

7. Use of internet technologies when promoting goods on the international market

Competent promotion of goods on the international market can ensure a stable position of the enterprise on the market, financial stability and competitiveness in the modern business environment. Currently, it is becoming possible to use more and more effective tools for promoting goods to the international market, which combine traditional marketing methods and new information technologies, to achieve the goal of the enterprise.

The problems of implementing Internet technologies when promoting goods to the international market were studied in the works of O. Vartanova, A. Dertkolenko, S. Ilyashenko, I. Lytovchenko, L. Melnyk, Yu. Melnyk, T. Reznikova, N. Savytska, etc. The main tools of Internet technologies that are actively used in the promotion of goods on the international market are considered in scientific works, their advantages for consumers and producers are clarified, approaches to evaluating the effectiveness of the use of marketing tools for the promotion and sale of goods are defined, and modern directions for the implementation of Internet technologies are determined in the marketing activities of enterprises. However, the rapid growth of types of Internet business leads to the appearance of new tools of Internet technologies, which makes it possible to develop recommendations for their rational use when promoting goods to the international market.

Any information technology is the easiest to develop and implement using modern software products, which will ensure the high quality of such technology and the development of reliable reports based on a large amount of operational information. The rapid development of Internet technologies leads to the emergence of new tools for the promotion of goods on the international market.

The need to use Internet technologies for the promotion of goods on the international market is due to the fact that the effectiveness of using traditional marketing techniques is constantly decreasing, and the implementation of modern hybrid digital technologies in the marketing activities of the enterprise gives tangible results. The use of Internet technology tools when promoting goods to the international

market is possible through the following sequence of actions: creating your own website; use of YouTube opportunities; use of contextual advertising; sending advertising information by e-mail; activity on forums and blogging; attracting the attention of consumers thanks to original photos, in particular, registration on Pinterest or Instagram; registration in social networks; online survey [105]. The Internet industry is currently changing faster than any other industry. New Internet technology tools appear every year: mobile applications, targeting, etc. The systematization of these tools is necessary to understand the expediency of using certain means of promotion on the Internet.

Conventionally, Internet technology tools for promoting goods on the international market can be divided into 4 types [129] (Table 1):

- Paid Media – a list of paid tools and platforms for attracting traffic to the site, blog, applications and other company resources;
- Owned Media – any communication channel or platform owned by the brand it self;
- Social Media – the process of attracting traffic and attention to a brand or product through social platforms;
- Earned Media – a set of user actions regarding the product brand: discussion of content and image on various platforms on the Internet [99].

The use of the Internet reduces the number of intermediate participants in the process of promoting goods to the international market, thereby creating a direct connection between the producer and the buyer. In addition, Internet technologies make it possible not only to sell goods directly, but also to find new ways of promoting goods to the international market.

Table 1 – Types of Internet technology tools for promoting goods to the international market

Type	Definition	Role	Example	Advantages	Disadvantages
Paid Media	Paid channels	Transition to other promotion channels (reaching a larger audience)	Contextual advertising Video advertising Banner advertising	Fast reaction Constant demand Controllability Scale	Difficulty of tracking Chaotic distribution Weak reliability
Owned Media	Control of the channel by the brand	Building long-term relationships with existing potential customers	Mobile site Website Blog	Cost effectiveness Control Multilateralism Durability Niche consumers	Possible mistrust of the company Lack of guarantees Takes a long time to create
Social Media	Brand interaction with social platforms	Two-way flow of information between the enterprise and various types of mass media	Accounts on Facebook, Twitter, Instagram, Flickr	Multilateralism – cost effectiveness Personalization Organization	Lack of guarantees Lack of control Takes a long time to create
Earned media	The consumer is the channel	Response is the result of well-executed and coordinated actions through mass media	Buzz Marketing WOM (Gossip Marketing) Viral (Viral Marketing)	Key role in sales Sensitivity Transparency of action	Difficult to measure Lack of control Can have a negative character

Source: compiled by the author for [99, 129]

The use of modern Internet technologies for the promotion of goods on the international market usually makes it possible to increase the competitiveness of the enterprise. However, sometimes the introduction of new tools for the promotion of goods on the international market takes place at an insufficiently high-quality level, or only certain parts of the complex of tools for the promotion of goods are introduced. This can have a negative impact on the overall effectiveness of the promotion of goods on the international market, which determines the need to conduct marketing research on the Internet, conduct marketing communications on the Internet and sell goods via the Internet.

The tasks of marketing Internet research are: traditional surveys, research on the behavior of Internet users, using the Internet as a marketing research tool, research on the competitive environment and competitive positioning [125].

Internet marketing research is carried out in order to find primary and secondary marketing information. The search for primary information on the Internet is carried out with the help of special analytical services that collect and provide (to the site owner) statistical information about the user (town, region, country), his navigation on the site, stay on individual pages, the provider that provides services, etc. [111, p. 28–29]. In addition, other useful information may be collected: the computer's DNS or IP address, its e-mail address, software tools it uses, analytics of the «clickability» of site links, evaluation of the effectiveness of advertising Internet messages, consumer profile analysis, covered by Internet advertising, etc. [106]. You can also get information by using Google tools: you can get detailed information about visiting sites by users using the Google Analytic tool, Google Trends tools can provide data on the prevalence of certain queries on the Internet, and Google Forms allow you to conduct Internet surveys of any category. customers.

Sources of secondary marketing information can be websites of companies, state and non-state organizations, mass media, websites of specialized consulting and marketing companies specializing in marketing research, publicly accessible databases, etc. There are also many specialized marketing research agencies that provide information services both free of charge and on a commercial basis.

The structure of Internet marketing research is shown in Fig. 1.

