

2. Internet marketing tools in communication activities of milk processing enterprises

Rapid development stimulated the need to change approaches to the implementation of marketing through the activation of advertising activities: advertising technologies are constantly changing depending on the intensity of competition, there is a constant search for new ways of delivering information about the product to the end consumer.

Integrated marketing communications deserve special attention. They contribute to the achievement of market goals, ensure long-term relations in the markets of goods and allow to achieve optimal influence on the consumer. Each of the means of communication is a set of various channels and forms of implementation, which in general make up the environment of marketing communications and ensure constant interaction with producers, intermediaries and consumers within the region itself [23].

On-line communications are of greatest importance at present. Although their development in Ukraine is carried out at a slower pace than abroad, nevertheless, in view of the use of the latest technologies, their practical application is necessary. Online communication channels are used to obtain information both selectively and non-selectively [24].

With the help of online communications, time and money spent on tasks such as:

- promotion of products, familiarization and attracting the attention of specialists;
- fixation and involvement in the trade offer of products;
- creating a trademark image and providing information about product properties and benefits;
- formation of recognizable packaging or trademarks;
- formation of the company's image and strategy.

The Internet has become the driving force of mass information among consumers. This is the most popular source of information about the company's

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activities, product range, marketing promotions, etc. Customers increasingly use different types of social networks to gather the information they need about a product, and they can make certain purchasing decisions fairly quickly. Social networks such as Facebook and Instagram play a special role in obtaining information in modern conditions.

When choosing a method of placing the necessary information on the Internet, the company is interested in the most important necessary result of such actions - obtaining traffic. Traffic on the Internet can be compared to customers in a store: the more they come to the store, the more products can be sold. Not all visitors will make purchases, which is normal for any sphere of business, as well as on the Internet, except that the conversion rates differ. Every second visitor can make a purchase in a store, one in ten can make a purchase on the Internet. For this purpose, an important aspect of the activity of the marketing department of domestic enterprises is the analysis of traffic and the creation of conditions for increasing conversion. The conversion is usually multi-stage and represents the number of transitional stages that the Internet user performs until the moment of making a purchase.

Everything starts from the moment of displaying an advertising message and clicking on it, the next stages can be a transition to the appropriate section on the site, registration, filling out forms, uploading files, making a purchase, etc. The whole process can end at the first stage, or it can be brought to an end, that is, the company will receive a sale. Therefore, the main task is to increase conversion - increase the percentage of transitions to each subsequent stage of the "funnel" of conversions, and so on until the achievement of the final goal.

When advertising on the Internet, a marketer chooses a platform (site) that can bring him the most traffic. If there is a site that is fit for purpose, the next step is to understand that traffic comes at a price. It can be negotiated, or it is already fixed or set by the site owner. The price of traffic is determined by many factors, in particular, it depends on how often new visitors come to the site, how long they stay, how often they take certain actions, how far the site is in the TOP, etc.

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Thus, it can be said that the Internet continues to develop and is actively used in the functioning of the enterprise. The Internet has become a very useful tool for the implementation of marketing strategies, as well as the promotion and sale of products. Internet advertising offers companies an effective environment for marketing activities, accumulating large volumes of traffic on platforms of different thematic focus, has tools that companies can use for searching, targeting, leading users to the appropriate section on the site or conveying the information they need, offers many variations in the choice of formats of advertising blocks, methods of payment for running an advertising company and opportunities for its analysis and optimization.

Among the main methods used on the Internet for the presentation of any resource or a real product, service or idea are: banner advertising, contextual advertising, rating systems, thematic catalogs, E-mail marketing, bookmarks in the browser and the transition by URL.

The importance of the use of Internet technologies in the activities of domestic processing enterprises, including in the field of dairy production, is also gradually increasing nowadays. Enterprises in this field use Internet marketing, mostly, to create a positive image and increase brand capitalization. All powerful milk processing enterprises are currently actively represented on the Internet, have their own websites and actively communicate with existing and potential consumers of products in social networks.

In table 1 a rating of brands is given, which illustrates consumer preferences for milk of various Ukrainian producers. The results are given on the basis of a survey conducted within the open rating of people's preferences "Success Favorites". This rating determines the best and most recommended brands of goods and services on the Ukrainian market, based on research, the results of which are published on the website favor.com.ua.

Table 1

Consumer preferences for milk of different brands in Ukraine

No	Trademarks	Consumer preferences, %	Rating according to 5 points scale
1	"Galichyna"	27.3	5
2	" Yagotynske "	27.58	4.93
3	" Prostokvashino "	25,35	4.43
4	"Selianske"	19.78	3.59
5	" Molokia "	18.38	3.37
6	"Ferma"	16.71	3.04
7	"Voloshkove pole"	16.70	2.79
8	"Bila liniya"	10.58	2.24
9	" Slavyanochka "	12,26	2.04
10	" Rud "	7.52	1.61
11	"Hutorok"	7.24	1.37
12	"Zlahoda"	6.69	1.17
13	" Buryonka "	6.41	1.15
14	" Dobriana "	6.99	0.99
15	" White Light "	3.9	1
16	"Dobrynia"	6.69	0.99
17	"Harmoniya"	5.29	0.95
18	" Zarichia "	5.01	0.90
19	"Molochar"	3.34	0.87
20	"Ama"	4.18	0.82

Source: based on [25].

TM "Halychyna", TM " Yagotynske ", TM " Prostokvashino ", TM "Selyanske" and TM " Molokia " are the five leaders according to the open rating of people's preferences "Favorites of Success". It should be noted that these results relate only to the popularity of milk of various brands among consumers, for other types of dairy products the ranking is somewhat different.

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Let's consider how the activities of dairy producers on the Internet affect the formation of consumer preferences for their products. To do this, we will conduct an analysis of website visits and activity in social networks of the enterprises under study.

The company's website opens up new opportunities for it to create, build and manage relationships with customers. A website can also be used for sequential moving customers through stages of purchasing power and transformations of potential customers into real consumers.

The use of websites allows companies to get a number of significant benefits: promotion productivity, the appearance of additional sales opportunities, direct access to the market, improvement of customers' quality service, improvement of brands and business processes, and improvement in customer relations, they can also become the important source of information for acceptance marketing solutions [26].

In the modern practice of marketing activities, the corporate website has become an important element of communication policy and a central element of online marketing strategy. This is due to a number of reasons:

- A website is a place where a company can fully express its brand and marketing message in any way it wants. It is also the primary source of accurate facts and information about businesses and products.

- A website is more than just an information page: it can be a powerful marketing and business tool. For example, if you analyze data about visitors to your page, you will be able to get a good idea of who is interested in your offer. You can also set up an online store, create a blog and other features, and customize your website to reflect exactly the information your target market is looking for.

