MARKETING AND MANAGEMENT

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DIGITAL TOOLS FOR TERRITORY BRANDING

Territory branding is actively used for the development and promotion of villages, towns, cities, regions, and countries in the modern world. And if earlier traditional marketing tools were enough for effective branding and promotion, today it is mandatory to use digital marketing methods and tools. The aim of the article is to substantiate and systematize digital marketing methods and tools for territory branding. When conducting the research, general scientific and special methods were used: dialectical, analysis and synthesis, induction and deduction, comparative analysis, grouping, structural-logical, logical generalization of results, as well as graphic. The essence, the principles and functions of territory branding have been determined. Segments of the target audience for the promotion of territory brands have been identified, such as: investors, entrepreneurs, the population, tourists. The brand development directions of Ukraine and its territories are outlined. The internal and external factors of the marketing environment of territories are highlighted and the concept of territory branding in the digital environment has been given. Digital channels, methods and tools of territory branding are substantiated and systematized.

ЦИФРОВИЙ ІНСТРУМЕНТАРІЙ БРЕНДИНГУ ТЕРИТОРІЙ

Для розвитку та просування сіл, селищ, міст, регіонів, країн у сучасному світі активно застосовується брендинг територій. І якщо раніше для ефективного брендингу та просування достатньо було традиційних маркетингових інструментів, сьогодні обов’язковим стає використання методів та інструментів цифрового маркетингу (ЦМ). Метою статті є обґрунтування й систематизація методів та інструментів цифрового маркетингу для брендингу територій. Під час проведення дослідження застосовано загальнонаукові та спеціальні методи: діалектичний, аналізу та синтезу, індукції й дедукції, порівняльного аналізу, групування, структурно-логічний, логічного узагальнення результатів, а також графічний. Визначено сутність та обґрунтовано принципи й функції брендингу територій. Виокремлено сегменти цільової аудиторії для просування брендів територій: інвестори, підприємці, населення, туристи. Зазначено напрями розвитку бренду України та її територій. Розкрито внутрішні та зовнішні фактори маркетингового середовища територій і наведено поняття брендингу територій у цифровому середовищі. Обґрунтовано й систематизовано цифрові канали, методи та інструменти брендингу територій.

Introduction

Territory branding is gaining popularity today, helping villages, towns, cities, regions, and countries determine how to successfully compete for resources, investments, tourists, etc. Through effective branding, territories can turn their unique natural and cultural features into powerful competitive advantages. A successful brand of a territory contributes to its social and economic development, strengthens its authority and image, and improves the quality of life of the population.

Territory branding is becoming particularly relevant today, as most territories are seeking to create their own brand. This also applies to those Ukrainian villages, towns, cities and regions that have suffered from the war. For them, branding is a way to express them and attract investors for reconstruction, return their residents and invite new ones. In today's digitized world, it is not enough to rely on traditional marketing alone; digital marketing (DM) methods and tools must be used to promote territories.

In general, territory branding has been studied in various aspects by both foreign and domestic scholars (Rein et al., 1993; Anholt, 2010; Zaiachkovska, 2011; Bilovodska & Haydabrus, 2012; Kainova, 2014; Borysenko et al., 2019; Makhnachova et al., 2020; Zolyak & Horchikova, 2022; Klimova et al., 2023), but the scientific works of these authors did not consider territory branding in the digital space. The methods and tools of CM have been studied (Oklander et al., 2017; Grosul & Balatska, 2020; Melnyk & Derikolenko, 2020; Tsymbalenko, 2021, October 19; Hrechanyk et al., 2022; Guzenko & Mishchenko, 2023, July 10; Shevchenko, 2023, July 15; Ponomarenko et al, 2024, February 2; Levchenko & Danilenko, 2024; Shvets & Vorontsovskyi, 2024), but these studies did not consider digital methods and tools for the purposes of territory branding either.

The aim of the article is to substantiate and systematize digital marketing methods and tools for territory branding.

To achieve this aim, the article formulates the hypothesis that the use of DM methods and tools promotes the promotion of a territory in the digital environment, increases its recognition, competitiveness and helps to attract resources, investments and tourist flows.

For this hypothesis, the following general scientific and special research methods were used: dialectical, analysis and synthesis, induction and deduction, grouping (to study the DM methods and tools), structural, logical, and logical generalization of results (to study and summarize the theoretical and methodological foundations of territory branding, DM methods and tools), as well as graphic (to visualize the types of territory branding and the marketing environment of the territory).

The main part of the article deals with territory branding, its types, principles, functions and target audiences. The author outlines the directions of development of the brand of Ukraine and its territories. The internal and external factors of the marketing environment of territories are investigated, and the concept of branding of territories in the digital environment is formulated. The main DM methods for branding the territories to which it belongs are identified: BigData, search engine marketing (SEM), which includes search engine optimization (SEO) and search engine advertising (SEA), other types of online advertising, email marketing, social media marketing (SMM), mobile marketing, 3D marketing, traditional marketing methods with the use of digital technologies. According to each method, the author systematizes the DM tools that are used in a comprehensive manner for the purposes of territory branding.

1. The essence, principles and functions of territory branding

The formation of territory marketing and territory branding began in the second half of the twentieth century due to growing competition between cities and countries. The concept of "territory marketing", according to which territories become goods and citizens become consumers, was first proposed by Kotler (Kotler, P., et al., 1993). The founder of "territory branding" Anholt (2010) introduced the concepts of "national branding" and "country branding" and noted that territories can be specifically "branded". However, for the most part, they simply inherited their names, which later became brands.

To clarify the essence and definition of the concept of "branding of territories", the following definitions were analyzed: "brand", "territory brand", "branding", "territory branding".

