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LABOR MARKET RESEARCH IN THE FIELD OF DIGITAL MARKETING

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The article focuses on the study of human resources in the field of digital marketing in the world and in Ukraine. The global economic crisis has affected almost all areas of business. Business representatives are forced to optimize the costs of enterprises, minimize non-production costs, look for creative, non-traditional ways to maintain the efficiency of production and business in general. One of the areas of anti-crisis activity should be digital marketing. The development of information technology has allowed to create a virtual environment with specific properties. This is the reason for the needs of employees in the field of digital marketing. The aim of the article is to analyze the human resources potential of digital marketing. Among the main objectives of the study are: to investigate the state of the global digital marketing market; to analyze the human resources in the field of digital marketing in the world; to study the personnel market of the digital marketing market in Ukraine. It is proved that the presence of highly qualified personnel, which form the basis of the organization's development, is important in the formation of strong digital potential. The study analyzed the evolution and development of the global digital marketing market and its human resources. The largest player in the market is Amazon, which is the leader in terms of number of employees. The capacity of the Ukrainian marketing market in general and digital in particular is insignificant compared to both Russian and European sales. Analyzing the structure of employment in Ukraine, it can be seen that the number of people employed in marketing is 7% of the total. However, interactive technologies are already used in Ukraine and the list of services of advertising agencies with the use of information technologies is expanding and deepening. With the development of Internet technologies, the profession of digital marketer is becoming increasingly popular in Ukraine and has great prospects for development in the near future. Therefore, the provision of highly qualified personnel is an integral part of the digital marketing industry, as employees are the main base on which the entire sector is based.

Keywords: digital marketing, labor market, qualified personnel, digital marketing market.

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Formulation of a scientific problem

Digital marketing as a form of marketing communications is considered one of the main means of consumer awareness of the product and stimulation of its sale. Internet technologies have become widespread in the modern world, therefore, the development of business on the Internet is becoming increasingly important. At the same time, the need for qualified personnel, which is an integral part of the field of digital marketing services, is increasing. This is the reason for the demand on employees in the field of digital marketing, which today is one of the most promising segments of the advertising

market and is developing at an extremely rapid pace.

Analysis of recent research and publications

Questions about personnel and the field of digital marketing have been covered by many domestic researchers such as: M.S. Lebedenko, F.Yu. Virina, B. Halligan, A. Koshik, T. Deinekin, O. Zimina, V. Komarov, A. Bakalinska, S. Selivanov and S. Minalev. In addition, foreign scientists such as D. Ogilvy, K. Morse, R. Zeff, B. Aronson, M. Tangate, M. Stelzner, F. Jenkins and K. Brogan also studied the development and current state of advertising on the Internet.

The purpose of the article and setting tasks

The purpose of the study is to analyze the human resources in the field of digital marketing.

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Among the main objectives of the study are: to investigate the state of the global digital marketing market; to analyze the human resources in the field of digital marketing in the world; to study the personnel market of the digital marketing market in Ukraine.

Presentation of the main research material

Global digital marketing spending is estimated at \$ 290–310 billion in 2019, and future estimates look much stronger due to the continued involvement of digital channels. The cost of online video and mobile advertising has boosted overall digital marketing spending in North America and Western Europe. We offer a more detailed forecast of global spending on Internet advertising in Fig. 1.

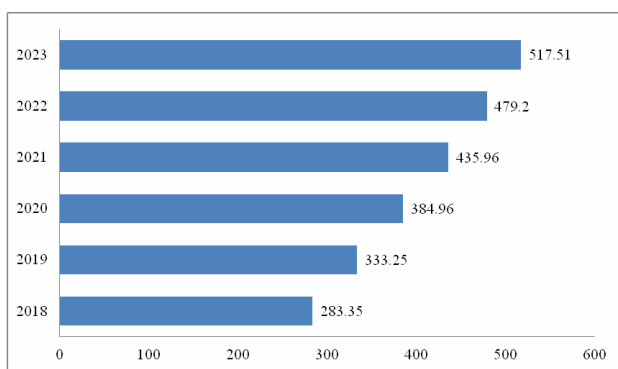


Fig.1. Dynamics of global spending on digital marketing in the period 2018-2023 (billion dollars)

Source: developed by the author on the basis of data [1]

Thus, digital marketing is a powerful carrier of progress and allows to turn unknown companies into huge corporations, with billions in profits.

