

SECTION 2.

MARKETING AND LOGISTICS ACTIVITIES

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THEORETICAL FOUNDATIONS OF INFORMATION TECHNOLOGY SERVICES MARKETING

In today's information society, the role and importance of information technology marketing is being updated. Information technology marketing is becoming increasingly important in today's business world as technology plays an integral role in many industries. Information technology marketing is defined as the strategic use of tools and techniques to support and promote information technology products or services in the marketplace.

Information technology marketing enables businesses to use technology to create effective marketing strategies. The concept of information technology marketing is the use of technology to deliver marketing messages to a target audience. The main goal of information technology marketing is to increase marketing efficiency, reduce costs and increase customer reach.

The expansion of information technology and technology has led to the industrialization of the production of information products and services. Today, it is possible to reach millions of customers using social media platforms, online advertising and other digital marketing strategies.

The technological environment as an element of service marketing involves the use of technologies to improve marketing strategies. It includes the use of social media, email marketing, mobile marketing and other digital marketing channels. These channels allow companies to reach a wider audience, improve customer engagement and increase sales.

Digital marketing involves the use of electronic channels such as the Internet, social media and email to promote products and services to a wider audience.

Data analysis as an important element of IT marketing involves the use of tools and technologies to collect, analyze and highlight consumer data to make informed marketing decisions. This can help you better understand your customers and direct your marketing efforts more effectively.

The concept of IT marketing - SEO or search engine optimization - involves the use of strategies and methods 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 like Google AdWords.

Social media marketing involves using social media to advertise and engage with your audience. Other forms of online advertising include the use of various forms of online advertising such as banner ads, video ads, and social media ads.

E-commerce involves the sale of goods and services over the Internet, including proprietary web stores and e-commerce platforms. CRM, or customer relationship management, uses

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

Mobile marketing involves the use of mobile devices for advertising, such as mobile applications, SMS advertising, and optimizing websites for mobile devices. Video marketing is an important IT marketing tool that involves the use of video content to promote products and services, which may include videos, webinars, etc.

Market segmentation and definition of the target audience is an important step in the development of an effective marketing strategy for information services. As stated in the market segment is the most important task for any enterprise. There can be different groups of consumers of information services such as students, professionals, researchers and casual readers to name a few. segment your products for different target markets to better meet the needs of specific customer groups.

In addition, when sales and traffic decline, businesses often resort to drastic measures, such as calling the entire customer base, mailing to all customers, advertising on various platforms. However, market segmentation can avoid such drastic measures by focusing marketing efforts on specific groups of customers who are most likely to be interested in your services.

Therefore, market segmentation and target audience definition can help you develop an effective marketing strategy for information services. By understanding your customers' needs and preferences, you can tailor your marketing activities to meet their specific requirements and achieve your business goals. Target customer profiles are also essential as this creates a detailed description of the ideal customer for your product or service.

Positioning in the IT market determines the company's success, especially in the rapidly changing technological environment. A clear and convincing positioning allows the company to attract and retain customers, as well as to compete effectively in the field of information technologies. Value communication is also critical to developing effective messages that convey the value of your product to your target audience. So, information technology marketing plays a crucial role in the business success of any enterprise. By using the various tools and strategies available, businesses can effectively promote their products and services to a wider audience and grow their customer base.

References:

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