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# IMPLEMENTING MODERN INTERNET MARKETING TOOLS IN AGRICULTURAL ENTERPRISES

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**IMPLEMENTING MODERN INTERNET MARKETING  
TOOLS IN AGRICULTURAL ENTERPRISES**

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The paper substantiates the essence of Internet marketing and identifies its features for the marketing activities of agricultural enterprises by analyzing theoretical sources and practical examples.

The main trends in the development of marketing activities of agricultural enterprises on the Internet are identified on the basis of empirical research and analysis of relevant data. The study is aimed at identifying the main trends in the development of marketing activities of agricultural enterprises on the Internet. Given the rapid changes in modern marketing, it is necessary to take into account which approaches and methods are most effective for agricultural business, which trends should be followed and which strategies can ensure sustainable development in this sector.

The methodological foundations for the formation of Internet marketing strategies for agricultural enterprises are developed on the basis of generalization of theoretical knowledge and practical tests that take into account the specifics of agricultural business.

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## INTRODUCTION

The development of Internet marketing is extremely relevant and important for any business today, including agricultural enterprises. With the introduction of digital technologies and the growing influence of the Internet on our daily lives, consumers are increasingly using online channels to search for products and services. Agricultural enterprises that actively use online marketing have the opportunity to convey their message to a wide audience, attract new customers and increase brand awareness. Online platforms provide the agricultural sector with the ability to create personalized advertising, analyze user behavior, and respond quickly to changes in market conditions. The growing importance of online presence poses a challenge for agricultural businesses to develop effective online marketing strategies that meet their needs and industry specifics. Investing in digital marketing and the development of online communications will allow businesses to increase their competitiveness and ensure sustainable growth in today's digital world.

For Ukrainian agricultural enterprises, the development of online marketing is extremely relevant. In addition, along with the rapid growth of the digital economy, the world is transitioning from traditional agriculture to digital-based agriculture. Progressive digital technologies, which are the basis for the formation of information systems, allow to obtain a significant consumer effect if they are used in the implementation of marketing activities. Internet marketing tools allow to increase the capacity of communication support of agricultural enterprises and improve communication with consumers.

Based on these positions, it is advisable for agribusiness in general and agricultural enterprises in particular to master modern digital technologies, including Internet marketing, in order to operate successfully in the face of economic instability. The relevance of the development of Internet marketing for agricultural enterprises is undeniable, as it is a key tool for achieving success and ensuring sustainable development in the modern business environment. Scientific research is still dominated by an autonomous approach to the subject-object and content aspects of the theory of

Internet marketing development, with little coverage of the interaction of digital tools with each other and the impact of social media on audience behavioral factors. There is still no unified approach to the role of the Internet marketing strategy and its impact on the development of agricultural enterprises. Thus, in scientific periodicals and professional literature, much attention is paid to the provisions of modern marketing theory, the theory of Internet marketing development, which is described in the scientific works of D. Semenda, O. Vinogradova, N. Nedopalko, M. Oaklander, O. Romanenko, F. Kotler, D. Jayne, L. Turchin, V. Ostroverkh, G. Armstrong, O. Marchuk, A. Slobodanyk, O. Mohylevska, L. Romanova, I. Salkov, D. Yatsiuk, N. Grechanyk, O. Vavrysh, O. Savchuk, S. Ilyashenko and other scholars. Such scholars as N. Reznik, S. Kobernyuk, V. Bondarenko, O. Lucius, A. Ryabchyk, D. Tilmani, Y. Larina, O. Garafonova, T. Ilchenko and other scholars have studied the possibilities of implementing and problems in the development of Internet marketing in the activities of agricultural enterprises. This actualizes the need to solve theoretical and methodological problems to substantiate the development of Internet marketing in agricultural enterprises.

The aim of the study is to formulate theoretical and methodological foundations and practical recommendations for the development of marketing activities of agricultural enterprises on the basis of the introduction of digital marketing technologies.

The methodological basis of the study is the fundamental provisions of modern marketing theory, the theory of Internet marketing development, scientific works of domestic and foreign scientists on the problems of development and implementation of Internet marketing in agricultural enterprises, the method of extrapolation, statistical and empirical research.

The monograph systematically substantiates the theoretical and methodological foundations for the development of marketing activities of agricultural enterprises on the basis of the introduction of digital marketing technologies.

The formulated scientific provisions and conclusions will contribute to the further development of the theory and practice of developing the marketing activities

of agricultural enterprises through the use of digital marketing technologies. The methodological and methodological approaches proposed in the paper are used for calculations and model development. This allows determining how effective the use of Internet marketing technologies is for agricultural enterprises.

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**CHAPTER 1. STAGES AND THEORETICAL AND  
METHODOLOGICAL FOUNDATIONS OF INTERNET  
MARKETING DEVELOPMENT IN AGRICULTURAL  
ENTERPRISES**

**1.1. IT technologies and peculiarities of their implementation in the online  
activities of agricultural enterprises**

The latest developments in the global economy are based on the full-scale implementation of information technology and communication tools, such as Internet marketing. Agri-food systems around the world have been completely transformed by the digitalization of the economy. This has also led to improved interaction between value chain participants to facilitate the transportation of agricultural products from producers to consumers.

The development of information, communication and digital technologies is becoming the main driving force behind the rapid development of the modern global economy, business, international trade and society as a whole. It also accelerates the interaction and interdependence of individuals and society as a whole. Digitalization is important for many sectors of the Ukrainian economy, among which the agricultural sector is one of the most important. However, in terms of integrating digital tools, agricultural enterprises lag far behind other sectors of the economy [1].

The main reasons for this situation are the insufficient number of IT specialists involved in the activities of agricultural enterprises and the lack of funds for the implementation and development of IT technologies in general and Internet marketing tools in particular in the agricultural sector.

In order to implement the concept of digital economy in our country, the Cabinet of Ministers of Ukraine established the Ministry of Digital Transformation of Ukraine (hereinafter - the Ministry) by Resolution No. 856 of September 18, 2019 "Tasks of the Ministry of Digital Transformation". According to this resolution, the Ministry of Digital Transformation of Ukraine is the main body in the system of central executive



authorities responsible for the formation and implementation of the policy set by the government: in the spheres of digitalization, digital development, digital economy, digital innovations and technologies, e-government and e-democracy, development of the information society, informatization; in the sphere of electronic document management; in the sphere of development of digital skills and digital rights of citizens; in the spheres of open data, public electronic registers, development of national electronic information resources and interoperability, development of broadband Internet access infrastructure for e-commerce and business; in the sphere of electronic and administrative services; in the spheres of electronic trust services and electronic identification; in the sphere of IT industry development; in the sphere of development and functioning of the legal regime of Diia City [2].

It should be noted that in more than 3 years of its activity, the Ministry of Digital Transformation has demonstrated impressive results - a unique state digital portal "Diia" has been created, which is used by 22 million Ukrainians who have access to 92 digital public services. The "Diia.City" digital platform for business is also successfully operating, with more than 34,000 companies registered. The world's leading IT companies cooperate with the Diia portal and support its activities: Google, Microsoft, Amazon, Meta [3] Countries such as the United States, Estonia, Poland, and others have shown interest in implementing the digital application.

Thus, in Ukraine, digitalization is being successfully implemented in all spheres of society, and digitalization and the digital economy are the driving forces behind the country's development. As for online marketing, it is the most important activity in the process of brand promotion.