Digital marketing is currently the most dynamic segment in the field of global advertising. In some countries, including the United Kingdom, China, Norway and Canada, Internet marketing has already

become the dominant industry in the advertising environment. This year, this group will be joined by the United States and the Netherlands, which account for 54.2% and 52.6% of total Internet advertising spending, respectively. Meanwhile, in less developed countries such as Latin America and parts of Southeast Asia, investment in digital advertising will continue to lag behind the traditional ones in the foreseeable future.

Google remains the largest seller of Internet marketing in the world in 2019, accounting for 31.1% of global advertising spending, or 103.73 billion dollars. In second place is Facebook with 67.37 billion dollars, followed by Alibaba at 29.20 billion dollars. In Figure 2, it is proposed to depict the revenue from the sale of major players in the Internet marketing market in 2019.

Although Amazon is steadily losing popularity due to the Google-Facebook duopoly in the United States, it will become a smaller player on the world stage with \$ 14.03 billion in online advertising revenue.

The digital marketing industry is developing most actively in countries that show, on the one hand, economic growth, and on the other – improving infrastructure and welfare. Thus, in Internet marketing at the global level, there are two vectors of development:

- by increasing the number of users in developing countries;
- by «rejuvenating» the audience and strengthening the role of online communications in developed countries, especially in the United States.

As for the segment of marketing in social networks, this direction everywhere demonstrates a confident development and at the same time has a sufficient margin of growth due to including high level of involvement of current users, a large influx of new ones, the ability to differentiate the audience

The share of spending on digital marketing by the world’s leading countries in 2018–2019

Country	Share of digital marketing costs (%)		Absolute deviation, ±	Relative deviation, %
	2018	2019	2019 / 2018	2019 / 2018
China	65.3	69.5	4.2	106.43
The United Kingdom	63.8	66.4	2.6	104.08
Norway	61.7	65.5	3.8	106.16
Ireland	58.8	62.6	3.8	106.46
Denmark	57.8	61.1	3.3	105.71
Sweden	56.3	60.3	4	107.10
Australia	55.6	57.1	1.5	102.70
The USA	48.6	54.2	5.6	111.52
New Zealand	51.8	54	2.2	104.25
Canada	50.2	53.5	3.3	106.57
The Netherlands	47.8	52.6	4.8	110.04
Russia	45.1	50	4.9	110.86

Source: developed by the author on the basis of data [2]

by many parameters, and policies to limit and control advertising by the owners of the media themselves, reduces the aggressiveness towards advertising messages [4].

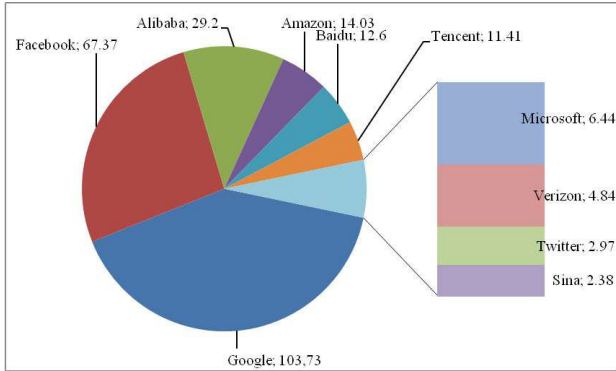


Fig. 2. Revenue from sales of leading companies in the Internet marketing market for 2019 (billion dollars)
Source: developed by the author on the basis of data [3]

In general, the segment of digital marketing as a global industry is the subject of multilateral analysis and can serve as a basis for identifying correlations with various indicators of economic development and society [5]. The use of marketing using Internet resources is gradually becoming an industry with a large share of influence on global economic processes.

Organizations are constantly striving to implement innovative methods of working with human resources, starting with human resource planning, hiring, selection, training, development, productivity management, reward management. The pace of technological change is so rapid that we have to make gradual changes to our HR processes and functions much faster to achieve excellence in the digital marketing business. It is proposed to analyze the number of employees in the field of digital marketing in the world's leading Internet companies (Fig. 3).

