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**MANAGEMENT OF MARKETING ACTIVITIES OF  
AGRICULTURAL FORMATIONS IN THE  
CONDITIONS OF EUROPEAN INTEGRATION**

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**Lohosha R., Mazur K., Hontaruk Y., Babyna O., Babyn I., Belkin I.,  
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Revkova A.**

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## ANNOTATION

In modern conditions of global and transformational changes, the role of management of marketing activities of agrarian enterprises is growing. Understanding and using the concept of marketing in the management of agro-industrial enterprises in the conditions of European integration is a mandatory element of effective entrepreneurial activity. The quality of marketing activity in management is decisive, as it determines the highly profitable rhythmic activity of the enterprise.

Studies of agricultural enterprises of Ukraine confirm that, although the implementation of marketing is becoming more and more widespread, all existing forms of management of marketing activities are not yet fully used. What would ensure the competitiveness of agricultural enterprises, adaptation to constant changes in the external environment and market conditions, stability of economic conditions.

Management of marketing activities plays a significant role in the development and effective operation of an agricultural enterprise. It is effective work in the field of marketing activity management that will increase the competitiveness of an agricultural enterprise, expand its opportunities to enter new markets, and lead to an increase in product sales and profit growth. Due to inertia, many enterprises do not pay attention to the importance of such a component as marketing management, which in the future negatively affects their economic indicators. The article examines the main features of marketing management of agricultural enterprises of the Vinnytsia region and Ukraine as a whole in the conditions of European integration. The significance of the research on the management of marketing activities, which is necessary not only for profit, but also for being competitive in the market, is determined. The necessity of using an integrated marketing approach is substantiated. The expediency of using modern methods of product promotion has been determined

The scientific basis of managing the economic development of agribusiness entities is revealed in the works of Ukrainian economists - V. Andriychuk, I. Balaniuk, I. Gryshova, G. Kaletnik, M. Malik, P. Sabluk, A. Tretyak, O. Shpykulyak and other scientists. Theoretical issues of strategic management are highlighted in the scientific

works of M. Albert, O. Amosov, I. Ansoff, Y. Zavadskiy, M. Meskon, G. Mintzberg, H. Mostovoi, G. Odintsova, M. Porter, A. Thompson, A. Fayol and other domestic and foreign authors. The theoretical principles of marketing activity management became the object of research by H. Armstrong, L. Balabanova, O. Varchenko, A. Voychak, O. Gudzynskiy, P. Doyle, H. Kaletnik, S. Kamilova, F. Kotler, Zh-Zh . Lamben, I. Lytovchenko, L. Naumova, M. Oklander, O. Osnach, P. Ostrovsky, A. Pavlenko, I. Reshetnikov, M. Sakhatsky, I. Solovyov, O. Chirva, O. Shpychak, many other domestic and foreign scientists.

Theoretical studies and practical recommendations of the mentioned scientists formed the general methodical basis of marketing management of agricultural enterprises. However, research on the management of marketing activities of agribusiness subjects is not sufficiently systematic and complete.

In the practice of domestic agricultural enterprises, there are a number of shortcomings that reduce the effectiveness of marketing activities in the conditions of European integration. These include: chaotic use of individual elements of marketing, reduction of marketing functions only to stimulating the sale of goods, food, orientation to the short-term perspective, lack of flexibility and ignorance of consumer requests.

To solve these tasks, it is necessary to develop measures to promote the sale of products through the formation of a sales support system and the development of cooperation with the EU. In these conditions, the role of marketing activity of agricultural enterprises increases and the need to develop recommendations for the organization and development of marketing tools in agro-industrial production at the level of enterprises and the region, which determines the relevance of this scientific research.

The results of the research presented in the monograph were carried out as part of the initiative theme of the Department of Agrarian Management and Marketing of Vinnytsia National Agrarian University "Development of the concept of management of marketing activity of agricultural enterprises" state registration number: 0122U002111. for 2022-2024

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#### **14. The use of modern internet resources and services in the planning of marketing activities of agrarian enterprises**

Globalization of activities and reduction of transaction costs.

The Internet significantly changes the spatial and temporal scales of conducting commerce. It is a global means of communication that does not have any territorial limitations, while the cost of access to information does not depend on the distance from it, in contrast to traditional means, where this dependence is directly proportional. Thus, e-commerce allows even the smallest suppliers to achieve a global presence and do business on a global scale. Accordingly, customers also get the opportunity to choose globally from all potential suppliers offering the necessary goods or services regardless of geographic location. The distance between the seller and the buyer plays a role only from the point of view of transport costs already at the stage of goods delivery.

The modern intellectual complex of market theory operates with a fairly definite list of factors and models of their functional influence. However, the creation of a common universal market model remains the subject of scientific research. Evaluating the effectiveness of a market model requires a comprehensive, integrative assessment of the many factors and elements that make up this model. Post-industrial interpretation of the effectiveness of the market model involves maximizing the benefits for all market participants, a number of socio-economic indicators (number of jobs) profitability, maximum satisfaction of needs. Engineering in the field of market functioning/regulation should be considered as a process of manipulating quantitative ratios on the set of given formulas and constraints, which together will reduce market management to a logical technical operation, the feasibility of which is expected in the form of general social growth. We see that market management – the implementation of targeted influence on this institution – is both a simple and extremely complex operation. The complexity is due primarily to the need to comply with the limitations



and objectives of management (influence), which makes it impossible to involve other motives – political, personal, opportunistic, corrupt and others [264, p. 43].

The time scale in the Internet environment is also significantly different from the usual one.

The high efficiency of the Internet's communicative properties makes it possible to reduce the time it takes to find partners, make decisions, make deals, develop new products, etc. Information and services on the Internet are available around the clock. In addition, its communicative characteristics have high flexibility, which allows you to easily make changes to the presented information, thereby maintaining its relevance without time delay and distribution costs.

