

11. Study of PR activities of Ukrainian companies on the internet

In the fields of human activity, public relations (PR) have acquired significant importance. Each industry personally determines the importance of this method for itself. To a greater or lesser extent, it is used almost everywhere: in politics, business, charity, etc. There are many concepts of Public Relations, the most common of which are:

PR is a communicative activity aimed at the formation and maintenance of harmonious and friendly relations between the institution and the public, taking into account purposeful, operative, truthful and sufficient information.

PR is a special science and art of managing social information under conditions of non-price competition [166]:

- created to set policy and support open two-way communication between services and the public;
- in the form of positive information and explanatory materials, active actions and assessments of relevant public reactions;
- based exclusively on truth, knowledge and transparency;
- to achieve understanding, agreement, social partnership and by creating favorable conditions.

Public relations is the management of the entire set of communicative processes with the achievement of understanding and support.

Public relations - a system of communication with the public, involves multiple activities to improve relations between the organization (firm) and the public, between those who initiate business contact with it both internally and externally.

Public relations is a system of information-analytical and procedural-technological actions that involve the creation and dissemination of messages aimed at harmonizing relationships within a project, and even between project participants and its external environment in order to ensure the success of this project.

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It is very important to clearly distinguish between PR and propaganda. Goebbels wrote about propaganda that it is "an instrument of politics, a means of social control. Persuasion is not part of the task of propaganda, its function is to attract supporters and keep them in submission. The task of propaganda, given the right channels, depends on reaching out to all kinds of human activity, in order to change people's habitat and make them adopt the relevant opinion.

The goal of PR is to achieve agreement; the purpose of propaganda is to create a movement. PR strives to achieve an honest dialogue, propaganda strives for everything. PR methods understand complete openness; propaganda necessarily hides facts. PR seeks understanding; propaganda - to attract supporters."

There are similarities and differences between PR and propaganda (Table 1)

Table 1.

Similarities and differences between PR and propaganda [166]

	PR	Propaganda
Goal	Reaching an agreement	Creating a movement of supporters
Task	Ensuring equal dialogue	Ensuring one's own priority in the dialogue
Methods	There is information openness	Concealment of facts and disinformation are assumed if necessary
Aspiration	Understanding	Increase in the number of supporters

The term "public relations" includes:

- everything that can improve mutual understanding between the organization and those with whom this organization contacts both internally and externally.
- recommendations on creating a "public person" of the organization.
- measures designed to identify and eliminate rumors or other sources of misunderstanding.
- measures created to expand the sphere of influence of the organization by means of appropriate propaganda, advertising, exhibitions, videos and film screenings.
- any actions created to improve contacts between people or organizations.

According to Ukrainian authors, the structure of PR is generally divided into internal relations of the speaker and external communications:

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1) Internal relations:

- ✓ image of the leader.
- ✓ image of the organization/team, including business style.
- ✓ creation of corporate culture.
- ✓ team: creativity, work, everyday life - a system of interactions.
- ✓ personnel issues.
- ✓ improvement of management and technologies.
- ✓ conflict prevention.
- ✓ history of life and traditions.

2) External communications:

- ✓ maintaining constant contacts with partners.
- ✓ communication with mass media.
- ✓ connection with society and government institutions.
- ✓ international relations.
- ✓ advertising.
- ✓ preparation for crisis situations and elimination of crises.

In general, Public Relations performs three main functions.

1) Control of the opinion and behavioral skills of the community in order to satisfy the needs and interests, first of all, of the organization on whose behalf the PR actions are conducted. This function is often criticized because the organization views the public as its victim. Such a situation resembles in many ways the manipulation of people's consciousness and behavior.

2) Responsiveness to the public, that is, the organization takes into account the events, problems, or behavior of others and responds to them accordingly. In other words, the organization seeks to please the community, considering those on whom its fate depends, as masters.

3) Achieving mutually beneficial relationships between all public groups associated with the organization by promoting close interaction with it (including employees, customers, suppliers, production personnel, etc.). It is this function that is the foundation of the trade-off model and is considered the most useful, since the target

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groups of the public are considered here as partners of the organization with which it interacts.

In a broad sense, PR is part of the communication practice of a political entity, firm (organization), designed to contribute to the achievement of their strategic goal. This activity should be continuous, planned, focus not only on existing, but also on future partners, use socio-psychological methods of influence.