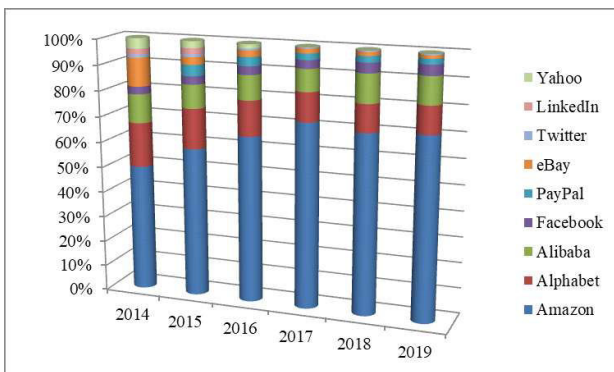


Fig. 3. The number of employees of the world's leading Internet companies for the period 2014-2019
Source: developed by the author on the basis of data [6]

As it can be seen, the leader in the digital marketing market in terms of the number of employees is Amazon, whose staff in 2019 numbered 798 thousand people worldwide and the employment market share was over 60%.

Due to the growing complexity and dynamic development of the changing economic, social, cultural, legal and political environment, human resource management has become a more complex and difficult process. Conflicting priorities, lack of resources, mergers and acquisitions, and resistance of employees to changes force organizations to focus on creating business values by changing the role of HR in digital marketing processes.

The most essential thing when deciding whether to hire employees with digital authority from the outside or train them inside the company, is that the internal candidate will be more effective, as training their own staff will cost the company much cheaper than hiring a specialist from outside.

Digital marketing and HR need to align their strategies and prioritize to maintain a well-developed and motivated workforce. There is an imbalance between the supply and demand of HR with the necessary digital skills, capabilities and abilities. If a company wants to get talents from the outside, then attracting the necessary ones is not an easy task for the company, as it requires a lot of money and effort, which can affect the marketing budget. Due to the fact that employees are well aware through various social networks and job sites about the various options available to them, companies must offer competitive salaries to attract the most suitable ones. In the era of fierce competition, every employee wants to work in an environment where they can test his skills and develop new skills and competencies. They have an ambition to be rewarded for the skills they possess. The average salary of a digital marketing manager in the United States for 2019 is considered in Fig. 4.

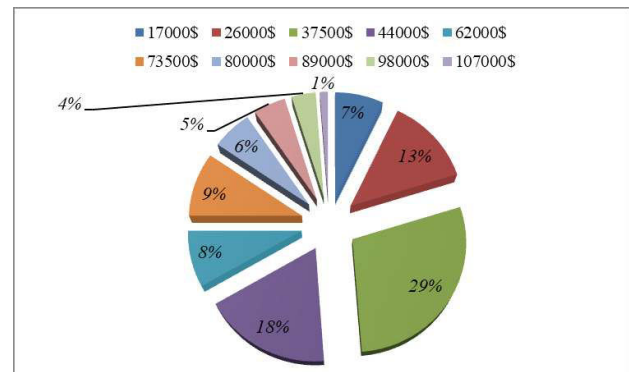


Fig. 4. The average salary of a digital marketing manager in the United States for 2019
Source: developed by the author on the basis of data [7]

As of October 16, 2020, the average annual salary of a digital marketing manager in the United States is \$ 58,217 per year, ranging from \$ 116,000 to \$ 17,000, depending on skill level.

Therefore, if a company wants to develop digital skills within the country, it is really essential to develop a comprehensive training and development program for employees. For the successful development of internal talents, it is important that companies create a well-structured and personalized program to transfer functional, technical, statistical and interpersonal skills to employees. Organizations can use a fact-based approach to prioritize key areas, departments, and functions where development programs are needed to create skills gaps. Companies focus on attracting and developing data professionals, statisticians, candidates with good practical and analytical skills, interpreters who can draw conclusions from data extracted from data mining, and media professionals to promote their proposals.