These effects also lead to a significant reduction in transaction costs, i.e. costs associated with establishing and maintaining interaction between the company, its customers and suppliers. At the same time, the cost of communications, compared to traditional means, becomes minimal, and their functionality and scalability increase significantly.

Several levels of e-market development can be distinguished. The first level of using the Internet for business is the transfer of information about the company's products and invitations to cooperation. This method expands the possibilities of advertising and provides two-way communication. The second level is e-commerce. It allows customers, without leaving their homes, to order products and services directly on the website, and then receive them in the traditional way. The state-of-the-art is the use of the Internet and other electronic devices to improve the efficiency of all aspects of economic relations, including sales, marketing, financial analysis, payments, employee sourcing, customer support and partner relations. This level characterizes the economy, which has received the name “electronic economy”, entrepreneurship in it is “electronic business” (“electronic commerce”), the market is “e-market”.

An electronic market is an open market in virtual cyberspace, it a way of conducting business using modern information technologies, capabilities of computer networks and other special electronic systems, which allows to increase the efficiency

of connections and relations between market participants and increase their mutual benefit [265].

Now everything in the world is moving to an electronic digital format. All disappear restrictions on the storage and use of information. Human society becomes information-rich, and information is the main product that a person will deal with in his activities both at work and at home, including the sphere of entertainment. F. Kotler in his book “Marketing in the Third Millennium” called digitalization one of the powerful technological forces that will influence the development of the economy in the new century.

Marketing management of the enterprise or Marketing Management is one of the most modern and promising approaches to managerial activity in the fast-moving macro- and microenvironment. It implies a management process that directs all the company's resources to meet the needs of customers and achieve the goals of the company itself, and requires a systematic marketing analysis that provides answers to questions related to the activities of the entire company: What to produce? To whom, how, how much, where and at what prices to sell? What promotion methods to use to support sales and how to apply them?

Thus, marketing is a technology that allows you to invest capital as effectively as possible and ensure high competitiveness in the markets of the company's presence. This wording in itself sets certain requirements for marketing software products. It should be a complete technology for solving marketing tasks, which allows you to store and analyze huge information arrays, which include not only internal management accounting data, but also external data: about buyers, about competitors, about the macro environment. Let's define what is included in the concept of “specific marketing tasks”, and based on this, we will answer the question: “What is marketing software?”.

The main thing for the company and the director is business profitability. So, the main task for the marketing department is to ensure this profitability in the short and long term.

The marketing service at the enterprise should help the director make decisions about his business and implement these decisions. Thus, the basic functions of the

marketing department are to help the director make business decisions and implement them.

Any software is a software shell for working with information.

Marketing software should perform two functions:

1) accumulate useful information and, based on it, make “text blanks” for the director on the necessary qualitative information and propose algorithms on marketing principles for processing quantitative information;

2) plan the implementation process and monitor the progress of the business decisions made.

Ideal marketing software is a system that provides the director with consulting services in the field of quality decision-making (offers text blanks with decision-making options); consulting in the field of rules and principles of processing quantitative information for marketing purposes from other accounting and financial software products (offers a text description of the rules and principles of processing information for marketing purposes); on the processing of this quantitative (digital) information (offers working marketing mathematical models); planning of implementation processes and control of the implementation of business decisions.

The main software applications used by marketers in their activities are:

- text editors designed for working with documents or texts, which allow you to create, format, edit texts when users compose various documents. A text editor is a basic software product for organizing paperwork in an electronic office in marketing;

- spreadsheet processors (electronic spreadsheets), serve to process data organized in a tabular manner;

- database management systems designed to automate procedures for creating, storing, and maintaining data. Internal information organized in the form of databases of balance sheets, financial reports of the enterprise, production plans, and technical specifications is used for effective marketing activities.

After analyzing the state of the software market, we can conclude that a huge number of software products for marketing, both foreign and domestic production, are divided into the following classes:

- corporate information systems that include a marketing module;
- specialized programs that make it possible to automate certain marketing functions;
- programs with a marketing component.

Corporate information systems (CIS) have their own characteristics due to their construction, which consider certain concepts and build their work in accordance with them.

Additional software may include:

- packages of multimedia systems containing instrumental means of script management of a video film on the marketing activities of the enterprise; creation of groups of objects included in the film; manipulation of raster images; generation of animated images; importing files of various formats; adding text; creation of the simplest programs in an object-oriented language;
- communication programs for connecting to the corporate, regional and global network for the purpose of obtaining information about the state of the market, transmitting advertising brochures;
- text translation programs from one language to another, which is extremely relevant for the organization of the enterprise's foreign economic relations;
- packages of application programs for the organization of document management, which provide marketers with the means of quick access to the necessary documents, the ability to build connections between different information and effective data search mechanisms

Depending on the technologies used, software tools can be divided into categories:

- tools for preparing documents based on the hypertext language;
- software products based on the SGML (Standard Generalized Markup Language) standard, which is a set of rules for describing the structure of any document;

– programs that convert documents from any application into a portable format, which makes it possible to read, print and distribute documents without the applications with which they were created;

- systems that make it possible to collect information from various files, written in free form, and combine it into a single structure.

SMM, which is currently very popular, can also be attributed to the modern methods of the enterprise's marketing activity. Social Media Marketing (SMM), or marketing in social networks, is one of the ways to promote a business, which increases traffic and attracts the attention of potential customers to the company using social networks. The main advantages of marketing in social networks and the Internet:

- Users do not treat social media promotion as advertising, so they trust this information more than advertisements.

- Wide coverage of the target audience, it is possible to attract visitors regardless of their regional affiliation.

- Targeting (segmentation of users into groups): the ability to select the target audience with a high degree of accuracy.

- The presence of feedback with the target audience, which allows you to quickly respond to the wishes / comments of potential customers.

- Prompt response to advertising: Unlike search promotion, there is no need to wait weeks for a response to a post on a social network or blog. The speed of gathering and exchanging information is very high. Disadvantages:

- Does not give instant results, may take a considerable period of time to achieve visible results.

