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**CONTENT MARKETING
 AT TRADE ENTERPRISES**

**КОНТЕНТ-МАРКЕТИНГ
 НА ПІДПРИЄМСТВАХ ТОРГІВЛІ**

Introduction. The development of digital technologies is stimulating businesses to adopt creative approaches to managing marketing communications. Content marketing is becoming a relevant tool for presenting valuable content to the target audience. In times of war, it changes according to the demands of society to strengthen market positions and improve brand interaction.

The problem. The use of content marketing at trade enterprises requires the development of an effective implementation strategy and its stages, that harmoniously combines the practice of digital marketing of trade enterprises with the classic principles, methods, functions and tools of content marketing.

The aim. To substantiate the current trends in the use of content marketing in the digital communication environment and to develop stages of implementation of content marketing strategy at trade enterprises.

Methods. The methods of theoretical generalization, analysis and synthesis, system structural analysis, comparison, and grouping were used.

Results. The approach to content creation by trade enterprises is substantiated and a strategy for the implementation of content marketing is developed. The peculiarity of its use is to ensure

Вступ. Розвиток цифрових технологій стимулює підприємства торгівлі до використання креативних підходів в управлінні маркетинговими комунікаціями. Контент-маркетинг стає релевантним інструментом представлення ціннісного контенту для цільової аудиторії. В умовах війни він змінюється відповідно до запитів суспільства з метою зміцнення підприємствами ринкових позицій та посилення взаємодії з брендом.

Проблема. Використання контент-маркетингу на підприємствах торгівлі потребує розроблення дієвої стратегії та адаптивних маркетингових рішень, які сприятимуть гармонійному поєднанню практики цифрового маркетингу підприємств торгівлі з класичними принципами, методами, функціями, інструментами контент-маркетингу.

Мета. Розкриття сучасних напрямів використання контент-маркетингу в середовищі цифрових комунікацій та обґрунтування етапів реалізації стратегії контент-маркетингу на підприємствах торгівлі.

Методи. Використано методи теоретичного узагальнення, аналізу та синтезу, системно-структурного аналізу, порівняння та групування.

Результати дослідження. Розкрито підхід до створення контенту підприємствами торгівлі та обґрунтовано етапи реалізації стратегії контент-маркетингу. Особливістю



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consistency of content with marketing goals and objectives, selection of adaptive techniques for content creation, distribution, promotion, consideration of the relevant norms and restrictions of the respective target audience, and ensuring the strengthening of brand loyalty by increasing the value of content throughout the consumer journey.

Conclusions. As trade enterprises reduce their territorial coverage in the online format, content marketing is becoming the basis for successful digital marketing communications. It helps to expand target audiences, improve personalized and targeted online interaction with consumers, and optimize business processes. The use of content marketing by trade enterprises requires creation, distribution, promotion of content according to an appropriate algorithm, and introduction of an adaptive content-marketing implementation strategy.

Keywords: content marketing, digital tools, promotion, value.

використання є забезпечення узгодженості контенту з маркетинговими цілями та завданнями, підбір адаптивних прийомів щодо створення, розповсюдження, просування контенту, врахування релевантних норм та обмежень відповідної цільової аудиторії, забезпечення посилення лояльності до бренду на основі підвищення цінності контенту впродовж усього шляху споживача.

Висновки. В умовах скорочення підприємствами торгівлі територіального охоплення в онлайн-форматі основою успішних цифрових маркетингових комунікацій стає контент-маркетинг. Він сприяє розширенню цільових аудиторій, посиленню персоналізованої та таргетизованої онлайн-взаємодії зі споживачами, оптимізації бізнес-процесів. Використання контент-маркетингу підприємствами торгівлі потребує створення, розповсюдження, просування контенту за відповідним алгоритмом та впровадження адаптивної стратегії контент-маркетингу.

Ключові слова: контент-маркетинг, цифрові інструменти, реклама, цінність.

JEL Classification M31.

