



ІННОВАЦІЙНИЙ  
УНІВЕРСИТЕТ



# MAJESTY OF MARKETING

Conference for the students  
and junior research staff

10<sup>th</sup> of December 2020

Dnipro

Ministry of Education and Science of Ukraine

Dnipro University of Technology

Young Scientists Council at the Ministry of Education and Science of Ukraine

Innovative University

***Majesty of Marketing***

*Materials of the International conference  
for the students and junior research staff*

*10<sup>th</sup> of December 2020*

*Dnipro*

*2020*

Majesty of Marketing: Materials of the International conference for the students and junior research staff. - Dnipro, Dnipro University of Technology, 2020. – 284 p.

Responsible for publication:

Head of the Department of Marketing  
S. Kasian

**Laguta K.O.**

**Bilovodska O.A.,**

Professor of Marketing and Communication Design Department,

Dr. Sc. (in Economics), Assistant Professor

Kyiv National University of Technologies and Design

## **DIGITAL MARKETING TOOLS IN THE COMMUNICATION POLICY**

*Key words: communication policy, digital marketing, strategy, website, advertising, social networks*

Marketing communications strategy is the strategy used by a company or individual to reach their target market through various types of communication. It includes your message (what is to be said), the medium (where it is to be said), and the target (to whom your message is reaching).

Digital marketing uses the Internet, mobile devices, social media, search engines and other channels to consumers. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing. Digital marketing channels are:

1. Website Marketing. A website is the centerpiece of all digital marketing activities. Alone, it is a very powerful channel, but it's also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use.

2. Pay-Per-Click (PPC) Advertising. PPC advertising enables marketers to reach Internet users on a number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and show their ads to people searching for terms related to the products or services. PPC campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The most popular PPC platforms are Google Ads and Facebook Ads.

3. Content Marketing. The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through

social media, email marketing, SEO, or even PPC campaigns. The tools of content marketing include blogs, ebooks, online courses, infographics, podcasts, and webinars.

4. Email Marketing. Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is all about. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand. Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.

5. Social Media Marketing. The primary goal of a social media marketing campaign is brand awareness and establishing social trust. As you go deeper into social media marketing, you can use it to get leads or even as a direct sales channel.

6. Affiliate Marketing. Affiliate marketing is one of the oldest forms of marketing, and the Internet has brought new life to this old standby. With affiliate marketing, influencers promote other people's products and get a commission every time a sale is made or a lead is introduced. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

7. Video Marketing. YouTube has become the second most popular search engine and a lot of users are turning to YouTube before they make a buying decision, to learn something, read a review, or just to relax. There are several video marketing platforms, including Facebook Videos, Instagram, or even TikTok to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

8. SMS Messaging. Companies and nonprofit organizations also use SMS or text messages to send information about their latest promotions or giving opportunities to willing customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.

A person opens a message in the messenger in 95% of cases, compared to an electronic mailbox where the percentage of messages read is only 40%. [1]

A recent ComScore study found that 51% of smartphone users downloaded zero new apps for the current month. This phenomenon is called "application fatigue," when there are simply too many options without obvious benefit. In addition, according to the study, only 37% of respondents aged 35-54 years have an interest in new applications. Thanks to the bot, messages will not fall into the "spam basket" and will not go unnoticed. The possibilities are limited only by fantasy and money allocated for its development. [2]

Most in Ukraine are trying to apply sequential schemes in three areas of communication: advertising, sales promotion and public relations. One of the problems is that libraries do it all on their own, they do not receive a budget for advertising or other marketing services. An important role in the company's concentrated marketing strategy should be played by activity in social networks through its information function - its task will be to communicate information about value factors to consumers, and especially to explain the benefits of services. The evaluation of the effectiveness of the digital strategy is carried out thanks to social network statistics.

Today, social networks are the main tool for communicating directly with their audience. Even without big budgets, good results can be achieved. By creating useful content for the audience, you can attract the attention of new customers through it. The main condition is that you need to analyze content, trends daily, understand exactly what the audience likes and how best to attract it to interact with you. You need to understand that taking breaks in publications on social networks is a slow, stable and quality key to success. A content plan is a necessary step before content is created. Its writing should be mandatory, especially you need to write all information guides in advance for a month. Moreover, social media marketing is an effective marketing channel for feedback. You can analyze reviews, likes, reposts comments and other metrics. If customers had a bad experience, they are more likely to report it via social media than by email or phone. This allows you to respond in time and keep a specific client, and also attract others.