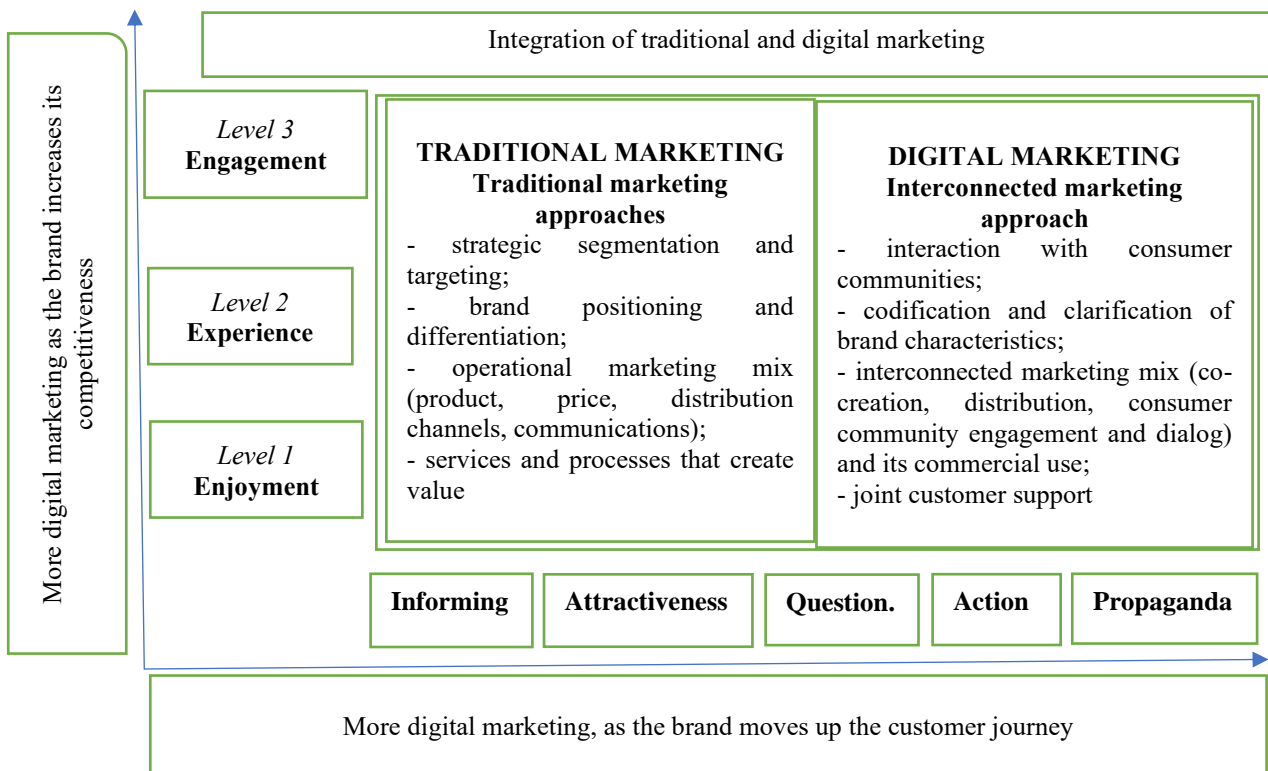
According to Ranktracker, the world's leading online marketing platform, the average person spends about 413 minutes a day online. Consumers perform numerous activities online, from buying goods and services to browsing social networks. Experts estimate that the annual growth rate of the digital marketing industry will be 9%, digital displays are expected to grow by 15.5% by 2023, and search costs will increase by 12.2% annually. It is noteworthy that 63% of operating companies have increased their digital marketing budgets since 2021: digital marketing spending will grow by 14% in

2020-2022. High return on investment in online marketing - \$36 for every \$1 spent, which is the most important advantage for the development of the industry [4].

Internet marketing is the latest marketing concept and usually complements traditional marketing activities. Let's analyze the essence and content of Internet marketing in more detail and consider its main differences from traditional marketing.

In his book *Marketing 4.0: The Transition from Traditional to Digital*, the founder of modern marketing theory and a leading American marketing scholar claims that digital marketing should not replace traditional marketing activities. Instead, he argues that both types of marketing should coexist, playing interchangeable roles in the customer experience. In the early stages of the interaction between a company and a customer, traditional marketing plays a major role in raising awareness and interest. As the interaction develops and customers seek a closer relationship with the company, digital marketing becomes increasingly important. The most important function of digital marketing is to provoke and facilitate action. Because digital marketing offers more control than traditional marketing, it focuses on delivering results, while traditional marketing focuses on initiating customer interaction (Figure 1.1). The essence of marketing 4.0 is to cover the changing roles of traditional and digital marketing based on consumer engagement and advocacy [5, p. 53].

In fact, traditional marketing processes do not have a strong presence of consumers themselves, given the current level of development of the digital economy. The age of internet technologies means that consumers are socially connected in social networks, which facilitate the formation of horizontal networks of communities representing segments of the digital economy. Consumer communities are more natural and do not perceive irrelevant advertising communication or unwanted advertising (spam), as they are formed based on the consumer's own priorities and desires.



**Figure 1.1. Changing roles of traditional and digital marketing**

Source: [5, P. 52].

We also agree with Philip Kotler saying that in order to penetrate marketing information coming from brands to consumer communities and establish effective communications with target consumer segments, brands should act like friends on social networks in terms of online marketing communications, showing sincere concern for the needs and desires of customers. In fact, the process of segmentation, targeting and positioning has become more transparent [5, P. 47-48].

Undoubtedly, the concept of "Marketing 4.0" proposed by Philip Kotler is extremely innovative. This marketing concept is based on an approach that most effectively combines the synergy of the traditional and digital worlds of companies and customers. The "Marketing 4.0" approach focuses on the fact that in the digital age, offline touch is an important distinction in the digital world. Currently, most consumers tend to trust the "f-factor" (family, friends, facebook friends, twitter followers), and the level of consumer trust and perception of expert opinions and advertising is declining. According to the "Marketing 4.0" concept, the importance of social conformity has also increased significantly. When making a decision to choose a brand when

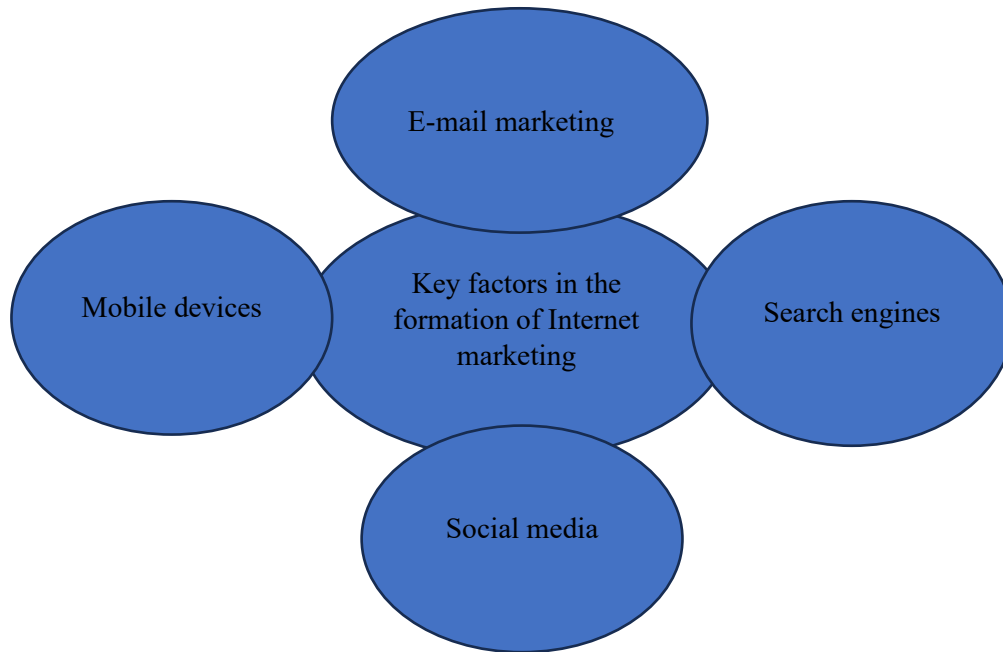
purchasing goods or services, consumers are guided by the desire to meet the expectations of society. And consumers themselves are quite active communication subjects of brands. Thus, the role of online marketing in promoting goods and services has grown significantly in the context of the rapid development of the digital economy.

It should be noted that Internet marketing as a practical concept is based on the basic principles of traditional marketing, namely direct marketing for analysis, which required analysis of customer databases and the results of interaction with consumers and their behavior. Subsequently, customer database marketing became an important factor in shaping the concept of Internet marketing.

In the mid-90s of the 20th century, the development of Internet technologies popularized the term "Internet marketing". With the emergence of social networks and the introduction of digital technologies into everyday life, Internet marketing has become widely used. Today, Internet marketing is developing dynamically and has become an important tool for marketing strategies. Today, consumers live in a digital world, and most of the goods and services are purchased using Internet gadgets (computers and smartphones).