- The website is the hub to which all other marketing strategies lead. It is essentially the final destination for all other online activities.

- Today's audience expects that any serious company should have a website with all the necessary information, easy to find and even easier to navigate.

- A website is the online home of a company's brand. A website is that part of the web that is completely dedicated to a specific brand and marketing message. It

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serves as a reference point for customers, colleagues and even its own staff. The site can also be used as a marketplace, social community and bulletin board.

- It is stable. Although pages on social networks, advertising campaigns, e-mails change, the website will always remain in the same place (at the same web address). This is extremely important in the changing online environment, especially when it comes to links that lead to important content.

The website is a tool that reflects the individuality of the company, creates the effect of presence and interaction with it. Visiting a company's website can be compared to a physical visit, but it is faster, more convenient and often more effective, as it allows the consumer to make a purchase decision in a calm environment, without pressure from the seller. The site helps to show the individuality of the brand, and visual solutions and content can be used by company employees as a means of attracting attention, persuading and inducing a certain targeted action, that is, being an effective marketing tool.

We will use the Internet service SimilarWeb to analyze the sites. SimilarWeb is a service for collecting, measuring, analyzing and providing data on behavioral patterns, statistics of consumer engagement of websites and mobile applications. With the help of the service, you can analyze site visits, average duration of sessions, view depth, percentage of rejections, traffic in the five most traffic-intensive countries, channels from which traffic comes, referral links, top 5 search phrases, data on social networks, data on media advertising, etc.

Table 2 shows ranking data of sites in the food and beverage category. A site's rank is determined based on the highest number of unique users and page views per month in the category to which the website belongs.

Table 2

Ranking results of sites in the food and beverage category

No	Producer	Website address	Website rank	The average number of site visits per month
1	JSC "Milk Alliance"	milkalliance.com.ua	17	160848
2	PJSC "Zhytomyr Oil Refinery" - company " Rud "	rud.ua	32	131904
3	Lustdorf " LLC	loostdorf.com	136	5599
4	Danone " Group	danone.ua	409	4985
5	PJSC "Ternopil milk factory"	molokija.com	432	4812
6	GC " Lactalis -Ukraine"	lactalis.com.ua	464	3949
7	PrJSC "Halychyna"	galychyna.com.ua	468	3510
8	"TERRA FOOD" LLC	terrafood.ua	640	2448
9	PJSC "Yuriya"	voloshkovepole.com.ua	769	<1700
10	Milkiland -Ukraine LLC	milkiland.ua	984	<1700

Source: based on [27].

Thus, JSC "Milk Alliance", PJSC "Zhytomyr Maslozavod" - company " Rud ", LLC " Lustdorf ", GK " Danon ", PJSC "Ternopil Dairy ", four of these enterprises are also leaders in the rating of consumer preferences for milk of various brands.

In order to evaluate the site as effectively as possible, a certain set of metrics, so-called KPIs, are used. They are necessary in order to understand at which of the stages of interaction with a potential client and how effectively marketing works. Thanks to the analysis of the effectiveness of the site, you can see and highlight all the strengths and weaknesses of the site and understand which works with the site should be prioritized, how to improve the methods of promoting the site.

Among the indicators of the site, which characterize the effectiveness of interaction with the audience, the following can be distinguished:

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1. Attendance. One of the main performance indicators. Getting as many visitors to the site as possible is one of the main tasks of the owner. Because the greater the number of visitors, the greater the probability of making a contact and making a sale. A high number of visits also indicates that the site is well indexed by search engines, and the content presented on the site is relevant. Important metrics are the total number of visits to the site and the number of unique visitors, as well as the ratio of these indicators. IP addresses and cookies are used to determine uniqueness. This indicator allows you to monitor the dynamics of attendance and find the reasons for changes in the audience's interest.

2. Time spent by the user on the site or a specific page. This indicator demonstrates the involvement of the consumer, the depth of studying the content. At the same time, a page viewing time of at least 15 seconds is considered normal, while a shorter viewing time can be considered a rejection. The reasons for refusal to view can be: irrelevant content, undisclosed topic, poorly designed page, inconvenient interface, etc. The higher the time spent on the site page, the higher the position search engines assign to the resource, because such a site is considered valuable for the user.

3. Popular pages and number of pages viewed. Shows which pages users have viewed and the number of pages viewed. Page view indicators give an idea of the ease of use of the site, the ease and comprehensibility of perceiving its structure. They can also indicate the interest of the audience and are used to maintain it. At the same time, other factors should be taken into account, because a quick movement through the pages followed by their closing may indicate that the user has not found the necessary information. This indicator is necessarily important to evaluate, because the site's ranking in the Google search engine depends on the site's loading speed and the number of page transitions.

4. Failure rate. This characteristic shows the number of users who were on the site for less than 15 seconds. For search engines, this indicator demonstrates the usefulness of the site or its absence for the audience.

5. Search output. Both external and internal searches are evaluated. External - these are queries of search engines, internal - the use of site searches. At the same

time, the more pages indexed in search results, the higher the site's ranking. Search performance depends on many factors: the value of information, the audience's interest in a specific topic, the attitude of users to the site, etc. All these factors are important to take into account, because search engines strive to publish the most high-quality and relevant content.

6. Consumer engagement channels. Shows from which channels the user came to the site (search results, social networks, mail, external links), as well as what actions on the site were performed by users from each group. This indicator allows you to understand which promotion channels are the most effective for the business in terms of the required targeted action.

7. Geography of visitors. Shows the geographical location of users accessing the resource. It makes it possible to analyze geographically different markets, including foreign ones. Also, the analysis of geographic data gives an impetus to enter new markets, if the latter demonstrate high performance indicators.

8. Socio-demographic characteristics. Include users' age, gender, social status, income level, interests and preferences. The characteristics of the site's audience allow you to form clear segments with the determination of the percentage ratio of each of them in the total mass of visitors. The received information is further used for targeting, creating advertisements and effective promotion of the company's products and the resource itself.

9. Devices used to access the site. Describes what devices visitors are using: desktop PC, laptop, mobile device or tablet. It also provides information about the browsers and platforms of site visitors. These characteristics allow, firstly, to optimize the site for convenient use both on mobile devices and on personal computers, and secondly, to use the received information to effectively adjust targeting parameters during the launch of an advertising campaign.

10. Targeted actions. Describes whether the user performed the required targeted action: purchase, registration, news subscription, or some other conversion. This indicator is the main one and is a direct reflection of the efficiency of the resource

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and measures for its promotion. After all, the higher the percentage of completed conversions, the more profit the company will ultimately receive.

11. Conversion rate. Closely related to the previous indicator. It characterizes the ratio of the total number of visitors to the users who performed targeted actions: subscription, registration, placing an order, contacting the call center, writing reviews and comments, etc.

