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L. Bublyk,

*PhD in Economics, Assistant, Assistant of the Department of Organizational Management, Lviv Polytechnic National University
ORCID ID: <https://orcid.org/0009-0008-5886-1440>*

STAGES AND METHODOLOGY OF CREATING A MARKETING PRODUCT AND CHOOSING AN INTERNET ADVERTISING DEVELOPER FROM AMONG UKRAINIAN COMPANIES

Л. Я. Бублик,

*к. е. н., асистент, асистент кафедри «Менеджмент організацій»,
Національний університет «Львівська політехніка»*

ЕТАПИ Й МЕТОДОЛОГІЯ СТВОРЕННЯ МАРКЕТИНГОВОГО ПРОДУКТУ ТА ВИБІР РОЗРОБНИКА ІНТЕРНЕТ-РЕКЛАМИ З-ПОМІЖ УКРАЇНСЬКИХ КОМПАНІЙ

An important aspect of the study of the possibility of increasing the efficiency of the enterprise's functioning due to the development and implementation of a multifunctional marketing product is the determination of its positive and negative parameters. So, the advantages of Internet advertising include: the possibility of optimizing site visits in accordance with consumer interests, i.e. search programs direct only persons interested in further purchases

to a specific site; relatively low cost of advertising development and promotion; high level of recognizability and memorization, due to frequent repetitions and orientation to visual perception; high level of trust, due to the possibility of tracking positive and negative reviews of previous advertisers.

Undoubted advantages include the possibility of making changes and additions to the current advertisement at any stage of its application; high effectiveness, since there is no clear time frame for the implementation of the marketing project and its promotion, the speed of the results is very high and depends solely on the advertising itself in the short term and on the quality of the advertised products and services, as well as the filtering of potential visitors. In order to avoid fraudulent actions and various types of criminal activity, it is possible to restrict viewing access for individual persons.

Despite so many advantages of implementing a marketing innovation project in the form of Internet advertising in social networks and not only, there are also a number of disadvantages, namely: frequent changes in coding and algorithms, which leads to the need for constant cooperation with marketing companies and understanding the essence advertising activities; Achieving the desired results is a long-term process and requires the patience and perseverance of the advertiser, as well as unfair competition, which often violates intellectual property rights in the Internet space, is more common and less visible, so often the developments of one marketer are copied by others and the effect of the project decreases, undergoes bifurcation .

The work indicates the value of such a factor as analytical summaries. The importance of analyzing the effectiveness of an advertising product is difficult to overestimate, because the desire for further cooperation between the advertiser and the advertising agency depends on it. Variability is also valuable, because thanks to a high level of professionalism, marketers create versatile options for advertising offers of the same type of goods.

Важливим аспектом дослідження можливості підвищення ефективності функціонування підприємства, за рахунок розробки та введення в дію багато функціонального маркетингового продукту і визначення його позитивних та негативних параметрів. Отже, до переваг інтернет-реклами відносимо: можливість оптимізації відвідувань сайту відповідно до інтересів споживачів, тобто пошукові програми направляють на конкретний сайт лише зацікавлених у подальших покупках осіб; порівняно невисока ціна розробки реклами та її просування; високий рівень пізнаваності та запам'ятовування, за рахунок частих повторень, та орієнтації на візуальне сприйняття; високий рівень довіри, за рахунок можливості відслідковування позитивних і негативних відгуків попередніх рекламодавців.

Безсумнівними перевагами є й можливість внесення змін та доповнень до діючої реклами на будь-якому етапі її застосування; висока результативність, оскільки немає чітких часових рамок введення маркетингового проекту в дію та його просування, швидкість результатів є дуже високою і залежить виключно від самої реклами в короткотривалому періоді та від якості рекламованої продукції та послуг, а також фільтрація потенційних відвідувачів. Для уникнення шахрайських дій та різного роду злочинної діяльності - є можливість обмеження доступу перегляду для окремих осіб.

Незважаючи на таку кількість переваг введення в реалізацію маркетингового інноваційного проекту у вигляді інтернет-реклами у соціальних мережах і не тільки, існує і ряд недоліків, а саме: часта зміна кодування та алгоритмики, що призводить до необхідності постійної співпраці із маркетинговими компаніями і вникання у суть рекламної діяльності; досягнення бажаних результатів є довготривалим процесом і потребує терпіння та наполегливості рекламодавця, а також нечесна конкурентна боротьба, що часто порушує права інтелектуальної власності в інтернет просторі є більш поширеною та менш помітною, тому часто

розробки одного маркетолога копіюються іншим і ефект від проекту знижується, зазнає роздвоєння.

