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## THE THEORETICAL ASPECTS OF USING CUSTOMER JOURNEY MAP AS A MARKETING AUTOMATION TOOLKIT FOR DEVELOPING A BRAND OF LOCAL TREATMENT FACILITIES MADE OF FIBERGLASS AND COMPOSITE MATERIALS

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The current conditions for the functioning of enterprises-manufacturers of local treatment facilities made of fiberglass and composite materials have been given, a significant impact on the implementation of which is exerted, first of all, by changes in the requirements of consumers of such types of products. The current state of research on the methodological, methodological and theoretical basis for the formation and development of a brand of various products and services with the help of modern marketing tools presented in special and scientific literature has been analyzed, the results of which indicate that attention is paid to these issues and problems. At the same time, regarding methodological approaches to the use of Customer Journey Map as a marketing automation toolkit for brand development, it is advisable to note that such issues are described rather thesis in the recommendations of marketing practitioners, which, in turn, emphasizes the importance of creating a scientifically based basis for practical application in activities of business entities of various forms of ownership under the current conditions of the functioning of the Ukrainian market. The main most commonly used definitions of the concept «brand» have been given. The essence of the Customer Journey Map has been characterized and the sequence of its formation has been summarized. Using the User Scenario and User Story, a portrait of the target group of users of local treatment facilities «specific private households» has been formed. The sequence of using the Customer Journey Map for the purpose of creating (updating, developing) a brand of local treatment facilities made of fiberglass and composite materials has been determined and summarized. Using the built Customer Journey Map for a group of users of local treatment facilities «specific private households», the main steps of such a user and his actions, feelings, thoughts have been identified in order to create (update, develop) a brand of local treatment facilities made of fiberglass and composite materials.

**Keywords:** brand, marketing technologies, customer communication, brand goal, key target groups, consumer behavior scenarios, increasing customer loyalty.

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### *Introduction and problem statement*

With the rapidly transformational changes in the economic space, which are manifested in increasing competition, globalization of economic space and processes, changing approaches to promoting goods to market segments, the dynamics of technology, increasing the number of enterprises in specific market segments and reducing significant differences between them, the task of maintaining

the profits necessary for economic activity is becoming increasingly important and acute for manufacturing companies. At the same time, modern consumers are quite demanding and require quick solutions, which, in addition, meet the quality requirements of ISO criteria, reduce the cost of the product, as well as lead to an effective presentation of the product. All these factors directly affect the cost of the product, and, ultimately, the specific

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financial results of the manufacturer. All these factors motivate companies to take a more careful and conceptual approach to the processes of forming an effective brand as a tool to ensure the projected strategic development, which should ensure uniqueness and increase consumer preferences.

Under the current conditions of the Ukrainian economy and the global economy in general, this situation is typical for the Ukrainian market of local treatment plants made of fiberglass and composite materials, which is rapidly flowing due to the requirements of modern consumers of such market, in particular the quality of such products, which have certain features (low specific weight; high resistance to corrosion (more than 50 years); chemical resistance; high specific strength; resistance to changes in temperature; modern design, etc.) [1].

Thus, understanding the needs and requirements of customers of a particular type of product should provide the manufacturer of such a product information on how to form tactics and strategy of the manufacturer and create an effective brand concept as an intangible asset of the company, the value of which is to recognize its consumers and form a positive association, as a result, should lead to an increase in the profits of the entity.

Today, with the use of large data sets in marketing research, the understanding of the customer has changed: it is possible to determine his habits, preferences, motives before the purchase. Information about who, how and why makes purchases helps to find weaknesses in the company's work. Such data show how to improve the product and service quality in order to increase the benefits for both the buyer and the company [2]. In addition, the use of modern marketing tools allows you to get to know your customer better in practice, to find out what exactly influences his choice and what difficulties he faces when interacting with the manufacturer.

Marketing research uses visualization tools to generalize customer information, such as Customer Journey Map, which is a marketing automation tool and an element of modern product development methodology based on a detailed analysis of audience needs and behavior. The main purpose of building a Customer Journey Map is to understand the customer's path and make it as comfortable and enjoyable as possible, which, in the end, should increase the company's profits and increase the prestige and brand awareness of customers.