The concept study of "brand" has made it possible to identify the following features: an identification tool (Zayachkovska, 2011; Sevonkaeva, 2014; Smerichevskyi et al., 2019; Zolyak & Horchikova, 2022); a system of attributes and tools, a symbol (Zayachkovska, 2011; Zolyak & Horchikova, 2022); a successful trademark that creates added value (Pavlenko et al, 2008; Reshetnikova, 2013); intellectual property (Rud, 2021); value for the consumer (Zayachkovska, 2011); promise (Zolyak & Horchikova, 2022); consumer feelings and impressions (Zayachkovska, 2011; Sevonkaeva, 2014; Smerichevskyi et al., 2019; Rud, 2021). Given the essential features analyzed by researchers, two scientific approaches to the essence of the concept of "brand" can be traced:

• identification and differentiation: as a set of identification symbols to distinguish from competitors (Pavlenko et al., 2008; Zayachkovska, 2011; Reshetnikova, 2013; Sevonkaeva, 2014; Smerichevskyi et al., 2019; Rud, 2021; Zolyak & Horchikova, 2022). At the same time, the set of identifiers constitutes the manufacturer's intellectual property, which has value and brings economic benefits in the future;

• value: as the sum of the properties of a product/service, consumers' experience of using it, the impressions they receive and remember, which creates value in the minds of consumers (Zayachkovska, 2011; Sevonkaeva, 2014; Smerichevskyi et al., 2019; Rud, 2021). Consumers will pay a higher price for a brand for a product/service that is valuable to them.

Thus, from the perspective of these approaches, we note that *a brand is a system of identification symbols of a product/service, provided that it is of high quality and meets the expectations of consumers, which allow them to form value in the minds of the latter and, thanks to user experience, positive associations and impressions, which provides added value for the manufacturer and profitability above the market average due to consumers' willingness to pay a higher price.*

In contrast to the existing definition, this one clearly distinguishes between *value for the consumer* and v*alue for the producer*, as well as the ways in which the producer ensures this value as identification symbols and the quality of the product/service based on the identified consumer expectations. Legal protection of the brand as an intangible asset that constitutes the manufacturer's intellectual property is important.

Creating and developing a successful brand involves a systematic process called branding. Based on the analysis of the definitions of "branding", its essential features are identified: the process of creating and developing a brand (Reshetnikova, 2013; Kuzmak & Shaidiuk, 2020, December; Samodai et al., 2023); a management tool (Sevonkaeva, 2014; Dyadyk, 2020; Studinska, 2020; Urupa, 2023); marketing technology (Tanasiychuk, 2023). It should be noted that any process requires management, so in many definitions branding is interpreted as the process of creating, developing, and managing a brand (Pavlenko et al., 2008; Sevonkaeva, 2014; Studinska, 2020, September 18; Urupa, 2023). Since a successful brand provides the manufacturer with additional value and higher than market average profitability through the creation and launch of a brand and its promotion, it contributes to the increase of brand capital and brand value, which generally contributes to the achievement of goals and increase of business efficiency. Therefore, *branding is the process of creating, promoting and developing a brand in order to achieve the strategic goals of a business entity, increases its profitability and development efficiency*. This definition emphasizes the importance of a strategic approach to the development of a business entity in the long term through the use of a brand. At the same time, branding as a process is managed by brand management. Therefore, it is not necessary to single out management in the definition of "branding" and, in agreement with Tanasiichuk (2023), branding should be considered a marketing technology.

To clarify the essence of the concept of "*territory branding*", it is important to define what a territory is. In the context of the topic and purpose of the study, the territory is a "product/service" (Rein et al., 1993), which

makes it possible to apply the branding process to its promotion as a brand to achieve the goals of the territory's development.

The concepts of "marketing" or "branding" are used in the studies of different authors in relation to the territory, its promotion and development. Representatives of the first approach consider the marketing of territories (city, region, country) as a focus on creating an image (Kainova, 2014; TPBO, 2015, June 26) using marketing tools and technologies (Kainova, 2014; Borysenko et al., 2019) to attract the entities in which the territory is interested (Glukha, 2014; Borysenko et al., 2019). Therefore, representatives of this approach refer to branding as a marketing technology.

Representatives of the second approach study the branding of territories as a purposeful process of creating an image of the territory in the minds of people (Makhnachova et al., 2020; Zolyak & Horchikova, 2022; Klimova et al., 2023). The formed image of the territory will increase interest in it, which will help attract investment and resources. This will help promote and develop the area by increasing the number of tourists and the frequency of their visits. The main goal of branding is to create sustainable and recognizable associations about the territory, which will be positively perceived both locally and internationally.

Each territory has geographical limitations, population, history, own natural resources, politics, economy, culture, etc., development goals and opportunities. In this research, *the territory* includes villages, towns, cities, regions, and countries. Under the *territory brand* (village, town, city, region, country), we will note a *valuable intangible asset of the economy of the territory; an image that is formed thanks to positive associations and impressions for internal and external consumers through a system of identification symbols that reflect the natural-geographical, historical, social, cultural, economic and other features of the territory, which creates value for consumers and social, economic benefit for the territory.* This definition takes into account the benefits of territory branding for both consumers and the territory. In addition, it is emphasized the importance of taking into account unique territorial features in identification symbols for the formation of stable positive associations and impressions arising from the mention of this territory.

Territory branding in modern conditions of digitalization of society is understood as *the process of creating, promoting and developing a territory brand (village, town, city, region, country) in the digital environment, taking into account its natural-geographical, historical, social, cultural, economic and other features, which creates value for consumers and social, economic benefit for the territory.* This process is strategic and creates conditions for the long-term development of the territory. Accordingly, management with the involvement of brand management specialists is required.

Building and developing a successful territory brand is a difficult task. Territory branding is a powerful tool that helps create a desired image, promote and popularize the territory, and contributes to the achievement of its development goals.