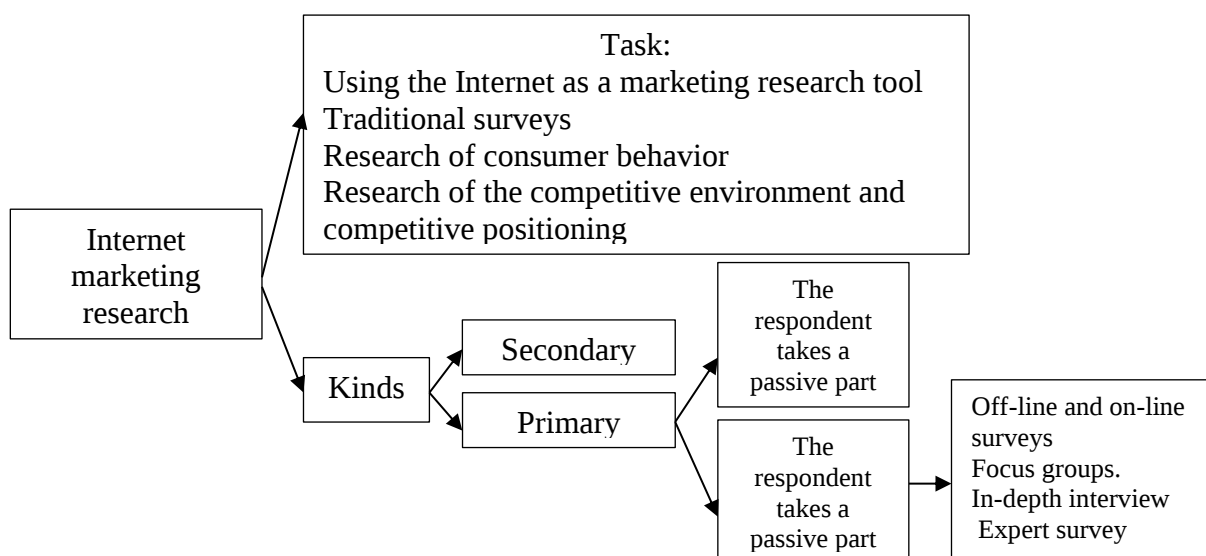


Figure 1 – Internet marketing research system

Source: compiled by the author for [111, 112, 114]

Marketing Internet communications is a system of activities for the promotion of goods and services using virtual analogues of traditional advertising, such as banners and announcements, as well as means of promoting the company's website on the network, including using search engines.

With the development of the information society, the effectiveness of marketing communication channels is changing: currently, traditional advertising (advertisements, directories, banners, booklets, leaflets) is inferior to Internet advertising in terms of effectiveness, therefore it is advisable for enterprises to form their marketing policy taking into account the promotion of goods to the international market on the Internet. This becomes possible thanks to virtual analogues of traditional advertising, means of promoting goods on the company's website network, including with the help of search engines.

The traditional methods of promoting goods to the international market on the Internet include: search optimization, a website, catalogs and rubrics, text advertising, E-mail marketing.

Also, in addition to the traditional ways of promoting goods to the international market on the Internet, aggressive marketing tools are used, which are represented by tracking programs, Trojans (virus programs), pop-up windows (Pop-Ups and PopUnders). This can also include viral Internet marketing - the distribution of communication messages on the Internet, which are characterized by an avalanche-like spread of information, the main distributors of which are the direct recipients of information [106].

Internet technologies should take into account the current trends in the company's marketing communications (Fig. 2).

Marketing Internet technologies can take the form of complete or partial automation of many processes in their activities. They simplify the system of interaction both within the enterprise and in work with external entities. An inextricable chain of relationships under the influence of Internet technologies creates its own system of interactions with the external environment. The external environment directly affects the processes of marketing activity at the technological and strategic

levels. Within the enterprise, the relationships formed under the influence of Internet technologies allow decision-making at various levels, while taking into account the entire marketing complex at the enterprise. The development of promising forms of interaction between market participants in modern conditions consists in the creation of new forms and models of joint activity that take into account the peculiarities of the Internet technologies as much as possible.

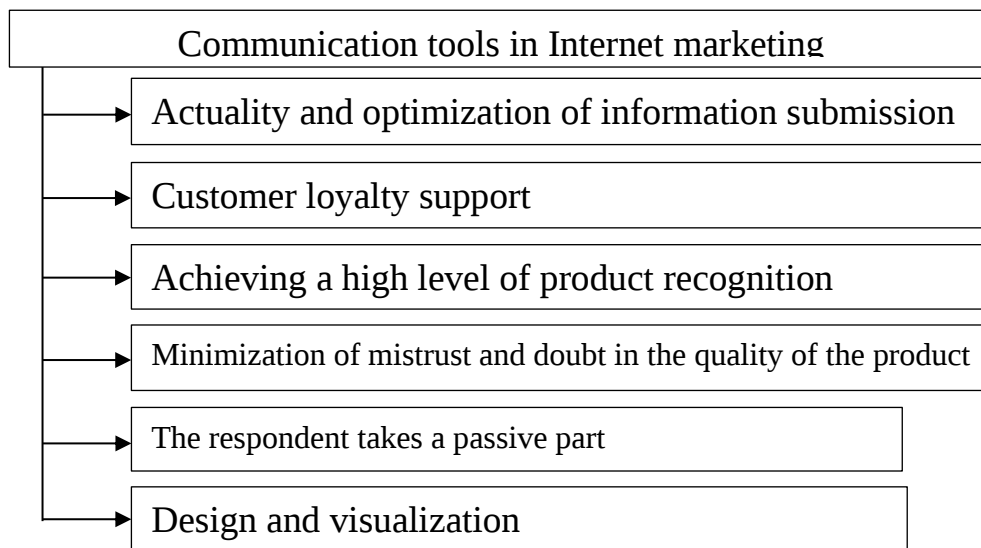


Figure 2 – Current trends in Internet marketing communications

Source: compiled by the author for [110, 116]

Expanding the company's capabilities in the promotion of goods and services with the help of Internet technologies is carried out through the development of virtual markets, trading platforms, development of social networks, Web applications, etc. The choice of the method of promotion of the company's goods and services should be optimally balanced in accordance with the set goals of the company's marketing activities. And in this case, Internet technologies act as a source of improvement of marketing activity and expand it to the values of virtual space. Thus, the change in the field of marketing due to Internet technologies leads to the fact that the exchange and obtaining of relevant information becomes technically versatile and acquires new properties. There is a gradual transformation of traditional forms of management into an information-type economic system due to the formation of a market of information resources in a virtual environment.

