

ЕКОНОМІКА

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ORCID: <https://orcid.org/0000-0002-9921-3297>**WAYS TO ENHANCE MARKETING COMMUNICATIONS
AND ADVERTISING FOR BUSINESSES ON THE INTERNET**

This article addresses the pressing issue of discussing the significance of integrated marketing communications for modern businesses and offers recommendations for their effective utilization on the Internet. It emphasizes the pivotal role of electronic communications in engaging with contemporary consumers and provides practical advice for optimizing marketing strategies and advertising efforts to achieve greater efficiency and impact on the target audience in the online environment. The importance of utilizing banner and contextual advertising, as well as other tools for enhancing the effectiveness of marketing communications on the Internet, is examined. The focus is placed on the use of online chat and email marketing to attract interest and interaction with consumers. Additionally, guidance is given on optimizing websites and content for effective engagement with consumers in the online environment. The article discusses the use of messengers for information distribution, participation in partner programs, optimization for search engines (SEO), the application of crowd technologies, and other methods to enhance digital marketing communications. Key recommendations are also provided for creating effective advertising materials and interacting with consumers online to achieve better results in the fields of marketing and advertising for businesses on the Internet. The main conditions for achieving efficiency in managing marketing communications for a trade enterprise on the Internet are outlined. Among them, the need to formulate a communication strategy, distribute the budget wisely, engage in professional promotion, control deadlines, and adapt messages to changes in the business environment are highlighted. It is demonstrated that the effectiveness of these measures largely depends on thorough market analysis and the response of the target audience. Continuous monitoring and strategy adaptation are identified as key components of successful management of marketing communications on the Internet.

Keywords: marketing communications, internet business, integrated communications, cost optimization, digital marketing.

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**НАПРЯМИ ПОКРАЩЕННЯ МАРКЕТИНГОВИХ КОМУНІКАЦІЙ
ТА РЕКЛАМИ ПІДПРИЄМСТВА В ІНТЕРНЕТІ**

Статтю присвячено актуальній проблемі обговорення важливості інтегрованих маркетингових комунікацій для підприємств у сучасному господарюванні та розробці рекомендації щодо їх ефективного використання в Інтернеті. Виділяється основна роль електронних комунікацій у спілкуванні з сучасним споживачем, а також надаються кон-

кретні практичні поради щодо оптимізації маркетингових стратегій та рекламних заходів для забезпечення більшої ефективності та впливу на цільову аудиторію в онлайн-середовищі. Розглянуто важливість використання банерної та контекстної реклами, а також інших інструментів для покращення ефективності маркетингових комунікацій в Інтернеті. Висвітлюється акцент на використанні онлайн-чату та e-mail-розсилок для залучення інтересу та взаємодії зі споживачами. Також надаються поради щодо оптимізації веб-сайту та контенту для забезпечення ефективної взаємодії зі споживачами в онлайн-середовищі. Обговорено використання месенджерів для розсилок інформації, участь у партнерських програмах, оптимізацію для пошукових систем (SEO), використання крауд-технологій та інші методи покращення електронних маркетингових комунікацій. Важливими є також вказівки щодо створення ефективних рекламних матеріалів та взаємодії зі споживачами в онлайн-середовищі для досягнення кращих результатів у сфері маркетингу та реклами підприємства в Інтернеті. Наведено основні умови для досягнення ефективності управління маркетинговими комунікаціями торговельного підприємства в інтернеті. Серед них виділено необхідність формування комунікативної стратегії, розумний розподіл бюджету, професійне просування, контроль за термінами та адаптація повідомлень до змін в бізнес-середовищі. За врахуванням цих факторів можливо досягти покращення результатів у маркетингових комунікаціях в онлайн-середовищі. Доведено, що ефективність цих заходів в значній мірі залежить від ретельного аналізу ринку та реакції цільової аудиторії. Постійний моніторинг та адаптація стратегії є ключовими компонентами успішного управління маркетинговими комунікаціями в інтернеті.

Ключові слова: маркетингові комунікації, підприємство в інтернеті, інтегровані комунікації, оптимізація витрат, цифровий маркетинг.

Formulation of the problem. In the modern global business environment, where the effective utilization of internet resources is on the rise, marketing communications become a key tool for companies to achieve success and competitiveness. Rapid changes in consumer practices and the technological landscape pose a significant challenge to traditional marketing strategies, forcing businesses to review and adapt their communication methods to new realities.