Thus, to substantiate the weighted recommendations for specific actions of the manufacturer to develop a brand of local treatment plants made of fiberglass and composite materials on the market, it is necessary to study the customer path of users of this type of product using Customer

Journey Map.

#### *Analysis and research of publications*

Today in the special and scientific literature the issue of creating a methodological, methodological and theoretical basis for the formation and development of a brand of various products and services is given attention. Thus, approaches to the interpretation of the essence of the brand are analyzed, concepts of determining the stage of the brand life cycle are formed, indicators of efficiency of the enterprise and the level of brand excellence are offered, basic recommendations are given to increase brand effectiveness [3], the components of the brand are identified [4], the most popular concepts for the formation and management of an effective brand are studied, the use of strategic marketing to create a recognizable brand is substantiated and methods of its use are analyzed, the main stages of brand formation are systematized [5], interdisciplinary terminology influencing the formation of brand definition is studied, the system of principles that creates a holistic vision of the concept of «brand» is substantiated [6], the main conceptual approaches to defining the concepts of «brand» and «branding» and their historical formation are analyzed [7], the theoretical and applied aspects of brand management when entering new markets are generalized, the main directions of enterprise brand formation management and ways of its effective promotion on sales markets are outlined [8], establishes the interdependence of tools and the place of the branding system, starting with marketing research and ending with the stimulation of the decision-making process to buy from consumers, the main branding tools that should form the advantages of goods in the market as a key factor in ensuring the competitiveness of the enterprise are identified, branding tools are characterized in detail [9], the essence of the brand-oriented approach to management of the industrial enterprise is investigated, constituent elements of system of the brand-oriented management are allocated, the differences of the brand-oriented approach to enterprise management from the traditional are analyzed, the principles are defined and the mechanism of brand-oriented management is offered, the influence of corporate culture on formation of a brand of the industrial enterprise is investigated [10], the growth of the role of branding in ensuring the competitiveness of enterprises is substantiated, the content of the concept of «brand individuality» and the conditions for its achievement are revealed, the expediency of forming a strategy of premium pricing is proved [11], etc. However, regarding the methodological approaches to the use of Customer Journey Map as a tool for marketing automation for brand development, it should be noted that such

issues are described quite concisely in the recommendations of marketing practitioners, which, in turn, emphasizes the importance of creating a scientifically sound basis for practical application in activities of economic entities of various forms of ownership under modern conditions of functioning of the Ukrainian market.

**The purpose of the article**

The aim of the work is to study the customer path of users using Customer Journey Map as a tool for marketing automation to develop a brand of local treatment plants made of fiberglass and composite materials.

**Presenting main material**

Today, in conditions of increasing competition in the Ukrainian market between manufacturers, which can be described as fierce competition, the issues of product differentiation (service, work) from analogues of competitors become relevant, which, in the end, directs the company's marketing activities to create (renewal, development) of the brand as the main type of intangible asset of the entity.

Currently, in the special and scientific literature there are many interpretations of the essence of the concept of «brand». Generalizations of the most commonly used interpretations have been given in Table 1.

It is advisable to agree with the opinion of the authors of the study [4] that the key elements in the process of creating (updating, developing) a brand are: the implementation of marketing research; brand strategy development; correct choice of brand name; positioning and its focus on a particular market segment, etc.

For the implementation of marketing research, as one of the key elements in the process of creating (updating, developing) a brand, it is important to choose modern tools, the use of which to solve the problem will be the most effective and efficient.

In today's marketing practice, for the purposes

of creating (updating, developing) a brand, modern marketing technologies and marketing automation tools, which include the Customer Journey Map (CJM), are increasingly being used.

CJM is a visualization of the history of user interaction with a product, service, company or brand through various channels of interaction in a certain period of time; it is a visualized experience, the history of communication with the company, taking into account the thoughts, emotions, goals, motives of both the user of the product or service, and the company itself. In practice, the creation of CJM allows you to systematize relationships with customers and helps them provide the necessary content at a certain time. CJM reflects the customer's path to the product, identifies problem areas and shows how to increase sales and increase customer loyalty [2].

The sequence of creating a Customer Journey Map has the appropriate stages (steps): collecting information and identifying the main groups of buyers (the formation of the so-called «buyer persona»); forming a sales funnel for each group; determination of the client's goal at each stage of interaction; definition of points and channels of interaction; identification of CRI for each stage as specific results to be achieved; building an emotional map; identification of critical points and barriers; removing barriers; regular research of the received Customer Journey Map, etc. [2].

