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SOCIAL MEDIA MARKETING IN THE BUSINESS INTERACTION SYSTEM OF THE ENTERPRISE

Introduction. The digital economy is developing very quickly in the world, so all businesses understand the need to use modern interactive technologies in predicting consumer behavior and are ready to adapt the informational potential of campaigns to the conditions of global digitalization.

Problem. The digital economy accelerates changes in marketing communications and requires new relevant channels of digital interaction.

The aim of the article is to substantiate the selection and implementation of modern digital marketing communications in the business environment of the campaign in order to predict consumer behavior and develop entrepreneurial information potential.

Methods. Methods of systematization, grouping and comparison, analytical and epistemological methods (for assessing the state and

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СОЦІАЛЬНИЙ МЕДІАМАРКЕТИНГ У СИСТЕМІ БІЗНЕС-ВЗАЄМОДІЇ ПІДПРИЄМСТВА

Вступ. Розвиток цифрової економіки у світі відбувається з безпрецедентною швидкістю, тому бізнес усвідомлює необхідність застосування сучасних інтерактивних технологій у прогнозуванні поведінки споживачів.

Проблема. Цифрова економіка прищвидшує зміни у маркетингових комунікаціях і вимагає нових релевантних каналів цифрової взаємодії.

Метою статті є обґрунтування відбору та імплементації сучасних цифрових маркетингових комунікацій у бізнес-середовище компанії з метою прогнозування поведінки споживачів і розвитку підприємницького інформаційного потенціалу.

Методи: абстрактно-логічний аналіз; систематизації та гносеологічний; групування і порівняння, аналітичні – для оцінювання стану та перспектив застосування соціальних



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prospects of the use of social networks), graphic and analytical methods (for illustrating research results), abstract-logical analysis (for researching the evolution of marketing communications), and Internet monitoring (to determine the effectiveness of the most relevant channels of digital marketing communications, their ranking by popularity) were applied in the paper.

Results. The authors determined that social networks during the war became the fastest, most effective and most accessible channels of communication with the audience. Social media marketing channels and their rating were analyzed; the most relevant for the enterprise – B2C and B2B consumers – were justified in the context of the development of the information potential.

Conclusions. The necessity of increasing the monetization of digital marketing communications and strengthening their communicative effectiveness in the context of a two-way approach is proven. On the one hand, it is necessary to improve the quality of content and its delivery methods to consumers, commercial activities that ensure the finalization of acts of purchase and sale and delivery of goods and receipt of services. On the other hand, monitor the existing and potential channels of digital marketing communications, respond to their popularity among different types of consumers, scale the use of digital technologies, facilitate the accessibility of their use, improve the information infrastructure, strengthen the digital trust and technological competence of specialists, as well as form a new digital business culture.

Keywords: digital economy, information potential, digital marketing communications, digitalization of business processes, forecasting consumer behavior.

JEL Classification: M31, M37.

мереж; графоаналітичні; інтернет-моніторингу – для визначення результативності найбільш релевантних каналів цифрових маркетингових комунікацій, їх рейтингування за популярністю.

Результати дослідження. Визначено, що соціальні мережі під час війни стали найшвидшими, найрезультативнішими та найдоступнішими каналами комунікації з аудиторією. Проаналізовано канали соціального медіа-маркетингу, їх рейтингування; обґрунтовано найбільш релевантні для B2C і B2B споживачів у контексті розвитку інформаційного потенціалу підприємства.

Висновки. Доведено необхідність підвищення монетизації цифрових маркетингових комунікацій і посилення їх комунікативної ефективності в контексті двостороннього підходу. Необхідно, з одного боку, покращити якість контенту і способів його донесення до споживачів, вдосконалити комерційні напрямки діяльності, що забезпечують фіналізацію актів купівлі-продажу й доставки товарів та отримання послуг; з іншого – відстежувати наявні та потенційні канали цифрових маркетингових комунікацій, реагувати на їх популярність серед різних типів споживачів, масштабувати використання цифрових технологій, полегшувати доступність їх використання, вдосконалювати інформаційну інфраструктуру, посилювати цифрову довіру і технологічну компетентність фахівців, а також формувати нову цифрову підприємницьку культуру.

