are a modern and effective way of digital advertising. After all, the number of users of such networks exceeds several tens, sometimes hundreds of millions. Another plus - users can be residents of different countries and even continents, so with the right planning and dissemination of their actions, digital marketing helps to reach a wide audience.

As digital platforms become increasingly embedded in marketing plans and daily lives, and as people increasingly use digital devices instead of visiting physical stores, digital marketing campaigns have become predominant, using combinations of search engine optimization (SEO), social media marketing (SMM), marketing in search engines (SEM), social media optimization (SMO), real-time bidding (RTB), content marketing, impact marketing, content automation, marketing campaigns, data-based marketing, e-commerce marketing, direct email marketing, media advertising, electronic advertising. Books, optical discs and games have become commonplace.

The rating of the frequency of use of these marketing tools indicates that the first place is occupied by website optimization, which is implemented by 90% of companies. In second place is social media marketing (SMM) and social media optimization (SMO), which is used by 65% of businesses. Contextual advertising is used by 60% of enterprises, search marketing – 33%.

It can be argued that digital marketing tools begin to be actively used when the consumer is interested in purchasing a particular product. And the first signal for this is a search engine query. So, it is not for nothing that digital marketing is considered to be «inbound» or «pulling» marketing. And the role of search engine optimization (SEO) in digital marketing will only grow.

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### **Design as a powerful marketing tool**

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Typically, a marketer has only a few seconds to impress people before walking away from a product or trade show booth. That's what proper design can do: it captures and holds viewers' attention and potential buyers. When it comes to marketing, this is a critical element to consider. Visual presentations are becoming a more effective tool for marketers in today's environment. Marketing with the correct design has a beneficial impact on how the public sees any firm. It has an impact on both sales and a company's reputation. The days when user interface was thought to be a field that only designers cared about are long gone. Creating a positive experience is increasingly critical to meeting corporate objectives. This makes user experience (UX) a top concern for marketers [1, 2].

There is the proper link between user research and market research, which is an important component of UX. Marketing research should include analysis of business goals, brand loyalty, brand message, marketing reach and traditional areas. UX research includes analysis of user needs and desires, measuring and improving user experience. Combination of these two spheres gives understanding of consumer portraits, information for analytics and data for competitive analysis. Based on research, each of these techniques attempts to develop a superior design solution. Market research assesses factors such as a target market's loyalty to a brand and product or the size of a target audience. UX research discovers user desires and requirements, which improves outcomes through enhancing engagement. When it