The use of the Internet in the promotion of goods to the international market brings new opportunities and advantages compared to marketing based on traditional technologies: high speed of data transfer; the transition of the key role from the producer to the consumer; globalization of activities; reduction of transaction and transformation costs; using a strategy that is focused on Internet marketing.

The advantages of using Internet technologies in the promotion of goods to the international market also affect the expansion of opportunities and efficiency not only in the marketing activities of the enterprise, but also in other areas of activity: cost savings during production and sales of products; the growth of economic efficiency from the growth of turnover and more agile use of the company's resources; increasing the speed and quality of work coordination; quick response to changes in market conditions for certain types of products; continuous training and retraining of personnel of all levels; increasing advertising effectiveness [126, p. 163].

Thus, the expansion of the company's capabilities in promoting goods to the international market with the help of Internet technologies is carried out through the development of virtual markets, trading platforms, development of social networks, Web-applications, etc. The choice of the method of promotion of goods to the international market should be optimally balanced in accordance with the set goals of the enterprise's marketing activities. And in this case, Internet technologies act as a source of improvement of marketing activity and expand it to the values of virtual space.

At the current stage, specialized Internet platforms for promoting goods in accordance with the requirements of the globalized market are able to best provide feedback (first of all) and the required level of communications (in general).

A specialized Internet platform is a tool for effective promotion of goods on the international market. Practitioners define the trading platform as a portal for business development (for making online sales, advertising and receiving orders from the Internet) [117].

Therefore, an Internet platform for the promotion of goods on the international market is understood as a platform for posting thematic online advertisements that

unites targeted stakeholders (manufacturers, investors, consumers, suppliers, intermediaries, subcontractors, counterparties, etc.) for the purchase, sale or exchange of goods , as well as the implementation of other business operations in an interactive mode.

The Internet platform must: perform one or more critically important functions in a certain area; define some «standards» and influence the overall architecture of solutions / products; be open or semi-open to others to build on development opportunities through network partnerships; allow participation in the development of the platform by both complementary companies (suppliers complementing goods and services) and competitors.

The main characteristics of the Internet platform for promoting goods to the international market are given in table. 2.

Table 2 – Main characteristics of the Internet platform for promoting goods to the international market

Characteristics	Content
Interactivity 24/7	The ability to continuously interact with any subject, opportunities for «quick» communications
Operativeness	Possibilities of real-time management and quick response – for the manufacturer; quick access to information – for buyers
Flexibility	Ability to implement changes in the shortest possible time and with minimal expenditure of resources
Openness	The possibility of free access to information for all subjects
Ease of access	Web-, wap-resources
Absence of limitations in time, space, languages of communication	To enter international markets
Ability to optimize activities based on the use of Web analytics results	Google Analytics etc

Source: compiled by the author for [98, 117]

Features that distinguish Internet platforms for the promotion of goods from other similar ones are: dissemination of thematic information (regarding goods, news, business events (exhibitions, conferences, forums, etc.), announcements, articles, tenders, investments, projects, etc.) in the first place among sellers and buyers; interactive possibility of concluding agreements by enterprises; unification of various

target groups of stakeholders (consumers, intermediaries, suppliers, subcontractors, counterparties, manufacturers, investors, etc.) of the goods market.

The requirements for creating an Internet platform for promoting goods to the international market are well-known, but important: as many registered sellers and buyers as possible; as much traffic as possible; web design and interface adapted to the capabilities of mobile devices; payment (outlines targeted (targeted) connections between platform users and cuts off non-targeted contacts) [115, p. 40].

The use of Internet platforms by enterprises is aimed, on the one hand, at the establishment of mutually beneficial communications with stakeholders, and on the other hand, at the coordination of the enterprise's internal business processes with external opportunities and threats.

Currently, enterprises operating on the basis of Internet platforms («platform operators») can be found in various sectors of the global economy, among them: social networks (Facebook, LinkedIn, Snapchat); online auctions and retail (Amazon, eBay, Angie's List, Flipkart, Snapdeal, Etsy); financial and personnel functions (Workday, Elance, Freelancer, WorkFusion); transport (Uber, Lyft, Sidecar, BlaBlaCar, Ola, JustPark); mobile payments (Mahala, Square); ecologically clean energy (Sungevity, SolarCity, EnerNOC); crowdfunding (Kickstarter, Gofundme, ArtistShare, Ulule, Aflamnah, Yomken); government services (G-Cloud).

Internet platforms act as mechanisms that allow different parties to interact online.