Ключові слова: цифрова економіка, інформаційний потенціал, цифрові маркетингові комунікації, цифровізація бізнес-процесів, прогнозування поведінки споживачів.

Introduction. Digital economy continues to evolve at an astounding pace in the world. More than half (63%) of the world's population actively uses the Internet, it is quite easy to navigate in the virtual business space. The UNO has recognized access to the World Wide Web as one of the basic, inalienable human rights along with the right to education and freedom of speech. The possibilities of digital platforms are expanding, new ways of communication are emerging. Learning, buying, starting a business and declaring its uniqueness has become easier, cheaper and more profitable than in the industrial age. According to the data of the Razumkov Centre [1], the trajectory of sustainable growth will be accompanied by shocks for those countries, regions and industries that have not created the economic prerequisites for the realization of the benefits of technological and digital innovations in time; there is a danger of digital inequality and backwardness for

them. Therefore, almost all conscious businesses understand the need to use modern interactive technologies in predicting consumer behavior and they are ready to adapt the informational potential of campaigns to the conditions of global digitalization.

There are many barriers in the transition of business to "digital footing", such as gaps in the degree of availability of digital technologies and the scale of their use; lack of digital corporate culture; shortage of digital solutions that take into account the specifics of business; underdevelopment of the information infrastructure; lack of standards regarding the use of IT technologies and their high cost; lack of digital trust; shortage of specialists who implement and maintain digital technologies; technological incompetence of users and different levels of digital knowledge [2; 3]. However, entrepreneurs have already taken the first steps towards a fundamentally new technological reality, and digitalization is being implemented in almost all business processes: from consumer behavior research, production, external and internal communications to the promotion and sale of goods and services. In this regard, marketing interaction systems are being transformed with contact audiences, they are changing from declarative (traditional and industrial) to client-oriented (service and digital). This transition takes place at an extremely fast pace, in fact for several decades.

The evolution of marketing communications took place in accordance with the chronology of changes in the types of economy. Horizontal single-channel communications were used with the unbranded goods offer of a simple assortment in the unsaturated market of crop production, animal husbandry, handicrafts, and primitive processing industries in the agrarian economy. In the industrial economy, the first brands appear, the promotion of brands is intensified, the market is saturated, and there is competition at the level of rational consumer preferences, reputational crises of brands appear. Most marketing communications take place through a monologue aimed at declaring brand values and propaganda which is directed to disseminating facts, arguments, rumors and other information to influence consumer behavior in favor of a particular brand and position of the manufacturer. Industry 4.0 era is characterized by a human-centric economy of impressions and a relational economy, which fundamentally transform communications into a dialogue (a two-way exchange of information): bringing information to consumers and receiving feedback on them. The relational economy establishes cooperation and certain personal relationships between consumers and producers; a loyal target audience is formed through trust and the creation of "live", honest brands that meet customer expectations; a conscious culture of consumption, charity, partnership co-creation, exchange of social capital is formed [4]. The logic of closed information does not work and the paradigm of open innovation appears, when companies use external ideas for their own development and become system integrators of technologies from the position of creating consumer value and inter-firm partnership mutual benefit [5].

Problem. The digital economy accelerates changes in marketing communications, responds to the need for flexibility, convenience and proximity to consumers. The events related to the pandemic and full-scale military operations facilitated online shopping [6]. Therefore, modern scientists, marketers, communication managers and brand strategists are constantly looking for fundamentally new relevant channels of digital interaction; these factors have determined the choice of the topic of this paper, its purpose, tasks and methodological guidelines.