The capabilities of the SimilarWeb service allow you to monitor most of the considered indicators. The main results of the analysis of the studied indicators are given in table 3.

Table 3

Performance indicators of sites of milk processing enterprises

Site address	The ratio of the number of site views to the number of unique users	Average time spent by the user on the site, min:sec	The number of viewed pages per 1 visit, pcs.	Users who left the site after viewing 1 page, %
milkalliance.com.ua	1.23	01:25	1.52	75.75
rud.ua	1.41	09:19	2.62	65.83
loostdorf.com	2.0	03:56	7.03	48.30
danone.ua	1.33	01:32	2.79	46.08
molokija.com	2.89	01:15	3.05	45,19
lactalis.com.ua	1.80	02:16	2.74	49,18
galychyna.com.ua	2.80	14:12	5,10	26,36
terrafood.ua	1.41	01:57	3.08	52,61
voloshkovepole.com.ua	1.66	01:32	2.59	48,44
milkiland.ua	1.66	01:23	2.56	61.59

Source: based on [27].

So, despite the fact that at PrJSC "Galichyna" the average number of visits to the site per month is significantly lower than at JSC "Milk Alliance" and PJSC "Zhytomyr Maslozavod" - the company "Rud", the website of PrJSC "Galichyna" is in the lead in terms of such indicators , as the average time spent by the user on the site, the number

of pages viewed in 1 visit, and is in 2nd place among the studied enterprises in terms of the ratio of the number of site views to the number of unique users. At the same time, the number of users who left the site after viewing only 1 page is the lowest among the studied enterprises and is 26.36%. Such a situation may indicate a lively interest in the company and its products and the presence of relevant content on the site.

We will also analyze which devices users access the site from. The results are shown in the figure for greater clarity (Fig. 1).

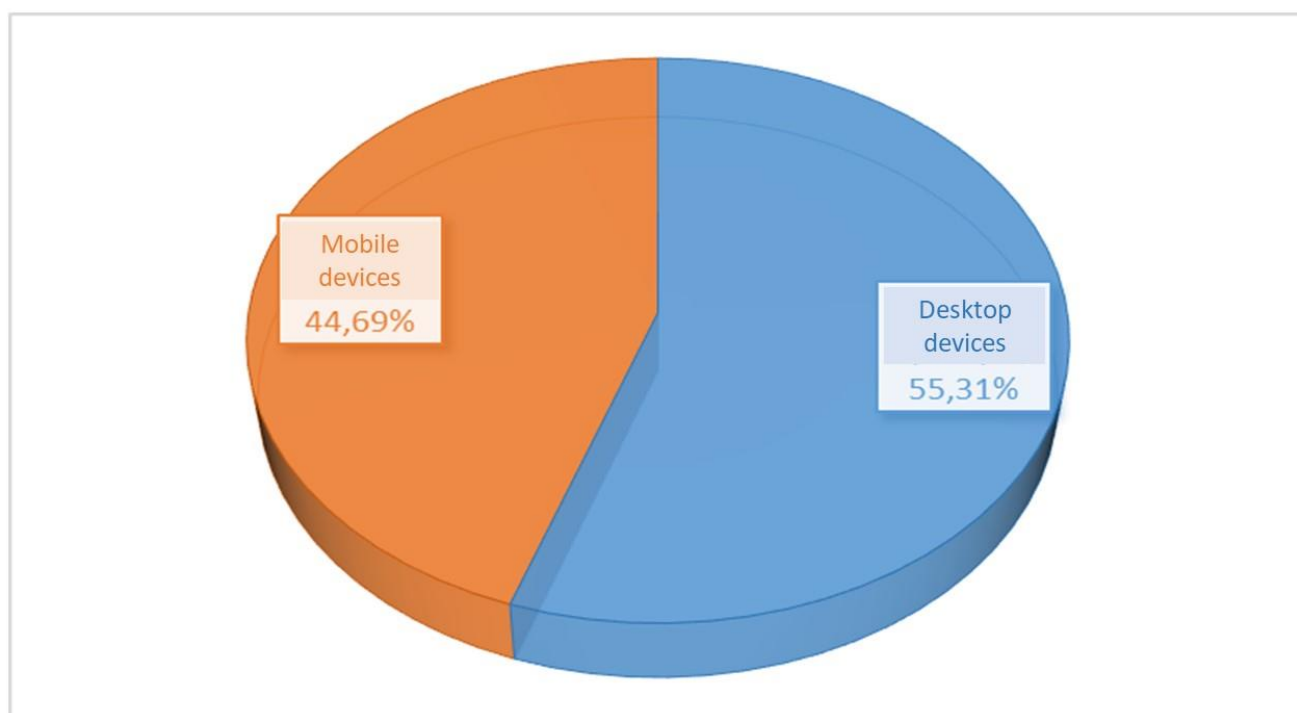


Fig. 1. Distribution of website visitors by devices used, %

Source: based on [27].

Thus, despite the significant increase in recent years in the number of users who use mobile devices to search for the necessary information, the share of users who access the researched sites from desktop devices, i.e. stationary PCs, laptops and netbooks, prevails. At the same time, the share of users using desktop devices is the highest at PJSC "Yuriya" - 78.26% and PJSC "Halychyna" - 75.48%, and the share of users using mobile devices is the highest at PJSC "Zhytomyr Oil Plant" " - Rud company - 82.57% and JSC "Milk Alliance" - 78.92%.

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PJSC "Zhytomyr Maslozavod" - " Rud " company and JSC "Milk Alliance" also actively use SEO promotion tools, in particular, they work on filling the sites with useful content. For example, the rud.ua site contains separate pages with recipes for dishes, the ingredients of which are the company's products, and the milkalliance.com.ua site contains a blog that contains useful articles related to healthy nutrition and recipes for popular dishes, which are also opened as separate pages of the site (Fig. 2).