Introduction. The evolution of digital technologies is forcing trade enterprises to re-evaluate the effectiveness of traditional marketing communications. This requires the development of creative approaches to implementing marketing solutions in both offline and online environments. In times of war, digital marketing communications are especially important as they become the focus for achieving strategic marketing objectives and business goals. Content marketing is becoming an alternative and a complement to traditional advertising campaigns, allowing to take into account social and political factors in building the brand and image of companies.

In the context of Russian aggression in Ukraine, content marketing can ensure the entry and consolidation of Ukrainian business in the international environment, increase interest in the country, popularization of domestic producers, brand strengthening and a more sensitive internal marketing environment. The effectiveness of content marketing in commerce should be ensured by adhering to the principles of the Marketing 5.0 concept, which involves the use of technologies that mimic human behavior to create, communicate, deliver and enhance value throughout the customer journey. It combines elements of the previous two concepts: Human-Centered Marketing 3.0 and Technology-Centered Marketing 4.0. This concept requires flexibility and adaptation to the changing world and its trends. [1, p. 320].

The problem. It is important to develop a content marketing strategy that can ensure sustainable contact with potential consumers, interest in the company's products, while avoiding advertising blindness and strengthening the social position. It is necessary to disclose the principles, methods,

functions and tools of content, to ensure its consistency with marketing goals and objectives, to select adaptive techniques for creating, distributing, promoting and increasing its value.

Analysis of recent research and publications. Today, scholars pay attention to the theory and practice of developing "content" and implementing "content marketing". In most English-language works, the authors, providing definitions, refer to Joe Pulizzi, the head of the Content Marketing Institute [2]. The essence of the concept was also studied by M. Stelzner, a well-known author of books on content marketing [3], K. Zemlik [4], as well as researchers such as J. Rowley [5], P. Bokariya [6]. Among domestic scholars, Z. Dvulit, K. Zybina, E. Krykavskiy, O. Kapral, S. Sapigura, G. Saidova, G. Radchenko, I. Dyachuk made a significant contribution to the study of content marketing [7-9]. With the popularization of content marketing in the world and in Ukraine, the number of journalistic articles, blogs and tips on the use of content marketing is increasing. However, there are no scientific works that would reveal the essence of this concept and the peculiarities of its implementation at trade enterprises. There is also a lack of research on the practical aspects of content marketing implementation by trade enterprises operating under martial law.

The aim of the article is to reveal the current trends in the use of content marketing in the digital communication environment and to substantiate the stages of implementation of the content marketing strategy at trade enterprises.

Methods. The methods used are theoretical generalization, analysis and synthesis, system-structural analysis, comparison and grouping.

Results. Today the use of content marketing is important in the activities of trade enterprises. In connection with military operations in Ukraine, content marketing is able to ensure the formation and maintenance of the state's image in the international community and the marketing environment. It is an effective tool to increase the interest and loyalty of citizens of different countries. In addition to improving the image of Ukraine in the global community, the increased interest is supported by the growing demand for domestic products on the global market, which helps to increase the inflow of foreign currency to Ukraine. Another important advantage of content marketing in times of war is a more sensitive approach to the presentation of a product or service, which avoids the annoyance sometimes associated with classic advertising campaigns. The need to use content marketing is also caused by the saturation of the Internet space with advertising, which has led to the so-called "ad blindness". When a network user identifies certain information as advertising (by the way the message is presented, its appearance, or keywords), he or she often turns his or her attention to other content without even trying to delve into the content of the advertising offer [10, pp. 46-47]. "Ad blindness" requires marketers to look for other approaches to "ecological" contact that would not cause automatic ignoring and would allow them

to build stronger relationships with potential consumers. An example of such an approach is content marketing, a strategy for finding contact with consumers and attracting their attention not to an advertising offer, but to information that is relevant to the company's business and relevant to the consumer. Over the past twenty years, content marketing has gained wide popularity around the world. Domestic companies use content marketing to some extent, but in general, as of 2023, the tool is not yet commonly practised in Ukraine.

The term "content marketing" consists of two elements: "content" and "marketing". Therefore, the adaptation of its tools to the peculiarities of practical activities of trade enterprises in today's conditions requires a primary study of the essence of "content" and "marketing", as well as existing theoretical approaches to their use.