Analysis of recent research and publications. The scientists and practitioners study existing channels of digital marketing communications (DMC) and find new ones. The dual approach (from the Latin *dualis* – double) of most researchers to the digitalization of marketing communications management is convincing: on the one hand, it complicates the control of communication support for a product or service, on the other, it has greater opportunities to increase the involvement of potential consumers and additional coverage of the target audience [7–9]. DMC are communications on the basis of digital technologies and have two-way communication, which can be initiated by both the marketer and the consumer [10]. M. Oklander defines DMC as a set of activities for the promotion of goods using Internet technologies [11]. Z. Ivanova and V. Ivanov [4] consider that DMCs function on the basis of the application of modern IT technologies with the involvement of the target audience in the online environment through traditional and digital media channels with the subsequent development of integrated communications that correspond to individual consumer needs [12]. The authors have identified the advantages of modern DMC tools (3D technologies), *augmented reality (AR)*, *virtual reality (VR)*, *QR* code, which are based on the works of well-known experts. The authors of the paper emphasized that systematic sales promotion with the development of a specific communication program will enable the company to substantiate a marketing plan and effective strategy for the future. A. Rizaldi, H. Hidayat, O. Marchuk [13; 14] emphasize that it is important to take into account the fact that campaigns strive to make the most available channels and ways of informing consumers in order to obtain a synergistic effect from the setting of marketing communications, as their availability may be limited by the budget and expertise of marketers, IT and PR services. All the authors agree that the realization of the campaign informational potential is possible through the modernization of DMC tools. This will help to retain loyal and devoted consumers, and to attract new ones outside the traditional target market. Such strategies will have to focus on solving today's problems, as well as prepare business for the post-war recovery after victory. Under these circumstances, the online space will become the most effective environment for business interaction with consumers and partners.

The aim of the article is the scientific justification of the selection and implementation of modern digital marketing communications in the business environment of the campaign for forecasting consumer behavior and the development of entrepreneurial information potential.

The purposes of this paper are: (a) to identify possible barriers in the digitalization of marketing business processes; (b) to investigate the available and tested channels of the DMC; (c) to substantiate the choice of the most appropriate channels for forecasting consumer behavior and the development of the digital potential of the enterprise in the conditions of military operations and consequences corona crisis.

Methods. Induction, deduction and dialectical methods, analysis and synthesis, abstract and logical analysis were used to study the evolution of marketing communications in accordance with the chronology of changes in the types of economy and consumer requests; methods of systematization, grouping and comparison, analytical and epistemological methods (for assessing the state and prospects of the use of social networks), graphic and analytical methods (for illustrating research results), abstract-logical analysis (for researching the evolution of marketing communications), and Internet monitoring (to determine the effectiveness of the most relevant channels of digital marketing communications, their ranking by popularity) were applied in the paper.

The theoretical basis of the paper includes relevant articles of domestic and foreign scientists who study issues related to the use of DMC in predicting consumer behavior and developing the informational potential of the campaign.

Results. The volumes of DMC are constantly increasing, cover various businesses and broad segments of the population, and the possibilities of the virtual space are expanding. There are many ways to promote a company in the digital world, but it is important for marketers to understand how digital channels work, which options are the most suitable for certain products and types of consumers, and how to develop a clear strategy that will achieve business goals and measure results.

Websites, electronic catalogs of local companies, mobile applications, *email* newsletters, digital television, search engines, and social media marketing are used to present a company online. Social networks have become the fastest and most accessible channel of communication with the audience during the war. There is no general approach to choosing social networks for business, *SMM* specialists should consider each business separately. Different platforms for solving different business tasks and consumer requests are presented in the *Table*.

Table

Classification of SMM communications depending on the types of business tasks and end consumers

Type	Classical	Multimedia	Creative	Business	Specific
<i>SMM-communication</i>	<i>Facebook, Instagram</i>	<i>YouTube, TikTok</i>	<i>Twitter, Pinterest, Snapchat</i>	<i>LinkedIn, Twitter</i>	<i>Viber, Telegram</i>
Consumers	<i>B2C</i>	<i>B2C/B2B</i>	<i>B2C/B2B</i>	<i>B2B</i>	<i>B2C/B2B</i>

Source: compiled by the authors

The *Facebook* audience is the most open and sociable. It is a simple and convenient channel to build marketing communication, but lately it has turned into a political battleground of bots, and most consumers have immigrated to *Instagram*. This platform is also classified as a classic selection of social networks, and it seems quite simple and clear, modern consumers need very high-quality content and visuals, which affects the overall communicative monetization and requires additional work from designers, photographers and other professionals.

YouTube and *TikTok* are channels of quality multimedia content, the preparation of which takes more time, and this should be taken into account. To achieve efficiency in working with these sites, it is better to contact creative professionals or hire a separate specialist who will develop these pages.