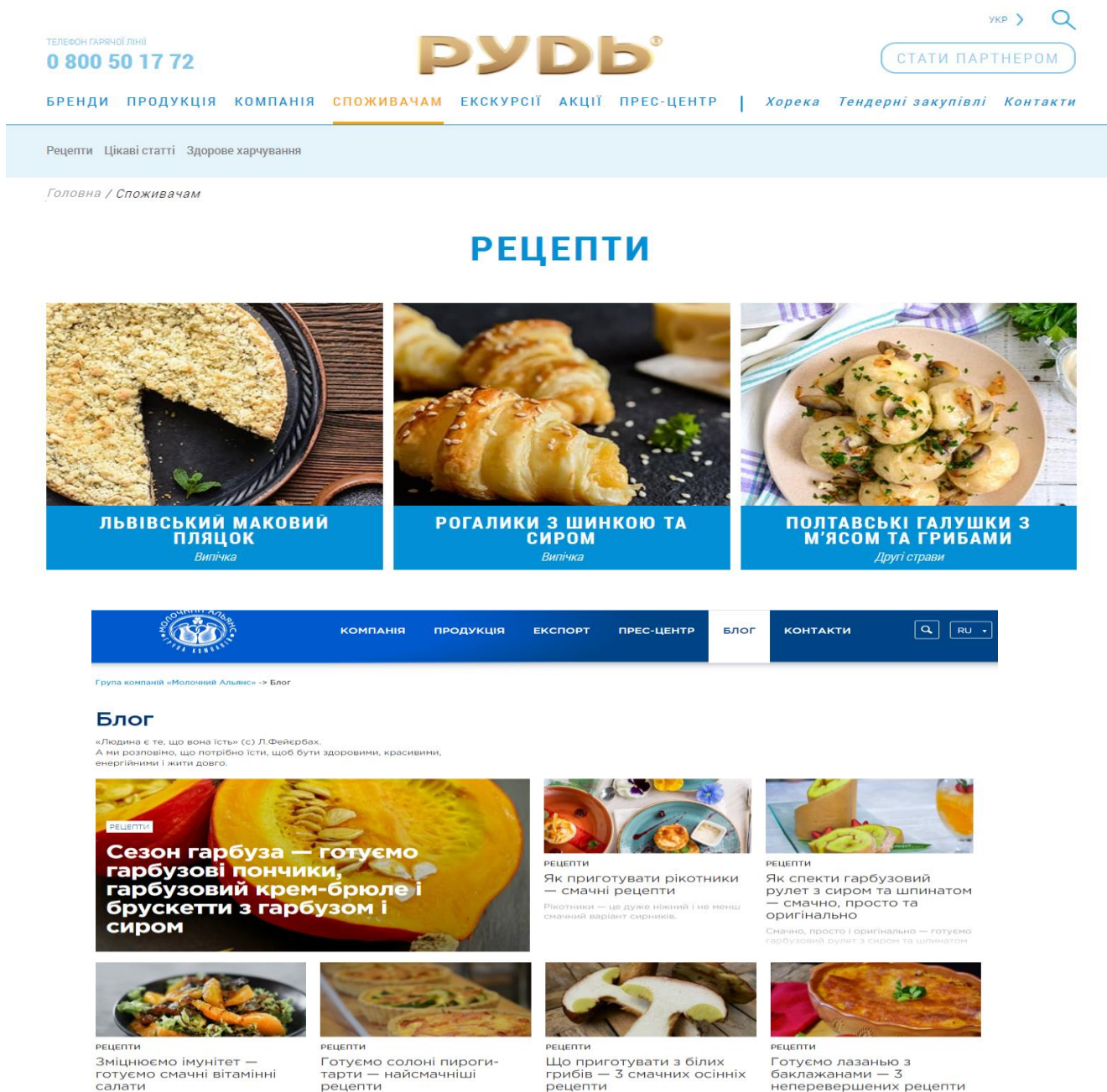


Fig. 2. Examples of the recipe page of the rud.ua website and the blog of the milkalliance.com.ua website

Source: generated according to the company's data

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At the same time, the rud.ua site is placed first in the top of the SERP on Google for such key phrases as "chanakhy", "smetanyk", "milk cocktail", "deruny recipe", "melted milk recipe". And the site milkalliance.com.ua is the first in the search results for the phrases "oatmeal", "milk what gives", "broccoli cabbage", "protein in products", "fiber in any products", "selenium in products", "products that contain protein", "milk omelette", etc. Equally important is the fact that both sites have Ukrainian-, Russian- and English-language versions, which allows them to be in the first positions in Google's SERP when phrases are entered into the search in different languages.

We will also consider the socio-demographic characteristics of users who visit the websites of the companies under study, such as age category and gender. First, let's focus on the distribution of users by age category (Fig. 3)

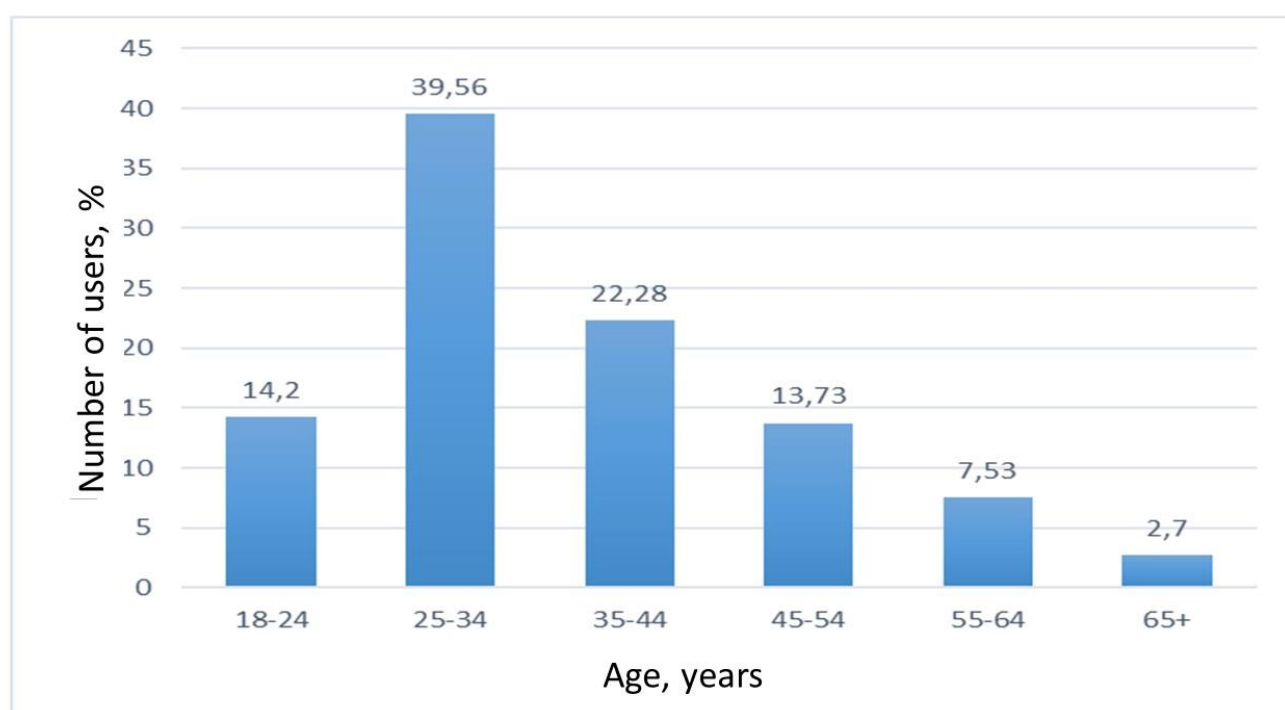


Fig. 3. Distribution of users of the sites of milk processing enterprises by age categories

Source: based on [27].