There are major differences between advertising and PR in the agricultural sector. Advertising is a tactical promotion tool designed to solve specific operational promotion tasks during the life cycle of a product to the consumer market. Advertising affects society and the consumer audience from the outside.

"Public relations" (PR) is a strategic tool of promotion, used in the field of agar business to form and maintain harmony between the concept of the company and its goods or services with positioning on the consumer market in particular and in society as a whole. It acts on society and the consumer audience from the inside, relying on public opinion in general and on the positioning of the company and its goods (services) by the consumer audience in particular. A public relations specialist acts as an adviser-leader and helps to translate the organization's own goals and intentions into a policy language that is understandable and acceptable to the public. From these definitions, it means that advertising is a tool of external influence, and PR is a tool of internal influence on the consumer audience.

Therefore, PR is a special technology and methods aimed at providing a positive or negative attitude to a phenomenon, company or personality in the environment of people, business, politics, art. An important feature of properly organized PR is that this work is aimed not so much at immediate results, but at achieving long-term benefits.

PR advertising is constantly developing, new types and directions of PR activity appear. The following types of PR can be considered the main ones (Fig. 1):

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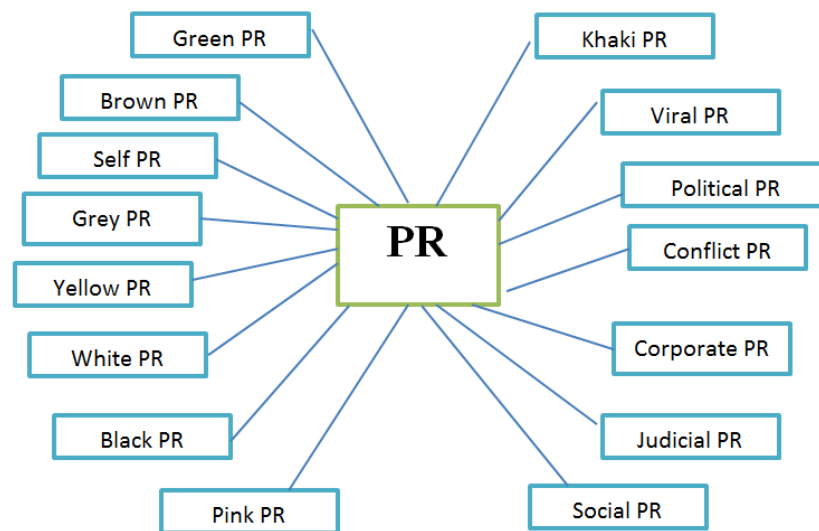


Figure. 1 Main types of PR advertising

- white PR - by Sam Black - the art of understanding, informational openness, provision of indisputable information reasons;
- black PR - use of "black technologies" (deceit, falsification) to denigrate, destroy a competing company, group, etc., spread offensive or economically dangerous statements on its behalf, etc.;
- pink PR - based on the technology of myths and legends, designed to satisfy people's need to hide under a "cover of illusions";
- yellow PR - use of scandals, sensationalism, outrage and other yellow journalism;
- gray PR - advertising (positive or negative) that hides its sources and does not contain direct lies aimed at the recipient's subconscious;
- self-promotion - "promoting" oneself, often anonymously;
- brown PR - something akin to neo-fascist and fascist propaganda;
- Khaki PR - information influence on the enemy during military operations, current propaganda work with military personnel, mass media and the population;
- green PR - socially responsible PR based on corporate responsibility in the field of environmental protection;
- viral PR - the term "viral" in this context means autonomous distribution. Based on the needs of people to share interesting information with their circle of friends and acquaintances;

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- political PR is a specialized activity of political subjects aimed at effective management of their public communication and increasing political competitiveness by attracting public support;
- social PR is an activity aimed at the formation, support and development of the necessary relations, the formation of positive models of behavior;
- conflict PR - work in the field of conflict of interests: competition, conflicts over property, confrontation between business and politics;
- judicial PR - management of communication processes (informational interaction) throughout the entire legal dispute, conflict, with the aim of influencing the outcome or securing the reputation of the client and his business from being negatively affected;
- corporate PR - one of the key areas of modern management, corporate communications, is responsible for the company's external relations, as a rule, includes relations with the mass media (Media Relations), interaction with public organizations, the population of the territory, the Internet community.