Scientists and practitioners have formulated a wide range of interpretations of the essence of the concept of "marketing". One of the most widely accepted is that of the American Marketing Association: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" [11]. This approach is best suited to the specifics of marketing management in both online and offline environments.

The essence of the concept of "content" has been revealed by many researchers in the last decade. However, it is characteristic of modern research that this concept is increasingly emphasized in the field of digital communication. In the English dictionary, the word "content" is defined as the physical substance, subject matter, or theme of a work, as well as something expressed through speech, writing, graphics, or other art [12].

In everyday communication, content is defined as any information on websites, blogs, or social networks, regardless of the purpose for which the information is published. However, the existing definitions have one thing in common: from a marketing perspective, information can be called content if the purpose of its publication is to influence the consumer. The key characteristic of content is its focus on achieving the goals of a particular organization.

At this stage, it is very difficult to clearly identify the characteristics that make certain information content. After all, all content is a tool for developing the personal brand of its author, which is an important component of business development and promotion. This is especially true for the commerce, which is a highly competitive industry. The impact of published information on the reader and the potential to leverage that impact to achieve business goals is difficult to measure. Therefore, it is impossible to think of content only as information that a company publishes for a specific purpose. All of the company's contacts with potential consumers can have a positive impact and the potential to increase customer loyalty. Therefore, when analyzing the effectiveness of content marketing, general indicators are usually measured for all content published over a certain period of time.

The definition of content is given by S. Macera in her work "Content Management in Marketing Communications", where she states that content is "multi-format materials represented by text, photo, audio, video, etc." [13, p. 91-94]. The definition focuses on the form of the content created and does not take into account the specifics of how content is used by a company to achieve its goals.

In her monograph "Methodological Aspects of Internet Marketing" I. Lytovchenko defines content as "the filling of a web-site; it includes graphics, text, multimedia, sound" [14]. The definition describes in detail the possible forms of content, but does not provide sufficient information about who is the subject of content placement and what goals are expected to be achieved by placing content on a web page.

A more complete definition of content as a marketing tool can be found in the article "Content Marketing: Advertising without advertising" by E. Krykavsky and N. Figuna. It is noted that content is "a set of useful information about a product, company, event, etc., which does not contain advertising appeals, offers to purchase goods" [7, p. 474-483]. The definition emphasizes the difference between content and advertising, but does not reveal the purpose of publishing such information.

C. S. Sapigura argues that content is "light information that allows to keep the attention of the reader of the corporate site" [15, p. 186-191]. In the definition, the researcher focuses on the purpose of using content, but does not consider the forms of content presentation that can be used depending on the specifics of the target audience and the goals of the enterprise.

M. Stelsner, author of works on the practical use of content in business, provides an informal definition of content, noting that content serves as "fuel for a company-rocket. According to the researcher, the main task of content is to inform, engage, encourage the audience and refute certain ideas about products and companies [3].

In his research, V. Dovbenko emphasizes that the creation of content requires an individual approach and there are no general recommendations, as it depends on the objectives set by the company, the goals of communication with customers, and the characteristics of the channels used to distribute content [16, p. 99-109].

M. Grant emphasizes the impossibility of formulating a universal definition of "content marketing". This is due to its excessive abstractness and breadth of goals and methods of information transfer. The researcher believes that content is a general term for "form as such", which can take a physical form or be a traditional media form, video, show, essay, blog posts [17].

In order to identify the main components of the concept under study and the characteristic features of its application by commercial enterprises, it is advisable to conduct a content analysis of 34 definitions. Some definitions contain more than one characteristic feature. *Figure 1* shows the frequency of use of individual content features among the total number of definitions.