The Center for Global Enterprise, based on a study of 176 platforms from different countries (The Rise of the Platform Enterprise: A Global Survey), distinguishes the following categories of Internet platforms: innovation platforms that allow platform leaders to attract a very large number of external innovators and serve as a technological foundation on which other enterprises develop additional products and services. Examples of such platforms are iOS from Apple Inc. and Google's Android, which have created very large innovative ecosystems of app developers for their mobile devices; transactional platforms that help individuals and businesses find each other, facilitating their interactions and commercial transactions. The best

examples of this type of platform are e-commerce platforms such as Amazon and eBay. On-demand platforms such as Uber, Zipcar, and Airbnb enable the exchange of goods and services between individuals; integration platforms. These are mainly a few large enterprises, such as Apple and Google, which offer both transactional and innovation platform capabilities. Both businesses have created innovative platforms for their developers, which are then made available in their transactional paid forms. Similarly, Amazon and Alibaba are transactional platforms for their individual users and as innovative platforms for many vendors who also sell goods on their e-commerce platforms; investment platforms are holding companies that manage a portfolio of platform companies. For example, Priceline Group focuses on online travel and related services, including Priceline, Kayak and Open Table.

In accordance with global trends, Internet platforms are also developing in parallel in Ukraine. There are numerous examples of the activity of Ukrainian Internet platforms. However, none of the Internet platforms created in Ukraine was able to become a global Internet platform and create an appropriate business ecosystem around itself. The conducted analysis of the TOP-50 sites by attendance in Ukraine shows that less than half of the sites are of domestic origin.

Among the TOP-10 sites in terms of visits in Ukraine, 9 are represented by foreign companies. These are mainly social networks (youtube.com, facebook.com, instagram.com) and search engines (google.com, yandex.ua). The only domestic site in this rating is urk.net, which represents the field of «news and media». In the second ten, the situation is a little better, there you can already find privatbank.ua, prom.ua and rozetka.com.ua, which are full-fledged Internet platforms. In the rest of the TOP-50 sites by attendance, you can find a number of Ukrainian companies, which mainly represent the sphere of news (censor.net.ua, obozrevatel.com, korrespondent.net, segodnya.ua) and trade (rozetka.com.ua, kidstaff.com.ua). However, there is a tendency to reduce the number of domestic Internet platforms among the most visited sites in the country.

An important limitation for the growth of Ukrainian Internet platforms is their targeting of the local market, while a large part of the traffic of foreign sites is generated

outside their country of origin. For example, at facebook.com, more than 80% of traffic is generated outside the USA, and domestic Internet platforms provide more than 90% of traffic at the expense of users in Ukraine. For example, ukr.net receives 93% of its traffic from Ukraine.

Internet platforms are changing the economy of countries, conducting international business, reducing the cost of cross-border interaction and transactions. Instead, they create markets and communities of users (buyers) on a global scale, providing businesses with a huge base of potential customers and effective ways of communicating between them. The functioning of Internet platforms occurs in the mode of accelerating and reducing the cost of production and exchange processes, while eliminating unnecessary intermediary links from them, which ultimately sharply increases the efficiency of markets and labor productivity.

Internet platforms have wide possibilities and prospects for use by domestic enterprises. Their implementation, thanks to a high technical level, can significantly accelerate the speed of logistics operations, increase the efficiency of activities (communication, logistics, innovation, investment, etc.), improve its quality (thanks to customization), realize unique opportunities for after-sales service for different markets, different target groups of consumers, etc.

For carrying out any communications of the enterprise, the basic element is a website (web server), which has its own e-mail address, software and hardware – graphic and text design of pages (content).

Typical information blocks of a standard website: company history; Addressing visitors to the site in the first person of the enterprise; business profile, services or products of the enterprise; company news; official press releases, media publications about the enterprise; announcements of events held by the company; topical questions and their answers; conferences for visitors; questions to representatives (managers) of the enterprise; chats (web user communication pages); feedback.

Additional resources: structure and management of the enterprise; equipment for video conferences; annual reports and financial indicators of the enterprise; ratings and polls.

In order to increase traffic to the website, the address of the web page is included in all information, advertising and marketing materials of the enterprise, including business cards of employees. Access to the company's website is open 24 hours a day and 7 days a week, regardless of the location of the company. This allows you to create some system of constant active influence on the target audience.

The first and, perhaps, the simplest option for an Internet representation is a corporate website. The company's corporate website has the highest conversion rate compared to other promotion channels. Having a corporate website has become a standard since the late 1990s. The main purpose of a corporate website is to provide visitors with information about the company, products, etc.

The target audience of the corporate website is small and is defined as a group of consumers who are fundamentally ready for contact with the company. At the same time, within the given chain of characteristics «awareness – attitude – behavior», this group includes two segments: purposeful visitors (aware of the product, service, company) and casual visitors (previously not aware of the enterprise, but ready to cooperate with it).

The goals of the project in this case are defined as follows: influence on the attitudes of the target audience for the formation of conviction in the need for cooperation; increasing general awareness of the enterprise.

Since a corporate website is essentially a virtual business card of a brand or company, the design decision in this case may well belong to the category of «artistic» – especially if we are talking about, say, luxury goods. However, since the «artistic» design almost always entails the «weighing» of the site pages, it is important not to overdo it: if a page that is perfect from the point of view of design takes a long time to load, it can scare away any, even the most interested, client.

The corporate site presents the enterprise, contains information about business operations, products produced and offered services, about the type of activity. The company's corporate website attracts an audience, arouses interest among customers and trust among partners, and contributes to the successful development of business in the network.

The development of a corporate website is currently considered a necessary process for the promotion of any enterprise. A corporate site can calculate the cost of products, engage in newsletters, conduct marketing research, and form a block of visitor reviews. Creating a corporate website allows you to advertise the company's activities, stabilize the work process of employees, and hold promotions. The type and content of the site depend on the company's needs and tasks.

The composition of the elements of the corporate resource should be selected in such a way as to solve image and marketing tasks as effectively as possible. Therefore, the developers pay special attention to the technical side of the issue, and scrupulously think over the design of the corporate website. What exactly the site should consist of is chosen individually, based on the type of activity of the enterprise, its uniqueness and the specifics of the goals to be solved.