The *Twitter*, *Pinterest*, and *Snapchat* platforms are more popular abroad, but they can also work in Ukraine. The range of business tasks that they help to solve is narrower than of classic platforms. For example, *Twitter* becomes a good business tool if the team has a copywriter with a bright and ironic presentation, and then this social network builds a strong connection with the audience and strengthens consumer loyalty to the brand.

LinkedIn is more relevant for the B2B segment: a business page, a private entrepreneur or an individual specialist will become an online business card and help in the search for partners and sales.

Viber and *Telegram* channels as tools are not always suitable for business, they should be used if the brand has constant and daily updates. Messengers are used to solve marketing tasks: sending promotional offers, quick response to unsatisfied demand and complaints, as well as corporate chats. It should be noted that experts from communication agencies note *Twitter* and *Telegram* as the most effective digital channels, and this should be taken into account in predicting consumer behavior.

World trends in the use of *SMM* communications are similar to Ukrainian ones, but have consumer differences. According to [15], Western marketers have systematically abandoned *Facebook* as a platform for engaging and predicting consumer behavior since 2019; their commitment fell from 67% in 2018 to 47% in 2022. Only 41% of brand strategists plan to increase organic marketing on the platform. *Instagram* is the second most important marketing social platform, 79% of marketers use it, and 61% of professionals plan to increase their organic activity in the next 12 months.

It should be noted that interest in *YouTube* is increasing: 67% of marketers plan to increase video content. Commercial adoption of *TikTok* is growing rapidly, interest in it has tripled in the last two years and 37% of marketers plan to increase their activity on the platform, and 47% are interested in learning more about *TikTok*'s target audiences professionally. However, Facebook dominates consumer engagement (*Figure 1*).

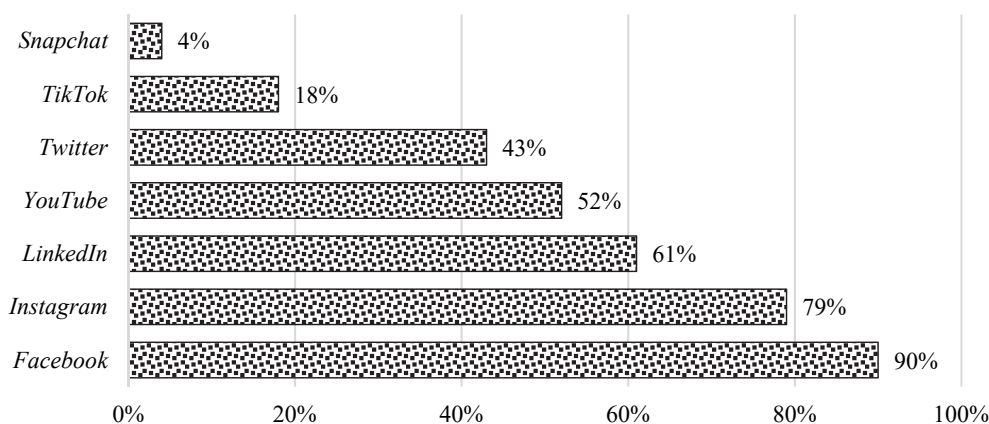


Figure 1. General indicators of the popularity of social media marketing channels

Source: summarized and adapted by the authors based on [15].

Modern marketers believe that it is necessary to use integrated communications in several networks. They identified the benefits of social media marketing, 85% of respondents reported that *SMM* presence and advertising efforts increased business visibility and consumer engagement. Increased traffic is the second biggest benefit, 75% of respondents reported positive results; 66% of respondents noted generation of leads and potential customers; 58 % of respondents stated the increase in consumer loyalty and 57% in sales. We should take into account consumer differences when choose certain social networks. Almost all *B2C* marketers use *Facebook* and *Instagram*, *Snapchat* accounts for the minimum of their interest (*Figure 2*).