Thus, the main share of visitors of the researched sites, about 40%, are young, active people aged 25-34, the second largest group of visitors are people aged 35-44,

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but this group of users is almost twice as small - 22.3 %. The group of site visitors aged 65 and over is the smallest. This picture is characteristic of all the studied enterprises. The youngest audience aged 18-24 is the most numerous at danone.ua - 21% and rud.ua - 18%.

Next, consider the distribution of site users by gender (Fig. 4). Among the visitors of the researched sites, the shares of men and women are almost equal, 49.6% and 50.4%, respectively. At the same time, the share of women among users is the highest at milkalliance.com.ua and rud.ua - about 60%. The share of male users is the highest at the sites molokija.com and lactalis.com.ua - about 56%.

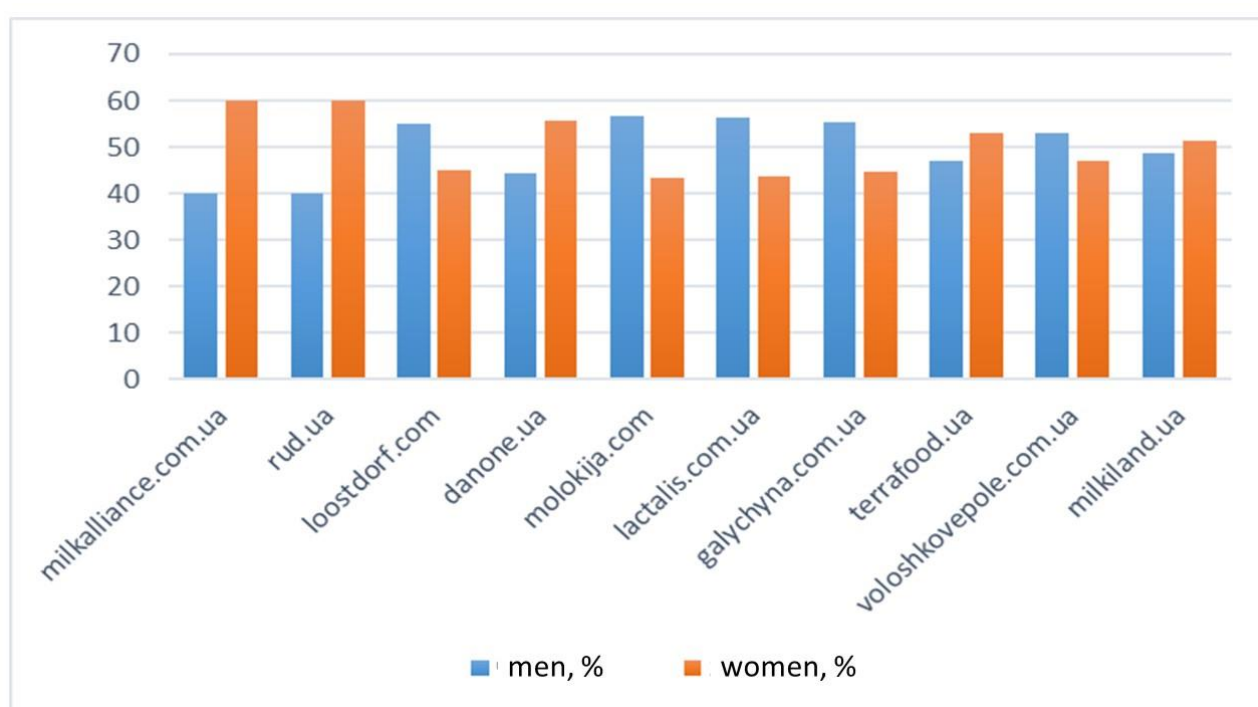


Fig. 4. Distribution of users of the studied sites by gender, %

Source: based on [27].

We will also evaluate the channels for attracting traffic to the websites of the companies under study (Table 4).

Table 4

Channels for attracting traffic to the sites of milk processing enterprises, %

Site address	Direct access	Email	Referral programs	Social networks	Organic search	Paid search	Media advertising
milkalliance.com.ua	2.29	0.60	0.57	0.98	85,56	-	-
rud.ua	30.89	0.66	1.52	1.37	65.07	-	0.48
loostdorf.com	33,39	-	2.20	2.32	31.49	-	30,61
danone.ua	84.61	0.25	0.09	0.04	8.50	0.07	6.44
molokija.com	35.25	-	0.74	1.68	60,81	-	1.52
lactalis.com.ua	9,14	26.91	1.82	-	62.13	-	-
galychyna.com.ua	31,21	-	0.86	10.01	53.4	-	4.51
terrafood.ua	34,48	0.88	5.51	0.15	58.97	-	-
voloshkovepole.com.ua	29.05	-	1.67	4.52	64.77	-	-
milkiland.ua	36.69	12,10	4.19	1.48	45,54	-	-

Source: based on [27].

As for social networks, the share of activities on the site from this traffic channel was insignificant and amounted to an average of 2.26%. The distribution of site traffic by this channel looks as follows (Table 5):

Table 5

Channels for attracting traffic from social networks, %

Site address	Facebook	Instagram	YouTube	Telegram
milkalliance.com.ua	99.9	-	0.04	-
rud.ua	16,12	2.63	44.0	11,17
loostdorf.com	-	31,26	68.74	-
danone.ua	100.0	-	-	-
molokija.com	-	-	100.0	-
lactalis.com.ua	-	-	-	-
galychyna.com.ua	95.35	4.65	-	-
terrafood.ua	100.0	-	-	-
voloshkovepole.com.ua	-	49.77	50.23	-
milkiland.ua	-	53.05	46.95	-

Source: based on [27].

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So, according to the channels of attracting traffic to the site from social networks, there is a clear trend that would reflect the general picture that this or that channel is not effective. Rather, the effectiveness of attracting traffic through each of these channels depends on the goals of the enterprise, the content that is offered to the consumer, and the specifics of the targeted action necessary to make the transition to the site.

The small share of traffic from social networks can also be explained by the fact that social networks are a separate, very effective channel of interaction with consumers and the formation of loyalty to the company and its brands and the increase of their capital. Let's consider the indicators of activity in the social networks of the enterprises under study (Table 6).