Companies need to develop digital skills at all levels to get a correct and effective view of different systems and processes. It is very important for an organization to have a flexible and accountable set of processes and a functional infrastructure that can transfer digital skills to employees. Companies need to understand that training and development programs are not a short-term process. Cost, competence and compliance are some of the parameters that a promising organization should pay attention to when it wants to implement training and development programs in the organization. The content of education should be designed in such a way that it is more exciting, relevant, more memorable and self-learning. To reduce costs, many companies try to use minimal programs for individual processes only. Cost constraints should not lead to ineffective implementation of the solution, as this can lead to partial business success.

Currently, companies are trying to create a reliable ecosystem of digital marketing with many local and global players. Digital technologies allow companies to gain a competitive advantage by dynamically changing the way consumers formulate and expect. In the new era of the industrial revolution, changes in technological innovation, consumer demand and modern marketing strategies are changing the role of human resources in the organization. However, digital marketing has various benefits as it covers a wide range of consumers in less time and at less cost. It also helps in effective interaction with customers and provides various indicators to assess the effectiveness of digital marketing technologies. HR should develop recruitment, selection, training, development and training programs so that employees have professional skills in working with digital technologies. Periodic

short-term and long-term training and development programs at all levels of the organization are needed to transfer various digital skills to employees. At such costs, competence and compliance are the parameters that a company should focus on when implementing them.

The capacity of the Ukrainian marketing market in general and digital in particular is insignificant compared to both Russian and European sales. However, interactive technologies are already used in Ukraine, both expanding and deepening the list of advertising agencies using information technology, as well as further growth in the number of households with Internet access, will allow the Ukrainian advertising market to significantly increase the effectiveness of contacts with target audiences and reduce their cost.

According to the Experts of the All-Ukrainian Advertising Coalition, in 2020 the growth of the Internet advertising market will continue, the key growth factors will be such global players as Facebook for banner advertising and Google (YouTube) for online video and search. Also, a further increase in the share of mobile traffic is forecast, which is explained by the positive dynamics of the increase in mobile Internet consumption by the population of Ukraine. It is proposed to analyze the data on Internet marketing consumption for 2019 and the forecast for 2020 (Fig. 5).

As a result, we can be freely said that the digital marketing market in Ukraine is growing significantly and gaining momentum. Compared to 2008, this is complete progress. Ukraine gradually begins to enter the Internet society and use Internet advertising as a powerful catalyst for development and innovation.

Equally important in building a strong digital potential is the availability of highly qualified personnel who form the basis for the development of an organization that intends to develop and earn on the effective use of advertising on the Internet. Figure 6 shows the structure of employment in Ukraine, as of 2019.

Thus, analyzing the structure of employment in Ukraine, it can be seen that the number of people employed in marketing is 7% of the total. With the development of Internet technologies, the profession of digital marketer is becoming increasingly popular in our country and has great prospects for development in the near future.

Conclusion

The study analyzed the evolution and state of development of the global digital marketing market and its human resources. The largest player in the market is Amazon, which is the leader in terms of number of employees. Today, the profession of digital marketer is in demand and highly paid and is becoming increasingly popular in today's world.