The structure of the corporate site: information about the enterprise: name, history of creation, function, number of employees; company contacts: phone or e-mail address, link to forum or chat; a list of offers useful for partners or site visitors; assortment of goods and services; form of payment, methods of ordering and delivery of the company's products; documentary data confirming the legal, official activity of the enterprise, its solvency; feedback from clients and customers.

The development of a corporate website begins with defining goals.

The image indicator is the main page of the site, which should attract the attention of different groups of the target audience. This is what the design of the corporate website is aimed at, which forms the image of the enterprise, increases its reputation, and makes the brand recognizable.

The resource should be an advertising platform for expanding the client base so that visitors can find comprehensive answers to their questions. And at the same time, the creation of a corporate website is designed to ensure an influx of permanent partners.

The information about the company's activities and its development history placed on the site inspires trust among visitors to the resource. The section may contain information about the enterprise, its employees, achievements, services or the offered

product. The website describes in detail the company's products and services, current promotions, current special offers are indicated. Such advertising has a positive effect on increasing sales.

Recruiting employees through the corporate website will allow you to save on submitting ads if you create a special section with a list of vacancies, company benefits, and employment information.

The presence of an adaptive layout is a prerequisite for a high-quality corporate website of an enterprise. If the site is not adapted for mobile devices, it can significantly affect the image of the company. In addition, it will lead to the outflow of customers.

Optimization on the site is extremely important. The resource should load instantly so as not to make the target client wait. Therefore, it is necessary to take all technical measures to optimize the elements that affect the download speed.

A corporate site must withstand critical loads. It is unacceptable when the user does not get access to the promised content.

A high-quality company website should include a multilingual function if there are plans to enter international markets or strive to be the best in its field. This will provide convenience to the user, who will be able to view and read information in the language that is most comfortable for him.

The creation and further development of a corporate website does not require special material, organizational costs, a large volume of work and can function due to the efforts of a minimum number of people. At the stage of creation – designer, programmer, system administrator, editor. At the stage of further development – promoter, system administrator, editor-administrator.

Corporate sites are often characterized by the following parameters:

1. The site directly. Large companies and small businesses create websites. The information posted on the sites is, as a rule, of a marketing nature (corporate information, product information, customer support). Despite the efforts of marketers to improve the site, most of the information provided does not meet the needs of customers, and they turn to social media sites for information.

2. Portals. Concentration of information on portals. This strategy was popular in

the late 1990, when all the information needed by the client was concentrated in one place to keep users on one domain. Popular 69portals that exist today (such as My Yahoo) display all user threads. However, the majority of modern marketers believe that the main trend on the Internet for posting information is the maintenance of highly specialized (niche) portals.

3. Microsite for audience segmentation. A microsite to support the launch of a new product or a new advertising campaign targeting a narrow market segment. Usually, such sites are created on a separate domain and are part of an integrated Internet campaign.

4. Interactive elements on the site. The Internet has ceased to be a means only of receiving information by the client in the mode of reading pages. Unlike other communication environments, businesses can make their sites interactive, encouraging customers to take the necessary actions. There are various AJAX, Javascript, and Flash technologies for this. Examples of implementation of interactive web marketing are: What kind of M & M are you, Burger King's Subservient Chicken, and Geico's Caveman Crib interactive game.

5. Intranet. An intranet is a miniature of the Internet within a certain enterprise. Created not only for communication with potential customers, the Intranet can provide effective interaction within the enterprise. There are plenty of sites on the Internet about how to do this, such as the Intranet User Experience Group.

6. Extranet. An extranet is a secure website, access to which is granted by an enterprise. It is created for interaction with customers and partners of the enterprise. Possible functional content: online order placement form, information support, news, detailed information about products.

7. Possibility of several languages on the site. On the Internet, sites are translated into other languages, changed and segmented depending on the region and culture. It is successfully used in populated areas different language environment [96, p. 45].

During the development of your own site, a large number of errors may occur, which slow down the promotion of the resource in the top results of Google.

O. Pechalov notes that the main mistakes of the enterprise during the development of its own website are [119]:

- missing or insufficiently optimized mobile version of the site (currently the number of unique mobile users is 5.11 billion, thanks to which the level of mobile communication in the world has risen to 67% (2/3 of the world's population has a mobile phone); this means that the share mobile traffic is increasing, so it is necessary to ensure the possibility of using the site and placing orders using a mobile phone; in the absence of a mobile version of the site, a potential buyer is likely to leave it);

- too complex or primitive structure of the site (the site is developed for users, so navigation on the site should be intuitive and simple);

- lack of analytics (special attention must be paid to analytics after creating a site; with the help of the Google Analytics service, it becomes possible to track the most visited pages, the average time spent on the site, the number of visitors, etc.; M. Gapchuk emphasizes that such analytics are necessary to improve understanding the situation that occurs on the site; in addition, based on the obtained data, it is possible to find the weak points of the resource and to work out in detail the future promotion strategy [100]);

- insufficient SEO-optimization (search engine optimization of the site) helps to promote the site to higher positions in the Google search results; if you do not pay attention to such a tool as SEO optimization, the site will never get to the first page of search results, which will significantly reduce its traffic);

- budget reduction (even for reaching the first positions in the Google search results, the advertising budget cannot be reduced, because the positions of sites in Google are constantly changing).

Therefore, in order to maintain their positions relative to competitors, it is necessary to constantly spend money on advertising; the price of contextual advertising increases from 20% up to 50% depending on the niche [104], this means that the budget must be revised depending on the market situation).

The following methods are used to promote the website and improve its position: site optimization (SEO); contextual advertising (Google Ads); external

references [124].

Thus, before starting any activity, it is necessary to think over and work out all aspects of promoting goods on the Internet. Special attention should be paid to the development of your own web resource, namely to work out its structure, determine the sections and subdivisions of which it will consist. Each page of the web resource should be useful for potential customers and consumers of goods.