In Ukraine, territory branding is proposed to be divided into six subtypes (Levytska, 2024, March 14, p. 613) (*Figure 1*). To the specified types of territories (villages, towns, cities, regions and countries) we add territorial communities, which are administrative-territorial units, the achievement of the development goals of which is also facilitated by the branding of territories.
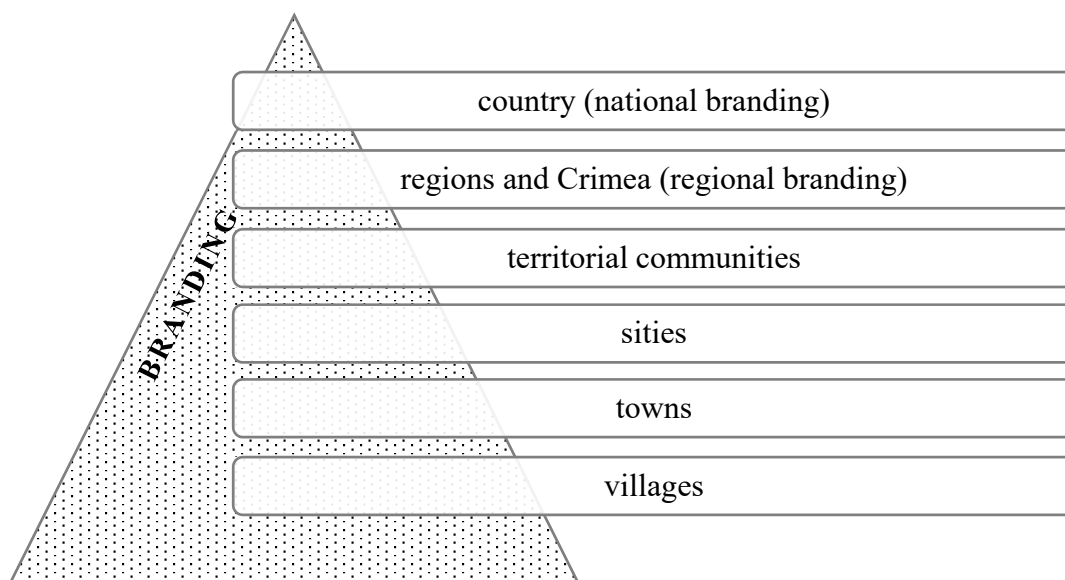

Figure 1. Types of territory branding in Ukraine

Source: compiled by the authors based on (Levytska, 2024, March 14, p. 613).

Territory branding is important both for small villages and towns, and for large cities, regions and countries. However, it is not enough just to create a brand, it is necessary to systematically work on its promotion and development. Branding is aimed at a long-term perspective and creates value for consumers (residents, tourists, investors, etc.) and social and economic benefit for territories. In addition, it is necessary to ensure the presence of the brand in the digital environment to ensure its visibility and increase recognition.

The main principles of territory branding include:

reflection of uniqueness: the brand must reflect the unique characteristics of the territory, its history and culture, traditions and customs, natural features;

honesty/realism: the brand must correspond to reality, reflect the true characteristics and features of the territory, not create false ideas about it;

formation of a unified image: the brand must create a coherent and consistent impression of the territory, ensure unity in communications and marketing activities, maintain a stable image in order to increase recognition;

involvement of residents: for the formation and development of the brand, it is necessary to involve local residents, listen to their opinions and suggestions, as well as promote the territory with their help;

adaptability: the brand of the territory must be flexible and quickly adapt to changes, implement innovations and advanced technologies in order to be relevant and attractive (Gosh, 2021, April 9; Kopchak et al., 2021).

The brand makes the territories more attractive and performs three main functions: a) identifies the country/region/city/town/village among other territories; b) forms in the target audience a sense of attachment to the territory and identity with it; c) acts as a guarantor of the quality of the territory (Bilovodska & Haydabrus, 2012, p. 37). To achieve the desired result, it is necessary that the brand comprehensively fulfills all three functions. In addition, targeting the target audience, which is divided into four main segments, is equally important for the prosperity of the territory:

investors (whom we divide into internal and external in relation to the territory) who are looking for new investment opportunities, therefore the territory should be attractive for investment;

entrepreneurs – looking for better business opportunities, so they will be interested in the labor force, low taxes, better conditions for doing business, new business niches, etc.;

the population (which is divided into existing, potential and former) – is looking for a better life, because people care about jobs, developed infrastructure (especially the presence of schools, kindergartens, hospitals, etc.), the opportunity to spend leisure time in a variety of ways, etc.;

tourists (domestic and foreign) – looking for adventures and new experiences, it is important for them to have comfortable rest conditions, various types of tourism, high level of service, etc. (Bilovodska & Haydabrus, 2012; PROMIS Project, 2019; Vdovichena et al., 2020).

Some scientists also single out the 5th segment of the target audience: authorities or partners (PROMIS Project, 2019; Vdovichena et al., 2020). However, in our opinion, they should not be added to the target audience of territory branding: after all, the government should not be a consumer of the brand, but should help create it and promote the development of the territory. As for partners, they can be attributed to both investors and entrepreneurs, especially since they have similar goals and interests.

Therefore, the development of the brand of the territory should take into account the needs and wishes of the target audience, its own characteristics and resources, and form a single, integrated image of the territory for people. Through a properly created image and positioning, the brand can popularize the territory in the traditional and digital environment and become the driving force of its development.

2. Brand development of Ukraine and its territories

Ukraine has great potential for the development of various types of tourism, in particular: ecological (green); rural; underwater; mountain; baby; youth; family; cultural and cognitive; health and wellness; sports; religious; adventure; hunting; automobile; amateur; for the elderly; for persons with

disabilities, etc. (Law of Ukraine "On Tourism", 1995, September 15). All of them can complement each other, so one territory can satisfy several tourist needs of different target audiences at once.

There are also many successful brands in Ukraine that can promote the brand of the territory where they were created. For example, manufacturers of products ("Yagotynske", "Shostka", "Nizhyn", "Zhytomyrski lasoshchi", "Bolgrad", "Kyivhlib", etc.), clothing ("Aviatsia Halychyna"), services ("Credit-Dnipro", "Kyivstar", etc.), entertainment ("Quarter 95"), as well as events (Sorochyn Fair), factories ("Tavria"), etc. can help promote and develop the brand of your village, town, city, region or country in general.

