

Таким чином, CRM-системи виступають як інноваційний інструмент маркетингу, що поєднує технології, стратегію та клієнтоорієнтований підхід. Їх ефективне впровадження сприяє підвищенню конкурентоспроможності підприємства, оптимізації маркетингових процесів та зміцненню взаємовідносин із клієнтами.

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## MARKETING DEVELOPMENT TRENDS IN THE SPHERE OF INFORMATION SERVICES

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The need to digitize business processes both within the country and in the global world space causes significant qualitative changes in the IT market. The IT services sector is characterized by a high rate of capital turnover. The variety of IT services and their economic purpose tend to grow.

In the modern information society, the role and importance of information services marketing is growing. The development of information technologies has led to the industrialization of the production of information products and services. This has caused a revolution in the world of marketing, where companies can reach millions of customers using social media platforms, online advertising and other digital marketing strategies.

The rapid development of technologies stimulates IT companies to constantly update their products and marketing strategies. IT companies must be ready for continuous learning and innovation, create flexible marketing plans that can quickly adapt to competitive changes.

According to research, 40% of IT budgets of large companies will be redistributed through the implementation of integrated service packages in such areas as security, cloud platforms, virtual workspace and communication [1]. Cloud platforms will serve as the basis for more than 95% of new digital initiatives by 2025.

An information service involves the implementation of information activities at a specified time and in a legally defined form to deliver information products to consumers in order to satisfy their information needs.

Unlike the commodity market, an information product acquires value only in its finished form, because it is information that has undergone the processes of ordering, structuring and evaluation and is suitable for decision-making. The value of information products is based on the time essence, because information is most valuable at the moment of its creation.

An important aspect of IT marketing, which involves using tools and technologies to collect, analyze, and highlight consumer data to make informed marketing decisions. This can help companies better understand their customers and more effectively target their marketing efforts.

Market segmentation and target audience identification are important areas in developing an effective information services marketing strategy. By segmenting the market, you can identify specific customer groups and tailor your marketing activities to their needs.

In the case of information services, there can be different consumer groups, such as students, professionals, researchers. For example, you can offer discount packages for students, specialized content for researchers, and customized services for professionals.

In cases where sales and traffic are falling, you have to take radical measures, such as calling the customer base, sending letters to customers, advertising on various platforms. When segmenting the market, you can focus marketing efforts on specific groups of customers who are interested in these services. Therefore, market segmentation and determining the target audience will help an effective marketing strategy for information services.

Market segmentation involves dividing the market according to geographical, demographic criteria. Psychographic segmentation takes into account lifestyle, values, interests and other psychological factors. Behavioral segmentation is used to determine consumer behavior, including product attention, reviews, usage and loyalty.

After market segmentation, the next step is to determine the target audience. This will allow you to determine which market segments are most attractive to the business. This takes into account the size of the segment, its growth potential, the competitive environment and the associated risks. Developing target customer profiles creates a detailed description of the ideal customer for a particular service.

Positioning is an important step in developing an effective marketing strategy for information services. It involves defining the uniqueness of the product by establishing the unique benefits of the service and its differences from others in the market. Effective positioning allows you to create a clear picture of how the company is perceived by consumers, how it differs from other market participants, and why its offerings are attractive.

Value communication is also crucial for developing effective messages that convey the value of the service to the target audience.

Internet services market research involves analyzing various aspects of this sector to understand trends, opportunities, and the competitive environment. When analyzing the Internet services market, the following factors are taken into account:

- object, purpose of the research and methodology;
- competitor analysis (study and identification of the main players, their products and services, marketing and pricing strategies);
- potential audience (determination of demographic and behavioral characteristics of the target audience);
- technological trends (determination of current technological trends, such as broadband expansion, 5G, Internet of Things (IoT), cloud accounts, etc.);
- pricing (analysis of prices for Internet services, promotions and discounts offered by providers, comparison of prices and packages from different companies);
- customer satisfaction and feedback from existing Internet service users and analysis of service quality;
- the legal environment and regulation in the field of Internet services to identify possible restrictions or opportunities in the market;
- opportunities for expansion and growth in this area, such as new regions, additional services, partnership agreements, etc.;
- identification of potential threats and risks that may affect the market;
- development of marketing strategies to attract and retain customers;
- ongoing market analysis to track trends and analyze changes in the Internet services market.

The problem of storing, processing, distributing and using information leads to the automation of information processes. The use of information systems in marketing will lead to an operational decision on the choice of marketing strategy [2].

An important tool in IT marketing is SEO or search engine optimization, which involves using strategies and techniques to increase the visibility of websites in search engines and thus attract more visitors. SEM, on the other hand, involves paying to display ads on search engines such as Google AdWords.

Social media marketing is an important part of IT marketing, which involves using social media to advertise and interact with the audience. Other forms of online advertising include using various forms of online advertising such as banners, video ads, and social media ads.

E-commerce involves selling goods and services over the Internet, including your own web stores and e-commerce platforms.

CRM or customer relationship management involves using customer relationship management systems to store and analyze customer information in order to improve relationships and increase sales.

Mobile marketing uses mobile devices for advertising, such as mobile apps, SMS advertising, and mobile website optimization. Video marketing involves the use of video content to promote products and services, which can include videos, webinars, etc. AI can create new content (images, videos, etc.) or modify existing content. Other technologies include composite AI, differential privacy, “small data,” and self-supervised learning.

In summary, information services marketing plays a crucial role in the success of businesses today. By using a variety of available tools and strategies, businesses can effectively promote their products and services to a wider audience and increase their customer base.

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## **МАРКЕТИНГОВІ КОМУНІКАЦІЇ В СФЕРІ ІНТЕРНЕТ-ПОСЛУГ: СУЧАСНІ СТРАТЕГІЇ, ІНСТРУМЕНТИ ТА ЕФЕКТИВНІСТЬ У ЦИФРОВОМУ СЕРЕДОВИЩІ**

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У цифрову епоху сфера інтернет-послуг залишається однією з найбільш стрімко розвиваючихся галузей, яка змінюється під впливом нових технологій та зростаючого попиту. Ефективні маркетингові комунікації стають вирішальним чинником для компаній, які прагнуть залучити клієнтів, зміцнити їхню довіру та вирізнитися серед конкурентів. Однак через інтенсивну конкуренцію та динамічні зміни у звичках користувачів, компаніям потрібно постійно оновлювати свої стратегії, впроваджувати креативні рішення та сучасні цифрові інструменти[1, 2].

Сьогоднішній маркетинг в сфері інтернет-послуг кардинально змінився, змістивши акцент із загальних кампаній на індивідуальний підхід до кожного клієнта. Успішні компанії будують свої стратегії на основі глибинного аналізу поведінки та потреб цільової аудиторії, пропонуючи не просто послуги, а цілісні рішення та корисний контент.

Одним з найпотужніших каналів комунікацій є соціальні мережі, такі як Facebook, Instagram, LinkedIn тощо, оскільки SMM – це не просто публікації, а створення тематичних спільнот, оперативна підтримка клієнтів та вузьконаправлена реклама.