У роботі зазначено, цінність такого фактору, як аналітичні зведення. Важливість аналізу ефективності рекламного продукту важко переоцінити, бо від нього залежить бажання подальшої співпраці між рекламодавцем та рекламною агенцією. Цінною є й варіативність, оскільки завдяки високому рівню професіоналізму маркетологи створюють різносторонні варіанти рекламних пропозицій однотипних товарів.

Keywords: *advertising, Internet marketing, project, stages of advertising development, advertising projects.*

Ключові слова: *реклама, інтернет-маркетинг, проект, етапи розробки реклами, рекламні проекти.*

Statement of the problem in a general form and its connection with important scientific or practical tasks. The phasing of the development of a marketing product will allow a balanced approach to each component of the process of creating and placing Internet advertising. The stage of development of unique elements is especially important, it is this that led to the existence of marketers as a separate type of professionals. During planning and development, it is necessary to take into account the features of the advertised product, namely, in this case: the political and military situation in Ukraine, the history of musical instruments, special processing of wood, environmental friendliness of raw materials, creativity of production, special sound and uniqueness. For this, the marketing company must be multifaceted and multifaceted.

Analysis of recent research and publications. In the scientific works of both domestic and foreign specialists, there is a large number of studies on the development of an investment project for a small business. Among the leading researchers are V. M. Vilensky [1], T. V. Mayorova [2], D. Yu. Mamotenko [3], S. I. Pavlova [4], S. I. Kolosok, Yu. O. Myroshnychenko. , G. A. Mishenina [5].

However, in the works of these scientists there is no phasing of the process of creating marketing products, therefore the work has a significant scientific and applied character.

Formulation of the goals of the article (statement of the task). The purpose of the work is to increase the efficiency of the enterprise's functioning, due to the development and implementation of a multifunctional marketing product and the determination of its parameters.

Presentation of the main research material. Only a complete analysis of consumption motives can be called an effective advertising strategy. There are methods of cooperation with so-called focus groups that allow us to find out not only people's opinions about the product offered to them, but also the nature of their formation. The attitude to the product, the experiences associated with what was seen or heard is determined. These techniques have proven themselves well among Western advertising specialists and are just beginning to spread here. Many managers believe that only the expressiveness of the advertising appeal is important. Unfortunately, this is far from the case. Today, we have the most popular aggressive type of advertising. Such an approach may be attractive to some, but in most cases it works for rejection. The most difficult thing is to maintain psychological neutrality in relation to the entire audience involved in the advertising campaign. A good strategy should enhance the feeling of freedom of choice [6].

The main task of the developers of advertising services is to understand modern trends, to sense the desires and aspirations of potential consumers. It is on the basis of these components that theses, slogans, logos, performers of the roles of consumers of the service are selected. The main advantages of using marketing in one's own activity include:

- financial benefit - since many online sites offer payment exclusively for clicks or visits to the site, after viewing advertisements. That is, the customer pays only for effective advertising that can bring quick income;

- personal influence - because, before creating an advertising product, marketers conduct a survey to understand the age categories of potential consumers, their interests and life aspirations;

- quantitative indicators - it is extremely easy to evaluate the work of marketers in real time, since the number of views (active and passive) is open to customers of the service;

- scale of distribution - due to the possibility of fast translation and the absence of queues, hundreds of thousands of people in different parts of the globe can view advertisements at the same time, no other type of marketing service has similar privileges;