In 2024, the implementation of the "Made in Ukraine" program aimed at promoting the national brand and supporting domestic manufacturers began in Ukraine. This program provides a number of advantages: increased consumption of domestic products; growth in the level of employment; promotion of socio-economic development; development of small and medium-sized businesses; formation of a positive image of Ukraine on the world stage, etc. (Levytska, 2024, April 18).

Ukraine is also becoming known in the world thanks to its people – prominent figures, which live or lived on its territory, were active in our country or have Ukrainian roots. These are outstanding historical and political figures (Volodymyr the Great, Yaroslav the Wise, Bohdan Khmelnytskyi, Pylyp Orlyk, Pavlo Skoropadskyi), writers (Taras Shevchenko, Lesya Ukrainka, Ivan Franko, Ivan Kotlyarevskyi, Lina Kostenko), cultural figures (composer Mykola Leontovych, dancer Serzh Lifar, opera singer Solomiya Krushelnytska, singer Kvitka Tsysyk), artists (Sonya Delaunay, Arkhip Kuindzhi, Kazimir Malevich), scientists (Voladymir Vernadskyi, Boris Paton, Ilya Mechnikov, Ivan Pului, Viktor Glushkov), doctors (Mykola Amosov, Oleksandr Bogomolets, Mykola Pirogov, Boris Todurov), engineers and designers (Yugen Paton, Igor Sikorsky, Serhii Korolev, Oleg Antonov), athletes (Vitali and Volodymyr Klitschko, Andriy Shevchenko, Oleksandr Usyk, Serhiy Bubka, Ivan Piddubny, Vasyl Virastyuk) and many others (Feshchenko, b. d.).

Some cities of Ukraine choose ambassadors for their own promotion – this honorary title is given to people who have authority and achievements in a certain field. The main task of the ambassadors is to support and promote the cities and regions of Ukraine.

Also, our country has great investment opportunities. The interactive platform "Investment Map of Ukraine" (*https://investmentmap.com.ua/ua*) was created to display them. It demonstrates to potential investors available offers for investment in projects in different regions of the country in various spheres of activity. The European Business Association (EBA) created an extraterritorial business association Global Business for Ukraine (*https://www.gb4u.org*) in Ukraine, which is aimed at uniting international

business around Ukraine, promoting investments in the country, and providing assistance to global companies in search for partners and clients in Ukraine.

Therefore, Ukraine has a huge potential for the development of the brand of the country and the brands of the territories. The country is rich in cultural and natural resources, which can become the basis for creating a unique image. For example, the Carpathians can be positioned as a place for active recreation and ecotourism, and Kyiv as the cultural capital of Eastern Europe. Branding of territories of our country is especially relevant nowadays, when cities, villages and even streets change their names. For example, Dnipropetrovsk is currently Dnipro, Dniprodzerzhynsk – Kamianske, Artemivsk – Bakhmut, Kirovohrad – Kropyvnytskyi, etc. Therefore, the development of territory branding is necessary for the better promotion of individual villages, towns, cities, regions, and the entire country. It will contribute to the attraction of tourists, the development of the local economy and the increase of the country's prestige.

Because of the war with Russia, there are many destroyed and destroyed territories in Ukraine that need to be rebuilt. And the best way to attract investments for reconstruction will be the branding of territories, which will help determine the target audience, take into account the needs and wishes of existing and potential residents, and help form successful marketing and brand strategies.

The branding of the territories will also contribute to the return of our compatriots who have currently left Ukraine and are considered refugees. At the end of April 2024, according to Eurostat, more than 4.2 million Ukrainian refugees had the status of temporary protection in EU countries (How many?, 2024, June 10). No one can give an exact figure for the number of refugees and the population of Ukraine today. However, according to some experts, the population of Ukraine (taking into account the occupied territories) in 2024 will be about 31 million people (Hajduk, 2024, July 11). A decrease in the number of the population can lead to a demographic crisis and economic decline, so the main task of the state is the return of citizens to their homeland. Branding of territories can also help in this, because the development of villages, towns, cities, regions, and the country will contribute to attracting investments, developing infrastructure, creating new jobs, raising the standard of living of the population, etc. – all this can become a powerful incentive for the return of Ukrainians to Ukraine.

In view of the above, we conclude that for the development of the brand of the territory, it is necessary to pay special attention to the marketing environment of the village, town, city, region or country. After all, taking into account all the factors affecting the territory will ensure the creation of a brand that will not only be attractive and recognizable, but also correspond to the realities and potential of the territory.

3. Marketing digital environment of the territory

Modern territories do not develop in isolation, they constantly interact with others. In addition, any territory is affected by various internal and external factors that form the marketing environment and on which its effective social and economic development depends.