- To ensure a long-term result, constant work is necessary: updating information, publishing news, author's articles, posts, etc.

- It is impossible to accurately calculate the budget of an advertising campaign; the total cost depends on many internal and external factors. Less popular compared to classic search promotion. Users usually search for products and services of interest to them using search.

- The possibility of seriously spoiling the reputation - it is enough just to make a few mistakes in the comments, in the selected topics of the post [266].

Recently, marketing methods focused on promoting products via the Internet have been in active demand.

SM-marketing (SMM – Social.) is becoming important for enterprises and institutions.

Media Marketing), that is, conducting work on attracting traffic and promotion products in social media. Currently, social networks, personal blogs, forums, video hosting, news portals, and any other places of concentration of Internet users are considered social platforms.

Our goal here is to review the SM toolkit and evaluate how suitable its individual groups are for use by specialists of Ukrainian enterprises and institutions.

Usually, in a modern company, SM marketing is carried out by an SMM manager, but if the company does not provide for such a position in its staffing schedule, then the promotion in social media is handled by specialists of the SMM agency on the basis of outsourcing.

The responsibilities of an SMM manager include a fairly wide range of activities, but they all stem from the understanding that the success of SMM promotion on various social platforms depends on carefully tracking the changing interests of their users, monitoring trends and influencing users with the help of created content.

Nowadays, an SMM manager most often manages targeted advertising in social networks. SM advertising, unlike contextual and banner advertising, has a clear focus on the social status of the person to whom it is related, and separates users by age, gender, occupation, place of residence, etc. Its functions include the development of an overall SMM promotion strategy. This strategy involves addressing the content, timing, and meaning of the content presented to potential users. The SMM manager participates in the creation of social platforms: communities in social networks, blogs, channels for hosting video files, etc.

It also organizes traffic to the company's site through social networks, integrating such a site with social networks. This contributes to increasing the number of

transitions to the corporate site, increasing the number of site visits due to targeted work with the target audience. For companies that have their own online stores or for virtual trade projects, the SMM manager actually organizes sales from social networks.

A very important function of an SMM specialist is to manage the reputation of a company or brand with the help of properly constructed work on creating a positive image of the company, which is formed during communication in comments, for example, social network groups, preparing e-mails, publishing posts, creating and implementing video scripts . The main distinguishing feature of content in SMM is the unobtrusiveness and friendliness of the marketer.

It is interesting that in connection with the specifics of work tools in various social networks, the difference in the preferences of their audiences, the work specialization of specialists has developed in the SMM market - individual SMM managers specialize in promotion in various social networks, for example, separately in Facebook, Instagram, Twitter.

Some time ago, it appeared widely on thematic resources of the Internet a list of one hundred SMM promotion tools authored by Damir Khalilov, CEO and founder of Green PR, as well as a list of forty such tools adapted to the realities of Western business is now known. Despite their criticism by Russian Internet marketers, they still remain the most comprehensive classified collection of the latest Internet marketing tools in social media. Allow us to present the version of SMM tools adjusted by us for Ukrainian realities with our comments and considerations.

The first large group of SMM tools includes measures and actions with creation and promotion of brand communities, namely:

1. Creation and promotion of company communities in social networks.
2. Creation and promotion of meetings/events.
3. Purchase of existing communities.
4. Posting information about goods and services in existing communities.
5. Sponsorship of thematic communities.
6. Creation and promotion of Fan Page on Facebook.
7. Support of communities of “civilian marketers”.

8. Support of communities of company employees.

9. Creating a community network for each product/service.

Of all the groups of instruments, this one is currently the most transparent and widespread and is 100% suitable for use by Ukrainian companies and institutions. Thus, in the work practice of many Ukrainian companies, active creation and promotion of communities of customers and brand supporters in social networks, meetings and events, placement of information about services in existing communities, support of communities of company employees is observed.

Only the concept of civilian, or citizen, marketers needs an explanation here. Let us quote E. Kuprash: “The Western world and especially the USA sometimes bend the stick when it comes to the principles of civil society. Freedom of speech, freedom of religion and even the notorious tolerance are those democratic values that are firmly in the minds of Europeans and Americans and for which citizens of the Western world are ready to go to the barricades. In this they can be understood. But when the news reports that thousands of fans of the TV series have taken to the streets to protest its cancellation, or when a singer's fans raise money to pay a studio to record her new album, or when a consumer group demands that a global beverage maker return their favorite brand of soda – this is at least unusual.

However, do not rush to twirl your finger near the temple and call Europeans and Americans “sick in the head.” The habit and desire to consume specific products of a certain brand is in the genetic memory of Western people and, one might say, is reduced to the rank of civil liberties. Consumer habits and genuine love for brands push fanatics to the barricades - sometimes even in the literal sense of the word” [267].

Let's remember that the ancient Athenians lived under the rule of their city-state (polis), it was not yet called citizenship, it was Politeia. The word Politeia includes the concept of “community of citizens”, “form of government” and even “way of life”. Citizenship was not a political concept, but manifested itself as a culture in everyday life. When ordinary people replenish their collective knowledge (about companies or a brand) by posting it in their blogs, podcasts, websites, it can be said that this is their way of life. This is their idea of the need to do something for the common good. This



can also happen for commercial purposes. For “civilian marketers”, their work and membership in marketing communities (Internet communities) is part of their hobby, their Politeia. It is a form of citizenship in an age where marketing has become culture.

B. McConnell and J. Huba, authors of the book “The Content Epidemic. Marketing in social networks and the blogosphere”, such “ideological” people are called marketing citizens, but two more terms are common among researchers – social brand activists and social brand supporters.