SMM is not only posts, you need to clearly follow your plan, set goals and KPI, if they are not thrown in, then edit tactics and see why so.

#### **References:**

1. Микаэл Я. «До 90% пользователей открывают сообщения ботов ManyChat, из них до 40% — переходят по ссылкам» [Internet]. Available from: <https://vc.ru/story/30092-manychat-interview>.
2. Chaffey D. Mobile marketing statistics compilation [Internet]. Available from: <https://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>

## CONTENT

<b>Adamska A.</b>	Human experience in marketing	3
<b>Alenina D., Kukharuk A.</b>	Marketing of innovation as a tool for the development of a region	5
<b>Altukhova E.</b>	Social media marketing	9
<b>Artyukhova N., Dziuba R.</b>	Marketing of scientific products of HEI: scientists and their “connection” with business	10
<b>Babko N.</b>	Features of consumer behaviour marketing management	11
<b>Bakunovska D.</b>	The impact of Covid 19 on digital marketing and effective solutions	13
<b>Barkova J., Brekhuntsova O., Dranus L.</b>	Innovative technologies of modern marketing	15
<b>Benko O., Hnylyakevych-Prots I.</b>	Image as a component of the company's success in the market	18
<b>Bezdvornyi V., Kuvaieva T.</b>	Consumer purchase decision	20
<b>Bezdrovna M., Kuvaieva T.</b>	Competitive analysis of 5 forces porter on the example long-term goods	22
<b>Bezuhla L.</b>	The main aspects of the ecotourism activities development	23
<b>Bondarenko Ya.</b>	Non-commercial marketing as the way to achieve maximum social effect	26
<b>Boriak A.</b>	Efficient assortment management in trade marketing activities of the food industry enterprises	27
<b>Boryskina Y.</b>	SMM in tourism industry	29
<b>Bovsunovska Y.</b>	Online marketing	30
<b>Braslavska Y., Yelizarov I., Kostina L., Mel'nikova I.</b>	Gender stereotyping in advertising	32
<b>Bukhta S., Shafalyuk M.</b>	Social responsibility of marketing and development of consumer communities of modern brands	34
<b>Burlakova E., Yelizarov I., Shalatska A., Mel'nikova I.</b>	Peculiarities of marketing activity of the mining and processing enterprise (the case of PJSC "Northern GZK")	36
<b>Cherman R.</b>	Financial literacy as an effective tool for promoting yourself in the labor market	38
<b>Chmil H.</b>	Digitalization as a behaviour transformation tool of consumer market economic entities	40
<b>Danylkiv Kh., Hembarska N.</b>	Strategy of application of internet-marketing tools for B2b sector	42