Table 6

Indicators of activity in social networks of milk processing enterprises

No	Producer	Facebook	Instagram	YouTube
1	JSC "Milk Alliance"	14118 likes, 15616 subscriptions	243 posts, 11175 subscriptions	68 videos, 2700 subscriptions
2	PJSC "Zhytomyr Oil Refinery" - company "Rud "	87943 likes, 90111 subscriptions	745 posts, 28500 subscriptions	68 videos, 7050 subscriptions
3	Lustdorf " LLC	5943 likes, 60425 subscriptions	284 posts, 11000 subscriptions	14 videos, 385 subscriptions
4	Danone " Group	16677 likes, 16909 subscriptions	103 posts, 1681 subscriptions	402 videos, 33900 subscriptions
5	PJSC "Ternopil milk factory"	1951 likes, 13500 subscriptions	724 posts, 15400 subscriptions	61 videos, 1250 subscriptions
6	GC " Lactalis -Ukraine"	821 likes, 856 subscriptions	91 posts, 466 subscriptions	10 videos, 18 subscriptions

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Continuation of table 6

7	PrJSC "Halychyna"	19261 likes, 19720 subscriptions	551 posts, 11402 subscriptions	24 videos, 14,000 subscriptions
8	PJSC "Yuriya"	5257 likes, 5512 subscriptions	50 posts, 1951 subscriptions	32 videos, 84 subscriptions
9	Milkiland -Ukraine LLC	334 likes, 387 subscriptions	516 posts, 589 subscriptions	20 videos, 75 subscriptions

Source: based on [27].

The conducted analysis shows that the most active in the Facebook and Instagram networks is Zhytomyr Maslozavod PJSC - the company "Rud", at the same time, the highest activity on YouTube is observed in Danon Group. Danon Group also has the highest rate of growth of the YouTube subscriber base. So, for example, from 17.10.2020 to 20.10.2020, the number of volunteers increased by 600 people. The last video in the playlist titled "New probiotic shots Activia. Health starts from the inside" was viewed by 148,681 people in a week.

Advertising campaigns carried out by enterprises in social networks also play an important role in increasing the number of subscribers. As a rule, they are aimed at increasing brand recognition, advertising new products of the company, which is aimed, first of all, at subscribers, announcement of contests and events initiated by the company. For example, in October 2020 Danon Group launched 2 advertising campaigns from its Facebook page: one related to an event organized by the company, the other aimed at informing consumers about the new product, the new probiotic yogurt (Fig. 5).

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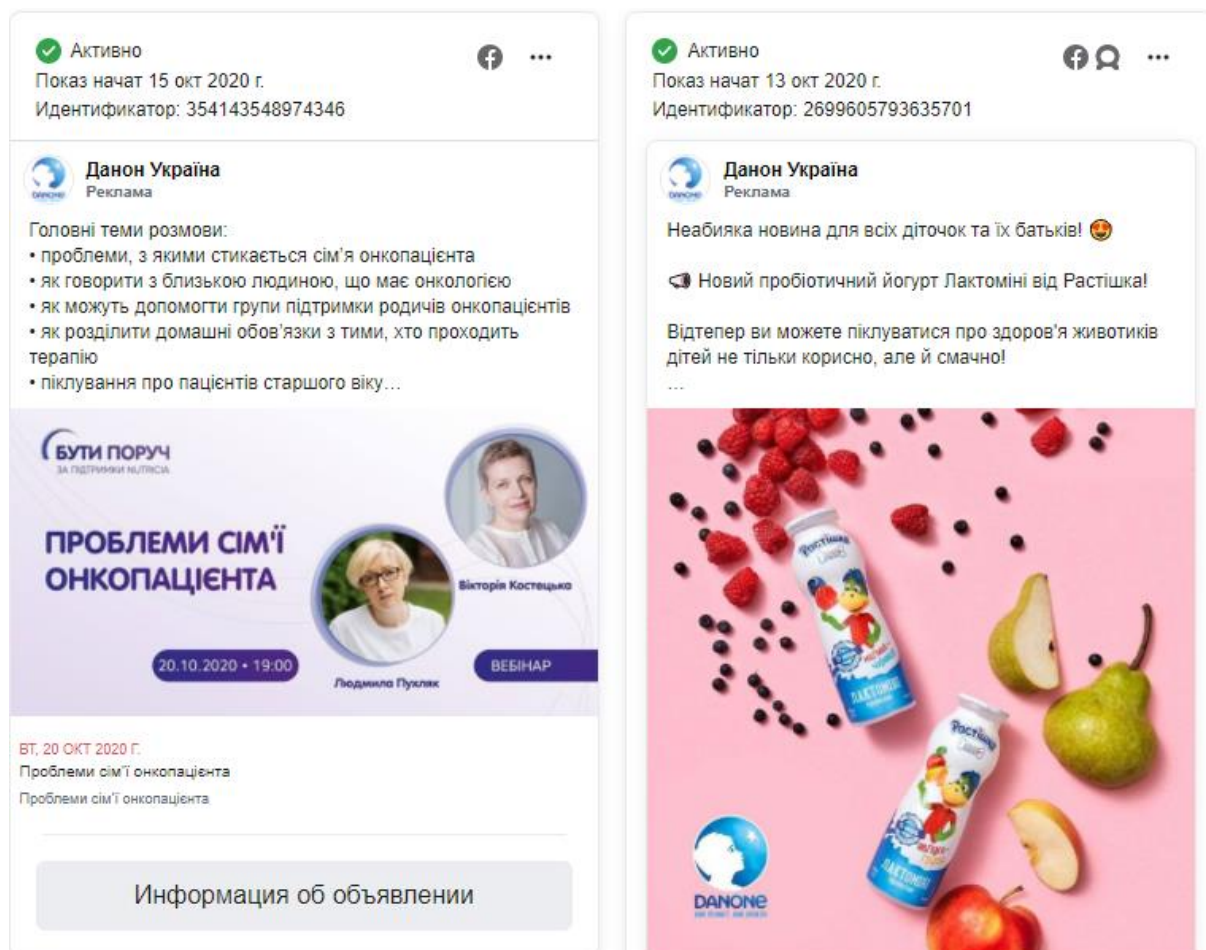


Fig. 5. A sample of Danon Ukraine Group advertisements on Facebook and Audience Network

Source: generated according to the company's data

Therefore, the company's advertising campaigns are aimed at promoting products, and are also part of event marketing - a set of marketing activities aimed at promoting a product or company in connection with a certain event. In this case, an event is covered within the framework of the project "Be near" of the company "Nutricia", a division of the "Danone" Group, which works in the segment of specialized nutrition.

Among the investigated enterprises, advertising through the Facebook advertising cabinet is also actively used by PrJSC "Halychyna", JSC "Milk Alliance", LLC "Lyustdorf", PJSC "Zhytomyr Maslozavod" - company "Rud", PJSC "Yuriya". Let's consider in more detail the samples of advertisements of the listed enterprises (Fig. 6, 7, 8, 9).