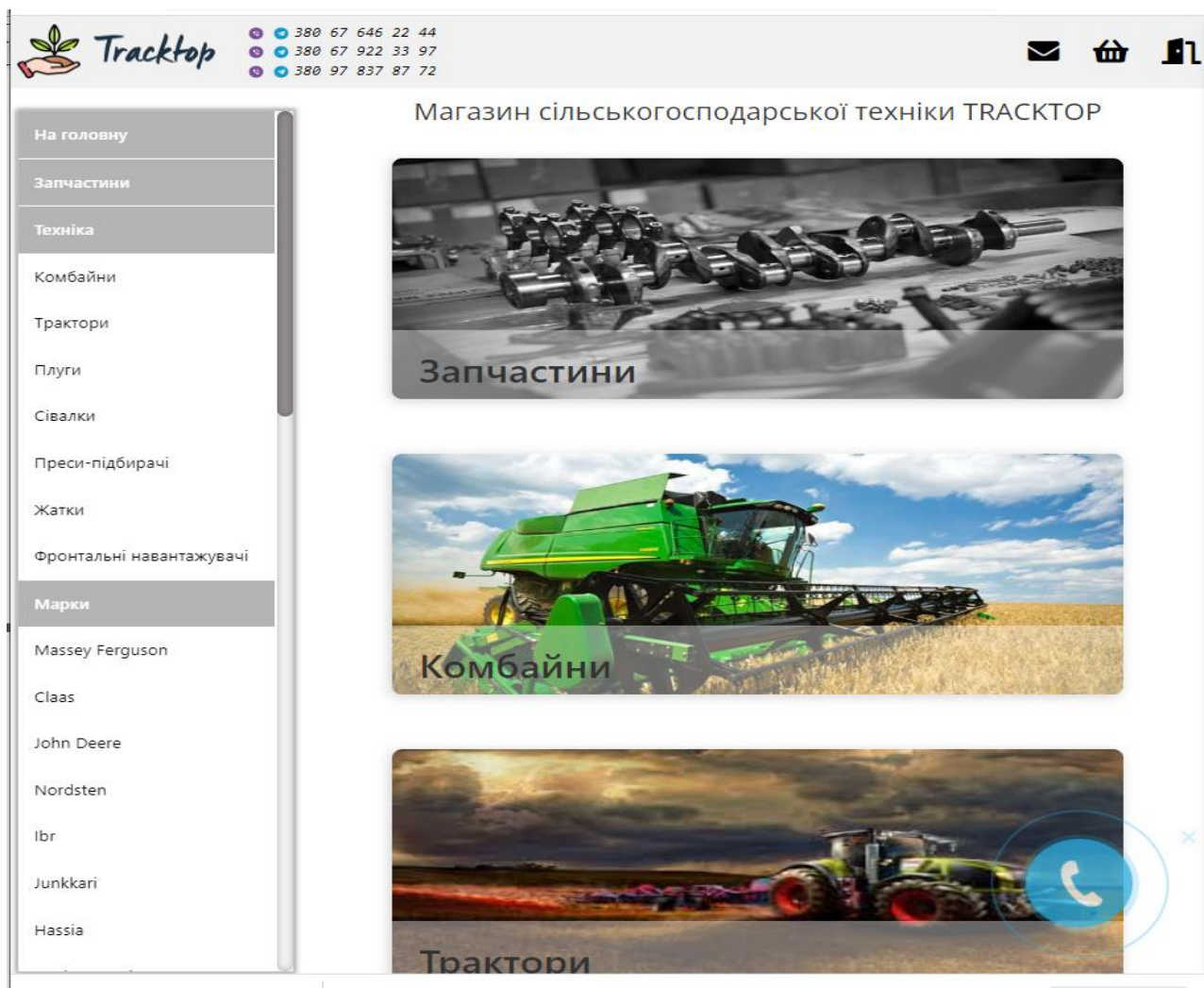
Most brand activists are quite constructive people with common sense. If a person has a penchant for a brand, it's easy to establish contact with a marketer. Brand activists are also good because they always provide feedback. Constantly talking to them is now easier and cheaper than conducting marketing research.

The second most important group of SM-marketing tools for Ukrainian companies seems to us to be the following list of methods for creating and developing their own information platforms:

1. Management and promotion of a corporate website/blog.
2. SMO site/blog optimization. The concept of SM-marketing is closely related to SMO (Social Media Optimization) - optimization of sites/blogs to improve and simplify work with social networks. SMM and SMO can now be compared to the work of the front- and back-office of the company, although this is only an analogy.

The main principles of SMO today are the creation of content in the style of social networks with an “easy” and casual form of presentation, a large amount of illustrated text, the addition of video materials; placement on the website/blog of social activity buttons such as “Like”, “Share”, “Subscribe” for the maximum possible number of common social media; appeals to follow the news of the site/blog through social networks and placement of relevant icons (Fig. 1) [268];