According to the annual Global Digital Overview report, as of the beginning of 2023, 5.16 billion people used the Internet, which is about 64% of the world's population. At the same time, only 45.8% of rural Internet users and 78.3% of urban ones. The average consumer spends 6 hours and 37 minutes per day on the Internet, and 92.3% of consumers use smartphones to access the Internet. More than 85% of Ukrainians use smartphones and mobile phones [6].

Let's analyze the key factors that contributed to the formation and development of Internet marketing (Figure 1.2).



**Figure 1.2. Key factors in the formation of Internet marketing**

Source: generated by the author

Here's a closer look at the key factors that shape online marketing.

Email marketing is the formation of communication between a consumer and a company by sending information via email. Email marketing helps to establish direct communication between a brand and an existing or potential consumer.

Many consumers have a misconception that email marketing communications are ineffective at the current stage of development of Internet marketing. It is worth noting that email marketing or e-mail marketing communications remain quite effective and help companies achieve their Internet marketing goals. According to expert data from Ranktracker, the world's leading online marketing platform, email marketing has a very high return on investment - for every \$1 spent, the average ROI is \$22-44. In 2020, the e-mail marketing industry was estimated at \$7.5 billion, and in 2027, global spending on e-mail marketing will reach \$17.5 billion [4].

E-mail marketing can help a company in many aspects of establishing effective communications with consumers. Marketing communications using e-mail will help improve customer relations. E-mail marketing can be used to inform customers about the latest innovations in a particular industry. In addition, e-mail marketing is an optimal tool for informing target customers about new products and services of the

company, as well as various promotions and discounts. With the help of e-mail marketing communication activities, brand marketers can make potential consumers interested in the company's products and services.

Search engines are an increasingly important element in the development of Internet marketing. Search engines are websites that allow users to search for information on the Internet. By entering a search query into a search engine, a user has access to a thematic index of keywords on the Internet and the corresponding electronic pages where these keywords are listed. The most important element of a search engine is a search engine, a set of hardware and software that automates the search for information on the Internet and updates information in relevant databases.

There are the following consumer characteristics of a search engine:

- relevance (the extent to which the information found by the search engine corresponds to the query);
- completeness of the database (a wider search area allows for better results);
- relevance of the links obtained by search results;
- speed of finding information;
- additional functions (the ability to find similar documents, restrictions on the scope of information search).

The Archie service became the prototype of modern search engines. It was created by three Canadian students in 1990. In 1993, the first primitive search engine W3Catalog appeared. The algorithm was still based on the use of manually compiled lists of servers. A new step forward was the launch of the first search engine that was full-text and indexed resources with the help of a robot. It was called WebCrawler and was created in 1994. It was this service that became widespread and set the standards for subsequent search engines. At the same time, two Stanford University students, Jerry Young and David Philo, created a website with the address: [akebono.stanford.edu/yahoo](http://akebono.stanford.edu/yahoo). The company grew and developed rapidly, for example, in 1997, as a result of the purchase of RocketMail, the Yahoo! Mail service was launched, and in 1999 - Yahoo! Messenger. Today Yahoo! is one of the top three search

engines in the world. The Google search engine was launched in 1998. It is another project of Stanford University students, this time by Larry Page and Sergey Brin. Another shark of search engines, Microsoft Search Network, which we now all know as Bing, appeared in the same year, 1998. MSN Search and Google's algorithms were used in other search engines. Over time, search engines have become not only user tools but also platforms for business, including advertising [7].

Notably, Google is the leader among search engines, with a 91.38% share of the global market and 91.02% of the Ukrainian search engine market in 2020. All other search engines do not seriously compete with Google. For example, its closest competitors Bing and Yahoo! have 2.69% and 1.46% of the global search engine market share, respectively (Figure 1.3).

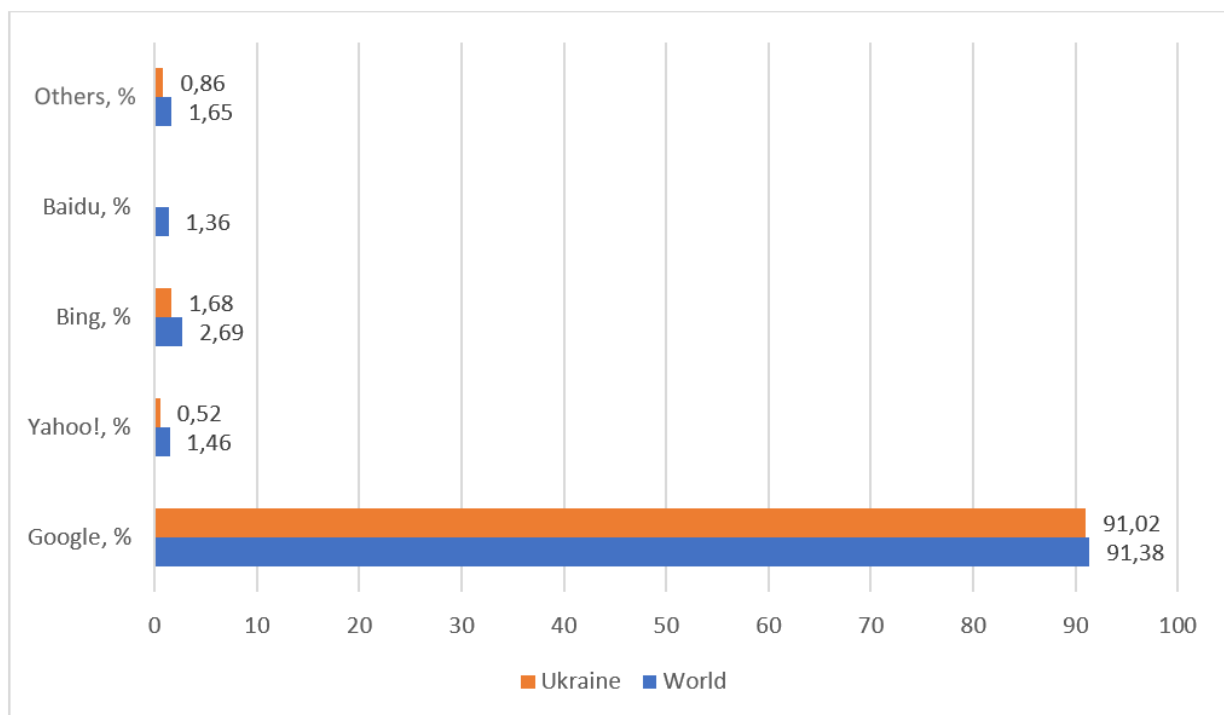


Figure 1.3. Structure of the global and Ukrainian search engine market in 2020, %.

Source: built by the author on the basis of [8].

In 2022, the structure of the global search engine market changed slightly compared to 2020. Google's market share in 2022 increased by 0.89% to 92.21%, while Bing's market share increased by 0.73% to 3.42%. The Yahoo! search engine lost 0.23% of its market share during the analyzed period, and in 2022 it controlled 1.23%

of the market. The market share of the most popular search engine in China, Baidu, decreased by 0.58% to 0.78% in 2020-2022. Other search engines held only 1.39% of the market in 2022.

The third key element of online marketing is mobile devices. Mobile marketing dates back to 2003, when the first commercial SMS campaign was launched. The development of technology has led to the fact that the number of mobile device users is constantly growing. Users can use their smartphones to make purchases, browse websites, check emails, receive phone calls and SMS. Companies are constantly trying to adapt their marketing strategies to the needs of their customers, and today it is difficult to develop a marketing strategy that does not involve mobile users. The emergence of smartphones has led to a growing interest in social media. The term "smartphone" was first used in 2000. All the well-known mobile technology brands, including Nokia, produced smartphones. Later, in 2007, the first Iphone from Apple appeared on the mobile phone market, demonstrating to users that it could be operated with two fingers. The multi-touch feature quickly won the hearts of convenient mobile device lovers around the world, and mobile, highly intelligent mobile phones have been developing day by day. Now, brands must ensure that their social media content attracts attention in search, is regularly updated, engages followers, and responds to questions and feedback. Websites must adapt their design to the ever-growing number of mobile devices. The modern information technology market continues to evolve, and smartphone manufacturers are constantly working to improve the performance of their devices. [9].