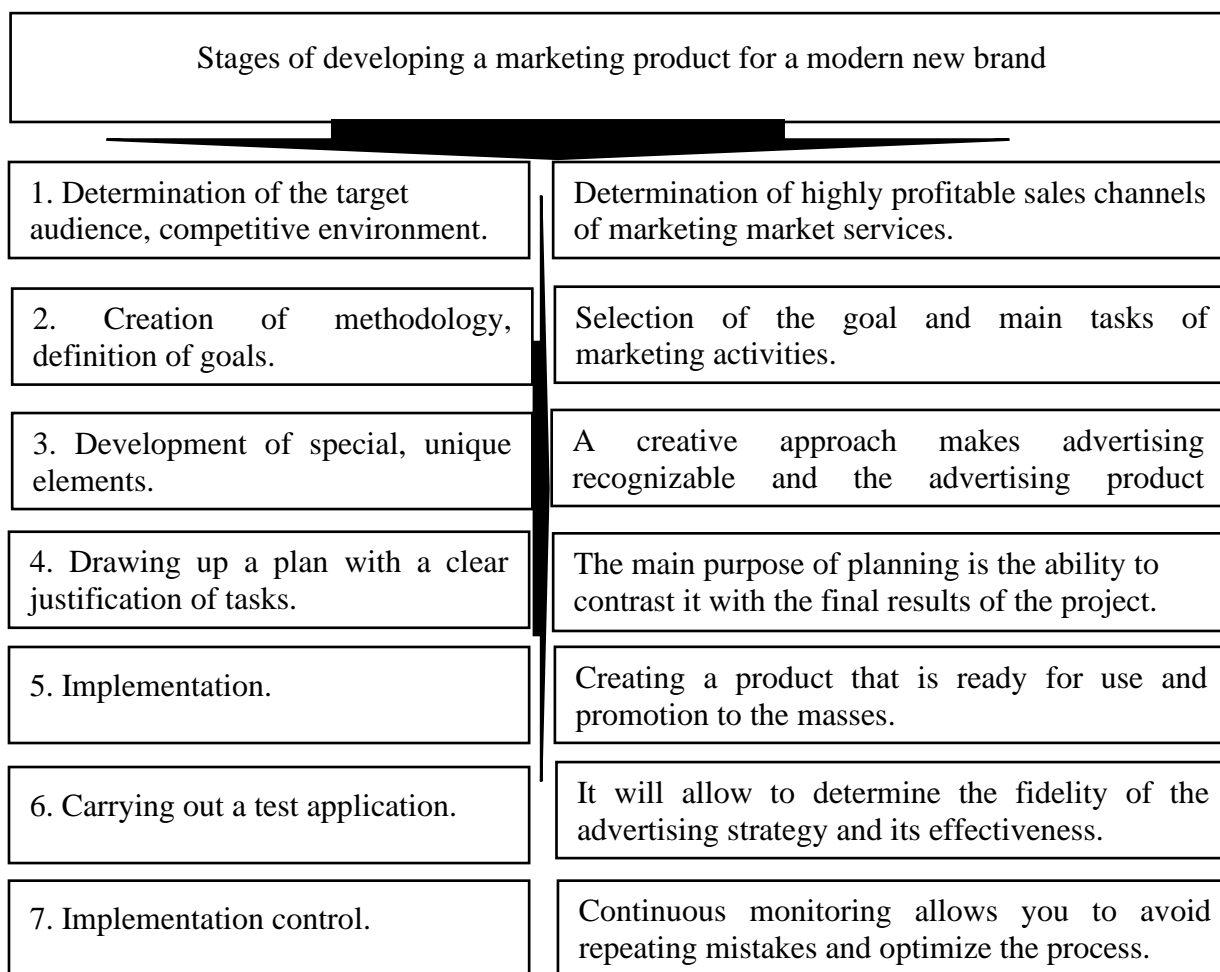
- service differentiation - there are two main types of marketing services, the first is aimed at a wide audience, the second is at a limited one, when a product is advertised that is interesting to a narrow circle of potential consumers.

As for the advertising investment product for a small enterprise, its development and implementation should take place with an understanding of the limited interest in musical instruments and the global mission - the promotion of an authentic Ukrainian product on the international economic market of goods and services.

According to the above, using fig. 1, we will consider the stages of creating brand advertising for a small business.

Implementation of such a patriotic and authentic project can only be developed by a domestic advertising agency with a world name.