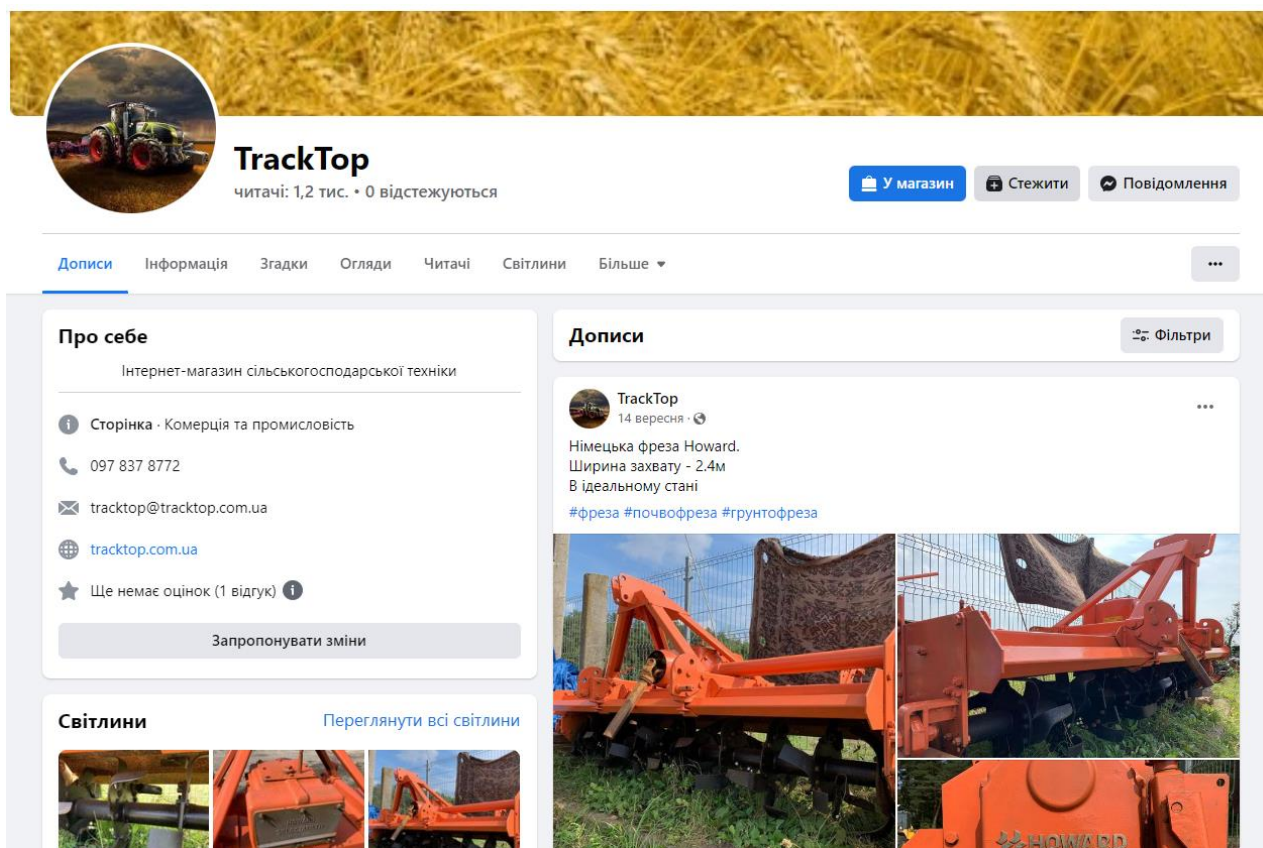
The ability to add comments to posts for communication between readers yourself and the site/blog administrator; implementation of registration on the website/blog and adding comments through social networks, etc.



**Fig. 1. Screenshot of an example of placement on the website of the company Tracktop in the networks**

It is clear that not all SMO principles are equally suitable for all types of sites. If this is a corporate resource or business card site, then comments on it, posts and registrations may be inappropriate. In this case, a separate site/blog is created for friendly communication and publication of company news (Fig. 2). The second measure of the analyzed group of SM-marketing tools – SMO-optimization of the blog – is aimed at this [269].

Thus, SMO can be considered both as a set of independent procedures and as a component of the SMM strategy. The latter also affects the classical principles of search optimization SEO (Search Engine Optimization), i.e. optimization of the site/blog for the work of search engines in order to improve its ranking in the results of publications for a certain search query.



**Fig. 2. Screenshot of the interface of the personalized site of the Nissan Ukraine company using the Tracktop program for friendly communication and publication of company news for customers**

Thus, SMO can be considered both as a set of independent procedures and as a component of the SMM strategy. The latter also affects the classical principles of search optimization SEO (Search Engine optimization), i.e. optimization of the site/blog for the operation of search engines in order to improve its ranking in the results of publications for a certain search query.

Promotion of a site/blog in social networks involves placing a large number of links on their pages to this site/blog. It is known that social networks are sites built on trust, with excellent indicators.

Therefore, links from them are highly valued by search engines. In addition, social media pages generate significant (and often targeted) traffic, which Internet search engines cannot fail to note.

3. Integration of the corporate website with social networks.

4. Creating branded backgrounds to decorate your communities and blogs.

5. Writing guest posts for loved ones on the topic of blogs.

6. Reposting key blog posts to social networks.

7. Initiation of placement of bookmarks on the site in social bookmarking services.

8. Linkbaiting is a promotion method based on the creation and distribution of backlinks to a web resource. It takes place on the initiative of Internet users. Translated from English, link means link, and bait means bait. The owner of the site/blog uses the content as bait to attract users, in return he receives active links to his information resource. For example, recently, linkbaiting has become an effective tool for promoting Internet stores, provided that useful content and external links are created. Ways to implement linkbaiting: test files with reviews of products and services; online tests and various checks; free expert consultations; convenient services and video materials; e-books; the ability to download certain software for free. Linkbaiting is widely used in social networks, blogs, groups, where exciting content or a post is instantly distributed on the network, increasing the targeted traffic of the web resource.

9. RSS-marketing (submission of news about the company and its products in news feeds).

10. Management and promotion of corporate Twitter.

11. Developing your own hashtag on Twitter. A hash tag is a word or phrase preceded by the # symbol. You can combine a group of messages by topic or type using hashtags. For example: #Coca-Cola,

Documentary studies and information activities, etc. Short messages in microblogs of social networks such as Twitter, Instagram, Google+, Facebook can be tagged with a hashtag. Hashtags provide an opportunity group similar messages, so you can find a hashtag and get a set of messages containing it.

12. Organization of promotions on Twitter.

13. Creation and promotion of a list of Twitter channels related to the brand.

14. Publication of statuses on Facebook.

15. Recording and promotion of podcasts on podcast directories. Podcasting is the process of creating and distributing sound and video files (podcasts) in the style of

radio and television broadcasts on the Internet, that is, a podcast is either a separate audio file or a regularly updated series of such files published on one Internet resource with the possibility of subscription. Podcasts usually have a certain topic and publication frequency. The creation and arrangement of podcasts is done by an amateur podcaster (it can be the above-mentioned activist brand) or on a professional basis. For convenient listening to podcasts, software such as I Tunes, Rhythmbox, etc. has been created, which monitors the update of podcast tapes and their automatic download.