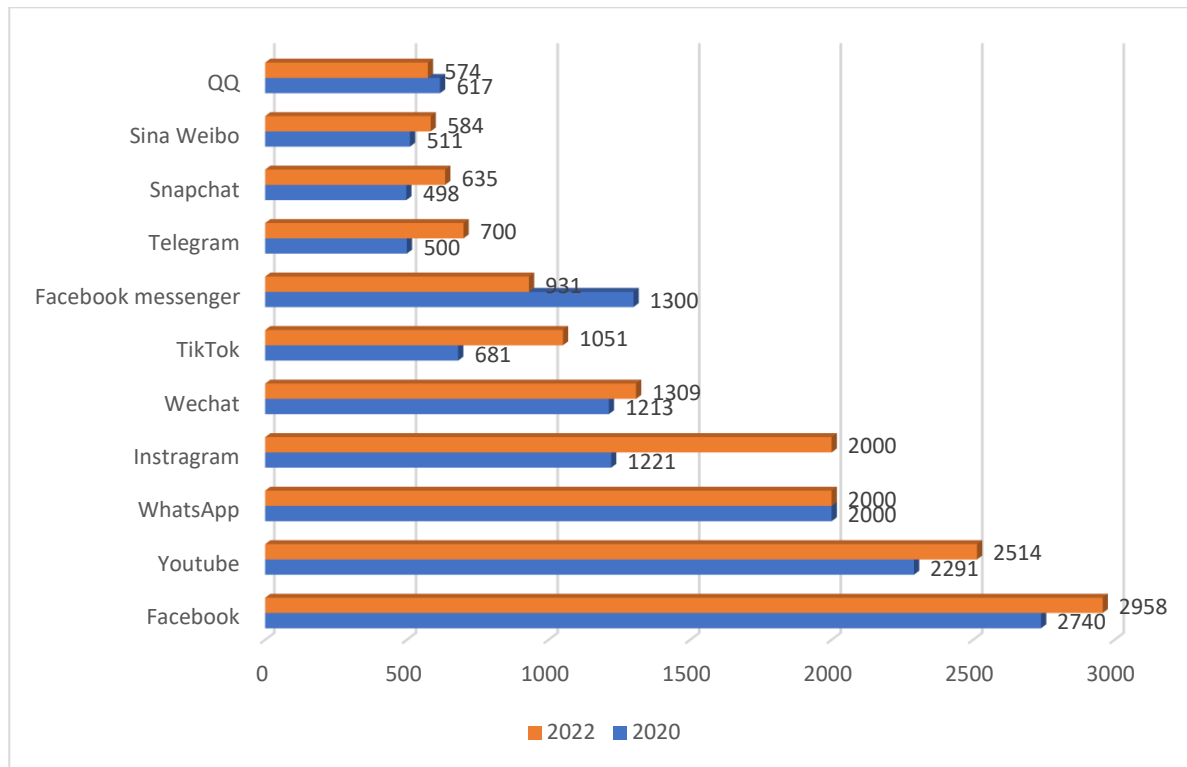
The fourth important factor in the formation of Internet marketing is social networks.

The existence of modern society is largely dependent on social media. Social platforms define the channels through which information and emotions are transmitted between people. They reflect differences in influence and status among different social groups, ranging from small communities to global connections. Network analysis tools allow us to understand how ideas, concepts, and other socially created resources shape



culture and values. Thus, social network research has become a key method in the social sciences due to the diversity and capabilities of social media platforms. [10].

The most popular social networks in the world in 2022 are Facebook (2.74 billion users), YouTube (2.514 billion users), WhatsApp (2 billion users), and Instagram (2 billion users) (Figure 1.4).



**Figure 1.4. Ranking of the most popular social networks in the world by the number of users in 2020-2022 (million people)**

Source: built by the author according to [11], [12].

Analyzing the data presented in Fig. 1.4, it can be concluded that in 2020-2022, the largest increase in the number of users was demonstrated by such social networks as Instagram (779 million users), YouTube (223 million users), and Facebook (218 million users).

In recent years, the popularity of the Chinese platform TikTok has been growing rapidly, with its main purpose being the creation and distribution of video content and online broadcasts. TikTok was founded in 2016, and by 2020 the number of its users reached 681 million. In the period from 2020 to 2022, this platform was ranked second after Instagram in terms of user base growth - by 370 million people.

As for Ukraine, almost 60% of the country's internet users are registered on Facebook. Its popularity is slightly lower than YouTube (43%) and Instagram (30%). According to Kantar Ukraine, Facebook and Instagram have been the most dynamically developing social networks over the past five years. When analyzing the target audience of social networks, age and gender differences should be taken into account [13].

Let's look at key statistics on the development of social networks provided by the world's leading marketing portal Ranktracker. In 2022, social media accounted for about 33% of total online advertising spending. Spending on social media advertising grew by 17% in 2022, reaching \$134 billion. The leading social media platforms were worth \$72.2 billion. In 2022, the average brand allocated 14.9% of its marketing budget to social media activities. More than 91% of brands used social media for marketing campaigns. Approximately 93% of global brands are active on Facebook, and over 86% advertise there. More than 55 million companies are registered on LinkedIn, and more than 200 million business accounts are registered on Instagram, which is owned by Meta (Facebook) [14].

Some of the most important areas of digital marketing are: e-mail marketing, search engine optimization (SEO), contextual advertising, influencer marketing, content marketing, and social media marketing (SMM).

E-mail marketing and social media marketing (SMM) have been discussed in detail in this chapter of the thesis. The following is a brief description of such key components of Internet marketing as search engine optimization (SEO), contextual advertising, influencer marketing, and content marketing.

Search engine optimization (SEO) is a set of measures to improve the content, page structure, and external factors that contribute to the ranking of a website, helping it to achieve high positions in organic search engine results and increase incoming traffic.

SEO is a method designed to increase the visibility of a website in search engines. Search engine optimization improves a website's ranking in search results, which leads to increased traffic and online visibility. SEO is useful both for companies

looking to expand their online presence and for individuals who want to attract more visitors to their website.

Thus, SEO is a comprehensive approach that includes various methods, strategies, and tactics to ensure that a website ranks well in search engines for relevant search queries.

Contextual advertising is an automated process that matches ads to relevant digital content. Contextual advertising algorithms select ads based on keywords and metadata contained in the content. These ads are relevant and targeted, which encourages users to click. These clicks generate revenue for the content owner and increase traffic for the advertiser.

Contextual advertising occupies an important share in the total volume of online advertising. The largest player in this market is undoubtedly Google (Alphabet Inc. holding) with its AdSense platform. AdSense allows publishers to embed code on their website where contextually relevant ads are automatically placed. The site is analyzed for keywords, and relevant, contextual ads are displayed. Site owners can customize various parameters, including where and how ads are displayed, as well as the types of products or services advertised.

Many online publishers and online advertising companies consider the automation of the ad serving process to be a significant advantage. It allows both large websites and small blogs to run ads without the need for a separate IT department to manage the display or a sales department to find advertisers. For advertisers, automation has opened up more opportunities to reach lucrative audiences without a complicated search process. In addition, with the development of technology, ads can be customized by user demographics and geographic location, not just by page content.

Influencer marketing is a form of marketing that targets opinion leaders rather than the general market. It identifies influential people who can influence potential customers and directs marketing activities to these people.

Influencer marketing is a new and quite successful tool for promoting brands. It has become one of the key components of an effective marketing strategy and an important factor in achieving maximum interaction with the target audience.

According to the world's leading online marketing portal [www.digitalmarketing.org/](http://www.digitalmarketing.org/), the fact that in 2022, revenues in the field of influencer marketing amounted to USD 16 billion is evidence of the popularity of influencer marketing. It is worth noting that Instagram influencers have the status of opinion leaders and are experts in many areas of public life, such as healthy lifestyle, fashion, marketing, finance, etc. Experts from the online portal [www.digitalmarketing.org/](http://www.digitalmarketing.org/)

note that 60% of consumers took into account blog posts or social media when making a purchase. Market research shows that companies earn \$6.50 for every \$1 spent on influencer marketing. The social network Instagram is the most favorite platform for social media influencers to use. 87.1% of influencers chose it as their number one platform in 2022, with YouTube coming in second [15].

Content marketing is a strategic approach to marketing that focuses on creating and distributing useful, relevant, and consistent content to attract and retain a specific audience in order to achieve company profits through consumer actions [16].