When using modern marketing automation tools, first of all, it is necessary to determine how the most practical application of Customer Journey Map will help to analyze the components of the brand in order to create it (update, development).

From the practical experience of marketers, it is possible to conclude that such a tool can help the company identify a range of issues that prevent it from developing and earning more.

Building a CJM will allow you to see the brand and product (service, service, work) through the eyes

Table 1

**Defining the essence of the concept of «brand»**

Author	Definition
Ph. Kotler	the seller's obligation to provide the buyer with a certain set of product properties, benefits and services, as well as quality guarantees
Jean-Noel Kapferer	an exclusive concept shared and desired by most people embodied in products, services, outlets and / or experiences
D. D'Alessandro	more than advertising or marketing. This is all that comes to a person's head regarding a product when they see its logo or hear the name
Marty Neumeier	intuitive feeling about a product, service or company
David Aaker	a strategic asset that has its own value and is able to manage business strategy, as opposed to sales promotion, which performs tactical tasks
Simon Anholt	product identity (packaging, appearance, logo, etc.); the culture of the organization behind the brand; the reputation of the product or corporation that has developed in the minds of consumers
Ph. Keller	a set of associations that arise in the minds of customers and increase the value of goods (services), which is perceived by the customer

of the customer that is to understand how the customer perceives the brand. Often in practice, company owners or heads of sales (marketing) evaluate the brand (product, service, service, work) only from their own position and cannot see the obvious disadvantages. They are convinced that there are no «bottlenecks» in the structure and business processes of the company, and sales are not growing only due to inefficient work of employees or irrationally invested money in inefficient advertising tools. At the same time, the use of CJM will provide an opportunity to determine what is the position of customers (their various groups) is not so perceived by the company.

Detailed marketing research by performing all stages of building a Customer Journey Map will analyze the thoughts, emotions, perceptions of customers and anticipate all its steps of interaction with the brand. That is, to determine what the customer pays attention to in the first place, which is a decisive factor in the customer's decision to work with a particular brand, which components of the brand are more important and which can be leveled. From a marketing point of view, this step-by-step study of customer preferences and wishes is a tool for understanding communication channels with consumers.

Reviewing and reformatting the company's existing system of communication with the customer (customer groups) will reveal internal problems in the company that arise due to the fact that, most often, company employees do not always understand the concept of the product they sell and motivate

potential consumers.

When creating (updating, developing) a company's brand, it is advisable to answer a few important simple questions, namely: for whom the business works, who needs the company's product, and so on. It is important not only to characterize the target audience of the brand, but also to divide it into narrow groups with specific characteristics, which will be further directed to the main communications of the brand. That is to form key target groups of the company. Key groups should be separated according to the principle of margin of participants.

To create the most marginal groups in which the company is interested, because they should increase the company's profits from consumption of the product (service, work) as a brand, it is necessary to create a portrait of members of such groups, containing relevant components, namely: socio-demographic characteristics (age, sex, place of residence, etc.); average monthly income; hobbies, interests and hobbies; social behavior on the Internet (social networks, sites that are more acceptable and used by the consumer); habits, preferences for similar competing brands, etc.

Defining these components will form a clearer idea of who exactly is the customer of the company-consumer of a particular brand.

Once the target groups have been identified and detailed, it is possible to start creating a Customer Journey Map for each key segment.

According to the results of the study [2], the main consumers (groups of buyers) of the product «local treatment plants made of fiberglass and