16. Maintaining and promoting a video blog.

17. Creation of online TV.

18. Creation of a sales system through social networks.

19. Building a partner system in social networks.

20. Lead generation through company communities. A lead is a site visitor who became interested in the company's products, that is, became its potential customer. Lead generation in this case means obtaining information about the lead in various ways and turning it into a real client of the company. Lead can show interest in the company in various ways: for example, purchase one of the company's online coupons for a discount on visiting a movie or a beauty salon. If the coupon is valuable enough, many people will want to get it. For this, the leads will be ready to register and leave their contact details. They can fill out a feedback or registration form. For example, a site user needs to complete a simple registration in order to receive news of a company he is interested in. Thus, the visitor receives relevant information, and the company receives a lead. Next, you can use training to generate leads webinars, collecting names from potential customers; name; E-mail (it will provide an opportunity to contact the future lead during advertising campaigns, if the company makes a mailing); the name of the company, if the client is commercial (this information will allow you to track what kind of business he has and how much benefit he can get from the company's products; position; phone number (it is necessary for the sales department to contact the client and start a dialogue with him ) etc. You can generate leads:

- on the so-called landing page (target page). This is a web page where a visitor enters with a specific purpose: to register, download a link, etc.;

- through forms. They are located on landing pages and consist of several fields (as in the above example) that collect information in exchange for some valuable free offer for the lead;

- through an offer. This is content or anything else that has value to the visitor and is located on the landing page. The offer must be valuable to the visitor and interest him so that he shares his personal information in exchange for access to it;

- a call to action. This is usually an image, button or message that prompts the site/blog user to take some action.

The next group of SM-marketing tools relates to content promotion and consists of:

1. Writing articles for Wikipedia.

2. Implementation of thematic links in existing articles on Wikipedia.

3. Creation of lenses on Squidoo and compasses on MoiKompas. Squidoo is a service that allows anyone to create lenses - thematic pages dedicated to a certain issue. Squidoo is both an encyclopedia and a social network. Squidoo lenses are used for promotion of sites, both English and Russian. For Russian-language sites, the benefit will be an increase in Google PageRank (hereinafter simply PR), a numerical value that determines the degree of “importance” of a page in the Google search engine. It depends on the number of external links to this page and their weight (importance), in other words, on the number and quality of links. PR is an algorithm for calculating page authority used by the Google search engine. PR is one of the auxiliary factors in the ranking of sites in search results. It should be noted that when calculating PR, Google does not take into account all links, but filters links from sites specifically designed to accumulate links. Squidoo lenses in combination with social bookmarks and news are good for increasing PR. In addition, links from lenses have a good effect on search positions, and can also provide additional targeted traffic to the site. Each lens should be dedicated to a single issue or theme. It can be a car model, favorite movie, hobby, city, etc. Compasses on the Russian-language resource MoiKompas have approximately the same content load.

4. Video promotion on video aggregators.

5. Promotion of photos on photo aggregators.
6. Promotion of audio content.
7. Promotion of the presentation in social networks (SlideShare, etc.).
8. Writing and distribution of social releases.
9. Placing unique free content on the site (blog) (for example, a plug-in or e-book, the text of an interesting lecture).
10. Noting users on promotional content.

SM-marketing also includes a group for activities related to conducting interactive promotions, namely:

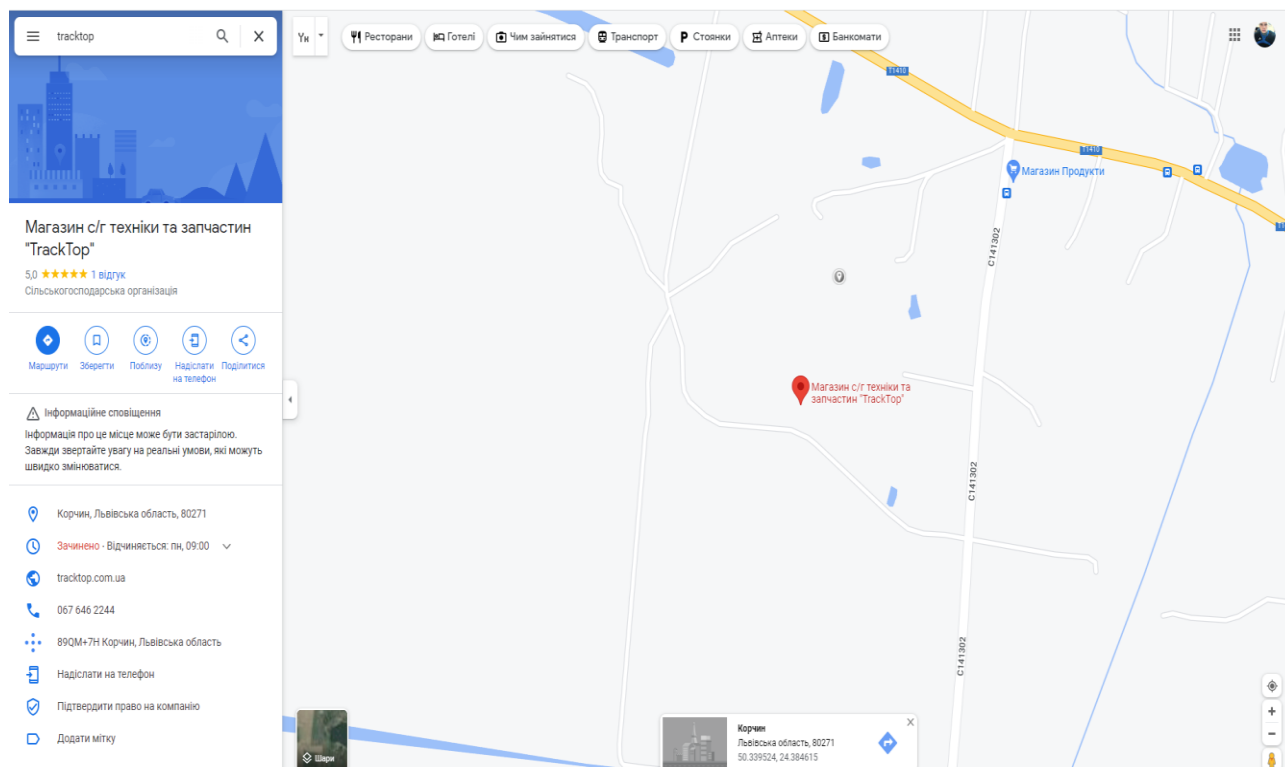
1. Conducting webinars to attract customers.
2. Conducting virtual flash mobs.
3. Participation in relays, contests and flashmobs in the blogosphere.
4. Conducting surveys related to the brand.
5. Providing exclusive product terms for community members or blog subscribers (discounts, free classes, etc.).
6. Motivating users to create brand-related content.
7. Conducting a consulting campaign with an expert in the social community.
8. Conducting an open testing campaign for thematic community participants.
9. Organization and holding of games in social networks.