We note that the *marketing environment of a territory (village, town, city, region, country) is a set of internal (micro-environment) and external (macro-environment) factors and driving forces that influence marketing activity, image formation, brand promotion of the territory and its social economic development.* At the same time, internal factors and forces are controllable, and external ones are uncontrolled or poorly controlled. Because of this, the marketing environment undergoes constant changes and requires permanent monitoring. The main components of the marketing environment of the territories are shown in *Figure 2*.
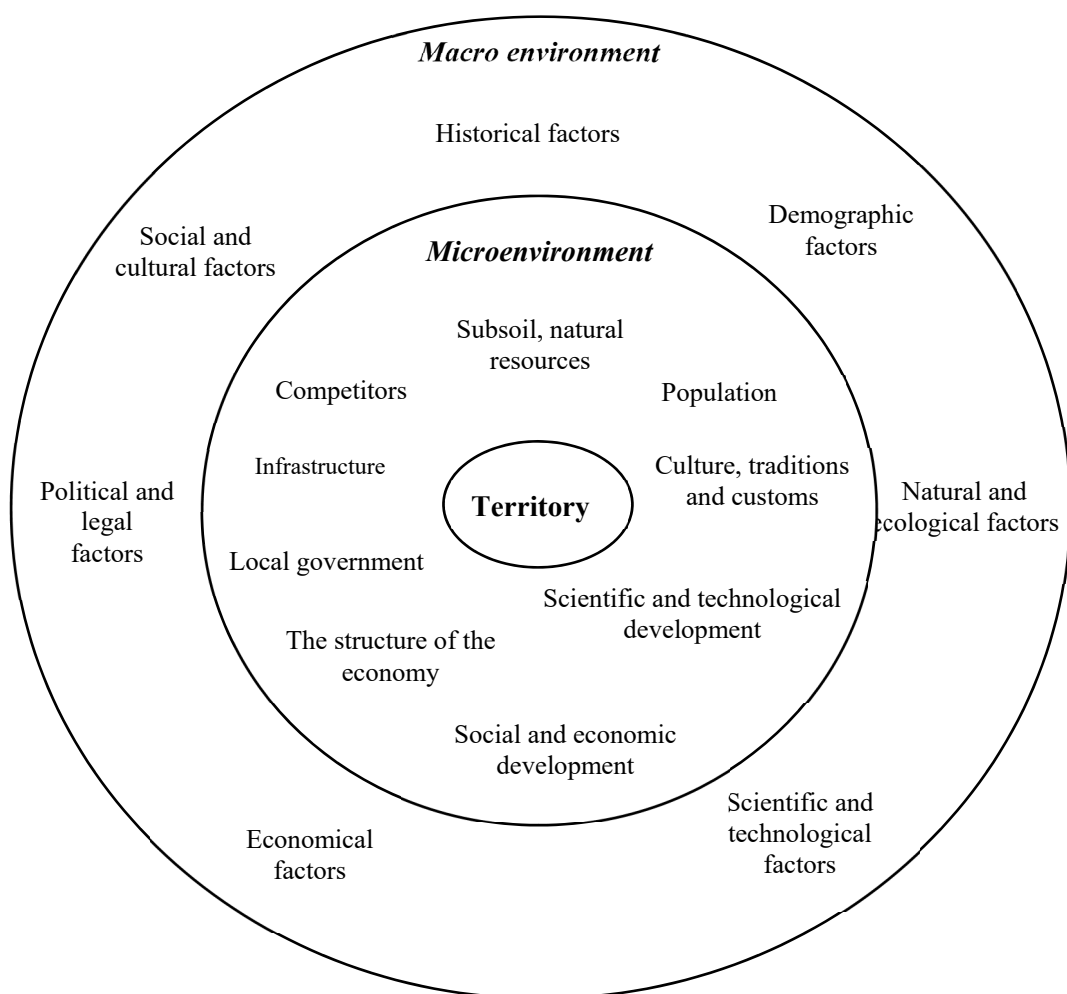

Figure 2. Marketing environment of the territory

Source: compiled by the authors.

As we can see from *figure 2*, the marketing environment of a territory has micro- and macro-environments, each of which is shaped by relevant factors and driving forces.

In the *microenvironment*, the territory (village, settlement, city, region or country) functions directly. In addition to the territory itself, it includes:

subsoil, natural resources: territories have their own subsoil, minerals, water, soil, landscapes, vegetation, animal life, etc., recreational areas, their own climate – all this makes the territory individual and can help its development;

population: residents who permanently or temporarily live in this territory, former and potential residents, guests and tourists;

culture, traditions and customs: each locality has its own customs and traditions, which are passed down from generation to generation, as well as culture, which consists of various spiritual and material values – all this emphasizes the originality of the territory;

scientific and technological development shows progress in the field of science, technology and technology and affects the competitiveness of the territory, the presence of research institutes, the opening of startups, the creation of inventions and innovations;

social and economic development reflects the standard of living of the population, which has various aspects: the level of employment and unemployment, the level of income of the population, social security, the availability of medical and educational services, housing conditions, the quality of the environment (ecology), the criminogenic situation, etc.;

the structure of the economy is a component of the territory, which includes the territorial structural distribution of types of economic activity. The presence and structural distribution of enterprises of those types of activities that take into account the natural and socio-economic features of the territory, affect the employment of the population, the level of income, socio-economic development, etc.;

local government: each village, town, city, region, country has its own government bodies that manage the territory and resolve issues of local importance;

infrastructure: houses, medical institutions, transport, educational and cultural institutions, social welfare facilities, critical infrastructure facilities, etc. ensure the vitality of the territory and its functioning, as well as influence its investment attractiveness;

competitors: like businesses, territories have their competitors: some countries compete with others. Villages, towns, cities and regions compete with both domestic and foreign similar territories – this forces territories to improve, improve the standard of living of the population, develop infrastructure and industry, ensuring socio-economic development (IMD, 2024; The Economist, 2024, 26 June).

The *macro-environment* of the territory surrounds a village, settlement, city, region or country and has a positive or negative impact on the

territory, thus creating opportunities or threats to its scientific, technological, social and economic development. The external environment of the territory is affected by a number of factors, the main of which are:

historical: events and achievements of the territory's past; notable events and figures; state and administrative institutions; conflicts, revolutions, wars, etc.;

demographic: population size and density, birth and death rates, age and gender composition of the population, level of urbanization, number of labor resources, migration processes, ethnic diversity, population composition, number of marriages and divorces, household structure, etc.;

natural and ecological: natural and climatic conditions, flora and fauna, level of environmental pollution, natural phenomena, presence of treatment facilities, reserves of minerals, raw materials, natural resources, ecological state of the territory, availability of renewable energy sources, natural disasters, etc.;

scientific and technological: the level of development of science and technology, scientific research activities, the emergence of new technological developments, innovations and inventions, etc.;

economic: income levels, inflation, unemployment and employment, purchasing power of the population, stability of the national currency, rates of economic growth, tax rates, loan interest rates, labor productivity, gross domestic product, gross national product, etc.;

political and legal: level of political and legislative stability, compliance with legal norms, government institutions and authorities, political parties, laws and regulations, antimonopoly regulation, level of corruption of authorities, etc.;

social and cultural: cultural values and traditions, accepted norms of behavior and morality, customs, influence of subcultures, lifestyle, behavioral habits, social mobility, cultural activities and events, art and creativity, etc. (Mazurkevich, 2021; Kosar & Vintonyak, 2023, September 14–16).