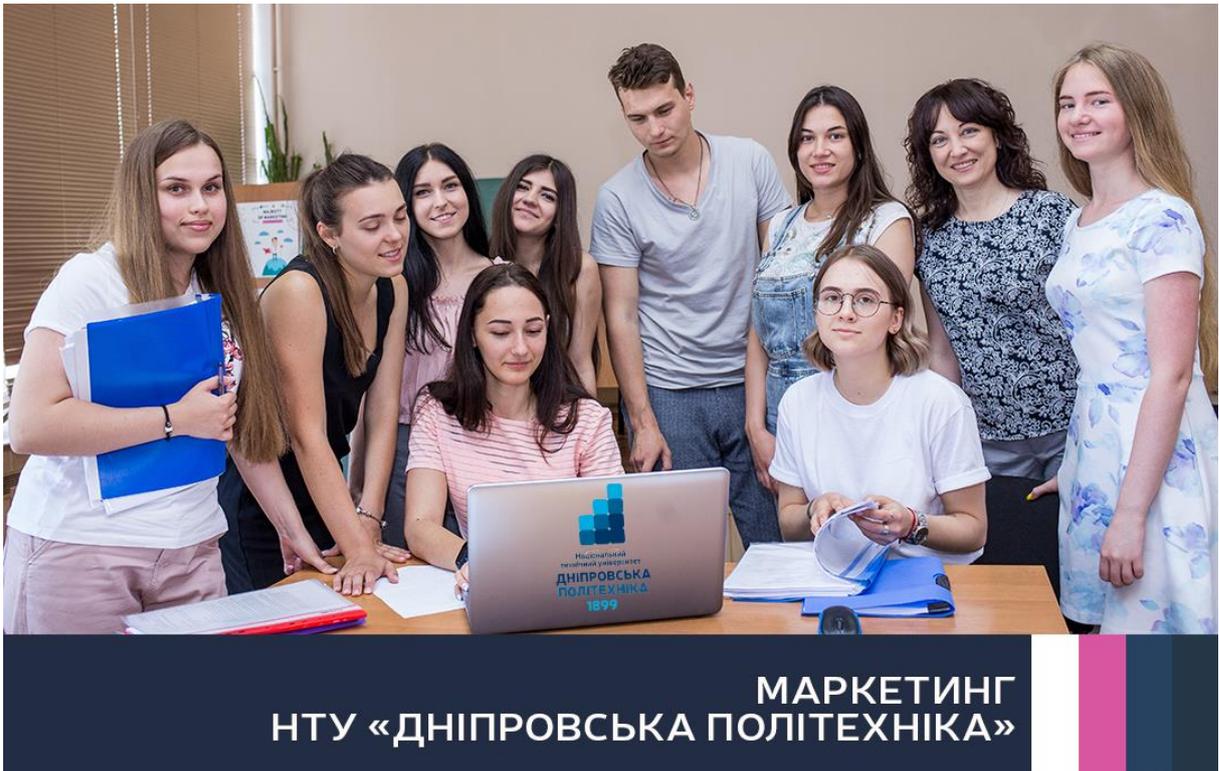
<b>Danylyuk A., Borysova T.</b>	Neuromarketing as an innovative approach of studying demand and a brand creation tool	44
<b>Datsenko V.</b>	Marketing trends in the digital economy	47
<b>Dolmatova K., Zhykhareva-Tolstik A.</b>	Gamification in digital marketing	50
<b>Domanska H., Mala A.</b>	Priorities of event marketing development in domestic economy	52
<b>Dumanska M.</b>	Features of alpha generation behavior in digital space, and features of brand interaction with representatives of this generation	54
<b>Golovii V.</b>	Product imitation as marketing strategy: case from Ukrainian wine sector	57
<b>Gorbova H.</b>	Main benefits of applying content marketing to promote business	60
<b>Grosheleva O., Sukhodolska V.</b>	Enterprise's communication policy as a factor of its economic security	62
<b>Gumenchuk D.</b>	Logistics as a way to increase the competitiveness of the enterprise	65
<b>Hevkan Y., Grosheleva O.</b>	Some aspects of competitiveness of domestic enterprises in foreign markets	67
<b>Hubeni Yu.</b>	Behaviorist research on agrarian entrepreneurship: short resume of applied projects	70
<b>Ihnatenko M.</b>	Development of conversion marketing on the basis of behavioral economy	72
<b>Ivanova O., Postova Y., Saksonova K.</b>	Features of drafting of visual content in social media	74
<b>Ivashchenko M., Yatsiv I.</b>	Competitiveness of personnel as an enterprise competitiveness' component	76
<b>Jędrzejczyk I.</b>	Crisis management and business continuity planning. The implications of sars cov-2 for private companies	79
<b>Kalaman O., Lahodiyenko V.</b>	Analysis of trends in the Ukrainian wine market	81
<b>Kasian S., Szostek D.</b>	Creation of an effective system of marketing and logistic communication in european virtual space	83
<b>Kasian S.</b>	Neuromarketing	86
<b>Kendiukhov O.</b>	Criticism of philosophy of marketing	88
<b>Khalaimov T., Suprun Ye.</b>	Webhmi — automation and digitalization of an enterprise	90
<b>Khodyreva I., Tiutchenko S.</b>	Trends in the development of modern international marketing.	93
<b>Khomenko M., Hneniuk K., Zakrevskiy A.</b>	Consumer loyalty development and management within enterprise marketing activities	95