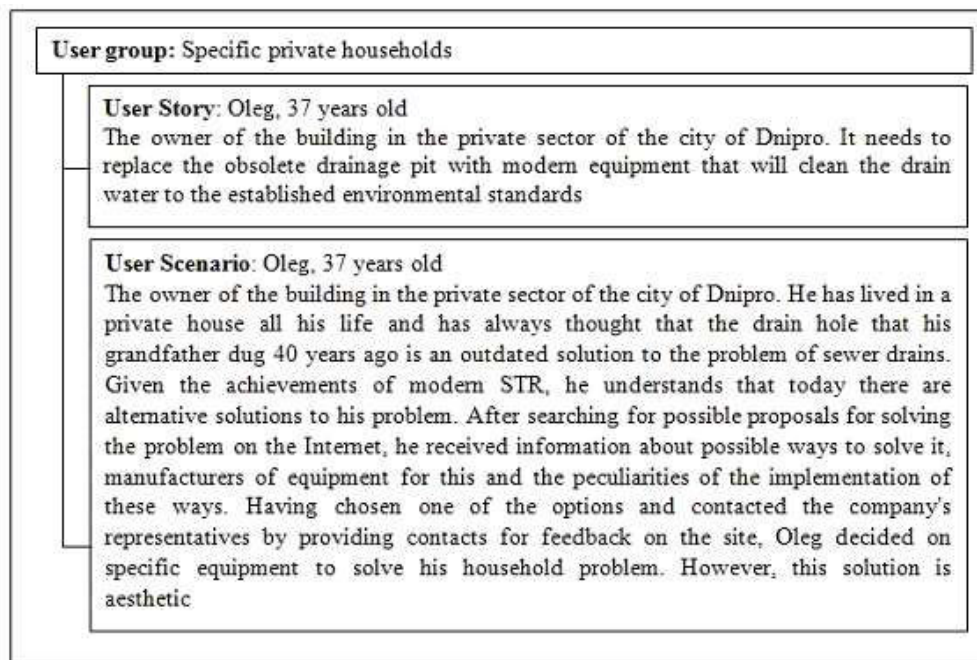


Fig. 1. Example of a user portrait of a local treatment plant in a group «Specific private households»

composite materials» today are: specific private households; developers; designers; construction organizations; investors; business entities of different forms of ownership and different scales of activity. Also, in practice, individual groups can be combined into one: for example, developers in their person can combine the wishes of a particular customer, designer and builder and act as a generalized representative of all the wishes of individual groups.

Using User Scenario and User Story for a group of users of local treatment plants «specific private households», it is possible to form an example of a portrait of such a target group (Figure 1).

Similar portraits-scenarios of consumer behavior are formed based on: communication of the marketer with the sales manager or the client; research of user actions on the Internet (site visits, subscription to the newsletter, etc.); internal surveys; external brand research.

An important component of the study of customer behavior in the implementation of brand analysis is a survey of customers directly. The customer survey itself will allow you to understand what exactly the customer wants, what is guided by the choice, to identify obstacles that prevent the customer to move behind the sales funnel.

When creating (updating, developing) a brand, the main task of the Customer Journey Map is to see the barriers that prevent the customer from following the sales funnel from one stage to another without hindrance.

Given the results of the study [2] on Customer Journey Map for a group of users of local treatment plants «specific private households», built using Figma, we analyze the stages of formation of such a map for the purpose of creating (updating, developing) a brand of local treatment plants made of fiberglass and composite materials.

Step 1. Logical distribution of sales funnel stages.

The sales funnel begins with identifying options for existing types of local treatment plants and the material from which it will be made (fiberglass, polypropylene, etc.), and ends with servicing the purchased equipment. This is the way the customer moves when purchasing a local treatment plant. The funnel can always be expanded or, conversely, to exclude from it specific stages (points).

Step 2. Describe the purpose, thoughts and actions of the customer at each stage of the sales funnel.

Through interviews and surveys of target groups, the company can find out what the customer thinks about when choosing a local treatment plant, directly during and after the purchase. For example, when a potential client has already chosen a company-manufacturer of local treatment plants and made an

initial acquaintance with the company's manager, its purpose is to technically and constructively evaluate such equipment and ask all questions about the material from which it is advisable to produce such a product for the customer, based on its financial capabilities, taking into account its aesthetic and structurally possible conditions of use. Possible customer opinions at this stage: whether I like the aesthetics of the product, whether the product takes into account the technological and aesthetic features of my wishes, whether they will impose additional options on the treatment plant, whether the manager can provide me with full information about the model (type) etc. Actions of the client at this stage: communication with the manager, if necessary - communication with the sewage treatment specialist and the designer (builder), etc.

Given the results of the study in [2], using the Customer Journey Map for a group of users of local treatment plants «specific private households», it is possible to determine the main steps of such user and his actions, feelings, thoughts at each stage, summarized in the Table 2.

Step 3. Defining the purpose of the brand at each stage.

