

1.11. Internet advertising and SMM as efficient marketing instruments of small businesses promotion management under global digitalization conditions

Current market trends contribute to the enhanced development of new approaches to positioning and promotion of goods and services in the market.

In previous years it has been actively developing Online advertising, the advantage of which is to receive the greatest effect from the potential target audience. The urgency of the issue is due to the fact that the number of Internet users in Ukraine is almost 50%, and the country is located in ninth place on the Internet in Europe.

In the modern world any organization is a subject to the intense influence of the information environment, which is developing rapidly based on expanding access to the global Internet in almost all points of the globe. Enterprises need to respond promptly to these changes and make effective use of the opportunities provided by the World Wide Web. The Internet today has become not only the most popular source of information about the surrounding reality but also in the area of promoting goods and services, attracting customers and finding partners for business [1; 2]. However, many current issues for the theory and practice of the use of online advertising in the management of modern small businesses still unexplored.

The aim of scientific research is to determine the importance of advertising in the development of small businesses, consider its types, functions, find out what SMM is and how it helps entrepreneurs' development and discover advantages and disadvantages of these two spheres.

Free access to the Internet in almost all regions of Ukraine has not only dramatically affected information exchange processes but also had a profound impact on the marketing sphere [2].

In 1994 G. Fransen in his book "Advertising Effectiveness: Findings from Empirical Research" [11] examined the impact on the effectiveness of such characteristics of advertising modules (print banners) placed in print media as size, color, and location page, place in the magazine, place in the article, the number of pages in the magazine and the amount of advertising. Each of these factors had an impact on the effectiveness of banners in terms of attracting the attention of the audience.

In modern conditions many companies have been close, small and medium business and online commerce are developing that promotes development of Internet advertising. It is also inherent in it price diversity, which depends on the place advertising, but advertising in general The internet has a lower cost as opposed to most types of media advertising.

Structuring Internet promotion tools the goods are carried out by way of intermediary promotion (using an intermediate website) and the method of direct promotion (without using an intermediate web site).

For each method, the appropriate features are selected. Before structuring the tool Online product promotions are broken down into three groups:

- funds relating to the direct method product promotion;
- funds relating to the method of intermediary promotion of goods;
- funds related to both methods at the same time (in each method the specificity of application differs) [1-3].

Social networks in recent years have become an integral part of society, and therefore, their use for promoting goods also proved to be in demand and relevant. The information received by users in social networks is perceived as independent of the market, due to this new promotion tools became available goods used through social networks. The tools of promotion in social networks include banner advertising, contextual ads, advertising in groups and communities, advertising in game applications, advertising, distributed through distribution content, independent expert advertising. The use of social networking tools is characterized by relative cheapness, but so far absolutely blurred level of "quality" is the customer.

The quality of the client here means his target orientation in relation to the promoted product. In the case of the use of means related to the method of direct promotion, social networks allow you to create individual pages, groups to present the required goods, and then actively offer this target product and non-target audience directly.

To the means of promotion aimed at formation of the information environment in relation to the product or organization, the author refers blog entries, viral and guerrilla marketing tools on the Internet. A well-formed marketing promotion plan using these funds can be achieved a significant effect without significant cash costs. The use of these tools is aimed at creating and maintaining consumer illusion through the opinion of the authoritative Internet users, publications on

independent portals with good or bad reviews about the product, etc. For example, social networks, originally used to search for friends by interests and communicate with them, are now powerful advertising platforms that cover more than half of all network users of the Internet in the world [4]. Over the past few years, methods of promoting goods and services of companies through the World Wide Web have been actively introduced into the marketing practice of small businesses, while many traditional advertising methods are rejected due to poor performance. Many companies are successfully gaining their niche in the market through the publication of original content on social media, neglecting classical advertising, because Internet promotion has several advantages, including the development of brand awareness, capturing the target audience and the relatively low cost of advertising [3].

At the same time, the effectiveness of traditional mass advertising is gradually decreasing. Especially this they feel small businesses whose advertising budget is strictly limited due to small financial opportunities.

Reducing the return on traditional methods of promoting the company's proposals necessitates the search for new alternative ways of finding and attracting customers. With this purpose similar promotional activities are not only informing potential consumers about products company but also interaction with the client, involvement in various activities related to the advertised object, i.e. increase the interactivity of advertising. Interactivity implies the focus of advertising is not only on content and the volume of distribution of advertising but also on building mechanisms of interaction with the client, adapting these mechanisms, creating a positive image of the company, taking into account the actions of competitors, etc.

Internet advertising can be considered as tools set to influence the target audience of a particular enterprise, which includes: placing advertising content on thematic sites, in Internet directories and directories, social networks, blogs and other communities, the use of banner networks, e-mail marketing, search engine optimization and corporate website promotion, etc.