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Fig. 6. Sample of advertising announcements JSC "Milk Alliance"

Source: generated according to the company's data

Thus, the advertising campaign of JSC "Milk Alliance" is aimed at familiarizing the target audience with novelties and popularizing the company's products.

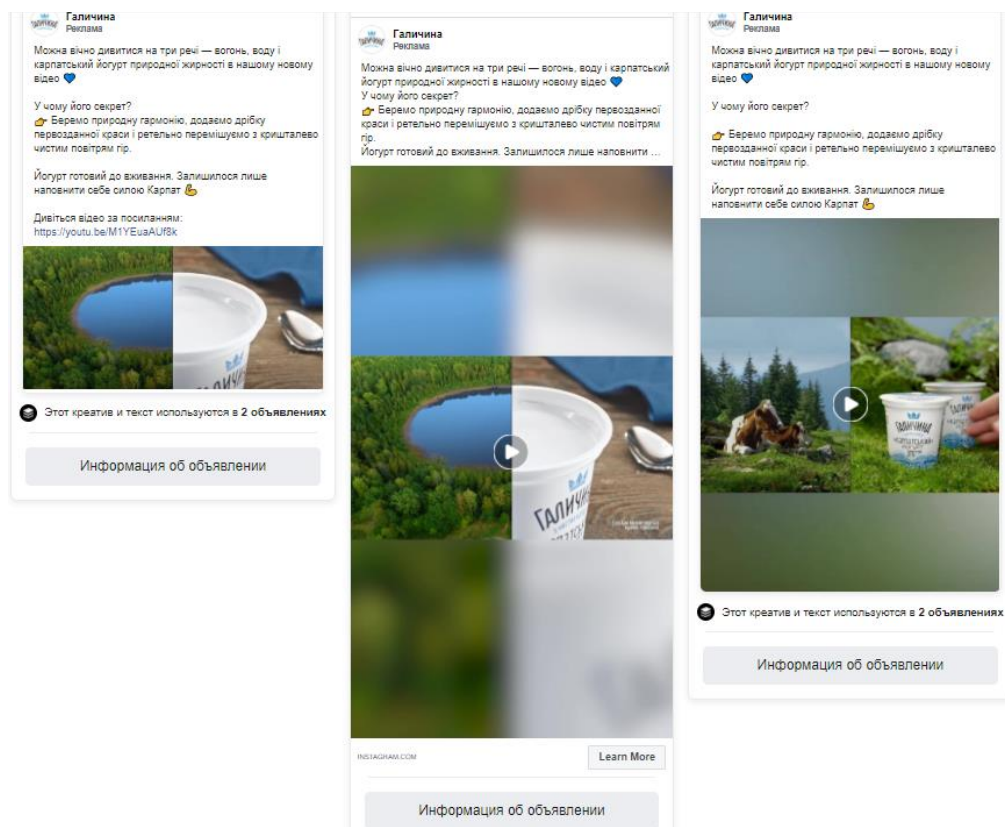


Fig. 7. Sample of advertisements of “Halychyna” PrJSC

Source: generated according to the company's data

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Ads contain short 10-second videos and a text portion. The content of the ads is aimed at demonstrating usefulness for the consumer: it is a recipe for a healthy dish, a post about the benefits of butter, and an advertisement for a new product useful for the body. The target audience is Instagram users. Announcements are placed in the news feed.

The advertising campaign of PrJSC "Halychyna" is aimed not only at popularizing the company's products, but also at increasing the subscriber base on YouTube and Instagram. For this, 3 types of advertising messages with the same text, but different formats of creatives, were launched. In the first case – an advertising message for the Facebook feed with a static creative and a link to a YouTube video. The second ad is designed in the format of stories for Facebook users with the ability to go to the company's Instagram page. The third ad also contains video and is designed for the Instagram feed.

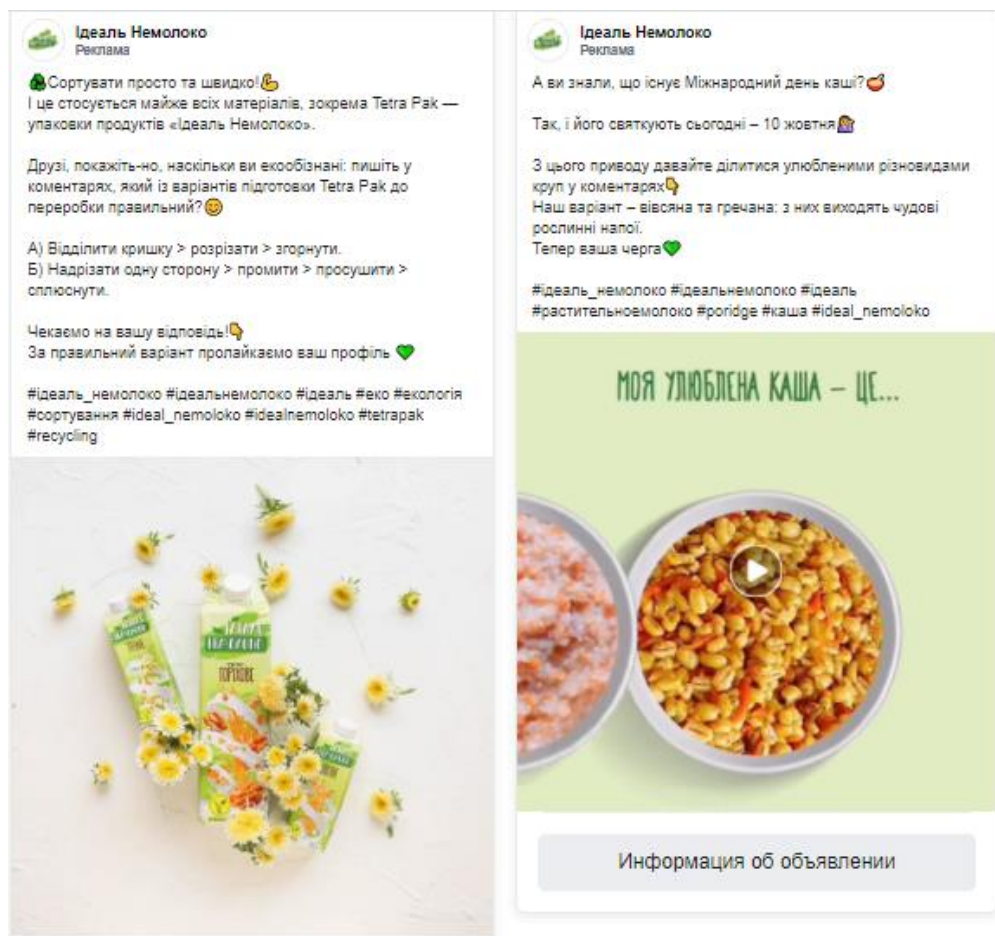


Fig. 8. Sample of advertisements of Lustdorf LLC

Source: generated according to the company's data

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With the help of its advertisements, "Lustdorf" LLC popularizes its brand of herbal drink "Ideal Nemoloko" and directs the target audience of Facebook and Instagram to interact with the brand in the form of writing comments under advertising posts.