However, many companies, particularly retail enterprises, face challenges in managing marketing communications in the online environment. Increasing competition, the shift of consumers to online platforms, and the rapid development of digital technologies create the need for continuous updates and optimization of a company's communication strategies. This requires the development of new approaches to marketing communications and the implementation of modern tools to achieve optimal results in a vast digital audience.

In this research, we will explore potential ways to enhance the marketing communications of a retail enterprise on the internet, focusing on key issues and possible optimization strategies to achieve efficiency and competitiveness in the digital market.

Analysis of recent research. Analysis of studies by researchers regarding integrated marketing communications and advertising for enterprises in the modern business environment and on the internet allows us to highlight the following key points. An important aspect of effective digital marketing is the ability to forecast and analyze trends in the industry. For example, Smith and Johnson [1–2] valuable insights into expected trends in digital marketing and social media. Brown and Davis and others [3–7] offer useful advice on email marketing and the use of analytics and CRM to improve results.

It should be emphasized that most of the analyzed sources highlight the importance of various marketing channels such as email, social media, advertising, etc. Understanding the role of each channel and their integration for maximum impact is crucial. The role of banner, contextual advertising, and other forms of advertising in digital marketing is also actively discussed by researchers [8–10]. It is important to consider how these forms of advertising may evolve over time and impact outcomes. Successful management of marketing communications on the internet requires

constant adaptation to changes in business and consumer behavior.

Overall, the analysis of scholarly sources provides valuable insights into contemporary trends in digital marketing and important aspects of effective advertising and marketing communications on the internet. However, evaluating the positive and negative impacts of applying marketing and advertising strategy development methods aimed at achieving better results in the modern online environment will be highly beneficial for the development of measures to enhance the management of marketing communications for a retail enterprise.

The objectives of this article are as follows. To provide an overview of current trends in digital marketing and advertising. To offer practical recommendations for their effective implementation on the Internet. To analyze the role played by various marketing channels and forms of advertising in achieving optimal outcomes.

Presenting the main content. In the modern business landscape, the shift towards integrated marketing communications allows companies to harness a synergistic effect from their utilization. However, particular attention should be directed towards the creation and management of electronic communications. This is because today's consumers are almost constantly connected, and the functionality of smartphones provides them with uninterrupted access to information. This necessitates the activation of digital solutions and a transition to electronic communications. The general scheme of potential communication integration is illustrated in Figure 1.

Consumer segmentation enables a better understanding of the consumer and facilitates website enhancement, including:

Content adaptation: While the website's structure is convenient, there is a need to alter the presentation of material, specifically structuring the characteristics of various types of agricultural machinery. This will enable easy comparisons between different brands. Additionally, a comparison template can be incorporated, where the client selects two or three models and receives the results in the form of a tabular comparison and a polygon of competitiveness. Visualization will expedite decision-making, instill consumer confidence in their choices, and reduce routine work for staff.

Change the semantic core of the page. Organic traffic relies on the use of anchors-words or phrases that visitors