<b>Khurdei V., Mishchenko D., Chantseva S.-S.</b>	Marketing activity of the company in the context of digital marketing	97
<b>Kiris S., Chupryna N.</b>	Condominium management	99
<b>Kosovan O., Shtanko V. M.</b>	Modern directions of marketing information systems	101
<b>Kostiuk O., Kusen N.</b>	Digital marketing is a requirement of today	105
<b>Kostiv Y., Hnylyakevych-Prats I.</b>	Product promotion strategies on the market by domestic companies	108
<b>Kozlenko A.</b>	Features of marketing in research universities during the Covid-19 crisis	111
<b>Krasovska A., Mostova A.</b>	4ps marketing analysis for fillers	113
<b>Kravchenko A., Chernyak V.</b>	Creation and introduction of a new product on the markets is one of the ways to increase the efficiency of the enterprise	116
<b>Krupin V.</b>	Resilience strategies: experiences in the horticulture farming system of poland and lessons for Ukraine	118
<b>Kryachun E.</b>	Basic SMM tools	121
<b>Kryva N.</b>	Sales promotion strategy for it educational services in the context of the formation of the information society	123
<b>Kulik A., Yelizarov I., Kostina L., Mel'nikova I.</b>	Seasonal marketing	124
<b>Kuzmich Y., Solntsev S.</b>	Stages of improving the marketing communication policy of the trademark in the consumer market	126
<b>Kviatko T.</b>	Key aspects of competitive strategies	129
<b>Laguta K., Bilovodska O.</b>	Digital marketing tools in the communication policy	131
<b>Larina O., Redko K.</b>	Correspondence of the model of overcoming poverty of nobel laureates to the conditions of the economic situation of modern Ukraine	134
<b>Lazebnykova A.</b>	Marketing during a pandemic	136
<b>Lebid Yu.</b>	Formation of the marketing strategy and planning of the marketing programs	138
<b>Lorvi I., Valetska Yu.</b>	Components of the image of the enterprise	140
<b>Lybak I., Deineha I.</b>	The influence of the quality of educational services on the competitiveness of the higher education institution in a pandemic condition	142
<b>Makarova E.</b>	The impact of colour on consumer behaviour	144
<b>Makukha Y.</b>	Instagram posts and visual neuroscience	146
<b>Malyuta O., Yelizarov I., Likhosherst O., Mel'nikova I.</b>	Marketing activities for promotion of goods in social networks	147
<b>Mandyh O.</b>	Marketing activities as the basis of strategic company management	149

<b>Melnyk K.</b>	Innovative technologies in the company's client service	151
<b>Menkova K., Zozul'ov O.</b>	Holistic business model as a base for marketing stress testing development for achieving economic sustainability in changing environment conditions	154
<b>Mirzoieva A.</b>	Crisis concept of the travel agency	156
<b>Morenets V.</b>	Humour in advertising and its necessity throughout the pandemic	158
<b>Morokhova V., Boyko O., Lorvi I.</b>	Social orientation as a component of modern marketing concepts	160
<b>Mushkudiani T.</b>	How to identify competitors: main steps	163
<b>Mykytas A., Azizov O.</b>	Marketing strategies: formation features and procedures	165
<b>Nagornaya Ye.</b>	Logistic aspects of improving sales efficiency in export operations of the enterprise	166
<b>Necheporenko A., Dronova T.</b>	Features of consumer behavior on the drogeria-market of Ukraine	168
<b>Nechyporuk S.</b>	Brand naming philosophy	170
<b>Nedotopa A., Yelizarov I., Likhosherst O., Mel'nikova I.</b>	Marketing activities during the crisis	172
<b>Nerez O., Dranus I.</b>	Sexualized images in advertising	174
<b>Nesen Y.</b>	Green marketing: propaganda or necessity	176
<b>Nesterenko M.</b>	The role of the Internet in the modern world	178
<b>Nykytiuk R.</b>	T-shaped marketing	179
<b>Ogarkov V., Sannikova S.</b>	Increasing the efficiency of management of production activities through marketing	182
<b>Oklander M., Papusha I., Shafalyuk A.</b>	Ukrainian pharma market challenges	184
<b>Oleksiuk O., Horoshko V., Hayvoronskyi V.</b>	Business strategies of ukrainian pharmaceutical companies under modern conditions	186
<b>Pavlichenko M., Yelizarov I., Sokolova S., Mel'nikova I.</b>	Qr-code as important marketing tool	188
<b>Popadynets N. Rubel I.</b>	Assessment of the domestic machine building market in Lvivska area	189
<b>Prokopenko K., Danko Yu.</b>	Attributive analysis of the evaluation effectiveness of strategic brand management	192
<b>Rabei N., Boienko O.</b>	Trends of internet-technologies' development, integrated into the system of strategic marketing of	196