To create an effective marketing and brand strategy of the territory, it is necessary to constantly analyze the environment in which it is located and the factors affecting its social and economic development. This will allow you to identify potential threats and opportunities and adapt your marketing and branding strategies accordingly.

In the conditions of total digitalization of the world, modern companies and territories are represented not only in the traditional environment, but also in the digital one. The digital environment is a virtual space that allows users to interact with each other, as well as with companies, brands, goods and services through the Internet and other digital platforms (Description of the Digital Competence Framework of Ukrainian Citizens; 2021). Accordingly, for users to interact with the territory, it must be presented in a digital environment.

Developing the definition of the definition of "territory branding" taking into account the digital environment, *by territory branding in the digital environment we mean the process of creating, promoting and developing the territory brand (village, town, city, region, country) in the digital environment, taking into account its natural, geographical, historical , social and cultural, economic and other features, as well as with the use of digital technologies, channels, methods and tools, which creates value for consumers and social, economic benefit for the territory.*

The advantages of territory branding in the digital environment are: more effective promotion; higher engagement and audience coverage; the ability to precisely target specific segments of the target audience; increasing recognition and loyalty to the territory, etc.

Promoting the territory in the digital environment is helped by DM methods and tools, the choice of which depends on: the target audience; marketing goals; communication messages that need to be conveyed to the audience, the budget for digital marketing.

4. Digital methods and tools of territory branding

On the basis of the analysis of scientific sources, the DM essential characteristics were determined: a part of marketing activity using digital channels, methods, tools and technologies (Godovanyuk & Gerasimova, p. d.; Oklander et al., 2017; Marchuk, 2018; Yankovets, 2019); a set of measures and tactics for promotion in the digital environment (Oklander et al., 2017; Kiwop, 2020, April 16; Bubenets & Slomintsev, 2022; Guzenko & Mishchenko, 2023, July 10; The Investopedia Team, 2024, January 25); a method of marketing communication with the target audience in the digital environment (Oklander et al., 2017; Romanenko, 2019; Poita et al., 2023; Shevchenko, 2023, July 15; The Investopedia Team, 2024, January 25); unconventional platform (Ekiyor & Altan, 2020). Based on these essential features, it is substantiated that *digital marketing is a type of marketing activity aimed at promoting goods and services, brands and personalities, companies and territories in virtual (online) and real (offline) environments, thanks to digital technologies, channels, methods and tools.* In this definition, unlike the existing ones, the objects of promotion are detailed.

DM channels include interactive screens (displays); digital television (Smart TV); POS terminals; Internet; devices that provide access to the Internet; local networks (extranet and intranet); mobile devices; mobile applications; Digital gadgets; website; social networks; touch screens (tablets), readers, etc.; PlayStation, XBox and other game consoles; digital art (Oklander, 2017; Bubenets, Slomintsev, 2022; Guzenko & Mishchenko, 2023; Shevchenko, 2023; Shvets & Vorontsovsky, 2024).

The DM key channels for territories in modern conditions are a website, a mobile device, and social networks.

Creating an official website of a village, town, city, region, and country is a top priority, because every user who wants to learn more about a certain territory will look for information on the Internet. You can also post the necessary information for residents, tourists and investors on the sites.

According to the results of the scientific source analysis, the most common main methods of DM were determined, such as BigData, search marketing (SEM), which has optimization for search engines (SEO) and search advertising (SEA), other types of Internet advertising, email marketing, marketing in social networks (SMM), mobile marketing (Oklander et al., 2017, p. 46; Grosul & Balatska, 2020, p. 9; Tsymbalenko, 2021, October 19, p. 360; Grechanyk et al., 2022; Yankovets, 2022, p. 230). We add 3D marketing to the listed methods, as well as traditional marketing methods using digital technologies.

We note that, for the most part, the methods and tools of digital marketing coincide (Melnyk & Derykolenko, 2020; Yankovets, 2022; Guzenko & Mishchenko, 2023; Shevchenko, 2023; Ponomarenko et al., 2024, February 2; Levchenko & Danilenko, 2024; Shvets & Vorontsovskyi, 2024). In general, DM methods and tools are key components of an effective marketing and brand strategy in the digital space, but they have some differences, that is, the methods answer the question "what to do?", while the tools answer the question "how to do it?". Both components are complementary and important to ensure the effectiveness of digital marketing.

In *Figure 3*, the main channels, CM methods and tools are presented, which are proposed to be used in the territory branding.

Let's take a closer look at each digital method and its tools, which are appropriate to use in territory branding.

Big Data. Huge amounts of data help analyze people's behavior, research their needs and create personalized offers. Based on research, they make it possible to manage the territory more efficiently, develop infrastructure and improve the standard of living of the population. The main tools of BigData are: analytics (helps to analyze the behavior and needs of the audience, create a portrait of it and make predictions and planning in various areas related to the territory) and content marketing (visualization of the received data and presenting it in an accessible form).