It is worth noting that content marketing is an effective tool in digital marketing. More than 80% of users turn to content on the Internet to get information on topics they are interested in. The Internet offers various forms of content: images, blogs, videos, podcasts, etc.

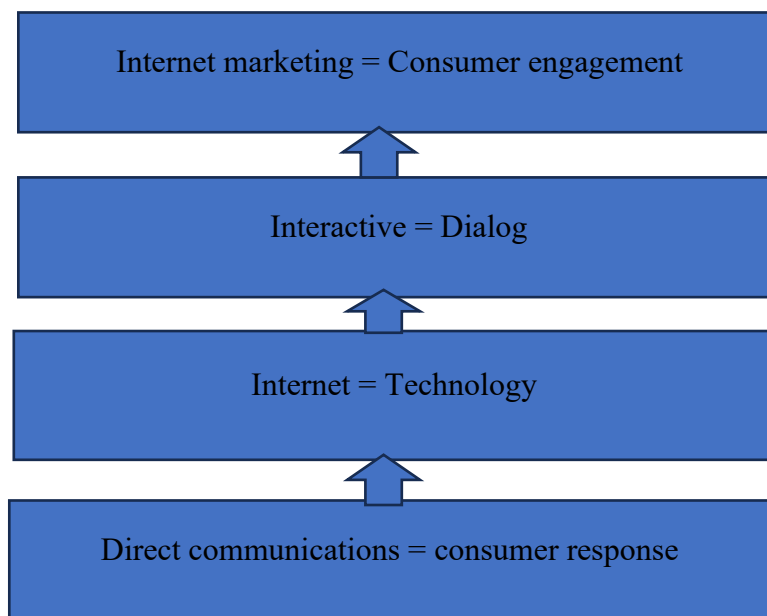
According to an annual study by the Content Marketing Institute, most marketers actively use content marketing. This strategy is used by both well-known global companies such as P&G, Microsoft, Cisco Systems, John Deere, and small businesses and shops around the world [17].

The most relevant content for SEO of domestic agricultural companies is texts (articles, official documents, product and service descriptions, blogs). Search engines understand that users value high-quality and interesting content, so they rank websites according to its quality.

To be successful in content marketing, you need to create attractive, meaningful, and unique content. If the content does not meet these criteria, search engines will not display it in the top positions of search results, which will limit traffic to the company's website.

According to the Search Engine Journal, the content marketing market is expected to grow by USD 584.02 billion between 2023 and 2027. The introduction of technologies such as OpenAI and ChatGPT allows marketers to interact with technology in a new way. As a result, artificial intelligence will be integrated into content marketing strategies on a large scale. ChatGPT reached 100 million monthly active users in just two months after its launch [18].

The term "internet marketing" emphasizes that marketing has become a two-way process of communication with the consumer. It started with databases for direct marketing activities, and later the Internet became the main tool for implementing online marketing strategies (Figure 1.5).



**Figure 1.5. Evolution of marketing terminology from direct communications to consumer engagement**

Source: generated by the author on the basis of [19].

After studying all the trends presented in Figure 1.5, we can conclude that online marketing has moved from measuring consumer response to actively engaging them in marketing activities. Consumer engagement means that consumers become part of the brand's marketing strategy and create and develop their own brand-related content.

Internet marketing involves the ability to communicate interactively with consumers through electronic channels such as email, the Internet, smartphones,

tablets, and mobile applications. Key internet marketing technologies include mobile devices, social media, e-commerce, and analytics.

According to the research of well-known Ukrainian marketing scientists M.A. Oklander and O.O. Romanenko, digital marketing is an extension of Internet marketing that goes beyond computer communication. Mobile devices, digital television, interactive displays and POS terminals allow the target audience to interact with the brand. The Internet is the only channel for Internet marketing, while digital marketing covers many more channels, and their number may increase [20].

We fully support the opinion of M.A. Oklander and O.O. Romanenko that digital marketing is a derivative of Internet marketing. Indeed, Internet marketing uses only one communication channel - the Internet, while digital marketing provides an opportunity to interact with consumers through mobile devices, digital television, interactive displays and POS terminals.

So, let's consider the theoretical approaches to defining the essence of the terms "Internet marketing" and "digital marketing" and their interpretation by leading world and Ukrainian scholars (Table 1.1).

The American technical Internet encyclopedia provides a fairly precise definition of the term "digital marketing", stating that this concept is synonymous with the term "Internet marketing". This term is used to refer to various and variable marketing strategies aimed at promoting goods and services that are used to attract customers through digital technologies. Digital marketing encompasses a wide range of marketing techniques to promote various products, services and brands, with the Internet as its primary tool, as well as mobile platforms, traditional television and radio. While digital marketing is often referred to as internet marketing, its actual processes are different, as digital marketing is considered to be more measurable, interactive, and targeted [21].

Table 1.1

**Generalization of theoretical approaches to defining the essence of the concepts of "digital marketing" and "Internet marketing"**

<b>Author of definition</b>	<b>Definition of the concept</b>
<b><i>Internet marketing</i></b>	
Kotler P.	Internet marketing is the practice of using all aspects of advertising on the Internet to get feedback from the audience, which includes both creative and technical aspects of working on the Internet, including design, development, advertising, and marketing. [22]
Ilyashenko S.M.	<i>Internet marketing</i> should be considered as a new type of marketing, which involves the use of traditional and innovative tools and technologies on the Internet to identify and meet the needs and demands of consumers (buyers) through exchange in order to obtain profit or other benefits by the producer (seller) [23].
Semenenko K. Y.	<i>Internet marketing</i> is the organization of marketing activities aimed at attracting and retaining the attention of consumers in the online environment to get acquainted with information about products, brands, and enterprises through Internet promotion tools and the formation of stable demand in order to meet consumer needs and generate profit [24].
Yudin A.	<i>Internet marketing</i> is the marketing of goods or services using digital (Internet) technologies, mostly on the Internet, but also including smartphones, display advertising, and any other digital media. [25]
Vavrysh O.S, Savchuk O.V..	<i>Internet marketing</i> is a new type of marketing that includes traditional elements (goods, distribution, promotion, market research) implemented with the help of Internet tools in a remote, interactive mode, and therefore provides an opportunity to speed up, reduce the cost and improve the quality of all marketing processes [26].
Turchin L, Ostroverkhov V.	<i>Internet marketing</i> is a set of activities on the World Wide Web aimed at attracting the attention of potential consumers to a product or service, increasing the popularity of this product (website) on the Web and promoting it for sale [27].
Us M.I.	<i>Internet marketing</i> is a new type of marketing that involves the use of traditional and innovative tools and technologies on the Internet to identify and meet the needs and demands of consumers (buyers) through exchange in order to obtain profit or other benefits for the producer (seller) [28].
Grechanyk N.Y.	<i>Internet marketing</i> is a modern means of mass communication that creates a variety of its forms. The Internet provides for a dialog, i.e. feedback, rather than a monologue that characterizes traditional communication channels. [29]
<b><i>Digital marketing</i></b>	
Kotler P.	<i>Digital marketing</i> is a set of activities that a company or individual conducts on the Internet to attract new business and develop brand identity [30].
Kotler F, Armstrong G.	<i>Digital marketing</i> is a form of direct marketing that connects consumers with sellers electronically through interactive technologies such as emails, websites, online forums and newsgroups, interactive television, mobile communications, etc. [31].

*Continuation of Table 1.1*

American Marketing Association (AMA)	<i>Digital marketing</i> is the use of digital or social channels to promote a brand or reach consumers. This type of marketing can be done on the Internet, social media, search engines, mobile devices, and other channels. It requires new ways of marketing to consumers and understanding the impact of their behavior [32].
American technical Internet encyclopedia Technopedia	<i>Digital marketing</i> is a broad term that refers to the variable and diverse marketing methods of promoting products and services that are used to reach customers through digital technologies [33].
Akulich M.S.	<i>Digital marketing</i> is the marketing of goods and services focused on the use of digital technologies to attract and retain customers [34].
Oklander M.A, Romanenko O.O.	<i>Digital marketing</i> is a type of marketing activity that uses digital channels and digital methods to interact with target market segments in virtual and real environments. The whole range of marketing activities in the modern world. That is, it is modern marketing, which is characterized by duality due to its hybrid nature: some functions are performed online and some - in the offline environment [35].
Yatsiuk D.V.	<i>Digital marketing (interactive marketing)</i> in terms of marketing communications involves the use of all possible forms of digital channels to promote a brand. Communications in digital marketing allow you to reach your target audience in an offline environment (using applications in phones, sms/mms, advertising displays on the streets, etc.) Digital media, in addition to the Internet, include digital television, radio, monitors, displays, and other digital communication tools. [36]
Marchuk O.O.	<i>Digital marketing</i> is one of the most important areas of the modern information society. Internet marketing is a general term for the marketing of goods and services that uses digital channels to attract and retain customers [37].

