

SECTION 4.

MARKETING AND LOGISTICS ACTIVITIES

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DIGITAL TOOLS IN THE MARKETING MANAGEMENT OF COMPETITIVENESS OF THE ENTERPRISE

Increasing competition in product markets, increasing consumer demands for products, shortening the life cycle of goods, rapid transition to the digital economy, determine the necessity and appropriateness of the promotion of goods and services of enterprises on the basis of digitalization.

The theoretical research of the scientific works showed that the conceptual principles of promoting the products of the production and trading enterprise in the market of children's and youth branded goods in the conditions of the information society and the digital economy require further development.

In the conditions of the active development of digitalization of all spheres of business, as well as the growing uncertainty of the factors of the external environment, in order to increase competitiveness, it is necessary to transform the activities of enterprises, to implement modern information and communication technologies and digital tools.

Digitalization characterizes the digital transformation of society and the economy and is based on a set of radical innovations of the fourth industrial revolution. Digitalization describes the transition from the industrial era and analog technologies to the era of knowledge and creativity, which is characterized by the use of digital technologies and innovations in digital business. For domestic enterprises, at the current stage of development, different degrees of "presence" of digital technologies in marketing processes are characteristic.

According to M. A. Oklander, the following stages of using digital tools are typical for enterprises:

- use of the Internet as a means of searching for information;
- ordering goods and services via the Internet;
- the presence of an Internet site of the enterprise with information that represents it and the products it manufactures on the market;
- use of Internet technologies as a direction of independent business;
- the inclusion of digital technologies in the contour of conducting business, i.e., the possibilities of digital tools are more fully used to increase the efficiency of business processes [1].

In the process of introducing digital technologies into the marketing activity of the enterprise's competitiveness, it is necessary to solve the following tasks:

- determine new values and guidelines for business activity;
- optimize information flows and communication chains;
- improve the information policy;
- improve the existing technical and technological base of digitization;
- provide informational support for the activities of individual structural divisions with modern digital technologies and intelligent systems;
- improve the quality and competitiveness of the company's products and services using digital marketing tools.

There is a significant number of definitions of the term "digital marketing" in the scientific literature. Most scientists define digital marketing as a type of marketing activity that, through digital channels, with the help of digital methods, provides an opportunity to interact with target market segments both in a virtual and in a real environment. Most approaches to the definition of digital marketing treat it as an effective tool for promoting the company's goods and services using digital technologies. Therefore, digital marketing is one of the components of modern marketing 4.0, which involves the use of the entire range of possible digital technologies to promote the company's goods and services on the market in order to achieve business goals.

Forming a promotion policy with the help of digital tools is the main task of digital marketing and involves the active use of all possible means of digital communications and the presence of the enterprise in social networks.

The main digital channels include:

- the Internet and various devices that provide access to it: computers, laptops, tablets, mobile devices;
- local networks that provide communication within the enterprise and access to the necessary information from any workplace;
- digital television and interactive television (televisions with access to the Internet provide the opportunity to watch videos on the YouTube channel, view news from around the world, visit pages in social networks;
- interactive screens and POS terminals at points of sale.

Digital tools include: creation of Internet sites; promotion in blogs and social networks, targeting, contextual TV viral advertising, online advertising, mobile marketing, email marketing, search optimization, search marketing, optimization for social networks, Big Data technology, lead generation, web analytics, QR codes and others .

With the help of digitalization, a business can solve the following tasks: form the image of a new brand or product, maintain the company's reputation, increase product recognition, stimulate sales, increase the effectiveness of promotion policy, increase market share, respond to changes in the attitude of buyers to the company's products. The main digital tools of enterprise promotion are [2]:

- SEO – Search engine optimization (a set of tools for the transformation of the Internet site and elements of the external environment in order to obtain high positions in the search results for given requests);
- SMM – Social media marketing (a set of measures to promote goods using social networks Instagram, Facebook. SMM tools are: cooperation with famous bloggers, content marketing, various contests, interesting video broadcasts on social platforms);
- SERM – Social Engine Reputation Management (placing press releases, interesting and professional articles, comments about the company on various Internet resources, providing answers to other people's comments);
- SEA – Search Engine Advertising (the type of advertising placed on the Internet, which is based on the correspondence of the content of the advertising message to the context of the Internet page on which the advertising message is placed);
- SEM - Search Engine Marketing (combines search engine optimization (SEO) and contextual advertising (SEA) tools);

- SMO - Social Media Optimization (a set of activities aimed at attracting an audience to their Internet resources (sites) from social networks);
- Big Data technology (a set of tools aimed at transforming a large amount of information into information necessary for making further decisions. The information obtained as a result of the use of Big Data tools is used at all stages of marketing activities, including for the promotion of the company's products);
- mobile marketing (SMS and MMS mailings, creation of a mobile version of the Internet site, IVR - a voice menu that allows the subscriber to receive information on matters of interest to him with the help of an automated informant);
- media advertising (placement of visual advertising messages on various digital resources);
- remarketing and retargeting (Contextual advertising tools (Google AdWords – remarketing, Yandex Direct – retargeting));
- event marketing (promotion through various events: forums, seminars, webinars and digital channels through which information about these events is disseminated);
- crowd marketing (stimulation of product sales for the target Internet audience based on the recommendations of social communities and the interaction of the members of these communities);
- E-mail marketing (allows establishing direct communication between the enterprise and a real or potential consumer);
- viral marketing (the target audience itself becomes the disseminator of information due to their interest in the viral message. Means of information dissemination on the Internet are: forums, social networks, blogs).

The main advantages of digitization of enterprise promotion are [3]:

- interactivity. Digital tools act as a means that provides direct communication between the contact audience and the company regardless of distance and time, enables the company to address the target audience, collect and accumulate data about customers, solve individual problems of consumers;
- personalization. The use of digital technologies provides an opportunity to collect information about consumers, who are considered as a unique unit. Organizing information about consumers using databases and implementing segmentation provides an opportunity to define and personalize the customer experience, that is, the company's online presence is optimized in accordance with the buyer's behavior;
- measurability. Almost all user actions performed using digital tools can be measured in real time. The obtained results make it possible to determine the effectiveness of each of the promotion channels, to choose the most appropriate ones, as well as to compile a portrait of the consumer, which will allow improving future campaigns;
- omnichannel approach. The introduction of digital tools provides a transition from single-channel and multi-channel approaches to omni-channel, which allows the use of different channels of promotion of goods to customers using a common promotion system. An omnichannel approach allows you to form a knowledge base with such components as: information about the consumer's purchasing behavior in various channels and a single client profile.

The introduction of digital tools into the marketing policy of the enterprise's product promotion significantly increases the audience, increases consumer awareness of goods and services, and ensures two-way communication between the enterprise and customers. They have become especially effective since 2020, when the whole world faced the consequences of the coronavirus pandemic and was sent "to quarantine". Websites, social media pages, targeting tools, updated content and a stream of consumer feedback have become especially important in maintaining customer trust and profitable business operations.

The following advantages are in favor of the use of digital tools in the company's promotion policy: better audience coverage, a flexible approach to markets, the ability to collect and process detailed data about potential consumers for further analysis.

The use of digital tools has become an integral part of the functioning of enterprises in the 21st century and creates unprecedented opportunities for the formation of individual interaction between the enterprise and its consumers, contributes to the optimization of data exchange, provides opportunities for expanding, simplifying and accelerating communication processes, reduces the costs of promotion and development business. The introduction of digital tools into the marketing policy of the enterprise's product promotion significantly increases the audience, increases consumer awareness of goods and services, and ensures two-way communication between the enterprise and customers.

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