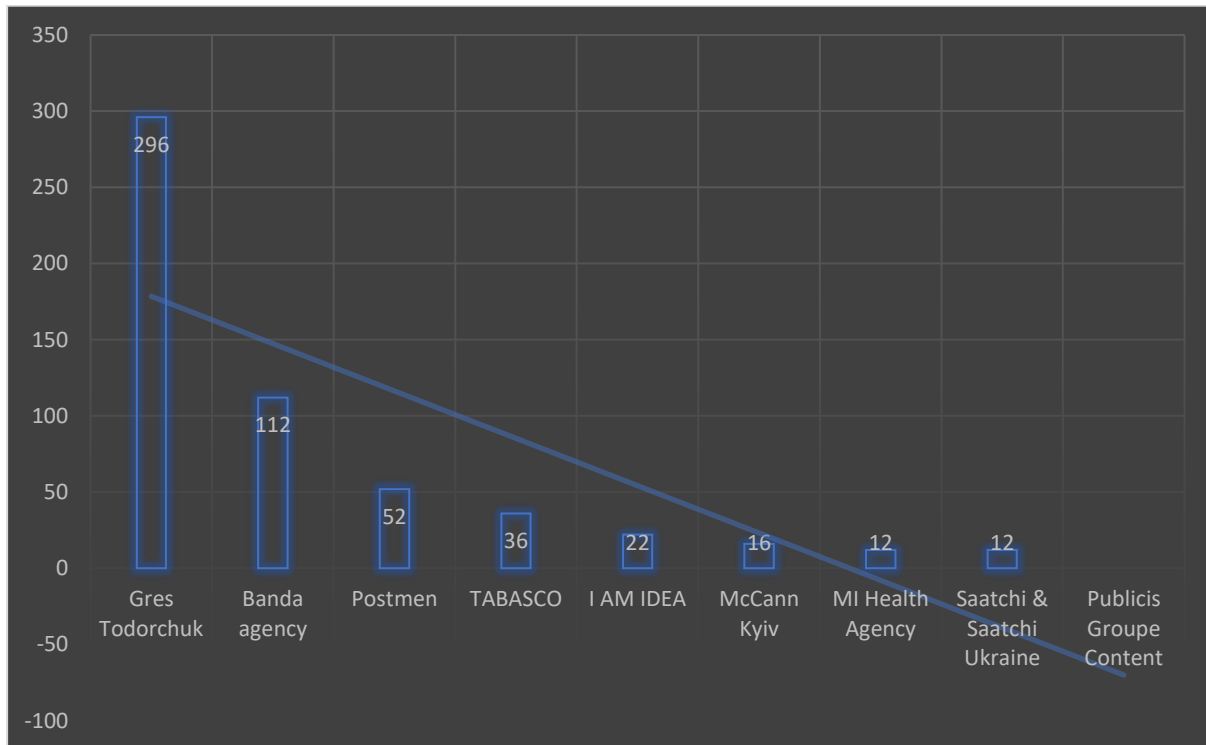
To analyze the market of advertising services in Ukraine, we will use the data of Fig. 2, in which the rating and popular agencies providing the entire range of marketing goods and services are listed.



Source: compiled by the author

Fig. 1 The main stages of creation and implementation of the advertising investment project of the small enterprise

The rating of the effectiveness of the All-Ukrainian Advertising Coalition is conducted at the end of each year based on the results of the annual Effie Awards Ukraine and fully complies with the international rules for developing ratings of The Effie Index. If the project becomes a finalist or winner of the Effie Awards Ukraine, the provided information about the agencies will be used to calculate the efficiency rating of communication agencies of Ukraine, and will also be provided to Effie Worldwide to calculate the global efficiency rating of The Effie Index [7].