The use of separate tools for the promotion of goods on the international market will not give positive results for the enterprise. Success can only be achieved if combined and used within the framework of a clear enterprise strategy on the Internet.

The introduction of Internet technologies in the promotion of goods to the international market is growing rapidly every year. Internet promotion is of particular importance for food markets, as a huge number of buyers are often focused on independent search for suppliers of goods, primarily on the Internet. Therefore, the use of Internet technologies allows enterprises to significantly increase the awareness of potential customers about the company's products, and most importantly, to increase the sale of goods.

It is worth noting that in many cases, the introduction of Internet technologies when promoting goods to the international market entails the reorganization of the activities of entire structural divisions, the revision of existing business processes, and in some cases the revision of the entire business model, which, of course, requires significant investments.

These features are the main barrier for enterprises to use Internet technologies when promoting goods to the international market, but the benefits of their use are currently obvious. The enterprise becomes open to potential buyers of goods, additional opportunities to improve the quality of service appear.

Internet technologies make it possible to solve business tasks more effectively, namely: they create an additional channel of communication of the enterprise with the target audience, partners and customers when promoting goods to the international market; contribute to increasing the recognition and value of the product brand.

In addition, the introduction of Internet technologies when promoting goods to

the international market provides a complete statistical picture of the effectiveness of the company's marketing policy. This allows the company to offer new solutions when promoting goods to the international market in real time, to respond to possible changes occurring in the structure of demand and supply of goods, to win the attention of its potential buyers.

Currently, Internet technologies are in the mode of unceasing structural and functional development, technological improvement. Internet communications are becoming leaders in ensuring competitiveness and further development of the enterprise.

With the rapid development of the capabilities of Internet technologies, the promotion of goods to the international market using social networks is becoming more and more important. First of all, this is due to the large number of visitors to social networks.

Social media marketing (SMM) is a special tool, the process of promoting a brand, enterprise or a specific product in social networks, based on the use of various resources and channels to increase brand recognition, attract buyers, familiarize the audience with new products and other business goals. Social media marketing is a fairly new field for many modern businesses that are actively trying to master it.

According to L. Abdokova, social media marketing allows: conducting marketing research; develop marketing strategies and form a product brand; distribute PR materials in social networks; control and report on the effectiveness of product promotion in social networks; provide feedback to the target audience, etc. [96, p. 4].

However, at present, social networks have not fully evaluated the potential of optimizing the communication process by targeting the recipient of the message and adjusting the message based on information about the specific addressee, which can lead to a decrease in the cost of promoting goods and a significant increase in the effectiveness of communication activities [123].

The basic planning algorithm in social media marketing for is given in the table. 3.

Table 3 – Basic planning algorithm in social media marketing

The name of the step	Strategic elements	Actions in a step
Goal	Strategy	Consolidate Appease Scare Cause dissatisfaction/anger Call for protest
Task		Create content Share content Collect content
Target groups		Age, gender, social status Situational association, personalities
Messages		Call, state
Communication channels	Tactics	Facebook, Instagram, LinkedIn, etc.
Work tools		On other people's playgrounds On own grounds Symbiosis «own/others»
Tools		Creation and promotion of brand communities Promotion in niche social networks Creation and development of own information platforms Content promotion Promotion of interactive promotions Creation and promotion of interactive elements Work with thought leaders Viral marketing Personal branding Tools without categories of communicative activity Ratings and TOPs
Control methods		Monitoring, SMM-audit, survey

Source: compiled by the author for [96, 113, 123]

The goals of the company's product brand presence in social networks are: creating an image; unification of the target audience on the brand platform; the company's need for feedback (launch of a new product, testing, focus groups); working with negativity (collection, analysis, leveling, moderation); sales (launch of advertising campaigns, discounts, special promotions, work with landing pages).

The strategy of social media marketing for the promotion of goods on the international market of the enterprise consists of: a description of the target groups and tasks of communication with each group; definition of platform, format, architecture; formulating a communication strategy, searching for consumer insight; content plan

preparation (types of publications/activations, preparation of examples); reputation monitoring and management (response algorithm).

The strategy of promoting goods to the international market in social networks is carried out in the following sequence: development of stages of strategy implementation; search for investments; organization of research during strategy planning. In fig. 3 shows the stages of social media marketing implementation in accordance with the strategy of promoting goods to the international market.

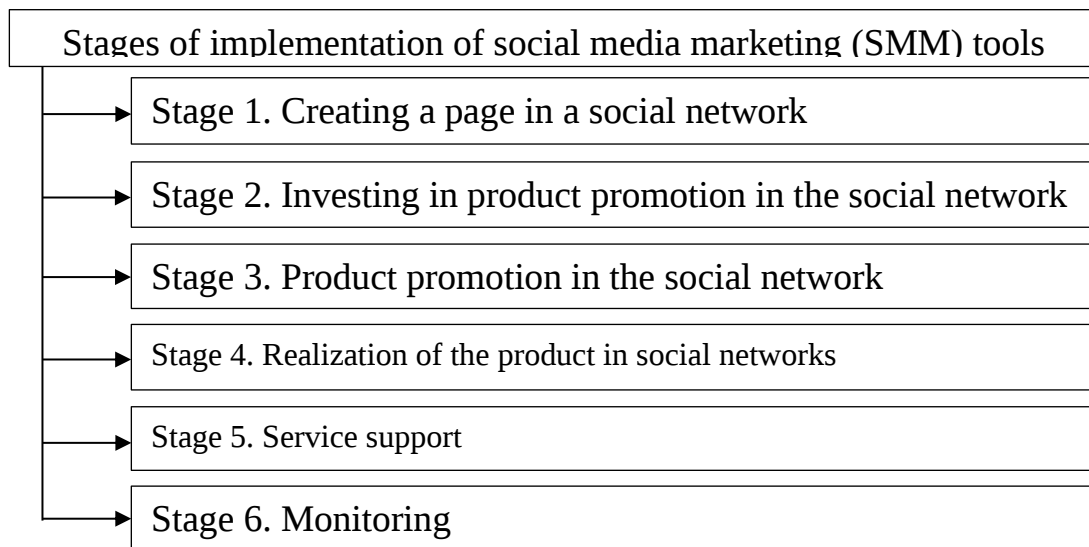


Figure 3 – Stages of implementation of social media marketing tools

Source: compiled by the author for [96, 113, 123]