In order to create and maintain a positive public opinion about himself, a PR specialist working in the agricultural sector provides the following materials to the press:

- backgrounder - information of a current, effective nature;
- press-release is a message containing important news or useful information for a wide audience;
- media-kit – (media set/set/package). The press kit contains several types of materials, press release, background, biography, photo;
- the feature is an article whose purpose is not so much to inform as to entertain;
- the case history – is often used to tell about the favorable use of the company's service by the consumer;
- a fact sheet is a short document that compactly reflects the profile of an organization, an official, or an event.

There are a large number of public relations tools, the choice and use of which depends on the specific goals of the organization. To influence public opinion, they use

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activities and events of a very different nature: fairs, charity evenings, sales, sports events, concerts, exhibitions, presentations, conventions, scandals and rumors.

Broadcasting and public speaking are an effective means of influencing public opinion. The conditions that determine the effectiveness of PR messages are: orientation to the social and psychological characteristics of the receiving audience, clarity, simplicity, brevity and persuasiveness of the text.

Compiling texts for mass media requires compliance with special requirements:

1. Influence - the number of people who will be affected by the message is taken into account.

2. Proximity - this criterion indicates that connection with local issues or events tends to increase news value.

3. Timeliness - a PR specialist should compose messages in such a way that they deserve to be news.

4. Popularity or unpopularity - many people are interested in famous personalities. Journalists and their readers or listeners are interested in the personal lives of politicians, businessmen, cultural and sports figures.

5. A novelty is unusual, extravagant, something that goes against the norms, amazing.

6. Conflict - strikes, disputes, wars, crimes - conflict situations often reveal hidden problems.

In working with mass media, such types of text messages as press release, background, author's article, review article and others are used.

Photographs and audiovisual PR tools are used in advertising, to illustrate reports, brochures, staff training, and in archives. Yes, video films allow you to show objects located at a geographical distance. With the help of a video posted on the company's website, you can conduct a virtual tour.

One of the most important components of communication with the public is a speech in front of an audience. The main advantages of presenting material through public speaking are the following:

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1. This is a persuasive form of communication, as it represents direct contact with the audience.
2. Public speaking helps to "personalize" the organization.
3. Provide an opportunity for dialogic communication with the public.
4. Demonstrate the openness of the organization.
5. Increase the prestige of the speaker and his organization.

Public speeches before the media are most often organized in the form of briefings and press conferences.

Unfortunately, most Ukrainian firms implement the principles of publicity only under the pressure of external factors, such as growing competition or the search for investors. PR functions are often reduced to maintaining a certain level of awareness about the firm or disseminating information in the event of a business problem or crisis. Due to the low level of qualification of PR managers, there is a lack of connection between the company's business strategy and what it informs the market about. According to the survey, 81% of business owners, 89% of financial directors and only 49% of general directors believe in the prospects of publicity. Moreover, in Ukraine, the level of information openness is traditionally low, even in those areas of business whose success on the market is directly related to information openness [171-174]. In the table 2 shows the models of building a company's PR.

Table 2.

Models of building a PR company [171]

Model	Characteristic
Craft model	A series of impulsive one-time actions, during which the audience is considered as an object of manipulation, various means of pressure are used, mainly with the involvement of the mass media. Objective characteristics of both the business and the product are ignored.
Seller model	There is an awareness of the need for systematic work with the mass media, but the latter is reduced to sending out press releases, and PR is interpreted mainly as feeding journalists "close to the body"

Symmetric model	A balance of interests of the company and its audience is created, PR is considered as a function of top management, the appropriate structural subdivision is organized, systematic work is carried out to promote the image and reputation of the company and its first persons, a PR strategy for behavior in crisis conditions is developed.
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One of the most difficult questions facing marketers is how to determine the effectiveness of marketing communications. Depending on the target orientations, organizations of marketing communications distinguish between economic efficiency - expanding the area of market presence and increasing the volume of sales, and communicative efficiency - the psychological impact of individual means of communication on human consciousness.

The problem of evaluating PR is relevant today, but it is necessary to distinguish the following concepts as "performance measurement" and "performance evaluation". The author believes that the object of performance measurement is the determination of short-term results of PR activity, and the evaluation of long-term results.