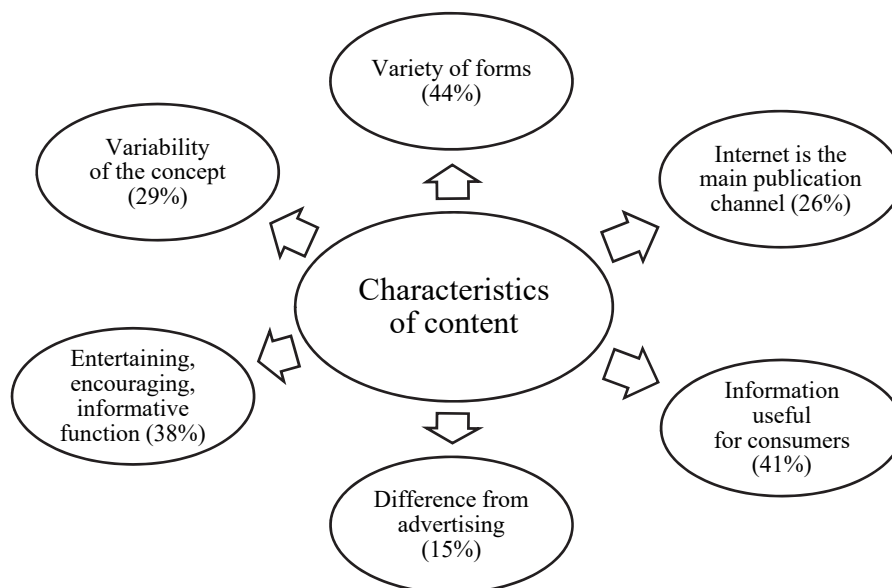


Figure 1. Characteristics of content in the works of scholars and practitioners

Source: compiled by the authors.

So we can conclude that:

- Today, content is one of the most important digital tools for attracting consumers;
- Content is distributed through social networks, websites, email newsletters and other digital channels, but can also be delivered to consumers through newspapers, magazines, outdoor and indoor advertising, etc;
- Content is a broad term that encompasses a variety of forms of information presented to the consumer. The main forms of content are text, graphics, video and audio;
- Content helps to avoid the rejection that readers experience after recognizing an advertisement, because content does not involve a direct offer of a product or service, but rather aims to provide a conditionally free benefit to the reader;
- The benefit of consuming content can be expressed not only in the reader's acquisition of practical knowledge in a field related (but not necessarily related) to the company's goods or services, but also in the reader's positive emotions;
- Depending on the field of activity, size and type of company, content as a tool will vary, take different forms, be aimed at achieving different goals, etc.

The obtained results are the basis for formulating a modern definition of "content". *Content* is useful or entertaining information in textual, graphic or multimedia form published by a trade enterprise to attract, inform and increase consumer loyalty. In this case, the concept of content is studied specifically for implementation at trade enterprises, although it can be considered typical for enterprises of various types of economic activity.

Content marketing is the main tool for planning, creating and distributing content. The tool has gained popularity relatively recently. Therefore, its implementation in order to achieve the goals of the marketing strategy and

ensure an effective marketing policy in the digital environment requires a clear understanding of its nature, principles, functions, tasks and tools. The basis for understanding the essence of content marketing is a clear, comprehensive and understandable formulation of the concept of "content marketing" itself, which will form the basis for further research of implementation tools and promote the spread of its use among trade enterprises.

I. Lytovchenko in her monograph "Methodological Aspects of Internet Marketing" notes that "content marketing is a tool by which a manufacturing enterprise, by placing relevant and quality information on information resources (websites, social networks, webinars, round tables, books, media, etc.), can position itself in a favorable light among potential consumers" [14]. According to this approach, content marketing is presented as an activity aimed at positioning the manufacturer among consumers, although the same goal is also relevant for trade enterprises.

The founder of the *Content Marketing Institute*, J. Pulizzi, whose definition is used by most foreign researchers, defines content marketing as "a strategic marketing approach focused on creating and distributing valuable, relevant, and continuous content to attract and retain a clearly defined audience – and ultimately increase profits" [2]. In this definition, the purpose of creating and using content is to attract and retain an audience to generate profit, which is relevant to both manufacturing and trade enterprises.