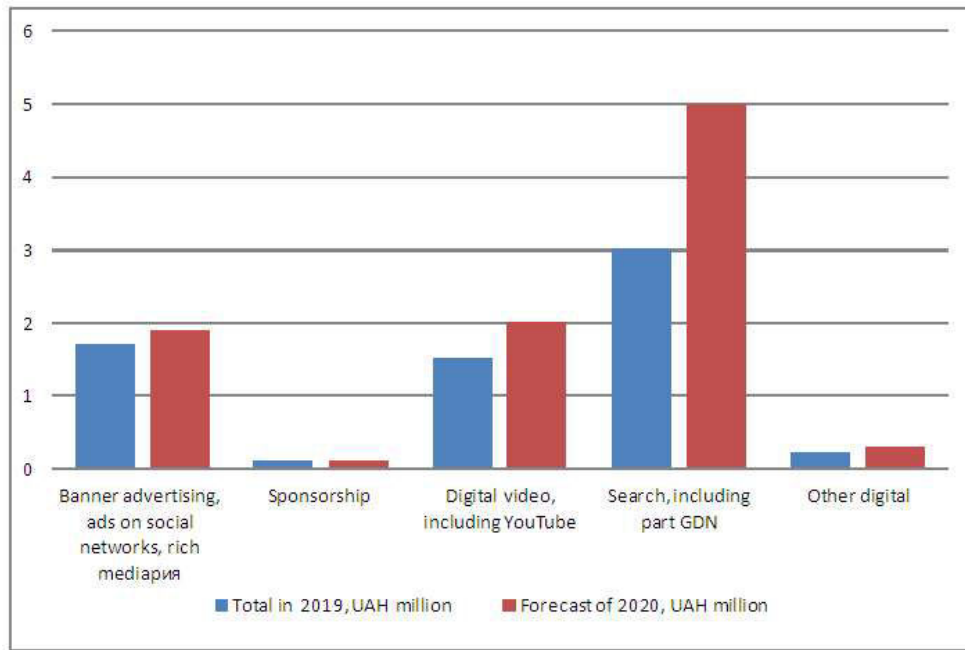


Fig. 5. Dynamics of Internet marketing of Ukraine for 2019

Source: developed by the author on the basis of data [8]

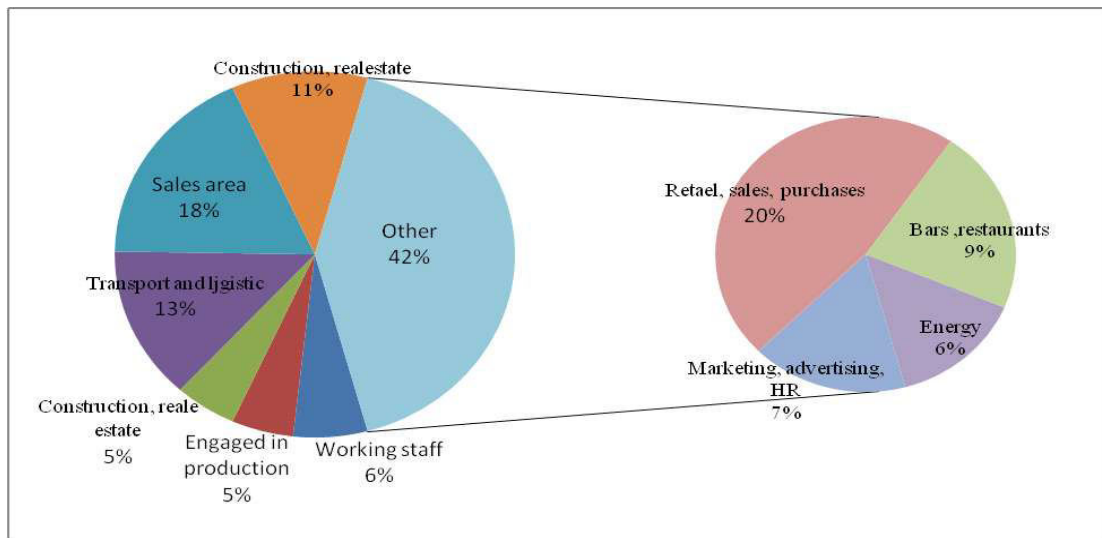


Fig. 6 Employment structure of the population of Ukraine in 2019

Source: developed by the author according to [9]

Therefore, the availability of highly qualified personnel is an integral part of the digital marketing industry, and as employees are the main basis on which the entire sector is based.

Regarding the development of digital marketing and human resources in Ukraine and over the past couple of years, the role of digital marketers has grown significantly and our country is gradually entering the global Internet community and use digital marketing as a powerful tool for innovative development.

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Reviewer: PhD in Economics, Prof. Kolesnikov V.P.

ДОСЛІДЖЕННЯ РИНКУ ПРАЦІ У СФЕРІ ЦИФРОВОГО МАРКЕТИНГУ

Гармідер Л.Д., Гончар Л.А.