Measuring the effectiveness of PR technologies shows whether they were able to achieve communication goals, but they are not able to measure the value of these PR relationships for an organization or society. It is possible, for example, that a public relations program may be based on poor strategic understanding and change the perceptions, attitudes or behavior of public groups that will have little impact on the organization. It is also true that if PR specialists are strategic consultants of the company's management, then it is also necessary to measure the effect of the result on the management of the company, as well as on society. Modern evaluation methods also consider only the short-term results of PR activities and do not concern long-term mechanisms of relations between the organization and the public.

Many global trends (limited resources, constant pressure on marketing budgets, increased control over the use of funds) are relevant for Ukraine. But the problem is that increased control is not always accompanied by the awareness of the need for

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research costs, which make up 2-10% of the total cost of the project.

Evaluation of PR activity can take place using various methods of evaluation of messages and behavior of respondents, which are used to study the components of the program of integrated marketing communications. One such method involves considering the public relations element relative to the company's public relations objectives. Often the goal of a specific campaign is to increase awareness of a company or product name. The evaluation includes the development of an awareness index before the start of the campaign. Then, after the public relations event, awareness is measured a second time to determine if awareness has increased. For example, this type of information is valuable in the film industry: when celebrities make personal appearances and visits to talk about screenings in order to reinforce the informational message, awareness should be raised.

In other situations, the goal of a public relations campaign is to build a positive impression of a company as a result of a bad news release or other negative event. Again, image should be measured before and after the public relations campaign. The goal is to see if the image has changed and, if so, to what extent. This approach is complex and time-consuming. It may take time for the public relations campaign itself to have its full impact. However, many firms are interested in knowing how their public relations work.

Ukrainian enterprises began to develop communication activities on the Internet, as evidenced by the data of the All-Ukrainian Advertising Coalition report on the volume of the Ukrainian advertising market, which shows the structure of Ukrainian companies' spending on various types of advertising channels (Table 3).

Table 3

The structure of the advertising market by media channels*

	2020	2021	2022	Changes 2021 to 2020, %	Changes 2022 to 2021, %
TV commercials, everything	12 175	13 642	2 604	12	- 81
Direct advertising	10 593	11 854	2 370	12	-80

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Continuation of table 3

Sponsorship	1 582	1 788	234	13	-87
Advertising in the press, that's all	1 466	1 599	342	9.05	-79
National press	866	960	221	10.8	-77
including Sponsorship	215	243	56	13	-77
Regional press	243	268	51	10.25	-81
Specialized press	357	371	70	4	-81
OOH Media, everything	866	4 098	1 756	19	-57
Outdoor advertising	2 433	3 092	1 363	18	-56
Transport advertising	351	397	90	23	-77
DOOH	291	518	273	21	-47
Indoor advertising	85	90	30	30	-67
Radio advertising, that's all	20	855	333	27	-61
National	6 980	605	240	13	-60
Regional	24 517	80	33	78	-59
Sponsorship	85	170	60	6	-65
Advertising in cinemas	20	26	2	30	-92
Digital (Internet) Media advertising	6 980	12 833	7 190	55	-42
Total advertising media market	24 517	33 053	12 227	26.7	-63

*Systematized by the author based on [167]

Advertisers have proven themselves in the effectiveness of outdoor advertising (Out Of Home Media), despite quarantine measures, during which the number of vehicles on the roads even increases compared to the same period without quarantine. What was reflected in the increase in the volume of placement of advertisers, which according to the results of 2021 amounted to 27%.

The following categories grew most actively: computer equipment,

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communication, medicine, food products, and trade. Rapid growth continued in the Digital component of the outdoor advertising market - both inventory in all regional centers of Ukraine, and customers who began to regularly use these media in their advertising campaigns - especially from the categories of real estate, entertainment, motor vehicles. The Digital outdoor advertising market grew by 78% in 2021 compared to 2020. In 2022, the inventory situation in Ukrainian cities will remain stable, and the most noticeable thing will be the continued development of Digital inventory. The UN Media market volume forecast for 2022 is 4 billion 769 million hryvnias, which means a growth of 16% in 2022, while the volume of Digital OOH will grow to 712 million hryvnias, or 37% compared to 2021.

Advertising in cinemas, of course, does not play an important role in the advertising media split, but nevertheless appears as a separate position in all global analytical and statistical data of advertising markets. 2021 showed growth of a "planned" 30%, and a modest forecast for 2022 looks like 35% growth, although many market operators are much more positive about their advertising prospects.