Source: generated by the author on the basis of [38].

After an in-depth analysis of the definitions of the term "Internet marketing" provided by both foreign and Ukrainian scholars (Table 1.1), we can conclude that Internet marketing usually covers a set of marketing activities on the Internet aimed at attracting the attention of consumers and meeting their needs.

Having considered the definitions of the concept of "digital marketing" made by leading scholars and presented in Table 1.1, it is worth noting that "digital marketing" is a broader concept than "Internet marketing", which is part of it. Therefore, digital marketing involves marketing activities not only via the Internet but also in the offline environment, using other digital channels of interaction with customers, such as interactive screens, mobile applications, SMS and MMS messages, mobile devices, POS terminals, digital television, etc.



In October 2022, the European Parliament adopted the Digital Marketing Act. This law (DMA) is a groundbreaking European act aimed at ensuring that large online platforms (social networks, search engines and e-commerce platforms) do not abuse their market power when interacting with consumers. The new legislation establishes unified rules governing digital online platforms that act as intermediaries between business users and their customers in the European Union (EU). This regulation provides for a transition from post-event antitrust interventions to pre-event regulation, enshrining a set of preventive rules in EU law that will fundamentally change the conditions for large online platforms to operate in the EU market. The European Commission is to start verifying the compliance of online platforms with EU requirements in mid-2023, and implementation will begin around mid-2024, when digital platforms will be required to comply with a number of restrictions and requirements [39].

Ukraine, which has been granted the status of a candidate for membership in the European Union, is in the final stages of preparing for full EU membership. Thus, Ukrainian legislation must be adapted to EU requirements. In 2022, the European Parliament took the first step towards legislative regulation of digital marketing in the EU. Ukraine still lacks state regulation in the field of digital marketing, so this experience is extremely important for our country.

Summarizing the results of the research presented in paragraph 1.1 of the thesis, we can conclude that Internet marketing is important in the context of the rapid development of the digital economy at the current stage of society's evolution.

According to a leading Ukrainian marketing scientist M.A. Oklander, in the 21st century, in the context of the digital economy, mass consumption and satisfaction of basic needs, rapid technological changes, rapid development of global markets, fundamental changes in consumer behavior, and market saturation with differentiated product offers have led to a decrease in the effectiveness of traditional marketing tools. The development of the Internet, globalization, and the emergence of new technological modes have created new opportunities for business development. The era of digital marketing - the marketing model of the XXI century has come [40].

We will analyze in more detail the features and trends in the development of marketing activities of agricultural enterprises on the Internet in paragraph 1.2 of the thesis.

## **1.2. Description of trends in the development of online activities for agricultural enterprises**

It is worth emphasizing that the world's leading countries, including the European Union, are actively implementing the concept of a global economy. In September 2022, the European Commission approved the program "Europe's Digital Decade: digital targets for 2030". The management of the EU's digital transformation process will be based on this program, which contains clearly defined goals and objectives until 2030. According to this strategy, the European Union aims to empower companies and citizens to develop in a human-centered, sustainable and prosperous digital future. The main goals of the EU's digital transformation by 2030 are: full digitalization of public services (100%); providing 75% of European companies with access to cloud technologies, artificial intelligence and BigData; achieving basic digital skills for 80% of the EU population; and ensuring that more than 90% of small and medium-sized enterprises reach a basic level of digital intensity [41].

For Ukraine, the concept of the digital economy is extremely important, especially given that in the coming years our country will become a full member of the European Union. In addition, the world is undergoing a rapid transition from traditional farming methods to the use of digital technologies in agriculture. The leading countries of the world, such as the EU and the US, are successfully implementing the Agriculture 4.0 concept.

The Agriculture 4.0 concept represents radical changes that include both digital technologies and digital practices. The first component includes a variety of technologies, including the Internet of Things, blockchain, big data, 3D printing, artificial intelligence, robotics, and others. Digital practices include open innovation, collaboration, and mobility. "Agriculture 4.0 aims to improve production processes

through digitalization and covers concepts such as smart farming, precision farming, and digital agriculture. The main goal is to produce more products at lower costs. The introduction of digital technologies allows farmers and agrarians to manage resources more efficiently and minimize losses. It also helps to reduce the use of key resources, such as water, to preserve soil and reduce carbon emissions. Thus, this concept plays an important role in supporting the UN Sustainable Development Goals and helps accelerate the transition to more sustainable rural communities [42].

The introduction of the "Agriculture 4.0" concept is changing the value chain, which has a significant impact on all stakeholders. For example, IT suppliers, software developers, and IT professionals involved in information management are also becoming important elements of supply chains. The transformation of agriculture and the implementation of the "Agriculture 4.0" concept need to be managed effectively, taking into account the needs arising from the use of new processes and digital technologies. For the successful implementation of this concept, the following needs must be met first: adequate support for farmers and producers during the implementation of this concept to overcome financial constraints, investment in digital literacy training and investment in the development of communication infrastructure in rural areas to fully utilize the potential of digital agriculture; ensuring equipment compatibility both now and in the future through the use of modern technological standards [43]. These factors are especially important for countries specializing in agriculture and having limited resources, including Ukraine.

The evolution of the "Industry 4.0" concept in the agricultural sector, called "Agriculture 4.0," is reflected in innovative measures and big data programs in various fields, which are currently quite successful from an economic point of view. The rapid development of mobile applications, information and data exchange is helping to reduce the cost of technological solutions, improve data processing and storage through cloud technologies, and develop mobile networks for data transmission from agricultural land around the world. The systematization and processing of this data improves the practical activities of not only individual farmers and agricultural enterprises, but also cooperatives and agricultural holdings, which use the necessary

equipment, technology and information to gain competitive advantages by providing a wide range of services. Given the evolution of data and the gradual change in operating models in agriculture, it is worth focusing not only on creating value for consumers, but also for agricultural enterprises and society as a whole through the use of modern digital technologies.

Progressive digital technologies, which are the basis for the formation of information systems, allow to obtain a significant consumer effect if they are used in the implementation of marketing activities. The main tools of Internet marketing allow to increase the capacity of communication support of the agricultural sector enterprise and improve communication with consumers.

Based on these positions, it is advisable for agribusiness in general and agricultural enterprises in particular to master modern digital technologies, including Internet marketing, in order to operate successfully in the face of economic instability.

As we have already noted, Internet marketing is the most important tool in the process of brand building and promotion, especially when it comes to agri-food products. However, Internet marketing in the agricultural sector has significant differences from general Internet marketing. The main factors that shape the peculiarities of Internet marketing in the agricultural sector of the economy are: low level of digital literacy, seasonality, age of the audience, work dynamics, combination of digitalization and traditional approaches, level of innovation, and generational inheritance (Table 1.2).

*Table 1.2*

**The main factors that shape the features of Internet marketing in the agricultural sector**

№	Factor name	Essence of the factor
1.	Low digital literacy level	There is a significant number of farms and small agricultural enterprises in Ukraine that do not have adequate access to Internet technologies, and their staff does not have a sufficient level of digital literacy.
2.	Lack of awareness of online marketing tools	Managers of small agricultural enterprises and farms may not have sufficient knowledge of Internet marketing tools (social networks, marketplaces, etc.).