	modern Ukrainian enterprises	
<b>Remez U.</b>	Theoretical aspects of socially responsible marketing at the enterprise	198
<b>Romaniuk I.</b>	Main tools of marketing strategies for development of rural green tourism enterprises	200
<b>Samartseva K., Dovhun O.</b>	The main directions of marketing development of "Vodafone Ukraine"	201
<b>Sannikova S., Penochkin M.</b>	Management of logistics activities using the marketing approach	204
<b>Sapiński A.</b>	Social responsibility and ngo in the area of labour market security in the Euroregion	206
<b>Semenova L., Chaban L.</b>	Human capital marketing: the key to improving business performance	207
<b>Serdiukova Ye., Hlubochenko K.</b>	Marketing as a mechanism for popularizing modern values and increasing awareness of global issues	210
<b>Shcheglova S.</b>	Reasons for customer irrationality	211
<b>Skorobogatova N., Kravchuk Y.</b>	The impact of e-commerce on the economies of Ukraine and the world	213
<b>Sokol R., Tyutchenko S.</b>	The essence and development of sustainable marketing	216
<b>Sokurenko K., Yelizarov I., Likhoserst O., Mel'nikova I.</b>	Prohibited aspects in advertising	218
<b>Solntsev M., Zozul'ov O.</b>	growth strategies of the company on the industrial services market	220
<b>Soshchenko V., Dranus L.</b>	5p marketing concept in modern conditions	222
<b>Starchova D.</b>	Marketing environment of the company: methods of analysis	225
<b>Starodub I.</b>	Marketing vs Covid - 19: who is who or how to survive the post-quarantine crisis?	226
<b>Stepanovych V.</b>	How pandemic influences online marketing	230
<b>Sushchenko A., Mostova A.</b>	Marketing strategies for car manufacturers	232
<b>Svitenko O.</b>	Targeted advertising: tasks and procedures	234
<b>Tymchur H.</b>	Experiential marketing as a means of successful brand promotion	236
<b>Tiutchenko S., Khodyreva I.</b>	Modern tasks of strategic innovative marketing	238
<b>Ulasevich I., Yaremenko S., Medynska S.</b>	Sales promotion techniques	240
<b>Varyanichenko E., Basova O.</b>	Diversification of enterprises with foreign economic activity	242
<b>Varyanichenko E., Dubina N.</b>	Marketing approach to justification of suppliers choice	243

<b>Varyanichenko E., Kozha N.</b>	Current trends in the gold market	245
<b>Varyanichenko E., Kozhyn E.</b>	Formation of marketing strategy llc “metal-courier company”	246
<b>Varyanichenko E., Mikhnenko Y.</b>	Pharmaceutical market of Ukraine	248
<b>Vasylieva K.</b>	Zero-waste. will responsible consumption ruin world economics?	250
<b>Verkhohliad K.</b>	How to keep your business alive during Covid-19 quarantine	252
<b>Vibla M., Shulhina L.</b>	Theoretical principles of market segmentation of services. its features	255
<b>Vibla M., Shulhina L.</b>	Criteria and signs of consumer segmentation in the B2b market	257
<b>Yazvinskaya T., Deineha I.</b>	The influence of microeconomic factors on the competitiveness of the enterprise	260
<b>Yeremenko I., Lynenko A.</b>	Bank marketing development in Ukraine	262
<b>Yuferova D.</b>	The essence of digital marketing in the plane of innovative communication coordinates	265
<b>Zamkova O.</b>	The trends to develop decentralized generation	268
<b>Zimina V., Yelizarov I., Likhosherst O., Mel'nikova I.</b>	Contextual advertising	270
<b>Zinkova S., Hnylyakevych-Prots I.</b>	What is cross-cutting analytics and why does business need it?	272
<b>Zozulia N.</b>	Marketing in the foreign economic activity	275



**КОНСУЛЬТАЦІЙНИЙ ЦЕНТР:**  
ПР-Т ДМИТРА ЯВОРНИЦЬКОГО, 19  
4 КОРПУС, 5 ПОВЕРХ, КІМНАТА 95



**ГАРЯЧА ЛІНІЯ:**  
(097) 093 32 06  
(063) 251 62 76  
(056) 373 07 55



[WWW.MK.NMU.ORG.UA](http://WWW.MK.NMU.ORG.UA)



Національний  
технічний університет  
**ДНІПРОВСЬКА  
ПОЛІТЕХНІКА**  
**1899**

---

Majesty of Marketing: Materials of the International conference for the students and junior research staff. – Dnipro, Dnipro University of Technology, 2020. – 284 p.

Materials of the International conference  
for the students and junior research staff

**“Majesty of Marketing”**

10 December 2020

Centre of Marketing Technologies of the Dnipro University of Technology

Dnipro University of Technology  
49005 Dnipro, av. Dmytra Yavornytskoho, 19