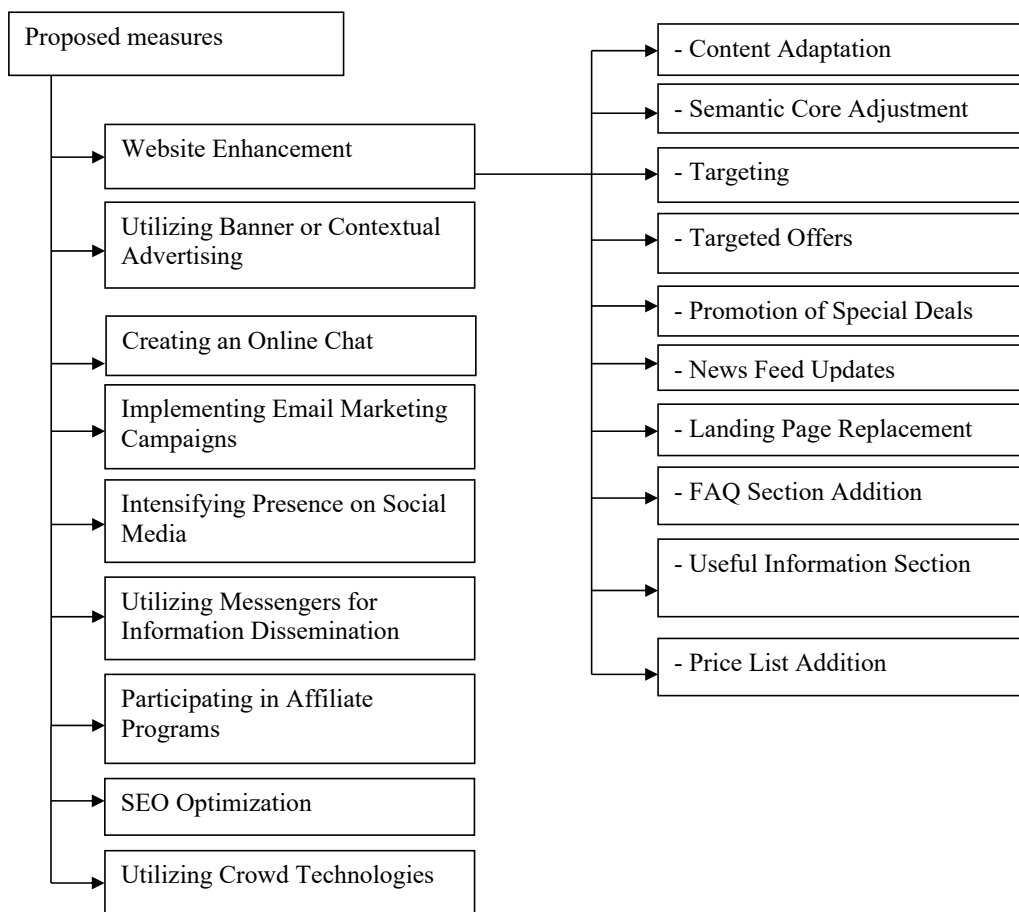


Fig. 1. Electronic Communication Integration

Source: created by authors

use to search for information on search networks. Over time, these queries change. Therefore, it's necessary to adapt the semantic core according to new queries. Such an approach will significantly increase the website's conversion.

Configure more effective targeting. Messages that visitors see on the website will change depending on whether it's their first visit or not, how much time they spend on the page, how deep they navigate through the page structure, and what products they are interested in.

Create targeted offers. The "last time you viewed" feature works well. A person may remember what they were interested in the last time and revisit the product. This increases the visitor's knowledge about the product.

Place links to promotions prominently (type and terms of promotions).

Keep the news feed up-to-date. Information about the company participating in exhibitions, adding new products, obtaining dealership from a supplier, expanding the network of service centers, installing new diagnostic equipment in these centers, or celebrating significant events in its life will help create an image of a company focused on development. News congratulating agricultural professionals work well.

Change landing pages. These are pages that are inside the page catalog, intended for each area of work. For example, the "products" or "contacts" page. It should be adapted so that a customer who came directly to the

"products" page would be interested in navigating to other pages of the website, such as "services" or "contacts."

Add an FAQ section. You can read the most common questions or ask a consultant.

Add a "useful information" section. This section will be an excellent tool for generating organic traffic due to the ability to publish useful content with predetermined anchors (key pages). Useful information can relate to equipment care, contain a planting calendar, methods of dealing with plant diseases, fertilizer application plans, and more.

Add a "Price" section. Note that this section should not contain the prices of equipment or units, but products that can be compared are better presented on the page together with the price (provided it is up-to-date).

The metrics by which the effectiveness of the website's performance can be evaluated are presented in Table 1.

Using banner or contextual advertising will help increase traffic and conversion on the website. Banner ads can be used on pages related to the agricultural sector or on large portals like Prom.au or OLX. Diversifying the presentation formats can make the banner more attractive. It is recommended to use flash ads, animations, mini-games, and more. Contextual advertising, due to its organic nature, is not perceived as advertising, so it does not trigger the desire to bypass the link.

Creating an online chat provides the opportunity to ask questions instead of navigating the website. This approach

may slightly burden the staff, but there will always be a sales manager or marketer who has a couple of minutes to respond. Using a chatbot is not advisable because people need consultations, not just product purchases. Instead, an online chat with an online consultant allows for quick and personalized responses. The benefit for the visitor is that they don't have to spend time searching for products on the website. The benefit for the company lies in the ability to promptly receive information about changes in consumer demand.

consumer engagement. To achieve this, you need to publish useful, humorous, interesting, and up-to-date content. Messages on social media are different from website content; they change quickly, generate more interest, and can even go viral.