The online market will continue to show robust growth of at least 34% in 2022, and actual growth between 2020 and 2021 is expected to be 48%, due both to the continued dominance of global players and low entry thresholds, the development of Programmatic, and, in part, the post-Covid adaptive revival of the industry and relocation of budgets from traditional offline media. Growth in 2022 will be driven primarily by video and search advertising, where the main drivers of growth today and will be next year are global players (Google, Facebook and likely to strengthen the position of TikTok). The share of audio advertising was 0.3% of the volume of Internet media. Experts also draw attention to the fact that the August update of data from VRK took place before the results of the market assessment for the first half of 2021 from the IAB, so the updated data of the results of 2021, based on the actual results of the first half, the forecast for 2022 is also built in accordance with the updated data. The expected growth of the influencer marketing market will be at least 40% in 2022, and the experts of the SMM committee at the IAB plan to add an estimate of volumes in the social network marketing category to the next forecast, and the Performance

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committee will test the methodology for evaluating the SEO services market. Note that there is still no generally accepted methodology for evaluating the search market on the market, and therefore, when evaluating this segment, the growth factors and turnover dynamics of the pool of agencies participating in the market evaluation from the IAB come in handy.

In 2021, we have growth in all categories of marketing services, a total increase of 12%. The pent-up demand, which has been building up despite quarantine restrictions and lockdowns, has come into play and has grown rapidly this year. The biggest growth in Event marketing and sponsorship by 25%. Companies held hybrid and online events, and the summer season saw major events and festivals. Trade and consumer projects increased by 10% and 15%, respectively. Such programs continue to help maximize the attention of consumers on social networks and at points of sale.

Hopefully, the positive trend will continue in 2023, due to the growth in consumer demand, which is observed all over the world. The market has already adapted to the new reality, so MAMI experts predict an increase in volumes by category, and overall growth of the marketing services market by 12%.

Table 4

Development of the market of marketing services*

Marketing services	Results of 2020, million hryvnias	Results of 2021, million hryvnias	Results of 2022, million hryvnias	Changes 2021 to 2020, %	Changes 2022 to 2021, %
Total market size	5 299	5 959	6 672	12	12
Including: Trade marketing, Trade promotion	2 161	2 377	2 614	10	10
Loyalty marketing (Mailing, DB management, Contact-Center)	1 066	1 119	1 175	5	5
Consumer marketing	1 270	1 460	1 679	15	15
Event Marketing and Sponsorship	802	1 003	1 204	20	20

*Systematized by the author based on [167]

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This confirms that the Internet is an effective communication channel, as investment in Internet communication activities is increasing worldwide. Thus, in most countries the costs of communication by means of television are lower than in Ukraine, but the costs of communication on the Internet are higher.

Communication activity on the Internet is quite promising for advertisers, both in view of the growth of the number of Internet users and changes in their purchasing behavior, and from the point of view of minimizing costs.

Since the Internet is the main source of information for potential consumers of tablet computers on the basis of which the consumer makes a purchase decision, accordingly, effective communication activities of enterprises on the Internet can be the key to success in the tablet computer market.

However, most companies, especially domestic ones, use the Internet similarly to traditional communication channels, that is, using the same model of information delivery as in conventional mass media, placing information about the company, products and brands with the help of websites, banner and video advertisements on the Internet. At a time when enterprises should interact with consumers online, involve them in the process of communication activities. Not taking into account the specified features, researchers in the field of Internet marketing transfer a complex of marketing communications from traditional mass media to the Internet network, without endowing them with new functions. Thus, scientists note that the company's website is one of the main elements of the Internet marketing system and requires significant attention from the company's marketing department.

Marketers-practitioners of domestic companies adhere to a similar opinion. According to the survey, 62% of enterprises use Internet capabilities such as maintaining their own website, half place information about the enterprise in directories, and a third use online advertising (Figure 2).

