

змінних показників (склад населення, присутність конкурентів, рівень споживання) враховуються разом у прогнозі та у виборі кращого місця, в якому можна започаткувати новий бізнес. Все це дозволяє підприємствам здійснювати стратегічний вхід на ринок.

Геомаркетинг, це потужний інструмент для підприємств, які прагнуть охопити та зрозуміти свою цільову аудиторію. Використовуючи дані про місцезнаходження для надання персоналізованого досвіду та реклами, підприємства можуть збільшити свої шанси перетворити потенційних клієнтів на реальних.

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FEATURES OF DIGITAL MARKETING CAMPAIGNS IN CONDITIONS OF UNCERTAINTY

Nowadays, digital advertising provides marketers with unparalleled innovation. In order to achieve great success in this field, it is important to have a thorough understanding of the principles underlying the market and the advantages it can provide. Marketers can accurately determine how many individuals have viewed an advertisement and how many have engaged in other conversion actions. In 2018, digital advertising revenues reached \$108 billion, an increase of 117% from 2014. [4]. Social networks are divided not only by topic and purpose, but also by size: Facebook has more than 1.8 billion active users, YouTube – 1 billion, Instagram – 600 million, Twitter – 300 million and LinkedIn – 100 million [1]. Market experts stressed [5] that when evaluating the effectiveness of social media advertising campaigns, they face the problem of the lack of universal tools, and therefore integrate such tools as Facebook Ads Manager and Google Analytics. Out of 39 main evaluation factors, company managers identified the key factors for

assessing the effectiveness of advertising campaigns on social media: sales, content reach, website traffic, impressions, frequency, relevance score, leads, and audience growth, while the least important for experts were the cost per click and the number of repeat visits.

In the case of a brand image campaign, it is more difficult to determine performance indicators. The objective of image advertising is not merely to inform the consumer of a product's rational characteristics, but rather to shape their evaluation of the product, service, or brand directly or indirectly as a whole. Therefore, conventional evaluation metrics such as sales are not particularly relevant in this context. According to Morhart, Malär, and Guèvremont [2], in order to effectively establish a brand, marketers must have a deep understanding of the authenticity of their branded products or services, as well as the drivers and outcomes associated with it. As such, both scholars and practitioners recognize the importance of authenticity in shaping consumer behaviour and branding strategies.

In the conducted study, the issues of conducting a national digital campaign were explored on the example of the campaign of brand "A". Company "A" is an actually existing organization, but the name has been changed for commercial security reasons. In the context of the war in Ukraine, company "A" decided to conduct a brand image campaign with a social and patriotic context that would be remembered by consumers for a long time. The main goal of the advertising campaign was to highlight the brand's social initiative to support public institutions, vocational education, and ordinary households. Given the limited budget, out-of-home and TV advertising was deemed impractical, so the entire budget was distributed among digital advertising.

The digital campaign results have shown that press releases in leading online news outlets (such as tsn.ua, bykvu.com) cannot come close to other means in terms of effectiveness per unit of budget spent, so the need for their use in a campaign aimed at raising awareness of target audiences is extremely questionable. Also, for technical and organisational reasons, it is extremely difficult to measure the results

of some media (for example, the number of viewers who watched a TV story on the air), which further complicates evaluation of the campaign. The significant role of the mainstream news channels of Telegram messenger in the new, crisis-ridden information field is also evident; for the first time, a communication channel that approaches the effectiveness of national television in terms of coverage has become available on Ukrainian media market, and it is available with a much smaller budget, although it is associated with some organisational difficulties in purchasing advertising. According to the authors, the role of this media, especially in brand image campaigns, will only grow.

The last stage of a national digital campaign is evaluation of its results; at this stage, business representatives face major challenges that need to be addressed. The authors of the study suggest that companies managing international brands in Ukraine should consider omnibus surveys as an optimal method in terms of budget and comprehensive analytical data in the context of instability and socio-political upheaval caused by the war. Designed primarily as a tool to "take the temperature" based on demand or sentiments and to provide preliminary answers to pressing questions, omnibus surveys are, according to researchers [3], ideal for providing greater speed and cost-effectiveness.

As for the research key findings it may be said that the initial stage of a national digital campaign should be to set goals and evaluate the effectiveness of their achievement. Since the task of a brand image communication campaign is to form a consumer's value assessment of a product or service and the brand itself, the typical factors for evaluating effectiveness should be revised. During the reviewed national digital campaign, it was found that press releases in online media cannot come close to other means of communication in terms of effectiveness; the role of news channels in the Telegram messenger has significantly increased in the current conditions in Ukraine.

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DIGITAL COMPETENCES OF THE MASTER'S LEVEL GRADUATES IN MARKETING

Post-war Ukraine is a highly digital state. Highly educated and intelligent, professionally competent marketing managers who know how to find creative non-standard solutions, take responsibility, be proactive, goal-oriented individuals, strive for self-improvement, possess the most modern knowledge and skills, and strive to be a leader should become the leaders of the latest state transformations.

Specialists with a master's degree in marketing should be able to solve modern non-standard tasks of a dynamic market environment using modern analytical tools, progressive marketing technologies of influence and tools. Marketing specialists are