An email newsletter counterpart is using messengers to send information. Small messages with a frequency of once or twice a week containing useful information will be well-received by consumers. By using CRM system data, you can customize messenger messages to be highly personalized. The sending schedule can also be set up through the CRM system and does not require additional costs.

Participating in affiliate programs is one of the effective ways to engage in collective advertising. An affiliate program allows you to place links to your own page on a partner's website. By placing links to partners, the company earns additional income from referrals. This form of promotion helps reduce advertising costs.

SEO optimization is a necessary measure aimed at ensuring organic traffic. The goal of SEO is to align the anchors used with new queries. In addition to highly competitive queries, include moderately competitive ones, and for niche products, low competitive ones as well. All content containing anchors will be placed on the "useful information" page, which is proposed to be added to the website pages as part of the "Improvement of the web page" initiative.

The use of crowd technologies in communication activities serves as a tool for communicative influence on reference groups. A satisfied customer becomes a brand advocate and begins to share positive experiences from interaction. Since information from users is more positively received by other users due to a significantly higher level of trust in such messages, communications will have a greater effect. It should be noted that despite the effectiveness of crowd technologies, their use requires considerable attention to ensure that messages are not distorted in the process of delivery to the target audience.

Conclusion. The effectiveness of the proposed measures for improving the management of marketing communications for a trading company is possible under the following conditions:

- Formation of a communication strategy: This formal document contains the goals, objectives, and key performance indicators for measuring communication effectiveness. Such an approach allows for clearly defining responsibilities, delegating authority, and understanding the level of responsibility for the work direction. The document should include key communication principles, deadlines, communication channels, and more.
- Review of communication expenditure: The budget should be formulated based on the company's goals, not the residual principle.
- Smart allocation of allocated funds for various communication activities: In particular, it is necessary to increase expenses for online communications, as consumers are gradually moving into the virtual environment. Digital transformation and widespread use of digital tools contribute to the emergence of a digital society, which enhances the results of using online opportunities.
- Professional promotion: Creating messages, justifying channels for their transmission, eliminating

Table 1

Metrics for Evaluating the Effectiveness of Marketing Communications

Indicator	Metric
Site Advertising	- number of impressions; - number of unique impressions; - audience overlap; - display frequency; - geographic distribution of visitors.
Attention Engagement	- number of clicks on the target page; - time spent on a specific page..
Information Exchange	- comments; - feedback; - posts/reposts on networks; - likes; - participants and active participants.
Conversion	- text downloads (e.g., catalog with equipment model descriptions); - comments; - number of newsletter registrations.
ROI Indicator	- sales level; - profit; - percentage of repeat customers; - change in average order value; - order frequency, etc.

Source: created by authors on the base of [1-8]

The next direction for improving electronic communications is the active use of email newsletters. Since the target audience consists of legal entities, such as large companies and farmers, newsletters should be used to inform about the arrival of new products, remind about the technical inspection deadline, notify about important events (participation in exhibitions, dealership agreements, price changes, etc.). The email's structure is crucial, with the maximum useful information in the body of the email, while attachments should contain genuinely current information, such as price updates and product offerings. Font is another critical element to consider, as a significant number of respondents use smartphones, so the font should be adapted for small screens. The message style should be business-like but not overly academic. The consumer should understand that the company understands them and communicates with them in a language they understand. A crucial nuance is the ability to unsubscribe from newsletters. If the email addresses for mailing are obtained from a database, it should be indicated where the company obtained the respondent's address from.

Intensifying your presence on social media will allow you to post messages designed to remind users of your company's existence. The unique feature of social media is the two-way communication, and the key is to activate

perception barriers, and monitoring communication effectiveness should be handled by professionals with professional methods.

– Adherence to deadlines and control: Messages have a shelf life, and if left unchanged, consumers will stop perceiving the provided information. Therefore, communication should be developed for a specific period, and after its expiration, an analysis should be conducted to determine how successful

the event was, what reaction it provoked from the target audience, what obstacles were encountered, what changed in the external environment, and how attitudes towards the company changed. With these factors in mind, the communication strategy should be reviewed.

– Rapid adaptation of messages to changes in the business environment: Communication flexibility ensures the use of the internet and digital tools.

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