

Green Pharmaceutical Company's Social Network Marketing Strategy Framework

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Introduction. For every company, including healthcare organisations and institutions, being the distinguishing, unique function of the business (Kotler et al., 2012), marketing has become the philosophy of management that recognizes that the success of the enterprise is sustainable only if it can organize to meet the current and prospective needs of customers more effectively than competition (Doyle, 1998).

Moreover, under the marketing concept, the paths to sales and profits are customer focus and value (Kotler & Armstrong, 2001); thus, marketing tries to get the organisation to develop and offer what the customer will find of real value (Doyle & Stern, 2006).

Even more, key ingredients of the marketing management process are insightful, creative strategies that can guide marketing activities (Kotler & Keller, 2012). In other words, marketing strategy represents a model or a "road map" to achieve specific business objective.

Nowadays, social network marketing has become a common strategy for local and global companies for many reasons such as: effectively communication with customers, building community of followers, increased brand awareness and brand recognition, and many others.

Aim, Materials and Methods. The aim of the given research is to develop social network marketing strategy framework for a green pharmaceutical company, based on theoretical and practical research of marketing strategy development.

The methodology of the research is focused on the positivistic paradigm, using deductive reasoning. Time horizon is cross-sectional, and the research strategy is case study and survey. Methods of data collection are primary sources using online and offline customers' questionnaires, as well as structured interviews of experts in the field of marketing. Questionnaire sample size is 263 respondents, expert interviews sample size is 5 interviewees. The approaches to the research are mixed methods (combination of qualitative and quantitative methods), and netnography (observation of online communities). For data analysis, the following tools are used: Webropol Survey Report Tool system, SPSS programme and Microsoft Excel.

Results. In accordance to the results of research, it has been decided to propose the development of perceived quality or brand-based advantage as the core strategy for value proposition for social network marketing strategy framework. Further, research results revealed the association and perceived product features by customers that are recommended to use in building value proposition, which is the part of core strategy for the social network marketing framework.

Moreover, the analysis of the results identified the associations between the age groups of the customers and their willingness to pay more for green pharmaceutical products, and the age groups and the customer's satisfaction with the product need. Thus, following the impact of the given variables, it is recommended to use value-based segmentation as part of social network marketing strategy framework. On the basis of theoretical and practical research, a social network marketing strategy framework for a green pharmaceutical company was developed.

Conclusions. The research presents framework for the marketing strategy; therefore, it is recommended to develop a more detailed marketing plan for each segment of the strategy focusing on each product group separately, as the company's offering is different in relationship to the target audience as well as therapeutic intervention.