Today the Internet promotion is one of the most operational and at the same time, financially and technically accessible marketing tools. Internet advertising as part of Internet marketing has several advantages over traditional methods advertising and also has great potential due to the fact that it contains a variety of content (text,

photo, video, etc.) and focuses all the elements of the complex marketing communications. Hold investigation gives the possibility to disclose 5 main advantages of online advertising which is presented at Figure 1.

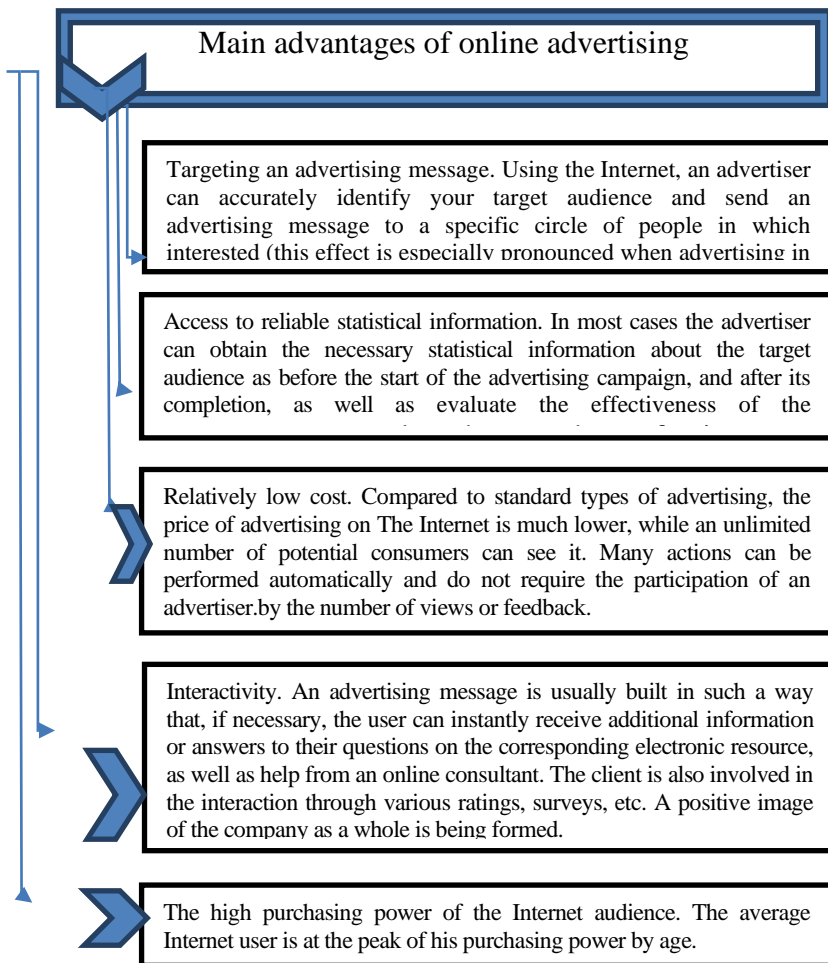


Figure 1. Main advantages of online advertising

It should be noted that Internet advertising in Ukraine has the following specifics that enterprises should consider: incomplete coverage of the population with a shift towards more educated and

better off citizens, the ability to focus advertising messages on a specific target audience [5-6].

All this contributes to the effectiveness of online advertising for small businesses, but at the same time puts forward additional requirements for rational content and appropriate the design of the advertising message. Elements of an Internet advertising message such as size, color, illustrations, animations contribute to a greater degree of recognition of the company or product, increase the impact of advertising on the Internet user. Equally important is the professional approach to creating headings for advertising messages – the person needs to find understandable and easy to remember phrases, use vivid speech speed.

The method of search engine optimization involves set of varieties for dynamic exterior and the internal growth of the Internet site. Under the internal growth of the resource means improving the code of Internet pages, code words, titles and subheadings of pages, descriptions, texts to better understand them not only by potential visitors, but also by search engines, etc. External growth is creating an external environment for the resource from links to it from other similar topic sites, forums, blogs, popular directories and portals. In order to achieve stable and positive results in search engines, you need to demonstrate the growth of both internal and external development. The use of these tools is characterized by that each client is involved relatively inexpensively, high target direction, long start, the need for at least regular support of the achieved results [4, p. 102].

An equally important role in the development of small business plays SMM. Social Media Marketing (SMM) is communication with an audience of social networks and forums on behalf of a brand or organization [1; 2; 7].

Social networks are created for the purpose of interaction of people.