The generalized ultimate goal of a brand all the way to the consumer is to turn a potential buyer from a person who is interested in a product to a person who chooses that product. At the right time in the process of creating (updating, developing) a brand should be connected to a specific communication channel, information notification in which is able to push the customer to the next action. However, at a certain stage, the brand, like the customer, has specific goals. Such goals may coincide or contradict each other, and then a barrier may arise.

At stage (step) 3, when the customer is looking for a local treatment plant, the goal of the potential buyer is to find the best manufacturer (in terms of quality, price, location, transport logistics, etc.). The purpose of the brand is to provide up-to-date information on various aspects of purchasing on the brand's website or directly at the first live contact.

Step 4. Prescribing points of contact between the customer and the brand.

The points of contact between the customer and the brand indicate which communication channel is involved in the various stages of the sales funnel.

This is one of the most important stages, because it clearly shows how and what marketing tools push the client from one stage to another.

After the first acquaintance with the brand, the customer should receive informational reminders from the company about the customer's further actions on the way to the purchase of equipment.

**The theoretical aspects of using customer journey map as a marketing automation toolkit for developing a brand of local treatment facilities made of fiberglass and composite materials**

Table 2

**Steps, actions, feelings, thoughts of a group of users of local treatment plants «Specific private households»**

Steps	Actions	Senses	Thoughts
Search for modern solutions to the problem of sewerage (analog of the drain hole)	– Internet search; – asks neighbors who live in private houses; – asks acquaintances, friends	afflatus	– finally get rid of this drain hole, it took a long time; – it is necessary to find users of such system
Evaluation and comparison of existing technologies and companies	– looking for reviews; – consults with people he trusts; – plans the cost of purchase; – looking for good deals, but not the cheapest	a little confused	– it is necessary to adhere to the budget; – it is necessary to make the right choice, taking into account everything that I can see, hear; – quite a lot of companies, you need to look at the reviews; – it will be good if I find acquaintances who use this
Choosing a specific company (value for money)	– looking for contacts of managers; – analyzes price lists; – studies the reviews in more detail	uncertainty, hope	– they work on different scales, it is bribing; – eheir site looks outdated, but makes it clear that they are professionals
Contact a company representative to clarify the details	– leaves his phone in the contact form on the site; – he calls the phone number listed on the site	premonition	– surprised how much they make; – it is possible to contact them again, but for the affairs of your business (if all goes well); – the sooner they contact me, the better
Concluding a contract for installation and operation of the system	– gives prepayment; – signs the contract; – provides data on the soil at the site (company representatives come to analyze the soil)	increased attention	– I was convinced of professionalism, I think they can be trusted with my money; – although I am literate, I will let the contract be reviewed by my lawyers
Delivery and installation of the system	– checks for defects; – checks documents (passport, warranty card, contract for after-sales service); – pays the balance of the amount under the contract	pride	– looks quite aesthetically pleasing; – it is good that all this can be done in one day; – finally
After-sales service	– in case of breakage, contact the company; – once a year applies for service	stable satisfaction or dissatisfaction (in case of failure)	– enjoy the benefits of the system; – how I used to live with this pit; – hope this is a warranty case (in case of failure)

Thus, the brand does not allow the customer to change the decision, forget about it or choose another manufacturer.

Analyzing in detail the behavioral aspects of the customer in this step, the company can then form specific recommendations for further communication with customers, namely: what channels of communication should be used in communication with customers, so as not to reduce his motivation to purchase a product in the company.

Step 5. Fixation of external experience of the client.

The customer's external experience is the customer's steps at each stage of the sales funnel, how they communicate with the customer and what

conclusions the customer receives after interacting with the brand. These are specific actions of the client, fixation of specific facts without taking into account the emotions of the client. The actions in this step help to correlate how well the brand's goals are in line with the customer's actions, what exactly is happening to the customer, and how exactly this affects the achievement of the brand's goal.

Step 6: Identify roadblocks.

Customer behavior scenarios can be both typical and atypical. Using Customer Journey Map allows you to identify atypical, problem points where customers dramatically change their consumer behavior that goes against the goals of the brand.

For example, the client begins to analyze the

information on the forums and ask the owners of already installed and used local treatment plants of the manufacturer, receives a negative answer, which creates a barrier for the client, which will need to work in the future. Alternatively, the company's representative could not clearly inform the client about the important characteristics of the selected model of the local treatment plant, as a result of which the client may change his opinion about the professionalism of the manufacturer's team.

