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INTERNET MARKETING SUPPORT FOR PRODUCT PROMOTION IN THE DIGITAL INFORMATION SPACE

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It is important to create methods of training business staff by using the methodology of “Twinning +” and quality management schemes of innovative institutions based on modern didactic models. Consumer-oriented determinants of the behavior of a socially responsible company in the context of the implementation of the concept of sustainable development should systematically reflect the application of multi-channel sales strategies. Online bidding platforms allow you to obtain verification data and draw conclusions about the best supplier. The option of making a based decision because of them is almost impossible. Analysis and modeling of the flow of marketing information allows using systematic approaches to outline the goals and objectives of marketing activities of enterprises. Vendors can use targeted Google advertising to create a good image for their business. Today it is appropriate to create innovative support for small and medium-sized businesses by gaining new knowledge and experience, which enhances the spread of innovation in utilities and service enterprises of the city. This is relevant in the automotive and space industries of Ukraine. The created model of communicative behavior of market participants in the space of product and information flows allows to form an adaptive marketing complex. The authors created a sequence of applications of online platforms when promoting goods in the digital information space. It is based on the implementation of online tender platforms in the organization of distribution logistics and analysis, while simulating the flow of marketing information flows in Internet marketing. The final part of this sequence is the separation of time-based efforts for risks in online sales. Some measures are taken to prevent these risks.

Keywords: Internet marketing, promotion, products, omnichannel, information space, online platforms.

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Introduction and problem statement

A balanced understanding of the processes that occur when making purchasing decisions in the digital environment, gives the opportunity to gain a competitive advantage in the market. The speed and quality of the decision-making process in digital marketing directly depends on the tools and methods used during this process. Information support of strategic management of marketing processes is the subject of research and practical development. The successful organization of the marketing activities of enterprises, considering information and communication components, is a significant determinant of the development of competitive

advantages of enterprises in the context of the introduction of digital and information technologies. The primary task of corporate relations, at the stage of development of the concept of affiliate marketing, is the provision of appropriate information support in accordance with the concept of internal marketing. Any information scheme that is included in the marketing system should be coordinated with the goal of the main vector of logistics development, on which all the developments of managers, marketers, logistics specialists should be based.

Analysis and research of publications

Forming the positioning policy of goods or enterprises, it is important to develop analytical tools

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for marketing, starting from the stage of promotion of the product offer. Therefore, the modeling of information and communication flows is relevant in the formation of tactical principles of product positioning in B2B markets in Ukraine. The research of marketing communications, product positioning is devoted to the works of such domestic and foreign marketing scientists as: O.V. Zozulov, I. Goloborodko, P. Kotler, L.L. Kusc, M. Levchenko, L. Pashchuk, E. Rise, O.M. Sobko, J. Trout, D. Szostek. However, further research is needed on methodological approaches to information support of marketing communication policy and tactics of enterprises.

In the process of organizing systemic marketing activities, information support on the Internet affects the achievement of effective sales mainly due to an increase in the level of popularity of a product and an enterprise and the creation of an image of a product and an enterprise through virtual communication advertising media. This work will consider several, according to the authors, the most significant tools for using video content in marketing.

The purpose of the article

The purpose of the article is to improve the theoretical and methodological provisions of Internet marketing support for product promotion in the digital information space.

Presenting main material

Improving the theoretical principles and practical principles of logistics business interaction is a necessary component of enterprise development in modern economic systems, focused on the consolidation of competition and rapid processing of large amounts of information. In the context of interactive business interaction, it is important to create methods of staff training of business entities using „Twinning +” methodology and quality management schemes of innovative institutions based on modern didactic models, including EFQM Excellence Model (European Foundation for Quality Management). New tools should be prepared to support the process of disseminating investments based on expert educational activities. Currently, there are organizational and market problems related to the procedure for selecting entities that implement innovations in Central and Eastern Europe, particular in Poland and Ukraine. Therefore, it is necessary to pay attention to the competencies of the personnel of enterprises that are involved in innovative interactions.

According to Philip Kotler, the introduction of the concept of socio-ethical marketing is caused by the adaptation of marketing activities to the requirements of environmental safety, varying degrees of renewable natural resources, concern for the welfare of various segments of society [1]. Indeed,

caring for the environment, environmental issues, promoting conscious consumption on social media, and morality and culture are already integral components of many brands.