У статті основна увага приділена дослідженню кадрового потенціалу у сфері цифрового маркетингу у світі та Україні. Світова економічна криза вплинула практично на всі сфери підприємницької діяльності. Представники бізнесу змушені оптимізувати витрати підприємств, мінімізувати невиробничі витрати, шукати креативні, нетрадиційні шляхи збереження ефективності виробництва і бізнесу в цілому. Одним з напрямів антикризової діяльності повинен стати цифровий маркетинг. Розвиток інформаційних технологій дозволило сформувати віртуальне середовище зі специфічними властивостями. Саме цим обумовлені потреби у працівниках галуззі цифрового маркетингу. Метою статті є аналіз кадрового потенціалу сфери цифрового маркетингу. Серед основних завдань дослідження є: дослідити стан світового ринку цифрового маркетингу; проаналізувати кадровий потенціал у сфері цифрового маркетингу у світі; дослідити ринок кадрів ринку цифрового маркетингу в Україні. Доведено що важливим у формуванні сильного цифрового потенціалу є наявність висококваліфікованих кадрів, які формують основу розвитку організації. У ході дослідження було проаналізовано еволюцію та стан розвитку світового ринку

цифрового маркетингу та його кадрового потенціалу. Найбільшим гравцем на ринку є компанія Амазон, яка є лідером і за кількістю зайнятих. Ємність українського ринку маркетингу в цілому та цифрового зокрема є незначною порівняно як із російськими, так і з європейськими обсягами продажів. Аналізуючи структуру зайнятості населення в Україні, ми бачимо, що кількість зайнятих у сфері маркетингу складає 7% від загальної кількості. Однак уже сьогодні в Україні застосовуються інтерактивні технології та спостерігається розширення і поглиблення переліку послуг рекламних агентств із використанням інформаційних технологій. З розвитком Інтернет технологій професія цифрового маркетолога стає все більш популярною в Україні та має велику перспективу розвитку в недалекому майбутньому. Тому забезпеченість висококваліфікованими кадрами є невід'ємною частиною галуззі цифрового маркетингу, так як працівники є основною базою на якій тримається цілий сектор.

Ключові слова: цифровий маркетинг, ринок праці, кваліфіковані кадри, ринок цифрового маркетингу.

ИССЛЕДОВАНИЕ РЫНКА ТРУДА В СФЕРЕ ЦИФРОВОГО МАРКЕТИНГА

Гармидер Л.Д., Гончар Л.А.

В статье основное внимание уделено исследованию кадрового потенциала в сфере цифрового маркетинга в мире, и Украине. Мировой экономической кризис повлиял практически на все сферы предпринимательской деятельности. Представители бизнеса вынуждены оптимизировать затраты предприятий, минимизировать непроизводственные затраты, находить креативные, нетрадиционные пути поддержания эффективности производства, и бизнеса в целом. Одним из направлений антикризисной деятельности должен стать цифровой маркетинг. Развитие информационных технологий позволило сформировать виртуальную среду со специфическими свойствами. Именно этим обусловлены потребности у работников отрасли цифрового маркетинга. Целью статьи является анализ кадрового потенциала сферы цифрового маркетинга. К основным заданиям исследования относятся: исследовать состояние мирового рынка цифрового маркетинга; проанализировать кадровый потенциал в сфере цифрового маркетинга в Украине. Доказано, что важным в формировании сильного цифрового потенциала является наличие высококвалифицированных кадров, которые формируют основу развития предприятия. В ходе исследования было проанализировано эволюцию и состояние развития мирового рынка цифрового маркетинга и его кадрового потенциала. Самым большим игроком является компания Амазон, которая является лидером и по количеству занятых. Ёмкость украинского рынка маркетинга в целом, и цифрового в частности незначительна, по сравнению с российскими, а также с европейскими объёмами продаж. Анализируя структуру занятости населения в Украине, мы видим, что количество занятых в сфере маркетинга составляет 7% от общего количества. Однако уже сегодня в Украине применяются интерактивные технологии, и наблюдается расширение и углубление перечня услуг рекламных агентств с использованием информационных технологий. С развитием Интернет технологий профессия цифрового маркетолога становится всё более популярной в Украине, и имеет большую перспективу развития в недалёком будущем. Поэтому обеспеченность высококвалифицированными кадрами является неотъемлемой частью отрасли цифрового маркетинга, так как работники являются основной базой, на которой держится целый сектор.

Ключевые слова: цифровой маркетинг, рынок труда, квалифицированные кадры, рынок цифрового маркетинга.

LABOR MARKET RESEARCH IN THE FIELD OF DIGITAL MARKETING

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