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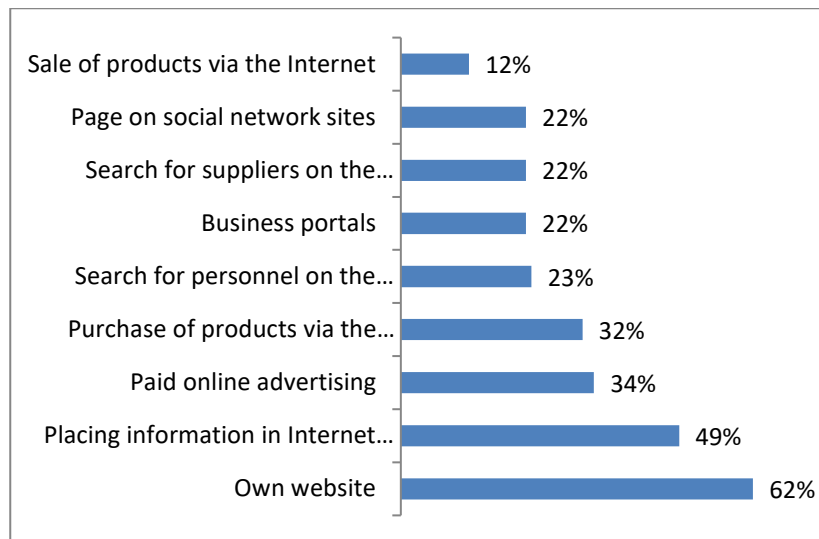


Figure 2. Use of the Internet by domestic enterprises [175-177]

However, certain actions in marketing communications reflect the functions of presenting information similarly to traditional mass media, while the specific features of communications on the Internet, described above, require the involvement of users in the communication process.

This is related to the specifics of the behavior of consumers in the network, which consists in the fact that the Internet becomes not only a source of information, but an environment for consumers, in which social connections, economic relations and other functions of the life of potential users are formed.

That is, the main function of the Internet for users is transformed from information search to an environment of social interaction. This is facilitated by the features of the Internet media space, namely its interactivity, constant presence and activity of participants in this environment. Enterprises should understand that the formation of public opinion, including the image of enterprises, images of brands and goods, on the Internet takes place in the process of interaction of the participants of the environment, and if the company is not engaged in communication activities, the formation of these images occurs under the influence of external factors. It is for this reason that consumers should be involved in the company's communication activities.

In addition, another reason for the importance of involving consumers in the process of communication activities is that subjects operate on the Internet

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continuously, in real time, accordingly, changes in the information environment occur constantly and it is quite difficult for enterprises to independently manage the information flow regarding its products and brands. In this case, the use of modern marketing technologies, such as crowd technologies, provides an opportunity to influence and shape the desired information space by involving consumers in the communication process.

Social media are becoming an effective platform for interacting with consumers. Based on the data of foreign studies on the use of social media in the marketing communication activities of companies, it can be observed that the percentage of those who use social media to implement effective communications on the Internet increases every year. Moreover, it is social networks that are growing at the highest rates

Western companies understand that social networks have significant potential in terms of communication activities on the Internet. They also give social networks the function of consumer awareness of a product or brand and as a supplement to the main advertising campaign. Thus, company managers themselves noted that one of the main advantages that social networks provide to an enterprise is the strengthening of the influence of a marketing campaign (85%), promotion in social networks leads to an increase in traffic and conveying to the consumer the main benefits of the product (Fig.3) .

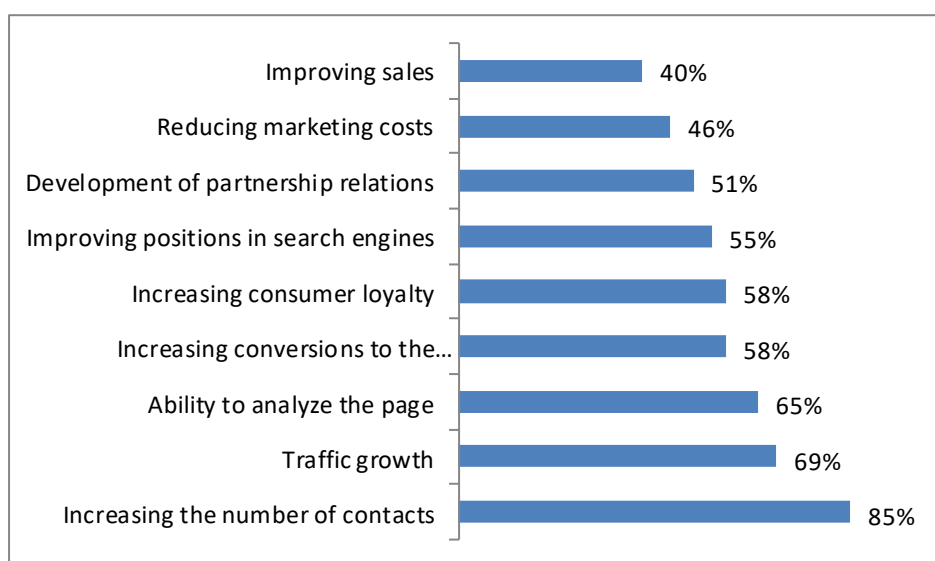


Figure 3. The main benefits of PR activities in social networks [175-177]