O.V. Zozulov, M. Levchenko investigate omnichannel sales strategies of enterprises, highlighting the following approaches: target, brand-oriented, communication, system-integrated. The relationship between brand orientation and omnichannel in the innovative space of modern information and communication technologies, Internet platforms is rightly outlined. They rightly define omnichannel as an innovative integration of sales and communication tools aimed at combining sales channels, which allows to maintain a high intensity of sales activities of enterprises using brand-oriented sales model [2]. We believe that consumer-oriented determinants of the behavior of a socially responsible company in the context of implementing the concept of sustainable development should systematically reflect the application of omnichannel sales strategies. This allows extensive use of innovative achievements of modern information and communication technologies in the organization of effective marketing communication business interaction [3,92–97].

One of the most important factors is the digital information space. By this term we mean the many devices, technological solutions and software that surround us, help to solve systematic production actions, and in any way influence the formation of stereotypes, which ultimately affect decision-making. Thanks to modern technologies of tender platforms, it is possible to analyze the offers sent by potential suppliers in the shortest possible time and compare the conditions offered by them. Tender online platforms allow you to obtain verifying data and make an informed conclusion about the best supplier. Thanks to them, the option of making a biased decision is almost impossible. Using cataloging, systematization, and ease of access to universal and specialized trading platforms, even a layman can conduct a primary analysis of substitute products, to identify possible suppliers. It is advisable to make a preliminary analysis of the price level for products needed by the company [4].

O.M. Sobko, L.L. Kusc, representatives of the economic school of Ternopil National University of Economics, study the formation of intellectual capital of enterprises, emphasizing the feasibility of developing the concept of individual intellectual capital. Given the importance of the concept of value marketing, attention should be paid to determining the individual learning trajectory, acquiring knowledge, and expanding the capital of competencies during interactive communication. Scientists rightly emphasize the contribution of self-

improvement, professional development in the formation of capital competencies, which can generate added value [5,72–73]. We believe that in the conditions of formation of information economy it is necessary to form competitive advantages of economic agents based on monitoring and improvement of components of the intellectual capital of workers a few competences.

P. Kotler’s model of services, in today’s global marketing environment, is very popular. It reflects three interrelated units of marketing: company management, staff, and consumers [6,43].

In the marketing literature, we observe a set of approaches to determining positioning. Most researchers rightly point to the need to form a policy of product positioning, aimed at diversifying the product offer within the modern global competitive space to obtain additional customer flows. We distinguish the approach in marketing science to present the sequence of stages of formation of tactical measures for positioning: 1. definition of goals; 2. situational analysis; 3. SWOT-analysis; 4. outlining the content of positioning; 5. diagnosis and formation of the marketing mix [7]. Undoubtedly, the analysis and modeling of the flow of marketing information flows allow a systematic approach to outline the goals and objectives of marketing activities of enterprises. Situational analysis involves an analytical dissection of product, competition policy, with an assessment of their impact on consumer behavior. SWOT-analysis allows to form the necessary analytical basis for the formation of the positioning vector.

Under such conditions the process of choosing a supplier is technical, and almost does not depend on the human factor, namely the person who makes the decision. But if the last word in any case, including the choice of supplier, belongs to the person, the emotional component in decision-making will play an important role. That is why suppliers, on the other hand, can use targeted advertising thanks to the Google system to form a pleasant image of their company. The use of such marketing communications allows to form the necessary ideas, directions of thinking in the employees of the enterprise who take part in decision-making concerning purchases. Also, for these purposes, social networks, Facebook and Instagram are used effectively, today the most popular, therefore the most effective [4].