Such barriers need to be addressed through marketing methods and techniques.

Typical barriers to the selection of a company-manufacturer of local treatment plants made of fiberglass and composite materials today can be:

- no final purchase price;
- the need to study the products of manufacturers according to various parameters, which requires significant time;
- the lack of information on the websites of manufacturers, etc.

In addition, barriers can arise when customer goals and brand goals do not match.

For example, at the stage of the first communication, the customer's goal is to get only answers to the list of questions, the brand's goal is to get a customer who will make the purchase.

Step 7. Formation of recommendations for each stage of the sales funnel.

An important stage in the creation (renewal, development) of the brand is the removal of barriers

in the way of the consumer. However, recommendations are necessary even in the absence of specific barriers. This is the final step of working with Customer Journey Map, which will allow you to see the big picture: how exactly the consumer takes steps from stage to stage, what he feels and what he thinks about it.

For example, it is advisable to analyze what happens to the consumer while waiting for the equipment, when he has already made a prepayment, or filled out a contract of sale and has not yet made a prepayment. At these stages, the customer can also change their minds to make purchases and go to competitors. Therefore, it is necessary to maintain the customer's motivation to purchase and, subsequently, service the local treatment plant from the manufacturer.

In addition, it is worth noting that an important point in the communication of the brand with the owner of the new local treatment plant is the after-sales support of customer loyalty to the brand. Loyalty is formed due to many factors (additional options included in the cost of equipment, service bonus programs, etc.).

The steps of using Customer Journey Map for the purposes of creating (updating, developing) a brand of local treatment plants made of fiberglass and composite materials are summarized in Fig. 2.

Having received specific recommendations, it is necessary to form hypotheses on how it is possible to change the negative situation. Recommendations

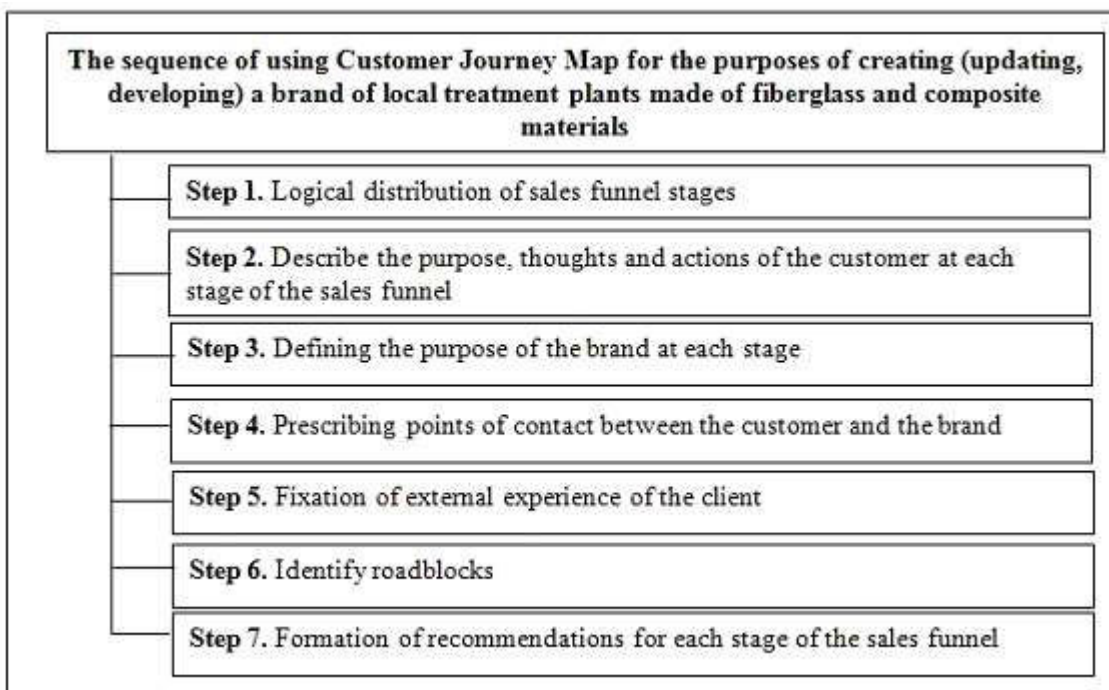


Fig. 2. The sequence of using Customer Journey Map for the purposes of creating (updating, developing) a brand of local treatment plants made of fiberglass and composite materials

in this case are the basis of hypotheses. For each barrier identified, it is necessary to form a hypothesis: what exactly needs to be changed so that the customer does not stop at a particular stage of the sales funnel, how these changes will affect the sales of the brand. In the future, each hypothesis must be tested on how the barrier factors will affect the effective communication of the brand with the target groups of the brand's customers.