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However, half are already considering social opportunities from the point of view of developing partnerships, including with consumers. It is interesting that 92% of marketers of foreign enterprises consider social media as a rather important component of business development.

For comparison, let's consider the results of a survey of Ukrainian company managers, how exactly they consider the goals of using corporate pages in social networks.

A third of Ukrainian enterprises are considering the possibility of selling goods using social networks, and only 20% are considering the possibility of establishing communication with consumers on social networks. That is, the domestic market has not yet fully realized the potential of social networks in marketing communication activities on the Internet.

Therefore, it can be concluded that foreign enterprises consider social networks and the opportunities they open as quite promising components of the success of marketing activities as a whole. At the same time, domestic enterprises have not yet fully realized the feasibility of using social media and the latest Internet technologies in marketing communication activities and do not consider the opportunities they open up for business. Accordingly, the level of Internet use by both consumers and companies in Ukraine and Western Europe is significantly different (Table 5).

Table 5

Comparative table of the use of Internet technologies in the countries of Western Europe, the USA and Ukraine *

Comparative characteristic	Western Europe and the USA	Ukraine
Internet penetration rate	High. Covers all age and social groups.	Average. The young audience and the urban population predominate.
Purposes of using the Internet by consumers	Searching for content, making purchases in equal proportion	Searching for content, the trend towards increased online shopping
Internet access point	Personal computers, smartphones and tablets. Use several devices at the same time	Smartphones and desktop computers predominate

Level of penetration of social networks	High. Facebook, Twitter, LinkedIn networks dominate	Average. Local networks prevail
Dynamics of the Internet advertising market	Positive. It increases due to social networks	Positive. Increases due to all Internet marketing tools
Reasons for market growth	Understanding the needs of consumers, changes in their purchasing behavior	The relative cheapness of the Internet compared to traditional communication channels
Activity of companies on the Internet	High They use a significant number of tools for working with consumers	average They use the Internet mainly for internal company communication, searching for information, but do not communicate with consumers
Content in social networks	High quality content, dialogue with the consumer. Realized by professional contractors	Mainly low-quality content due to unprofessional contractors. Work in social networks independently

*Systematized by the author based on [167]

That is, most Ukrainian enterprises do not fully use the possibilities of the Internet in communication activities due to insufficient work experience, make significant mistakes when working with new tools, and due to a lack of financial resources, they are often unable to finance the work of qualified specialists and perform it independently.

However, even professional Internet marketing communications agencies do not realize the full potential of the communication capabilities of the Internet and social media. Managers of Ukrainian companies are convinced that it is enough to have a site on the network that will perform the necessary communication functions on the Internet.

It is possible to implement effective marketing communication activities on the Internet thanks to the use of crowd technologies. They are aimed at attracting the effect of social interaction of community members in the communication activities of enterprises. Thanks to crowd technologies, companies can involve users of online communities to spread the desired communication. The main purpose of using crowd technologies in working with communities is to create the desired context of the

message, in which further communication will be perceived by the consumer in accordance with the requirements of the enterprise.

Accordingly, communication activities are aimed at working with communities on the Internet and are based on the following principles:

1. Multi-vector and non-linearity of communication influence;
2. Information asymmetry;
3. Heterogeneity of the communication space;
4. Key principles of social psychology;
5. Application of modern crowd technologies;
6. Compliance with the principle of optimal management;

7. Taking into account the synergistic impact both on the part of the enterprise and on the part of community participants.

Thus, to increase the level of effectiveness of the communication process on the Internet, it is proposed to use a two-level model of communication influence, which makes it possible to involve participants of network communities in the communication process of the enterprise, by creating the desired context of communications, which strengthens the effect of the commercial marketing communication of the enterprise.