The effectiveness of promoting goods in the international market in social networks has the following features: communicative – checking through the number of page views, surveying guests, where they learned about the company and products, the ability to view the number of links; creating a brand and informing with the help of visual influence (company logo, watching a video is remembered, the possibility of obtaining business connections with other enterprises, corporate applications); economic – a free channel of information, promotion, by clicking on the link, you can make a purchase from the site.

Disadvantages of promotion through social networks include: high time consumption; availability of high-speed Internet; the need for a constant active presence in social networks; risk of hacking and page blocking for various reasons

(hacking, perception of mailing as spam, user complaints).

The content plan of the enterprise includes the following elements: three or four publications (IT and design news, interesting content, surveys, communication with users) – daily; blog article (story of successful website creation, expert article on IT topics, interviews with clients or market experts). Updating photo albums in social networks with photos from the life of the company and from the portfolio – weekly; publication in the blog of the digest about the main events of the month in the life of the enterprise and in the world of IT, announcement of the digest in social networks and email newsletters. Report on completed work – monthly; research, analytics, infographics based on company data about the IT situation in the region, statistics on created sites. Publication of research in the blog and distribution in social networks and e-mail – quarterly; at the end of the year, publication of a report on the work performed for the year in the blog. Distribution of the report in social networks and e-mail. By event (holidays and dates). Contests, promotions, greetings – every year.

The main sources of information used by the company include the following data: web analytics (user activity, number of targeted actions performed); analysis of user actions (likes, comments); monitoring of social networks and blogs (number of mentions and their tone); statistics on third-party services (visit rates on video hosting, topics on the forum); classic marketing tools (surveys and focus groups); special marketing tools (promo code system, URL tag and dedicated phone numbers); internal statistics of the group (blog): audience reach, attendance, number of participants who joined and left, number of interactions [122].

Enterprises can use four innovations in their practice of SMM-promotion of goods to the international market.

1. Showing users what is promised. Attracting customers to the company's main website is done with the help of a specific offer.

2. Traffic management with Toonimo. The user not only gets to the site, but also makes full use of its capabilities. The Toonimo tool shows the user the main features and key points of the Internet resource.

3. Analysis of the characteristics of the target audience's behavior. The company works with a specific business page in the social network, and knows which positions attract the attention of the target audience, which information is most popular, and which posts are willingly shared by users using their own pages. The enterprise knows which content of the plan increases the number of conversions to the main web resource, and understands the behavior of potential customers on the network.

4. Measuring the effectiveness of individual publications. Using the Crowdbooster tool, the company understands which positions are of interest to the greatest number of potential customers. Moreover, with the help of the Crowdbooster tool, the company analyzes the effectiveness of work in the social network in real time.

Ways of promoting the product to the international market within the framework of the SMM strategy are presented in the table. 4.

Table 4 – Ways of promoting goods to the international market within the SMM strategy

Way	Content
Building a brand community	Creation of brand representation in social networks Having an official connection with users in social networks simplifies communication with the brand
Working with the blogosphere	Using a blog on a specialized resource Using the blog as part of the site for its optimization and promotion in search engine results
Targeting	The display of the ad is carried out by users based on the compliance of the advertising material with the parameters of the Internet page where the blog is posted
Advertising Exchange	The advertising format is the purchase of posts in third-party communities The date and time of displaying the advertising post are discussed, the price of the ad depends on the number of subscribers to the group and the activity in it The exchange of posts among communities with similar topics and approximately equivalent statistics is used
Viral marketing	Branded content, an interactive program that users share with their environment

Source: compiled by the author for [96, 113, 123]

The implementation of the SMM strategy for the promotion of goods to the international market begins with monitoring the effectiveness of the presence in social media, promoting the platform and drawing up an estimate. Target groups are studied

by segmentation about knowledge, the buyer, and the target audience – by means of sociological research, questionnaires of existing customers or surveys of subscribers, email distribution, analysis of pages of customers (existing/potential) in social networks and analysis of the TOP communities to which they are subscribed members of the enterprise community.

When managing social media marketing, companies use sales innovations aimed at: implementation of the latest approaches to the management of marketing and sales of the enterprise; introduction of new products (product innovations – introduction of a new product to the market and improvement of an existing product); use of new types of services (innovations – use of new types of services); use of new technological processes (technological and technological innovations – introduction of new or significantly improved equipment and technology for customer service, product promotion and sale); changes in the organization and material and technical support (organizational innovations – introduction of more effective management structures and order of organization of the company's activities, new job profiles and professional requirements); the emergence of new sales markets (marketing innovations – selection of new market segments, service of new groups of consumers, separated by geographical, socio-demographic, behavioral characteristics).

Thus, social networks have become one of the main methods of communication between enterprises and consumers, meeting the modern requirements of the goods market.

The introduction of information technologies into the marketing activities of enterprises allows to increase the recognition of enterprises, to quickly respond to the changing interests of consumers of goods, while interacting directly with customers, showing attention to each of them, which affects their attitude to the product brand.

The main directions of improving the interaction between the enterprise and users based on the Internet communication system are four levels, which include certain features of the offer (Table 5).