This is a resource that allows users to combine be divided into groups depending on the field, type of activity, interests, etc.

Social networks are characterized by the following powers such as:

the presence of users' own opinions, change of their opinions depending on other contributors; different the level of influence and trust in the opinions of agents of other opinions users;

different levels of conformity of agents; available indirect influence between social contacts;

reducing the level of "indirect impact" for growth distances; the presence of "opinions of leaders", the presence of a threshold sensitivity to changes in the opinion of the environment;

formation of groups; the presence of external factors (advertising, marketing), etc.

In connection with these trends, we could detail studies in the scope of Internet advertising, the rationale for its main advantages over traditional methods of advertising and the development of recommendations for the effective application of Internet marketing methods.

The expansion and development of the subject area of online advertising occur as the index increases the prevalence of information technology, improving access to the Internet, a transition from the use of stationary computers on portable devices. All this attracts new Internet users, which can be considered as an additional circle of potential customers.

In addition to the advantages, of course, there are disadvantages of social media marketing: high time, the need to be sociable and be able to adapt to the audience, compliance with not all brands and types of services, high competition, negative consumer impression in case of wrong approach.

Today most progressive companies create their corporate pages and communities in many popular social networks (VKontakte, Facebook, Odnoklassniki), through which they actively interact with the target audience, fill the pages with useful and exciting content, conduct quizzes and contests among users. At first glance, it might seem that all these actions are mostly entertaining in nature, however, all actions aimed at communicating with the target audience act as one of the most powerful tools to increase brand loyalty to the organization.

One of the main tasks of each business owner is the formation of a loyal attitude to the company among the target audience. Main measures can be achieved by increasing the level of loyalty with SMM:

- develop potential brand trust among potential customers.

- eliminate negativity about the company, manage its reputation.

- increase brand awareness.

- increase in sales.

In addition, it was determined that advertising is of great importance in the development and promotion of small businesses. This topic also

requires a detailed study of the field of SMM and personal brand promotion.

Thus, we can draw the main conclusions. Firstly, rapidly developing an information environment and gradually decreasing efficiency from traditional advertising stimulate enterprises to search for alternative marketing solutions.

Secondly, the most promising, innovative direction of marketing today is Internet advertising, including advertising on search engines and social networks.

Thirdly, the advantages of online advertising, such as targeting an advertising message and the ability to automate many advertising influences, significantly reduce the cost of an advertising campaign, the interactivity of advertising content creates a positive image of the company among the consumer, and free access to statistics allows you to evaluate the effectiveness of decisions made.

Active development of research in the field of promoting goods and services via the Internet will promote more meaningful and justified use of online advertising tools by modern small businesses to achieve the goals of marketing management and increase financial efficiency.

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РОЗДІЛ 2. МЕТОДИЧНІ ЗАСАДИ ОЦІНЮВАННЯ ДІЯЛЬНОСТІ ПІДПРИЄМСТВ

2.1. Вартісно-цільові аспекти моделювання ефективності управління залізородним підприємством

В умовах сучасних відносин, що склалися в Україні, особливої ролі набуває ефективне управління підприємствами. Дослідження економічних систем різного рівня з використанням методу моделювання ґрунтується на припущенні, що економічна система володіє набором тих же характеристик, інваріантних відносно цілей дослідження, що й звичайні складні системи, серед яких основними є цілісність, складність, емерджентність, динамічність, причинність, адаптивність тощо.

Значно складнішими у цьому відношенні є соціально-економічні системи, де провідним компонентом виступають люди, які завдяки своїй цілеспрямованій діяльності реалізують як процеси виробництва, так і управління. При цьому виникає настільки складний і тісний конгломерат взаємодій окремих людей та їх колективів між собою і з матеріально-енергетичними потоками, що правильний результативний аналіз його можливий лише у цілому.

У статистичних методах ідентифікації систем початковий стан і вхідний сигнал довільні. Окрім корисного сигналу, на об'єкт впливає перешкода, статистичні властивості якої можуть бути невідомі. Статистичні методи дозволяють виразити якість оцінювання через такі параметри, як, наприклад, дисперсія, коваріаційна матриця і т.д.

Відмінність в окремих методах ідентифікації може бути викликана лінійністю або не лінійністю об'єкту, що ідентифікується, наявністю або відсутністю шумів і можливістю їх вимірювання, наявністю або відсутністю інформації про порядок або структуру моделі і т.д. Проте основне, що відрізняє окремі методи, - це тип математичної моделі і критерій якості побудови моделі[1].

Одна з важливих задач удосконалювання структур управління - пошук ефективних методів оцінки діючих структур. Виробнича й організаційна структури управління поряд з