In our opinion, all the above measures are absolutely suitable for Ukrainian enterprises and can be used by domestic Internet marketers.

Support for marketing purposes of interactive elements such as promotional applications, Product Placement (placing information about goods and services) in promotional applications, “branches” of online stores in social networking applications and widgets are still very new for domestic specialists and are not common.

The same can be said about the promotion of products in niche social networks, which include closed social networks such as leprosorium in Russia, content distribution in narrowly thematic social networks such as Russian Habrahabr, Dirty.ru, Profeo.com.ua, last.fm, dopple.com in Ukraine, etc.

But the current expediency of creating news on social news services, even creating your own social network, tying a brand to a geographical points on geo-services (GoogleMaps) (Fig. 3), promotion through recommendation social networks (for example, Imhonet) is not in doubt.



**Fig. 3. Screenshot of the “TrackTop” store of agricultural machinery and spare parts binding to the geographic point on the GoogleMaps geo-service [270].**

In our opinion, the SMM manager's work with “opinion leaders” is very important. Forms of such work, according to the classification of D. Khalilov, are interaction with communication hubs in social networks, organization of offline events for bloggers, conducting testing campaigns for bloggers, initiation of controlled leakage of information into social networks and the blogosphere, initiation of publication of promotional posts, involvement of celebrities in community or corporate blog, creation of closed communities for communication with “opinion leaders”.

Manifestations of communicative activity on social platforms are quite obvious and widespread tools among SM marketers, namely:

1. Communication with the audience on forums.
2. Organization of hotlines in thematic communities.



3. Neutralization of negativity on communication platforms.
4. Organization of consulting promotions on communication platforms.
5. Hidden marketing.
6. Promotion on question-answer services.
7. Publication of articles on communication platforms.
8. Creation of a customer support system in social networks.
9. Permanent representation of an employee or secretary of the brand in the widespread thematic community.

Classic viral marketing has received a “new lease of life” in social media through the creation and distribution of memes, viral infomercials, viral content, and in general, viral sites. Internet memes are information (links, texts, pictures, even conversational structures) that are usually transmitted by users to each other over the network. This is done for entertainment purposes, but other information, including provocative information, can be spread in the same way.

Of course, in the arsenal of SM-marketers, a specific weight continues to be occupied by the toolkit of bringing a branded information resource to the ratings and tops, for example, to the top of Livejournal (Live Journal) or another sector of the blogosphere, targeted and media advertising in social networks, placing ads here, etc.

In my opinion, the following group of personal branding techniques is called to increase the level of trust of potential customers in the company's products, which is one of the most important components in the concept of relationship marketing. These methods are quite labor-intensive, but the results of their use are impressive.

The group includes: creating and promoting a personal profile; creation and promotion of a promotional character; running a role-playing blog on behalf of a promotional character; branding of user avatars; accumulation of “fans” in social networks Facebook, Instagram, Twitter; the participation of a company representative in the management of a popular collective business on the Internet. The analysis of groups of SM-instrumentary made it possible to identify the most used of them at the present time in domestic areas and promising ones. There are also those that do not integrate well with the national mentality, for example, work with brand activists. But

in general, the analysis showed that work with the target audience in social media is currently the most promising form of marketing work, the possibilities of which are extremely expanded by modern Internet communication technologies.

The whole essence of the above-mentioned use of Internet services and resources is to increase the profit of both industrial and agricultural enterprises, all this can be described by the term – economic efficiency.

The economic efficiency of building an enterprise e-commerce system based on a web server in the Internet environment can be defined as the ratio of the result of its application to the costs associated with the development and operation of the system.

The definition of economic efficiency is based on the definition of the main cost items and the reduction of costs thanks to the use of the electronic commerce system.

Total costs can be divided into one-time capital costs and operating costs.

One-time costs include:

- costs of initial analysis and planning;
  - the cost of the necessary equipment;
  - software cost;
  - investing in the organization of communication lines and additional equipment;
  - the cost of auxiliary equipment, for example, computer equipment, required to update information on the web server and its design or to perform functions to ensure the operability of the web server;
- expenses for the training and retraining of personnel, in the case of their involvement in ensuring the performance of the web server.

Operational costs include:

- staff wages;
- expenses for auxiliary materials;
- contributions for a domain name;
- rent for communication channels;
- payment to the Internet service provider for providing access to the web server from the Internet, for providing space on one's own server, or for maintaining the company's web server in the case of placing it with the provider;

- depreciation deductions;
- additional costs in case of involvement of third-party companies in the development of the server, its design, performed functions;
- expenses for advertising campaigns, etc.

The sources of savings depend on the functions performed by the web server.

Savings arise due to the use of electronic communications instead of traditional ones: costs for printed products, for telephone conversations and sending faxes are reduced; thanks to the provision of the necessary information, pre- and post-sales support for consumers is provided; when organizing a virtual store, the need to organize a traditional store and the corresponding costs disappears; in the case of using Internet channels, the need to use traditional distribution channels disappears.

At the same time, it should be taken into account that the implementation and use of a web server is not a one-time task, this process is always stretched over time.