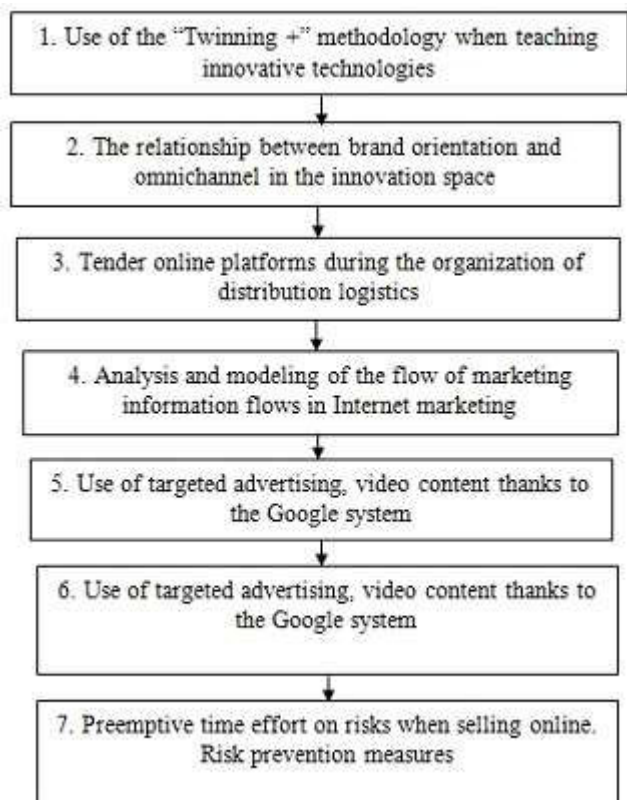
We will note that one of the best marketing actions for increase of popularity of production and the enterprise in business space of region is the advertising company. When it comes to effective advertising, it is very effective. But for the advertising communications of the regional enterprise to have a positive impact on the target groups of consumers, it is necessary to develop a strategy of the regional

advertising campaign [8,24–27]. Most marketers note that advertising campaigns are now developing rapidly in Ukraine. This leads to the emergence of many advertising agencies that create a set of types of advertising. When implementing an advertising campaign in the regions, it is important to focus on the characteristics of markets, the content of the fundamental forces of the market in the regions, consumers, products, and capital of the firm.

The analysis of journalistic and research publications on the topic of “digital marketing” or “digital marketing” shows that new components are constantly added to this term, and for existing components are constantly added clarifications and additions [9]. And this is quite understandable. The first personal computer appeared in the 70s of last century, and for 50 years, in early 2020, we have 4.5 billion Internet users, which is 59% of the total population of the planet Earth, and almost 5.9 billion – use modern mobile phones [10].

The use of online platforms should be analyzed when coordinating product and information flows in high-tech markets. We propose the establishment of the following organizational stages during product promotion in the digital information space (Figure).

Thus you can be sure that the number of Internet users will continue to increase. Moreover,



The sequence of application of online platforms in the promotion of products in the digital information space.

Note: developed by the authors based on [1;2;5;6;7]

if we consider only developed countries where the consumer level of the population is above the average, then the level of computer availability and access to the network is much higher, about 86% [11]. As a result, we have a huge contact audience. We have created a sequence of applications of online platforms during the promotion of products in the digital information space, Figure. First of all, in Internet marketing, it is advisable to use the “Twinning +” methodology, which contributes to the training of innovative technologies aimed at using mobile gadgets and resource saving in the context of the marketing sustainable development concept (stage 1).

It is significant to establish a relationship between brand orientation and omnichannel in the innovation space that is displayed in step 2. In the third stage, the implementation of tender online platforms during the organization of distribution logistics is analyzed. Step 4 analyzes and simulates the flow of marketing information in Internet marketing, determines the degree of such flows asymmetry. In the context of increased marketing business interaction, the use of targeted advertising, video content, is evaluated thanks to the Google system (stage 5). Since online business transactions incite risks, it is appropriate to highlight risks in the course of Internet promotion and compare the way price risks are outlined in step 6. The final chord of this sequence is the delineation of advance hourly efforts regarding risks during Internet marketing. A number of measures are being taken to prevent these risks.

According to other researches from January 2021, the number of active Internet users coincides with previous results and amounts to 4.7 billion. At the same time, additional data are provided that the number of users of various social networks is 4.2 billion, which is 90% of all users [12]. Therefore, the Internet in general, and social platforms in particular, is a highly capacious communication channel with potential and existing customers. Many experts and research groups argue about the significant weight of video content in marketing, in particular, according to the results of research by Demand Metric, 83% of respondents are sure that video content is very important in digital marketing [13]. And as can be seen from the same research, there are many options for using video on the Internet.