According to G. Saidova and G. Radchenko, "content marketing is a strategic marketing approach that involves the creation and distribution of content to attract and retain a specific audience, as well as to stimulate customers to take profitable actions, and content marketing is an effective component of business promotion" [8] (similar to the approach of J. Pulizzi). This approach shows the universality of this definition for both digital and traditional content promotion channels. An important point is the authors' emphasis on the key characteristic of content marketing, which is the absence of offering goods and services, but offering consumers relevant and useful content that can even create demand in the future [8, p. 144-149].

O. Tertychnyi offers his own approach to content marketing, noting that this tool has become the most popular Internet marketing tool in recent years. The researcher considers content marketing as a set of marketing techniques based on creation and distribution of useful information for the consumer in order to gain trust and attract potential customers [18, p. 382-385]. The definition is exhaustive, although it does not mention other functions of content marketing, except for building trust and attracting new customers.

The authors of the article "Content Marketing: Advertising without advertising" E. Krykavskiy and N. Figuna define content marketing as a tool for influencing the formation of long-term partnerships with consumers through e-marketing tools and using text, audio, photo and video information of a cognitive and review nature [7, p. 474-483]. This definition, unlike the previous one, emphasizes the increase in the duration of the customer life cycle with the help of this tool, rather than the attraction of new customers. In fact, if trade enterprises consider the customer lifecycle and ways to influence

each stage of the sales funnel, they can increase customer value across the entire customer base as a result of a timely response to customers' interests and needs. Thus, content marketing is a fairly versatile tool that can achieve different goals depending on the needs of the company.

Among foreign researchers, it is also worth mentioning the Polish researcher K. Zemlik, who defined content marketing as "a technology for creating and distributing content (a set of information) aimed at finding customers or stimulating sales". As she noted, "the distributed information should be unobtrusive and not contain offers to purchase or get acquainted with the product, and therefore does not require additional push in the market, it is attracted by consumers and spread among them independently" [4].

M. Stelzner defines content marketing from a different perspective, stating that content marketing should be understood as the promotion of free values that are tangentially related to the company. By free values, he means the benefit that the reader can receive by consuming the content provided by the company [3].

Numerous definitions of the concept under study can be found in manuals and articles with tips and instructions on how to use content marketing. However, these approaches are of less scientific value because they do not claim to be exhaustive and are rather a metaphorical representation of this tool and its potential benefits.

Given the proposed definition of content, let's analyze the definition of content marketing in a similar way. Researchers who study content marketing use different approaches to define this concept. Scholars classify content marketing as a tool, a strategic marketing approach, a set of techniques, a technology, and even advertising of free values. These definitions are fully revealed when looking at the purpose of content marketing: the delivery of content to the direct consumer. As for the other characteristics, their analysis allowed us to identify certain differences. Using content analysis methods, we will determine the frequency of use of content marketing characteristics based on a study of 30 definitions. Some of them include several content marketing characteristics. The results are shown in *Figure 2*.

Thus, content marketing:

- is a tool or a set of techniques for all the different content formats available and strategies for creating them, depending on the resources available, the amount of content required, and the goals of the organization;
- includes content planning, preparation, selection of distribution channels, and finding ways to increase the reach of content to potential audiences;
- is useful and relevant information that allows the reader to feel the consumer's gain by receiving free value from the company, which can be expressed in both utilitarian useful content and emotionally entertaining content [19];
- created for a specifically defined audience to build loyalty, brand awareness, and attract a specific set of potential consumers rather than casual network users;
- different types of trade enterprises use content for very different purposes, with different strategies for creating and distributing content.