Table 5 – Main directions of interaction with users based on the Internet communications system

Level	A brief description	Communication capabilities of the network
First level	The least degree of awareness Ability to search by name or product name Contact information is provided	Maximum level limit
The second level	Online catalogs and databases that provide the company with a personally generated page for placing advertising information	Quick response to user requests Providing information depending on current tasks
The third level	Internet resource in the form of an online store The possibility of concluding contracts and paying for the transaction online The ability to buy products online in one click	One-time customer contacts Possibility of online purchase and payment
The fourth level	A full-featured online resource The highest degree of interactivity of industry portals of private trading platforms Permission to place an application for the sale and purchase of products Registered users can keep records of transactions and purchases.	Optimization of external and internal communication flows of the enterprise The greatest potential of communicative activity due to close interaction with users: consumers, suppliers, contact audiences

Source: compiled by the author for [107, 116, 126]

The marketing communications system contains elements that are the main complex elements for the formation of an Internet communications network:

- Internet advertising. Advertising on the Internet is the main form of manifestation of the virtual environment, it contains contextual and banner advertising (advertising inserts, certain text blocks, banners;
- Internet PR. The enterprise can improve the corporate site by using the Internet-PR resource as a source of PR information, in order to increase the communication possibilities of interaction with customers, the recognition of the brand of goods and increase the reputation of the enterprise;
- search engine optimization. The company can use the main search engines to appear on the first places in the list of received search results of the proposed links. The essence of search engine optimization consists in optimizing the code and text of web pages in order to increase the chance of attracting the attention of potential buyers.

Before implementing the improvement of any marketing communications at the enterprise, it is necessary to determine the main directions in which the analysis of the process of sending a message to a potential buyer and the elements of the Internet communications complex will take place.

Characteristics of parameters of the international market and marketing communications are given in table. 6.

Table 6 – Characteristics of parameters of the international market and marketing communications

Parameters	International market
1. Production and sales parameters	
Sales volume per transaction	Big
Purchase volume	Big
Average purchase price	High
Features of production	Production is carried out after signing the contract
Use of the product	Food
Number of buyers	Big
Type of buyer	Wholesale buyers
Geographical distribution of demand	Buyers are geographically concentrated
2. Demand parameters	
Origin of demand	Secondary demand
Dynamics of demand over time	Depends on general economic trends
Elasticity of demand	Demand is elastic
Motivation of buyers	Rational
Pricing procedure	It is determined as a result of negotiations between the seller and the buyer
Making a purchase decision	Collegiate
3. Parameters of product promotion through marketing communications	
The relationship between the producer and the buyer	Presence of mutual relations
Methods of promotion	Mostly personal selling
Distribution channels	Mostly direct
Product awareness	High awareness

Source: compiled by the author for [103, 126]

It is expedient for enterprises to take into account all parameters of the international market before implementing or improving marketing communications.

The creation of an effective system of Internet communications of the enterprise is carried out in four stages:

Stage I. Reaching the target audience. In general, the evaluation uses the calculation of the effectiveness of placing advertisements in printed mass media. These indicators are used to compare the cost in certain editions.

Stage II. Perception of the proposed information by the target audience. It is possible to evaluate the perception of information by conducting a test for recognition, memorization of the product brand, and emotional reactions to the company's advertising banners. This information can be analyzed by the duration of the visitor's stay on the corporate website, by the number of clicks on the offered tabs with information on the website.

Stage III. Analysis of the influence of information perception and achievement of set goals. In Internet communications, the perception and achievement of set goals means ordering products online, downloading information from the corporate website. At this stage, with the help of online counters, the enterprise has the opportunity to estimate the number of visitors, user traffic and determine the average attendance of web resources on the corporate website. The number of clicks and transitions at this stage helps to estimate the number of transitions to the corporate site, and thereby show the effectiveness of the implementation of the company's communications system.

Stage IV. Correlation of communication costs with the success of the enterprise. To evaluate all the obtained results of the company's activity means to evaluate the changes in the volume of sales of products as a result of the activities of the formation of the communications system. That is, it is necessary to analyze the number of sales of the enterprise due to the implementation of the communications system and compare them with sales that occurred through the corporate website without improving the Internet communications network of the enterprise.

The main advantages for the enterprise after the implementation of the Internet communication system: transitions to the corporate site through banner advertising in any case will provide statistical information on visits to the corporate site page and the number of transitions to each element of the Internet communications system; the possibility of linking to an alternative corporate site of the main partners of the enterprise; creation of a database of e-mail addresses of consumers to simplify the

organization of Internet communication with the company's clients using e-mail; wide coverage of the target audience with the help of a corporate website; the use of PR activities in the network with the aim of actively influencing the target audience through the publication of materials on the corporate website, through mass media.

The proposed system of Internet communications of the enterprise provides an opportunity to realistically evaluate the effectiveness of the implementation of the Internet communications network, to forecast profits with the help of the developed service on the corporate website of the enterprise.

The use of the Internet in the promotion of goods to the international market brings new opportunities and advantages compared to marketing based on traditional technologies: high speed of data transfer; the transition of the key role from the producer to the consumer; globalization of activities; reduction of transaction and transformation costs; using a strategy that is focused on Internet marketing.

The introduction of Internet technologies when promoting goods to the international market provides a complete statistical picture of the effectiveness of the company's marketing campaign. This allows the company to offer new solutions in real time when promoting goods to the international market, to respond to possible changes occurring in the structure of demand and supply of goods, to win the attention of its potential buyers.

Social media marketing is based on the use of various channels and resources to increase brand awareness, attract buyers, familiarize the audience with new products and other business goals. Social media marketing is a fairly new field for many modern businesses that are actively trying to master it.

The strategy of promoting goods to the international market of the enterprise in social networks is carried out in the following sequence: development of the stages of the implementation of the strategy; search for investments; organization of research during strategy planning.