Video content began to appear on the Internet as a result of increasing technical capabilities, namely, increasing the estimated capabilities of computers and servers, increasing the capacity of information storage devices and the speed of information exchange, in the network between the client computer and the server. Until then, video content was hardly considered as a separate marketing tool.

He identified more with television and that is why the first video services that appeared on the Internet are archives, repositories and digital television. Significantly, the situation with video content has changed with the advent of the Youtube service, which provided the opportunity not only to store video and search for it, but also the ability to evaluate each video separately, and the channel where this video is published.

Expanding the functionality of the service due to the ability to subscribe to the channel, follow its new publications, the ability to conduct and record live broadcast and other functionality, led to the fact that competitors to this service today have no competitors. Statistics make it possible to say this, because at the moment the Youtube audience is 2 billion consumers, this is almost a third of all Internet users. The dynamics with which the service is developing is also proof, because the first video on the service was published in 2005, this is 16 years ago, and now more than 500 hours of video material is uploaded to the service every minute [14]. The weight of this service is also visible in the previous research [13], where it is one of the three tools where companies most often use video.

Of course, not only the Youtube service is the main operator of video content, according to the same research [13] video is a frequent element of the company’s website or the company’s page on social networks. The most common in Ukraine can be considered the Facebook network. But it should be noted that in recent times, thanks to services from the same Youtube, the responsible persons who accompany the company’s websites, or their official pages on social networks, it is convenient to post video material on the Youtube platform and provide a link to them on pages and in posts.

It is necessary to separately distinguish such a social network as Instagram from Facebook, where, according to the initial idea of the authors, static photo materials are the main content. But the system itself stores and works well with video material, albeit with some restrictions. The Tiktok social network is dynamically developing, which was published in its current state in 2017, and during this time, thanks to its insane popularity, it already has an audience of about 0.69 billion monthly worldwide [13;14].

Conclusions

Information support for programming the development of business interaction of enterprises contributes to their competitiveness. Today, it is appropriate to create innovative support for small and medium-sized businesses thanks to the acquisition of new knowledge and experience that strengthen the spread of innovations in municipal and service enterprises of the city, as well as in the automotive and space industry of Ukraine. Modeling

of communication behavior of market entities in the space of commodity and information flows makes it possible to form an adaptation complex of marketing.

The sequence of application of online platforms during the promotion of products in the digital information space is developed, which is based on the introduction of tender online platforms during the organization of logistics distribution and analysis and modeling of the flow of marketing information in Internet marketing. The organization of information marketing should be based on a good combination of external and internal marketing communications with the relevant competencies and qualifications of the service personnel who are involved in the service sphere of the company.

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ІНТЕРНЕТ-МАРКЕТИНГОВЕ ЗАБЕЗПЕЧЕННЯ ПРОСУВАННЯ ПРОДУКЦІЇ У ЦИФРОВОМУ ІНФОРМАЦІЙНОМУ ПРОСТОРІ

Касян С.Я., Дзюба Радослав, Макуха Ю.М.

В умовах інтерактивної бізнес-взаємодії важливо створювати методи навчання персоналу бізнесових суб'єктів завдяки застосуванню методології «Twinning+» і також схем менеджменту якості інноваційних закладів, що ґрунтуються на сучасних дидактичних моделях. Споживчоорієнтовані детермінанти поведінки суспільно відповідальної компанії у контексті запровадження концепції сталого розвитку мають системно відображати застосування омніканальних збутових стратегій. Тендерні онлайн-платформи дозволяють отримати уточнюючі дані та зробити обґрунтований висновок щодо найкращого постачальника. Завдяки ним майже унеможливується варіант прийняття упередженого рішення. Аналіз і моделювання перебігу потоків маркетингової інформації дозволяють за системним підходом окреслити цілі і завдання маркетингової діяльності підприємств. Постачальники, для формування приємного іміджу своєї компанії, можуть застосовувати таргетовану рекламу завдяки системі Google. На сьогодні доречним є створення інноваційної підтримки для підприємств малого і середнього бізнесу завдяки отриманню нових знань і досвіду, які зміцнюють розповсюдження інновацій в комунальних і сервісних підприємствах міста, а також в автомобілебудівній і космічній галузі України. Моделювання комунікаційної поведінки ринкових суб'єктів у просторі товарних та інформаційних потоків дає змогу сформувати адаптаційний комплекс маркетингу. Розвинуто послідовність застосування онлайн-платформ у ході просування продукції у цифровому інформаційному просторі, що базується на впровадженні тендерних онлайн-платформ під час організації логістики дистрибуції та аналізуванні з одночасним моделюванням перебігу потоків маркетингової інформації в Інтернет-маркетингу. Завершальним акордом цієї послідовності є окреслення випереджувальних часових зусиль щодо ризиків під час збуту в Інтернеті. Формується низка заходів із запобігання цим ризикам.