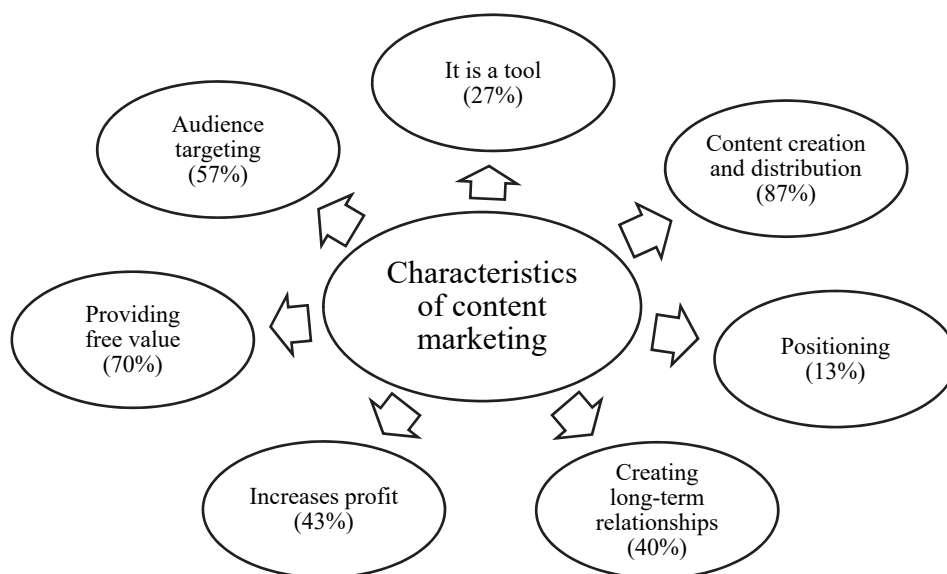


Figure 2. Characteristics of content marketing in the works of scholars and practitioners

Source: compiled by the authors.

The results of the analysis reflect the need to reveal the modern essence of content marketing for trade enterprises, taking into account the specifics of their functioning. We consider the following definition to be the most acceptable: a set of techniques for creating, distributing and promoting relevant content that ensures the implementation of the digital marketing strategy of the trade enterprise by increasing its value throughout the customer’s journey.

The clarified essence of content marketing shows that in modern conditions any business can increase the effectiveness of marketing activities if it uses a strategic approach to the implementation of content marketing (*Figure 3*).

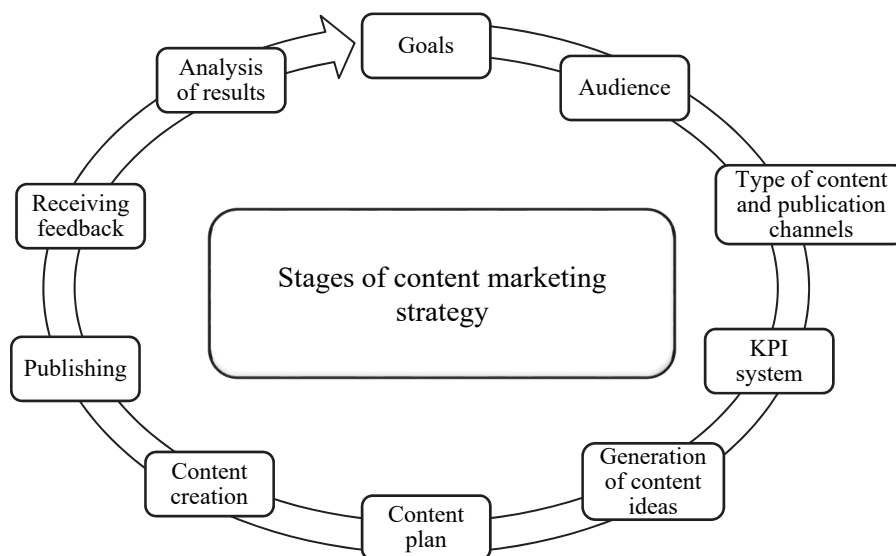


Figure 3. Implementing a content marketing strategy

Source: developed by the authors.

As part of the stages of implementing a content marketing strategy, each trade enterprise should develop its own marketing goals in accordance with the chosen overall marketing strategy, make marketing decisions, and use acceptable tools and technologies.

Establishing company's goals. This component of the content marketing strategy includes consideration of goals such as increasing sales, increasing customer loyalty, increasing brand awareness, etc. The goals should be specific, measurable, and achievable, which will allow to effectively implement content marketing in the company.