"The ideal Nemoloko" - is positioned as a tasty and healthy alternative to cow's milk. The manufacturer notes that this is a healthy and useful product that should be included in the daily diet of vegetarians, people observing fasting, people who are lactose intolerant or allergic to cow's milk. TM "Ideal Nemoloko" has its own website, pages on Instagram and YouTube.

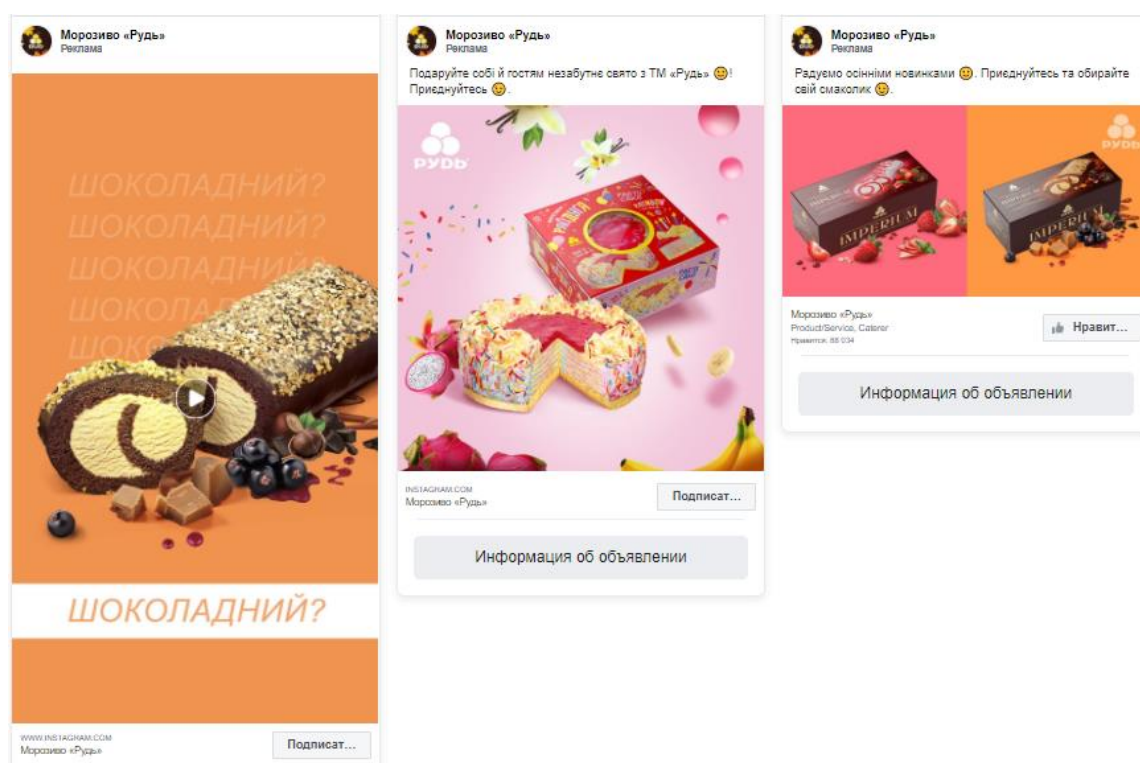


Fig. 9. Sample advertisements of PJSC "Zhytomyr Maslozavod" - company "Rud"

Source: generated according to the company's data

PJSC "Zhytomyr Maslozavod" - company "Rud" directs its advertising campaign to increase the number of followers on Facebook and Instagram social networks. Advertising messages placed in stories and in the Instagram feed have "Subscribe" buttons, after clicking on which the user gets to the company's Instagram

page. Advertising messages placed on the Facebook network contain an appeal to like the page.

Milk processing enterprises also actively use the promotion of sites in social networks. This direction is popular in the field of complex promotion of sites, because social networks are used by a huge number of people all over the world. Among all methods of work on social promotion of websites, promotions and contests are the most effective directions.

Contests in social networks are held mainly with the aim of attracting a new audience and increasing the loyalty of the existing one. Such contests can have different topics, different forms, but their result is the same: an increase in the number of followers of the official group or brand page in the social network, as well as a surge in the interest of potential buyers in the brand's products or specific goods.

The general scheme of any contest in social networks can have the following form. In social networks, there is a call to perform a certain action, for example, invite your friends to the company's official group or to the subscribers of its official page, post a photo or video, put a "like", come up with an original product name, slogan, etc.

A prize is awarded for fulfilling the conditions of the competition, and the winner is selected according to certain criteria. For example, the prize may go to the first, most active participant, the participant who received the most votes from users of the social network. Another approach is a prize draw. All participants who have fulfilled one or another condition are admitted to the draw. They have equal chances; the winner is determined by a random method. After the winner of the competition is identified, the results are summarized and the published.

SMM promotion is increasingly used today by companies seeking to attract the attention of an online audience to their products or services, and social media contests are a useful tool for attracting such attention. With the help of contests, you can achieve a significant increase in the number of participants and followers of the company in social networks, increase the activity of existing participants, introduce the target audience to new products in the range, etc.

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For example, PJSC "Yuriya" uses advertising on Facebook and Instagram to announce a contest that stimulates product sales and promotes the site. The content consists in drawing a car when registering on the website with a code that is placed on the product cover. That is, each of the ads has a link to a specific page of the site, while the ad posted on Instagram has a direct link to this page via the "More" button (fig.10).



Fig. 10. Sample of advertisements of PJSC "Yuriya"

Source: generated according to the company's data

PJSC "Zhytomyr Maslozavod" - the company "Rud" also organizes contests for its subscribers, the purpose of which is to popularize the brand and expand the base of followers on Facebook and Instagram. The contest includes a prize draw, if you like the publication, write a comment and mention your friend in it.

After the analysis, it can be concluded that it is this company that currently most actively uses all Internet channels of communication with the consumer, including work with social networks, content and promotion of the site. The experience of other

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enterprises in implementing Internet marketing in their communication activities is also interesting.

So, the conducted analysis shows that companies that are leaders in the dairy products market actively use Internet marketing tools in their communication activities. The main purpose of their use is to influence the consumer's behavior and increase the brand's image and recognition