Search engine marketing (SEM). Since the main channel for obtaining information about the territory is search engines, accordingly, improving the visibility and positions of the territory's site in search results is an important task. This is facilitated by SEM, which has two main components, namely search engine optimization (SEO) and search engine advertising (SEA).
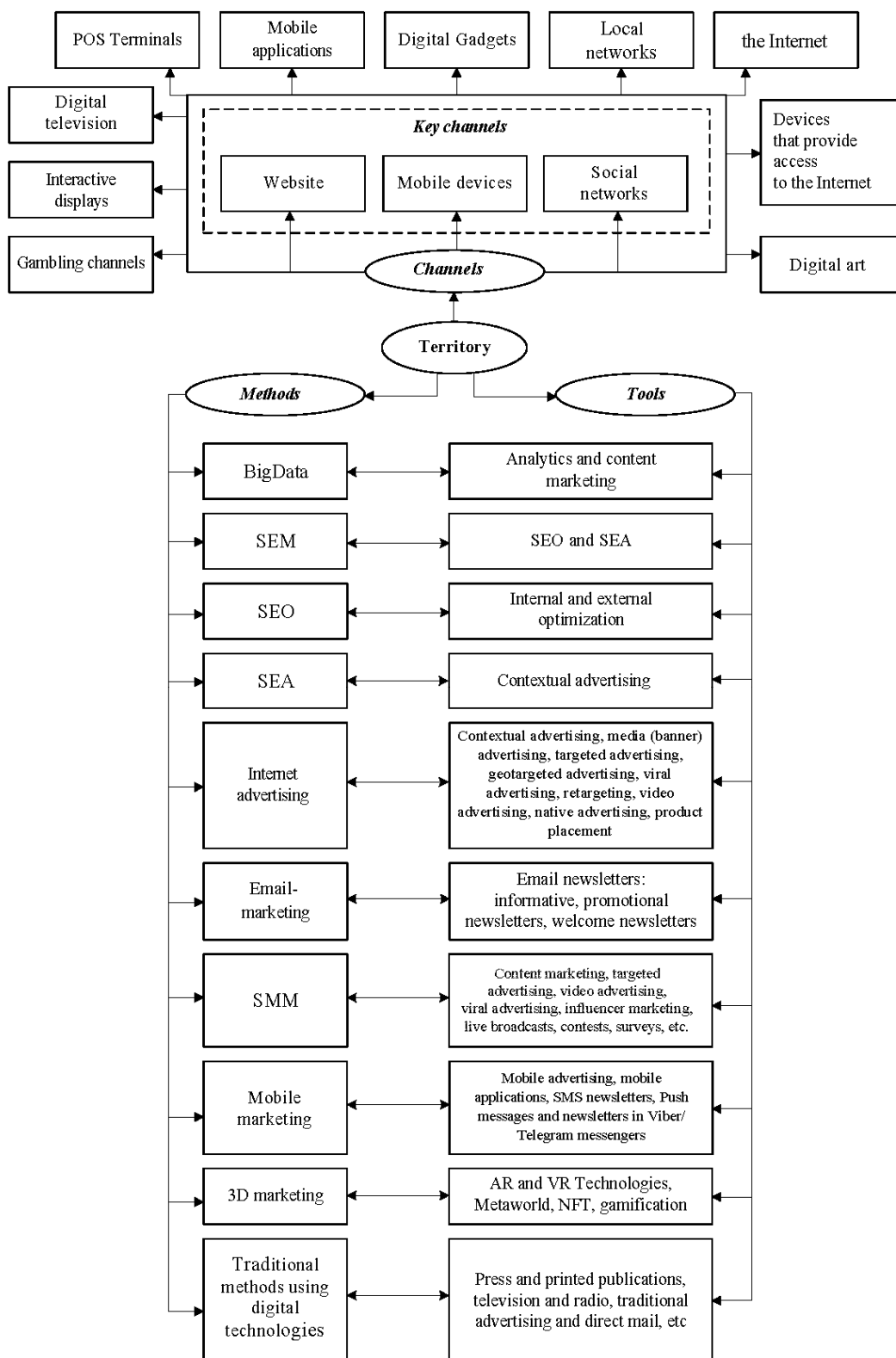
Figure 3. Digital channels, methods and tools of territory promotion

Source: compiled by the authors.

Search engine optimization (SEO) helps to organically raise the ranking of the site and bring it to the first positions of search results. For this, a semantic core is created from keywords, texts are written, content is optimized, and technical optimization of the site is done, etc. Although SEO takes a lot of time, it has a long-term effect and creates trust among users.

SEO tools (Shmychkov, 2022; Iankovets, 2024) are divided into internal and external optimization. Internal optimization is: work with keywords and semantic core, creation and optimization of content (content marketing), usability analysis, as well as optimization of all other site elements (headings, links, metadata, etc.). External optimization includes link building, content marketing, guest publications, etc. In this way, the site of a village/village/city/region/country is popularized, which ensures that its positions are raised in organic search results.

Search Advertising (SEA). Search advertising belongs to the digital marketing method called Internet advertising, because search advertising is also part of its tools. Separately for SEA, such advertising involves the display of contextual ads in search engines to users who have entered a targeted search query related to the territory (events, places of interest, etc. – depends on the purpose of the advertisement). Such announcements are distinguished by the inscription "Advertising" and have a low level of user trust. Search advertising, unlike SEO, is paid and has a short-term effect, because it works as long as there is a payment.

Internet Advertising. Attracts the attention of the target audience, attracts users, increases conversions and popularizes the brand of the territory. Internet advertising covers all possible varieties of online advertising used to promote territories. These are contextual, mobile, targeted, viral advertising, retargeting, video advertising, etc. The peculiarity of Internet advertising is that it is paid and has a short-term effect. As long as it is paid, it works. Let's take a closer look at each online advertising tool:

contextual advertising allows you to promote the territory in search engines, in particular Google, Bing and others. A user enters a search query related to an area and sees an ad labeled "Advertisement". This tool is suitable for the promotion of places of interest and events, as well as for the development of tourism;

media (banner) advertising: attractive and informative banners attract attention, increase the recognizability of the territory and shape its image. If properly presented, media advertising attracts tourists and investors;

targeted advertising allows you to target advertisements to specific segments of the target audience. These settings are useful if you need to meet the different needs of your target audience. After all, thanks to targeting, you can make personalized offers that will attract both existing and potential residents, tourists, investors, etc.;

geotargeted advertising shows ads to a specific segment of the target audience based not only on the user's interests and preferences, but also on the basis of his location;

viral advertising is able to quickly spread content to a huge audience and promotes "word of mouth". It increases brand recognition, effectively engages the audience and spreads organically. Among the effective types of viral advertising: tourist videos, flash mobs, social experiments, etc.;

retargeting re-engages users who showed interest in the territory, but did not take any action. Thanks to retargeting, you can remind the audience about the territory: its tourist spots, investment projects, upcoming events, etc. – depending on the user's interests;

video advertising is an effective way to dynamically show the charms and strengths of the territory. Video advertising visualizes the expectations of the territory, attracts attention and is better remembered, and also has a high level of engagement. Examples of videos: overview of the city, pros and cons of living in the region, TOP-5 most visited places in the region, history of the city, etc.;

native advertising allows you to naturally integrate the territory into the content. It is not intrusive and is perceived as friendly advice, so it has a high level of trust among users. Native advertising can be implemented in various formats: articles, videos, publications in social networks, podcasts, etc.;

product placement involves the integration of the territory into films, series, animation projects, TV programs, clips, shows, etc. Media content effectively engages the audience, fuels interest in the territory and has a lasting effect. After all, viewers can watch their favorite movie or program several times and for more than one year. Also, product placement promotes film tourism, because it makes viewers want to personally visit the shown cities, regions or countries. By the way, territories can be present not only in the video sequence itself, but also in the title of the film/series, for example: "Kyiv by day and by night", "Emily in Paris", "Malibu Rescuers", etc.