Identifying the main audience that would benefit from the content created. This stage involves identifying a group of people who make up the company's core audience based on market analysis and consumer behavior research. A qualitative definition of the target audience is essential for creating content that meets their needs and interests.

Determining the type of content and publication channels. This step implies choosing the type of content that meets the needs and interests of the target audience: text content (blog posts, articles), video content, infographics, photo and audio content, etc. At this stage, one also chooses the channels for publishing content, such as the company website, social networks, blogs, forums, media resources, partner sites, etc. Each channel has its own characteristics and requires a different approach to content creation and publishing.

Implementing a system for measuring content quality and audience response. This phase identifies key indicators for assessing content quality and establishes metrics for tracking results, such as the number of views, ratings, comments, reviews, social media shares, and link clicks. It is necessary to analyze the established metrics on a regular basis to understand which indicators best reflect the quality of audience interaction.

Generating content ideas for each of the identified business objectives. In this phase, a list of topics and ideas for creating content that addresses the business objectives is developed based on the previously identified audience interests and the selected content type. Generating ideas may include such steps as conducting competitive analysis, reviewing industry trends, collecting data on target audience behavior, etc. Content ideas should be selected based on their uniqueness, value to the audience, feasibility, and the resources the company is willing to invest in creating and distributing the content.

Creating a content plan. At this stage, a content plan is created – a document that contains a list of planned publications for a given period of time. The content plan typically includes publication dates, titles, content descriptions, formats, and distribution channels. The content plan ensures a systematic and consistent flow of information to audiences and helps track the effectiveness of content marketing activities.

Content creation is a key step in implementing a content marketing strategy. Content is created according to the ideas generated and the prescribed content plan. At this stage, it is important to take a creative approach

and create unique content that will interest the audience. It is important to follow a style and tone that is appropriate to the goals and target audience. Content creation can be done using internal company resources as well as external specialists, which will allow to get diverse and high-quality content. When creating content, it's advised to use keywords and terms to improve SEO optimization.

Publishing content. In this stage, the content is published to the designated distribution channels. It is important to ensure the optimal publishing schedule for each channel. To do this, it is necessary to conduct research on the best times and dates to publish. To ensure effective content promotion, it is important to use search engine optimization techniques and work with influencers, as they have a large audience and can help attract new customers. Another promotion tool can be the use of paid traffic to attract the target audience to the website and increase conversion. This requires the use of a variety of advertising platforms and formats (contextual advertising, banner advertising and social media advertising).

Obtaining feedback and measuring key indicators of goal achievement. At this stage, it is necessary to collect data on audience interaction with content using previously defined indicators and metrics, as well as track audience feedback on content and maintain active communication with them to improve the experience of interacting with content and increase brand loyalty.

Analysis of results. This stage involves the analysis of the collected content performance indicators determined at the stage of implementing the content quality measurement system and audience feedback. Both statistical and data visualization methods can be used for this purpose. After analyzing the data, it is necessary to draw conclusions about the achievement of the set goals, as well as possible ways to improve the effectiveness of future iterations of the content marketing strategy.

Thus, with each cycle, the consistency of the implemented content marketing with the company's goals improves, and the published content is adjusted according to the audience's reaction.

When implementing content marketing, it is necessary to take into account the specifics of trade enterprises. Given the identical assortment of competing trade companies, the task of content marketing is to create an emotional connection and increase the commitment to a particular trade company, its service and after-sales service [20]. In the presence of the same range of goods and a small difference in price, the position of a trade enterprise in the market can be determined by a certain psychological barrier associated with the tendency of consumers to save their time and convenience of choice. In the case of regular consumption of content from this company, customers may avoid searching for alternative outlets. A similar effect can be achieved even with a one-time contact of a potential consumer with the company's content, if the content helped to make a decision on choosing a specific product from a set of relatively identical alternatives, especially if the choice was not obvious to the consumer before reading an article or watching a video [21].