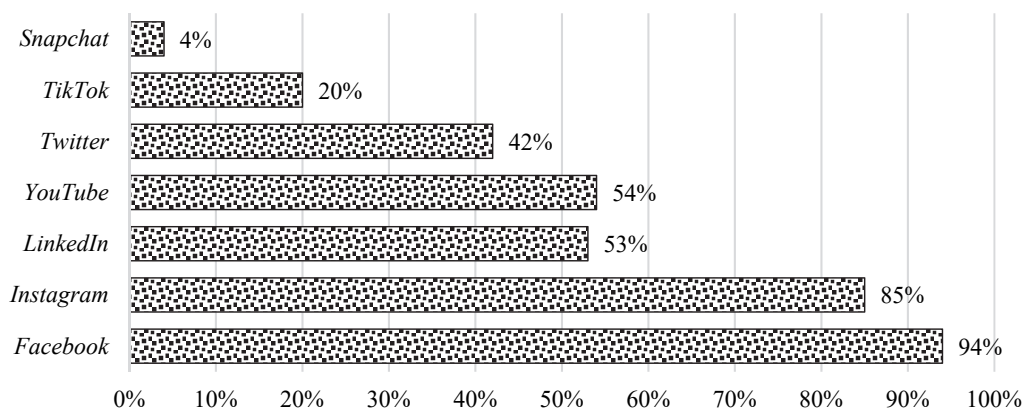


Figure 2. Popularity of B2C social media marketing channels

Source: summarized and adapted by the authors based on [15].

There are characteristic differences between *B2B* and *B2C* marketers. While *Facebook* clearly dominates in the *B2C* space, *B2B* marketers are more interested in *LinkedIn*, which takes the second place by usage importance (*Figure 3*).

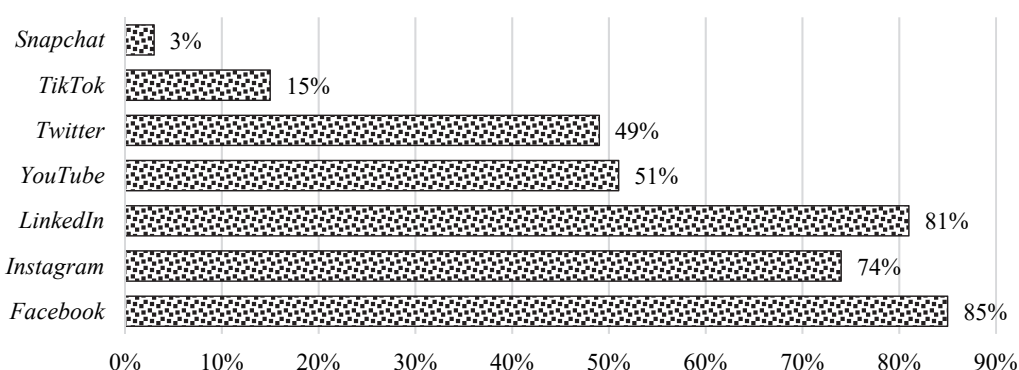


Figure 3. Popularity of B2B social media marketing channels

Source: summarized and adapted by the authors based on [15].

Thus, the popularity of social media marketing channels for different types of consumers is constantly changing. A two-way approach is appropriate to increase their monetization and communication efficiency. On the one hand, it is important to improve the quality of the content and delivering methods to consumers, as well as all commercial activities that ensure purchase finalization and sale acts, including comfortable delivery of goods and modern channels for obtaining services, the use of *e*-banking and the minimization of all risks, including reputational. On the other hand, it is necessary to systematically monitor the existing and potential channels of the DMC, respond to their popularity among various types of consumers, expand the scope of digital technologies use, facilitate the degree use of their accessibility, improve the information infrastructure, strengthen the digital trust and technological competence of specialists, develop a digital corporate culture of companies.

Conclusions. There are many barriers to the digitalization of marketing business processes, but entrepreneurs are adapting to the new technological reality and looking for new digital channels that are most suitable for promoting certain products among different types of consumers. Social networks became the fastest and most accessible channels of communication with the audience during the war. The choice of the most relevant social media marketing channels for B2C and B2B is substantiated depending on the types of business tasks and end users. The proposed approach will make it possible to use modern virtual technologies more effectively, increase the conversion of digital brand activities, strengthen the communicative effectiveness of interaction with the target audience, and increase the enterprise’s information potential.

Our further research will be aimed at the analysis of the implementation of the provided recommendations regarding the largest introduction of relevant channels of social media marketing as fast and accessible digital communications in order to develop the information potential of the enterprise.

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