*Continuation of Table 1.2*

3.	Limited access to Internet technologies	Some remote rural areas of our country may not have the technical means to use Internet technologies and high-speed Internet.
4.	Limited financial resources	The significant costs of implementing Internet marketing solutions and activities limit the opportunities for implementing Internet marketing in small and medium-sized agricultural enterprises and farms.
5.	Seasonality	Agricultural business is associated with seasonality of agri-food production and uneven workload of top and middle managers and staff of agricultural organizations during the calendar year. Marketers should take the seasonality factor into account when developing communication activities.
6.	Audience age	The average age of employees in the agricultural sector is somewhat higher than in other sectors of the economy. This causes certain limitations in the perception of marketing information.
7.	Work dynamics	For clients who work as online marketers in the agricultural sector, there is very little free time and a lot of work, so the information must be clear and fast. This determines the perception of the message and the reaction to it.
8.	Combining digitalization and traditional approaches	Despite the presence of almost all leading companies in the agricultural sector on social media, online communications with them should be designed to take into account the higher average age of agricultural managers than managers of companies in other sectors of the economy.
9.	Level of innovation	Despite the tendency to stick to traditional business approaches, agricultural enterprises tend to implement innovative approaches. The optimal use of the relevant trend will allow an online marketer to find a successful approach to the client.
10.	Generational continuity	As in no other sector of the economy, generational change, mutual support, and respect are widespread among farmers. When developing an online marketing strategy for agricultural organizations, it is necessary to take this trend into account.

Source: generated by the author on the basis of [1], [44].

Interestingly, Internet marketing in the agricultural sector has certain unique features, which are shown in Table 1.2. However, Ukrainian agricultural enterprises are actively implementing Internet technologies and successfully integrating into the modern digital economy.

We agree with the opinion of Ukrainian researcher T. V. Ilchenko that even small agricultural enterprises, especially family farms, should use the Internet to research the market, buy and sell agricultural products, and advertise them. For these purposes, they can use electronic bulletin boards, electronic mail registries, information search engines, and create their own websites. In addition, agricultural enterprises can

effectively use Internet services. To maintain relations with partners, they can use mailing lists and advertising services on bulletin boards; to search for information, they can use press gathering services, as well as commercial and governmental web resources; for e-commerce, they can use the services of financial companies and enterprises specializing in e-commerce [45].

The use of a set of Internet marketing tools allows to optimize the costs of marketing activities of enterprises, opening up opportunities for agricultural enterprises to enter national and international markets for agri-food products from local markets. One of the main advantages of Internet marketing compared to traditional marketing activities is the ability to use a wide range of Internet analytics to assess the effectiveness of marketing activities.

It should be noted that the Internet marketing complex differs significantly from the traditional marketing complex. Let's analyze the Internet marketing complex of an agricultural enterprise (7P) and its key elements (Figure 1.6).

We would like to emphasize that in order to develop and successfully implement an Internet marketing strategy, it is important to determine how different elements of the Internet marketing complex are related to the agricultural business.

Consider the 7P Internet marketing mix, which assumes that each element of the marketing mix will be implemented via the Internet. In addition, digital technologies will be used to form a marketing complex in agribusiness (Figure 1.6).

*Product.* Internet marketing ensures the creation, pricing, distribution, and promotion of both digital and real goods. Food and other agri-food products belong to the category of real goods that can also be successfully promoted online. As part of the online marketing complex, a product does not necessarily have to have physical characteristics, i.e. it can be completely digital. For example, it is not enough to sell agri-food products through an online store. It is worth noting that all marketing processes related to an online product take place online (product creation and management, pricing, distribution, and promotion).

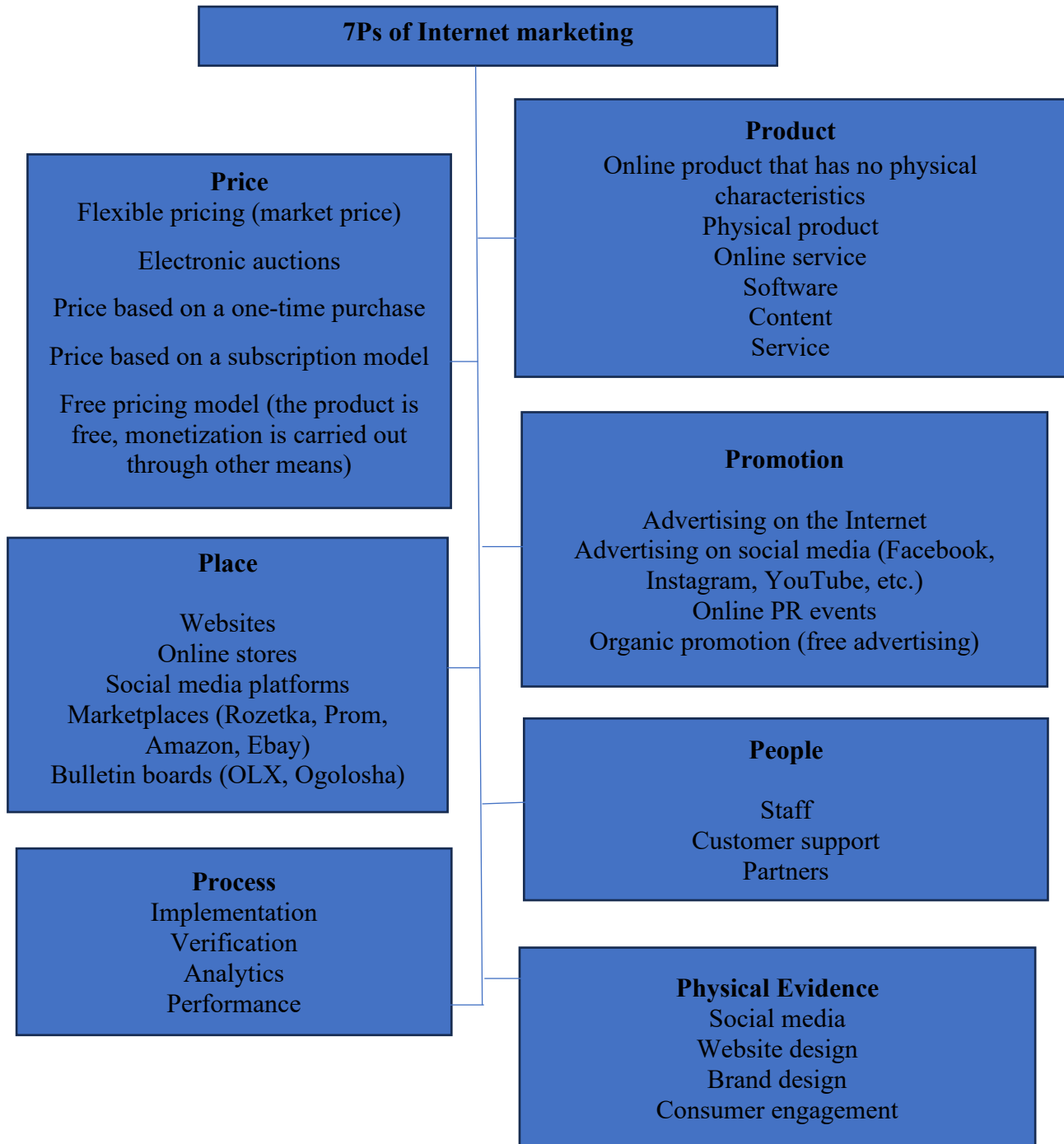


Figure 1.6. Internet marketing complex of an agricultural enterprise (7P)

Source: generated by the author on the basis of [46].

As for digital services in the agricultural business, online consulting services (consulting services, online platforms for consulting agricultural specialists, such as AgriAnalytica, digital mobile applications, etc.) However, despite the fact that online

services are distributed via the Internet, some processes still require the physical presence of staff, which can be an obstacle to scaling.

*Price.* Price, as an element of the marketing mix in the digital economy, has hardly changed. In the complex of online marketing of agricultural enterprises, pricing is based on demand, the value of the product to the consumer (food is an extremely important product for consumers, and its prices are constantly rising around the world), competition, and other factors.

Importantly, in the initial stages of e-commerce development, prices for consumer goods sold online were slightly lower than in traditional retail. This was due to the widespread use of direct sales and lower costs for online communication activities compared to traditional marketing communications. Later, resellers (online stores, platforms, marketplaces) appeared in e-commerce, which led to the equalization of prices for consumer goods both online and in retail.

In online marketing, the following pricing strategies are distinguished: flexible pricing (market prices); pricing through electronic auctions; pricing for one-time purchases; subscription-based pricing; free pricing model (the product is free, and monetization is done through other sources).