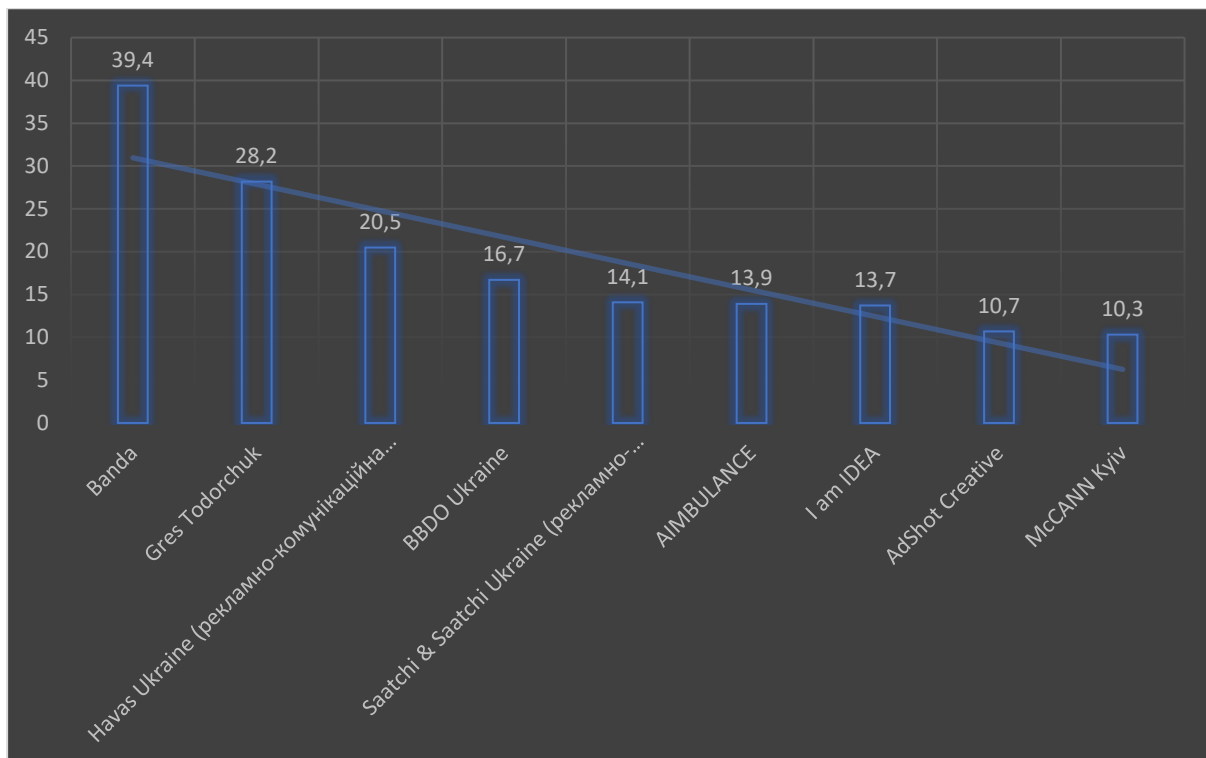


Compiled on the basis of data [7].

Fig. 2. Rating of communication advertising agencies of Ukraine according to the effectiveness of their functioning in 2023

The essence of this indicator lies in the defined profitability and branding of the enterprise. As for the rating of the effectiveness of advertising holdings, their grouping takes place on a separate scale. However, for the final determination of an enterprise capable of creating a marketing investment product for a small enterprise it is necessary to conduct a diagnosis of advertising corporations in terms of division by the number of positive feedback from consumers using features. 3.

The rating of media agencies "Advertiser's Choice", or Advertiser's Choice, is a study that is conducted at the same time as a study for communication agencies. Research participants (representatives of advertisers) must choose 5 media agencies that are members of the VRK (or indicate their agency options) as media partners. These can be full service media agencies engaged in the development of media strategies, planning, buying and other media tasks, including digital [7].



Compiled on the basis of data [7].

Fig. 3. Rating of domestic advertising agencies divided by positive feedback from advertisers (in %)

The importance of this factor lies in the ability to realistically evaluate the results of the work of individual advertising companies, and although there is not much difference in the tabular data of the rating of performance indicators, the satisfaction of the ultimate aspirations of consumers is more important.

Therefore, based on the preliminary analysis of the market of advertising services of Ukraine, provided by the All-Ukrainian Advertising Coalition, we conclude on the advice to the managers of the small enterprise to use the services of the advertising company "Banda" to improve the efficiency of business activities in the period 2023-2028.

An important aspect of solving the question of which marketing company to implement for a small enterprise is an understanding of the methodology and main tasks of advertising. This awareness makes it possible to narrow down a wide range of advertising services to the minimum required to achieve the set goals.

As for the main goal of implementing the marketing investment project, it is to expand the range of the company's products and services, optimize the main

indicators of the company's activity, increase brand awareness, grow sales markets and enter the international economic market, due to the promotion of authentic, original, distinctive products to the masses production of domestic musical instruments of various types.

Conclusions. The main tasks of implementing an advertising investment product are:

- popularization of Ukrainian brass music;
- glorifying the history of Ukraine, reminding the world about the terrible military realities of today;
- volunteering activities aimed at increasing the possibilities of armed resistance of Ukrainians;
- formation of a positive image of Ukrainian musicians;
- encouraging the use of domestic instruments by leading internationally popular collectives;
- increasing the profitability of the enterprise;
- increase in growth rates of indicators of business activity, solvency and financial stability;
- increase in the volume of production and sale of products by the small enterprise in the period 2024-2028;
- decrease in credit dependence due to the growth of the company's own funds;
- Accumulation of tax payments – facilitating Ukraine's exit from the protracted military-economic crisis.

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