Trade enterprises vary in size, pricing and assortment strategies, and target different consumer groups. Accordingly, content marketing is used as a tool to achieve the goals of a particular business and its specifics. Obviously, an online store that ships products to multiple regions can more easily realize the potential of content marketing. For small stores that are not represented by a large network within a city or district, content strategies are less effective, but all trade enterprises can use content marketing to increase brand awareness among potential consumers in a neighborhood or settlement [22].

The national specificity of using content marketing in Ukraine can be seen in the choice of channels for content distribution depending on the chosen audience of potential consumers. For example, one of the most common channels for distributing information is a website of a trade enterprise, but such interaction will be episodic, as the consumer will come into contact with the content only when he or she decides to visit the site. A more sustainable interaction might be an email newsletter, but large articles sent by email may become too resource-intensive to read, and a large number of short messages sent this way may cause irritation. Social media sites and Telegram channels can be an alternative. Such interaction is more stable, has more variability in the company's choice of content formats, and is more favorable for the distribution of entertaining and light content aimed at increasing awareness and creating an emotionally positive connection with the brand [23]. According to the *Digital 2023 Ukraine* report, as of January 2023, 26.7 million people (more than 70% of the population) will use social media in Ukraine. Compared to 2022, this number has increased by almost 10% due to a decrease in the number of people in the country due to the ongoing military combat. The most popular social networks in 2023 will be YouTube (about 26.7 million users), TikTok (13 million), Facebook (about 12.85 million), and Instagram (11 million). In addition, the use of messengers such as Viber and Telegram and the LinkedIn network for business communication is increasing [24]. To reach an audience that is not encouraged to subscribe to additional sites or newsletters, one can collaborate with bloggers who are known to potential consumers to create articles or videos related to the product range of trade enterprise and the problems solved by its goods. For larger content marketing projects with significant funding, TV or radio programs on related topics with trade enterprise as a sponsor may be a good option.

In most cases, trade enterprises do not manufacture products, so creating content about the production of goods is complicated by the need to contact the manufacturer. Given the wide range of products, it is also difficult to choose the product for which such content will be created. A possible way out of this situation is to develop a set of content dedicated to the production of various products. Implementing such a project can be costly in terms of both time and resources. Determining the effectiveness of such an initiative requires further research and evaluation.

Conclusions. In order to popularize the content marketing tool among domestic trade enterprises, an accurate, clear and comprehensive definition

of the concept of "content marketing" is necessary. In colloquial usage, content is any published information, and in marketing it is information published to influence the consumer.

The study revealed the variability of the terms "content" and "content marketing". Based on the content analysis, the main key statements are outlined and own definitions are proposed. Content should be interpreted as useful or entertaining information in textual, graphic or multimedia form published by a trade enterprise to attract, inform and increase consumer loyalty. The author proposes to define content marketing as a set of techniques for creating, distributing and promoting relevant content that ensures the implementation of the digital marketing strategy of the trade enterprise by increasing its value throughout the customer's journey.

The use of content marketing at trade enterprises should be carried out through the development and implementation of an appropriate strategy. Reasonable stages of content strategy implementation include the following components: establishing the company's goals; identifying the main audience, determining the type of content and publication channels; implementing a system for measuring content quality and audience response; generating content ideas; creating a content plan; content creating; publishing content; obtaining feedback and measuring key indicators; analysis the results. Their interaction and coherence ensure that, with each cycle, the alignment of content marketing with the company's goals improves and the published content can be adjusted according to the audience's response. As a result, it will increase the effectiveness of marketing campaigns of trade enterprises, increase conversion, strengthen the impact on the audience in the online environment, which will ensure an increase in sales by expanding the customer base. Consistency of the proposed stages of the content marketing strategy will allow the company to effectively use the resources available to it, save time and reduce efforts to plan and implement marketing campaigns.

In the context of martial law, trade enterprises should take into account the principles of socially responsible marketing and the concept of Marketing 5.0 when developing their content marketing strategies. This will ensure proper positioning of the company as a socially responsible brand, create favorable conditions for strengthening consumer loyalty, and identify a potential target audience for long-term interaction. Taking these factors into account will help companies maintain their competitive advantage in an unstable environment and determine the success of their marketing strategies.

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