Ключові слова: Інтернет-маркетинг, просування, продукція, омніканальність, інформаційний простір, онлайн-платформи.

ІНТЕРНЕТ-МАРКЕТИНГОВОЕ ОБЕСПЕЧЕНИЕ ПРОДВИЖЕНИЯ ПРОДУКЦИИ В ЦИФРОВОМ ИНФОРМАЦИОННОМ ПРОСТРАНСТВЕ

Касян С.Я., Дзюба Радослав, Макуха Ю.М.

В условиях интерактивного бизнес-взаимодействия важно создавать методы обучения персонала бизнес-субъектов благодаря применению методологии «Twinning +» и также схем менеджмента качества инновационных заведений, основанных на современных дидактических моделях. Потребительски ориентированные детерминанты поведения общественно ответственной компании в контексте внедрения концепции устойчивого развития должны системно отражать применения омниканальных сбытовых стратегий. Тендерные онлайн-платформы позволяют получить уточняющие данные и сделать обоснованный вывод относительно наилучшего поставщика. Благодаря им почти невозможен вариант принятия предвзятого решения. Анализ и моделирование течения потоков маркетинговой информации позволяют с системным подходом обозначить цели и задачи маркетинговой деятельности предприятий. Поставщики, для формирования приятного имиджа своей компании, могут применять таргетированную рекламу благодаря системе Google. Сегодня уместно создание инновационной поддержки для предприятий малого и среднего бизнеса благодаря получению новых знаний и опыта, которые укрепляют распространение инноваций в коммунальных и сервисных предприятиях города, а также в автомобилестроительной и космической отрасли Украины. Моделирование коммуникационного поведения рыночных субъектов в пространстве товарных и информационных потоков позволяет сформировать адаптационный комплекс маркетинга. Развита последовательность применения онлайн-платформ в ходе продвижения продукции в цифровом информационном пространстве, основанная на внедрении тендерных онлайн-платформ при организации логистики дистрибуции и анализе с одновременным моделированием течения потоков маркетинговой информации в Интернет-маркетинге. Завершающим аккордом этой последовательности является определение опережающих временных усилий в части рисков при сбыте в Интернете. Формируется ряд мер по предотвращению этих рисков

Ключевые слова: Интернет-маркетинг, продвижение, продукция, омниканальность, информационное пространство, онлайн-платформы

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It is important to create methods of training business staff by using the methodology of “Twinning +” and quality management schemes of innovative institutions based on modern didactic models. Consumer-oriented determinants of the behavior of a socially responsible company in the context of the implementation of the concept of sustainable development should systematically reflect the application of multi-channel sales strategies. Online bidding platforms allow you to obtain verification data and draw conclusions about the best supplier. The option of making a based decision because of them is almost impossible. Analysis and modeling of the flow of marketing information allows using systematic approaches to outline the goals and objectives of marketing activities of enterprises. Vendors can use targeted Google advertising to create a good image for their business. Today it is appropriate to create innovative support for small and medium-sized businesses by gaining new knowledge and experience, which enhances the spread of innovation in utilities and service enterprises of the city. This is relevant in the automotive and space industries of Ukraine. The created model of communicative behavior of market participants in the space of product and information flows allows to form an adaptive marketing complex. The authors created a sequence of applications of online platforms when promoting goods in the digital information space. It is based on the implementation of online tender platforms in the organization of distribution logistics and analysis, while simulating the flow of marketing information flows in Internet marketing. The final part of this sequence is the separation of time-based efforts for risks in online sales. Some measures are taken to prevent these risks.

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