Email marketing promotes territories via email and informs about events and activities that take place in the village/township/city/region/country, news, offers, etc., and also conducts email surveys. The disadvantage is that it is necessary to collect a database of contacts to start communication. The main tool of email marketing is email newsletters: informational (convey information about events, news, activities, changes occurring in the village/village/city/region/country); promotional mailings (with personal offers, promotions, advertising of investment projects and tourist destinations, etc.); Welcome newsletters (introducing new subscribers to the territory), etc.

Social media marketing (SMM) helps promote a territory on social media, increase user awareness and improve brand awareness. For this, a village/village/city/region/country account is created and filled with content. At the same time, the profile should interest the user, benefit him and be attractive. Therefore, photos, videos and texts of publications should be of high quality and professional. It is advisable to promote territories in a number of social networks: Instagram, Linkedin, Facebook, YouTube, Xbox,

TikTok, Pinterest, etc., to reach a larger number of target audiences. The main SMM tools include: content marketing (photos/videos, publication texts); targeted advertising; video advertising; viral advertising; influence marketing (cooperation with influencers: bloggers and famous personalities), as well as live broadcasts, contests, surveys, etc. These tools will generate interest, engage and engage with your audience.

Mobile marketing is the promotion of territories through mobile devices that have access to mobile communications or the Internet. Since almost everyone now has mobile devices and the time spent on gadgets is increasing, this method is quite effective and allows you to make personalized offers. Mobile advertising should be singled out among mobile marketing tools. Advertising on mobile devices can take many different formats, and its advantage is that people use mobile devices more often and for longer periods of time than computers and laptops, so it reaches a large audience and at the same time precisely targets the right user segments. Among its formats: advertising blocks, videos, announcements, etc., related to the territory; mobile applications (these can be tourist guides; offline and online maps with the designation of interesting and significant places of the village/township/city/region/country; applications with local services and services, in particular "Kyiv Digital"; applications for reservations, etc.); SMS-messages, Push-messages and Viber/Telegram messengers (instant user information; reminders, offers, etc.).

3D Marketing. This is an innovative CM method, which is advisable to use for the promotion of territories. Thanks to it, objects, events, landmarks, architectural monuments, etc. are visualized and the effect of partial or full immersion is obtained. 3D marketing tools include:

technologies of augmented reality (Augmented Reality, AR) complement the physical world by superimposing 3D/2D content on it in real time through smart devices. Demonstration takes place through applications or AR filters to show the historical appearance of places, future buildings, advertising filters, photos, notable events, etc.;

virtual reality technologies (Virtual Reality, VR) allow you to immerse yourself in the digital world. This is 360-degree content that replaces reality. Special VR glasses or VR helmets help to move into the virtual world. Thanks to VR technologies, you can play games, hold events, watch 360° videos, and more. They allow you to dive into the past (for example, walk through the old streets of Kyiv), do something extreme (drift with a parachute over the fields of the Kherson region), see hard-to-reach places (for example, the quarries of Kryvorizhzhia), etc.;

metaworld allows you to create your own game metaspace, similar to the real territory with its architecture, monuments, landscapes, places of interest, etc.;

NFT is the creation of a product in a visual-digital form (for example, landmarks: the Eiffel Tower, the Motherland, a glass pedestrian bridge, etc.) and sell it using a non-fungible token;

gamification engages users in game mechanics with the territory. For example, creating games where events develop in a certain place or interactive crosswords about countries, their culture and customs, etc. (ADVIN, n.d.).

Traditional methods using digital technologies. Traditional methods of promoting territories belong to digital ones only if they contain QR codes, website addresses, links to social media accounts, etc. The tools of traditional methods are press and printed publications (for example, maps, tourist guides, books, etc.) that have a QR code or a link to the territory's website or its social networks; television (when a QR code or link is placed on the screen or a website address is spoken by voice) and radio (when a website address is spoken by voice), traditional advertising and direct mail (provided that QR codes or links are placed that lead from the traditional to the digital environment) etc.

Therefore, the application of digital methods and tools expands horizons and opens new perspectives for territories. Thanks to them, the territory can form its own unique image in the digital environment and attract the audience to interact in various ways.

Conclusions

Branding the territory is a key factor in its development. A strong brand helps to differentiate from competitors and popularize the area both locally and internationally. To do this, it is necessary to clearly define marketing goals, research the target audience, analyze the digital marketing environment, and involve DM methods and tools.

In general, digital marketing provides many advantages and opportunities for the development and promotion of a territory's brand. BigData, search engine marketing (SEM), which includes search engine optimization (SEO) and search engine advertising (SEA), other types of online advertising, email marketing, social media marketing (SMM), mobile marketing, 3D marketing, traditional marketing methods with the use of digital technologies – all these methods, together with their tools, play an important role in the branding of territories. Their complex application helps to create a unique image of the territory (village/settlement/city/region/country) and form an attractive image; promotes the development of tourism and attracts investors and new residents; increases the competitiveness of the territory and, as a result, ensures social and economic development and improves the standard of population living. This confirms the proposed hypothesis.

Future research should be aimed at an in-depth analysis of DM tools for territory branding purposes, as well as research on territory brand strategies in the digital environment.

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