### **Conclusions**

Summarizing the results of the study on the analysis of customer path using Customer Journey Map as a marketing automation tool for brand development of local wastewater treatment plants made of fiberglass and composite materials, it is worth noting that today there are various tools, methods and techniques to study customer behavior, the use of which allows to create a positive consumer experience, continuous and successful interaction of the buyer with the product. To do this, based on the study of the customer path, the steps, actions, thoughts and emotions of customers are determined, the goals of the brand and the goals of customers are correlated, points of contact between the brand and customers are formed and analyzed in order to identify possible barriers to form recommendations and hypotheses about further actions of the company in relation to a specific brand, which, in the end, should create a scientific and practical basis for determining ways to create (update, develop) a brand. The direction of further research in this scientific and practical field is the use of User Scenario, User Story and Customer Journey Map for other groups of users of local treatment plants, namely, developers, designers, construction companies, investors, businesses of different forms of ownership and different scales of activity to determine the practical features for the formation of the basis for the creation (renewal, development) of the brand of local treatment plants made of fiberglass and composite materials.

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**ТЕОРЕТИЧНІ АСПЕКТИ ВИКОРИСТАННЯ CUSTOMER JOURNEY MAP ЯК ІНСТРУМЕНТАРІЮ АВТОМАТИЗАЦІЇ МАРКЕТИНГУ ДЛЯ РОЗВИТКУ БРЕНДУ ЛОКАЛЬНИХ ОЧИСНИХ СПОРУД ЗІ СКЛОПЛАСТИКІВ ТА КОМПОЗИТНИХ МАТЕРІАЛІВ**

*Журавель В.В., Куцинський А.В., Куцинська М.В.*

Окреслено сучасні умови функціонування підприємств-виробників локальних очисних споруд із склопластиків і композитних матеріалів, переважний вплив на виконання діяльності якими здійснюють, перш за все, зміни вимог споживачів таких видів продукту. Проаналізовано сучасний стан дослідженості методологічного, методичного та теоретичного підґрунтя для формування та розвитку бренду різноманітних продуктів та сервісів за допомогою сучасних інструментів маркетингу, наданих в спеціальній та науковій літературі, результати чого свідчать про те, що цим питанням і проблемам приділяється увага. При цьому, стосовно методологічних підходів до використання Customer Journey Map як інструментарію автоматизації маркетингу для розвитку бренду, слушно зазначити, що такі питання описуються досить тезисно у рекомендаціях практиків-маркетологів, що, в свою чергу, підкреслює важливість створення науково обґрунтованого підґрунтя для застосування у практичній діяльності суб'єктів господарювання різних форм власності за сучасних умов функціонування українського ринку. Наведено основні найбільш вживані визначення поняття «бренд». Охарактеризовано сутність Customer Journey Map та узагальнено послідовність її створення. З використанням User Scenario та User Story сформовано портрет цільової групи користувачів локальних очисних споруд «конкретні приватні домогосподарства». Визначено та узагальнено послідовність використання Customer Journey Map для цілей створення (оновлення, розвитку) бренду локальних очисних споруд із склопластиків і композитних матеріалів. Використовуючи побудовану Customer Journey Map для групи користувачів локальних очисних споруд «конкретні приватні домогосподарства», визначено основні кроки такого користувача та його дії, почуття, думки з метою створення (оновлення, розвитку) бренду локальних очисних споруд із склопластиків та композитних матеріалів.

**Ключові слова:** бренд, маркетингові технології, комунікація з клієнтом, мета бренду, ключові цільові групи, сценарії поведінки споживачів, підвищення лояльності клієнтів.

**ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ ИСПОЛЬЗОВАНИЯ CUSTOMER JOURNEY MAP В КАЧЕСТВЕ ИНСТРУМЕНТАРИЯ АВТОМАТИЗАЦИИ МАРКЕТИНГА ДЛЯ РАЗВИТИЯ БРЕНДА ЛОКАЛЬНЫХ ОЧИСТНЫХ СООРУЖЕНИЙ ИЗ СТЕКЛОПЛАСТИКОВ И КОМПОЗИТНЫХ МАТЕРИАЛОВ**

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Приведены современные условия функционирования предприятий-производителей локальных очистных сооружений из стеклопластиков и композитных материалов, весомое влияние на осуществление деятельности которыми оказывают, прежде всего, изменения требований потребителей таких видов продукта. Проанализировано современное состояние исследования методологического, методического и теоретического базиса для формирования и развития бренда разнообразных продуктов и сервисов с помощью современных инструментов маркетинга, представленных в специальной и научной литературе, результаты чего свидетельствуют о том, что этим вопросам и проблемам уделяется внимание. При этом, относительно методологических подходов к использованию Customer Journey Map как инструментария автоматизации маркетинга для развития бренда, целесообразно отметить, что такие вопросы описываются достаточно тезисно в рекомендациях практиков-маркетологов, что, в свою очередь, подчеркивает важность создания научно обоснованного базиса для применения в практической деятельности субъектов хозяйствования разных форм собственности при современных условиях функционирования украинского рынка. Приведены основные наиболее употребляемые определения понятия «бренд». Охарактеризована сущность Customer Journey Map и обобщена последовательность ее формирования. С использованием User Scenario и User Story сформирован портрет целевой группы пользователей локальных очистных сооружений «конкретные частные домовладения». Определена и обобщена последовательность использования Customer Journey Map для целей создания (обновления, развития) бренда локальных очистных сооружений из стеклопластиков и композитных материалов. Используя построенную Customer Journey Map для группы пользователей локальных очистных сооружений «конкретные частные домовладения», определены основные шаги такого пользователя и его действия, чувства, мысли с целью создания (обновления, развития) бренда локальных очистных сооружений из стеклопластиков и композитных материалов.

**Ключевые слова:** бренд, маркетинговые технологии, коммуникация с клиентом, цель бренда, ключевые целевые группы, сценарии поведения потребителей, повышение лояльности клиентов.

# The theoretical aspects of using customer journey map as a marketing automation toolkit for developing a brand of local treatment facilities made of fiberglass and composite materials

## THE THEORETICAL ASPECTS OF USING CUSTOMER JOURNEY MAP AS A MARKETING AUTOMATION TOOLKIT FOR DEVELOPING A BRAND OF LOCAL TREATMENT FACILITIES MADE OF FIBERGLASS AND COMPOSITE MATERIALS

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The current conditions for the functioning of enterprises-manufacturers of local treatment facilities made of fiberglass and composite materials have been given, a significant impact on the implementation of which is exerted, first of all, by changes in the requirements of consumers of such types of products. The current state of research on the methodological, methodological and theoretical basis for the formation and development of a brand of various products and services with the help of modern marketing tools presented in special and scientific literature has been analyzed, the results of which indicate that attention is paid to these issues and problems. At the same time, regarding methodological approaches to the use of Customer Journey Map as a marketing automation toolkit for brand development, it is advisable to note that such issues are described rather thesis in the recommendations of marketing practitioners, which, in turn, emphasizes the importance of creating a scientifically based basis for practical application in activities of business entities of various forms of ownership under the current conditions of the functioning of the Ukrainian market. The main most commonly used definitions of the concept «brand» have been given. The essence of the Customer Journey Map has been characterized and the sequence of its formation has been summarized. Using the User Scenario and User Story, a portrait of the target group of users of local treatment facilities «specific private households» has been formed. The sequence of using the Customer Journey Map for the purpose of creating (updating, developing) a brand of local treatment facilities made of fiberglass and composite materials has been determined and summarized. Using the built Customer Journey Map for a group of users of local treatment facilities «specific private households», the main steps of such a user and his actions, feelings, thoughts have been identified in order to create (update, develop) a brand of local treatment facilities made of fiberglass and composite materials.

**Keywords:** brand, marketing technologies, customer communication, brand goal, key target groups, consumer behavior scenarios, increasing customer loyalty.

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