In addition, it should be taken into account that, in addition to reducing costs, the organization of the presence of the firm on the Internet with the help of a web server can bring profit with the help of:

- improving the image of the company's trademark;
- promotion of the company's goods;
- acquisition of new consumers;
- adding a new product distribution channel;
- improvement of service to existing and potential customers.

Assessment of integration with the information system of the enterprise

Evaluation of organizational aspects reveals the integration of new ways of building marketing activities of the enterprise into the structure of the existing enterprise.

The indicator of integration with the existing information system characterizes the degree of combination of performance of various functions of the new and the existing information structure.

As an example of performed functions, it is possible to cite the maintenance of databases, the combination of which can, for example, reduce the number of necessary actions for entering information and thereby increase the efficiency of the enterprise.

Marketing performance indicators.

Marketing indicators characterize the effectiveness of the marketing program for the implementation and promotion of the web server in the Internet environment and determine the effectiveness of the use of web-marketing tools. They are based on the analysis of information obtained from web server log files or as a result of the use of “cookies” files. The obtained data can be used with the greatest efficiency in the case of tracking their change over time, and they can serve as criteria for adjusting both the entire plan for the implementation and promotion of the web server, and for reviewing the measures taken within the framework of the developed marketing program for the promotion of the server. The following indicators can be distinguished:

- Effectiveness of different logins to the server. It characterizes the effectiveness of using various sources of attracting visitors to the server. It is defined as the ratio of the number of visitors who used this source to the total number of visits to the server.

- Attendance of web pages of the server. Describes the popularity of server pages. Defined for each page as the ratio of page visits to the total number of server visits.

- Effectiveness of banner advertising. Determines the effectiveness of each advertising banner and allows you to compare them and improve them. It is based on the analysis of the contingent of visitors who, under the influence of advertising, used the link banner and went to the company's web server with its help. It is defined as the ratio of “clicked” (from the word click) visitors to the page on which the banner is placed, to the total number of its visitors.

- Effectiveness of converting server visitors into buyers (in the case of implementation on the web server of a virtual store). It is defined as the percentage ratio between the number of visitors who went to active actions to purchase goods and the number of unique visitors to the server.

- Number of repeat visits. It characterizes the performance of the second main function of web marketing after the initial attraction of visitors to the server, namely the implementation of a greater number of repeated visits to the server. It is defined as an average value equal to the ratio of the total number of visits to the server to the number of its unique visitors.

Example: On information server N, 100,000 banner impressions were purchased for advertising a newly created online store with CPM = \$5.50 cents.

Accordingly, the cost of advertising amounted to 500 dollars. For five days of use, the server administration provided the following information to the advertiser: the banner was shown a total of 100,000 times, while the number of unique users was 40,000 people, clicks - 2,000. Let's present these data in terms of Internet advertising:

$$\text{AD Impression} = 100\ 000;$$

$$\text{AD Reach} = 40\ 000;$$

$$\text{AD Frequency} = \text{AD Impression} / \text{AD Reach} = 2,5;$$

$$\text{CTR} = 2\%.$$

First, let's calculate the value of AD Exposure, which is approximately 70% of AD Impression and will be equal to 70,000. Having determined the ratio of the total amount spent on advertising to the value of AD Exposure, we will get the actual cost of one advertising contact for this advertising platform. It will be CPE = 0.007 USD. The cost of contacting a unique user can be calculated by dividing the cost by the AD Reach. We will get the amount of CPUU = \$0,0125. for contact It is easy to calculate the CPC value: it is defined as the ratio of costs to the number of clicks, and it is 0.25 dollars. (\$500 / 2,000).

Since the average user saw the ad 2.5 times, let's assume that 65% of the unique users who saw it remembered it. That is, we get 26,000 users informed about the new online store (the cost of each thousands of CPAW = \$19,2).

The actual number of visits to the advertised site, according to the visit counters on its home page, was 2,010, of which 1,990 were unique visitors.

Let's determine the cost of one thousand unique visitors:

$$\text{CPV} = \$500 \times 1000 / 1990 = \$251,26$$

Of the 1,990 people who visited the promotional website, 210 placed purchase orders within five days. On the basis of these 250 data, you can calculate STV and SRV:  $\text{STV} = 210 / 2000 = 10,5\%$ ,  $\text{SRV} = 500 / 210 = \$2,38$ .

However, only 200 people actually made the purchase: seven potential customers canceled the order for various reasons and three provided incorrect data when making

the purchase. As a result, the cost of selling CPS turned out to be equal to 2,5 dollars. ( $\$500/200$ ). The average amount of the order made by users was \$50, so the turnover is \$10,000. Based on the fact that the cost of each sold unit of the product is on average 45 dollars, you can calculate the profit without taking into account advertising costs: 10,000 dollars.  $-(45 \text{ dollars} \times 200) = 1000$  dollars. The net profit in this case will be 1,000,500 = \$500. Dividing the profit by the cost of banner impressions, we can determine that for every dollar invested in advertising, a profit of one dollar was obtained [270].

An interactive form was placed on the advertising site, in which visitors were invited to rate the level of service offered by the firm on a five-point scale, as well as an e-mail address for sending suggestions for improving the quality of service. A total of 200 visitors from among those who came to the server from the traffic generator used the form (therefore, the conditional price of one click-through was  $CPA = 2,5$  dollars).

**Conclusions.** This does not take into account:

- 200 involved customers who may not be limited to one purchase and will tell their friends and acquaintances that they purchased a product with the help of such a site, providing additional income;
- delayed demand – a part of potential customers, without making an operation during the analyzed time period, can return to the site later (for example, after waiting for wages) and purchase the product online or go directly to the offline store of this company, finding out its address on the Internet.

Having similarly calculated the effectiveness of advertising publication on various web resources, it is possible to conduct a comparative analysis of the advertising platforms involved, as well as to derive percentage ratios that determine the effectiveness of the display of advertising in different publishers relative to the overall results of the advertising campaign.

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