*Place.* In the online marketing system, the place of sale and physical availability of goods are significantly different from offline sales. In the marketing complex of agricultural enterprises, the element of "place" means where and how consumers can access agri-food products. Online marketing involves the use of various sales channels for agri-food products: websites, marketplaces (Rozetka, Zernotorg.ua, iField, FarmerScan Global Trade Service, Alibaba, Prom.ua, etc.), online stores, social media platforms, online platforms (Amazon, eBay, Etsy, etc.), and bulletin boards (OLX, Ogolosha).

The "place" element of the online marketing complex is aimed at providing convenience for consumers in the process of buying and receiving agri-food products. The seller should provide consumers with the most convenient opportunities to access the products they offer through e-commerce.



We believe that agrarian enterprises, regardless of their size or organizational form, need to have their own sales channels for agri-food products (website, online store, social media). As the target audience grows and the market expands, there is a need to use marketplaces and online platforms.

*Promotion.* As part of the Internet marketing complex, the process of promoting goods and services includes the use of online communication activities aimed at establishing feedback from target consumers and maximizing audience coverage. Online promotion tools include: online advertising (contextual, banner), social media advertising (Facebook, Instagram, YouTube, etc.), social media marketing, and SEO promotion.

It should be noted that the rapid development of the Internet and the widespread use of digital technologies have made it possible to obtain the necessary information in the shortest possible time, and have also allowed consumers to find the necessary goods and services on their own without the participation of the seller. Thanks to search engines, consumers have significantly reduced the time it takes to find information about competitive offers of the goods and services they are looking for.

Most agricultural businesses have limited marketing budgets. Therefore, they cannot invest in all available online communication channels. First of all, it is necessary to research the target audience, understand its motivations and consumer preferences, which is the key to the successful formation and implementation of a marketing communication strategy for promoting agri-food products on the Internet.

*People.* People are an extremely important, and in our opinion, a key element in the Internet marketing mix. Even the best products and services need employees to distribute them and communicate with customers. Ensuring a high level of service is a crucial factor in the perception of the quality of online services by customers.

Establishing effective customer support systems allows employees of agricultural enterprises to successfully interact with customers. There are many methods of online customer support that can be implemented in agribusiness. The best solution is to use social media as a channel for customer support and feedback. The

goal of customer support in both traditional marketing and online marketing is to satisfy customer needs.

*Process.* As an element of the Internet marketing mix (7Ps), the process defines the necessary measures for the delivery of goods and services, the main criteria for ensuring a positive consumer experience (related to delivery), and methods for improving them.

Monitoring online marketing processes and evaluating their effectiveness helps marketers identify significant errors that occur during customer interaction and customer support at an early stage, or avoid them entirely.

*Physical Evidence (physical environment, online environment)* is the seventh element of the 7Ps of online marketing. In the traditional marketing mix, the physical environment includes such customer service elements as interior design, premises, souvenirs, etc.

In the Internet marketing complex of agricultural enterprises, the online environment plays an important role in the process of interaction with customers. This includes the design of social media pages, website design, branding, and other elements.

It should be noted that increasing brand awareness on the Internet through the use of several online communication channels is an important part of the online environment. At the same time, it is necessary to take into account whether these channels contribute to improving the customer support experience and increasing social activity indicators, such as the number of likes, followers, etc.

The results of the study of digitalization in the economy in general and in the agricultural sector of Ukraine in particular allow us to predict the development of certain economic, technological and social phenomena in the future. According to experts of the Digital Agenda Ukraine, cloud technologies, high-speed Internet and social networks are gradually becoming trends of the past. Current trends include the use of drones, virtual reality, sensor technologies, nanotechnology, artificial intelligence, etc. According to experts, the future belongs to technologies such as

robotics, artificial intelligence, distributed computing, 3D printing, and many other progressive areas of digitalization [47].

No doubt, the introduction of Internet marketing technologies into the activities of agricultural enterprises has its own peculiarities related to the specifics of agribusiness. We propose a conceptual model of adaptation of the Internet marketing complex to the specifics of the agrarian sector of the economy (Figure 1.7).

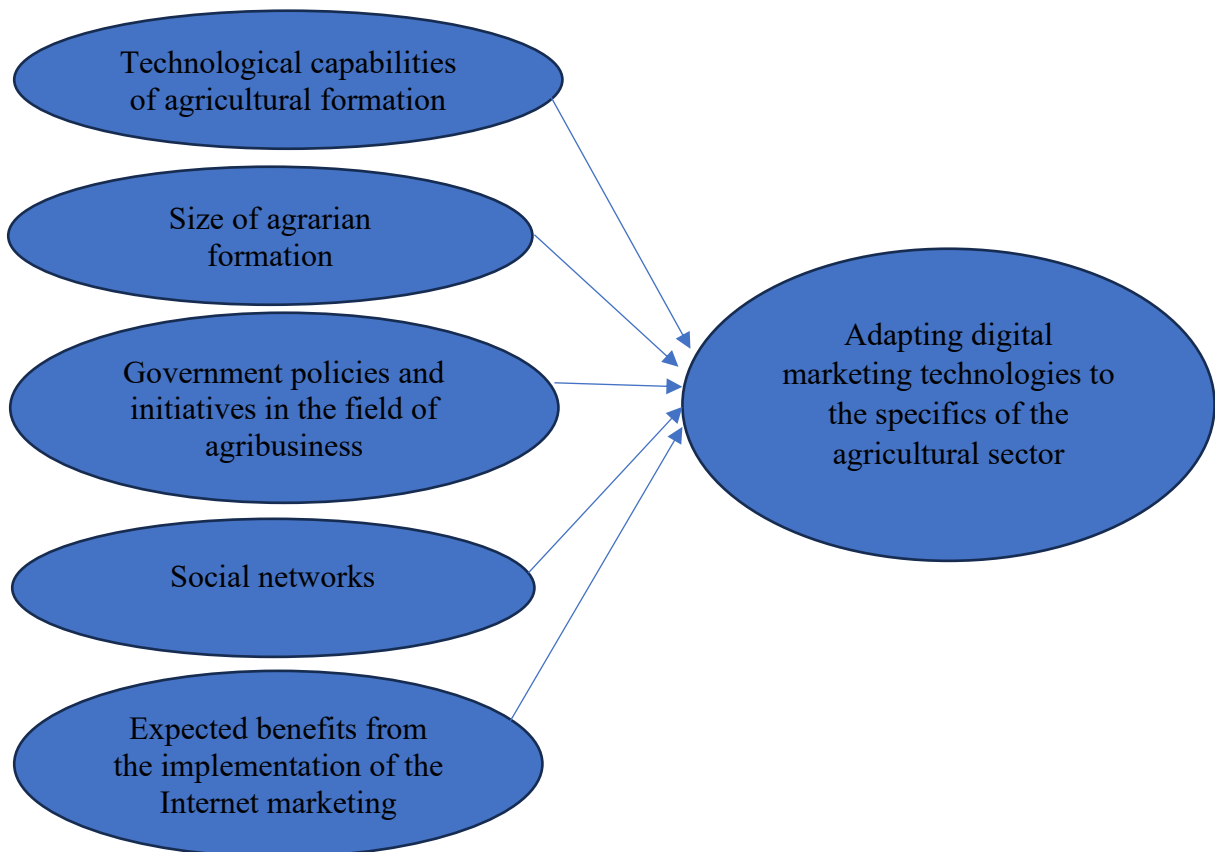


Figure 1.7. Conceptual model of adaptation of the Internet marketing complex to the peculiarities of the agrarian sector of the economy

Source: compiled by the author on the basis of [48].

The introduction of digital technologies into the marketing activities of agrarian organizations allows them to significantly expand their ability to promote agri-food products and services without the involvement of intermediaries, using the Internet and social media platforms. It should be noted that digital marketing technologies are not a solution in themselves, but rather a tool that allows agricultural organizations to achieve their marketing goals.

Farmers and managers of small and medium-sized agricultural enterprises need professional advice from Internet marketing specialists on how to master digital marketing tools. Thus, the provision of consulting services on the use of Internet marketing tools is quite important for most farmers and managers and specialists of agricultural enterprises. The introduction of digital marketing technologies into the activities of agricultural organizations will help to increase the effectiveness of measures to promote agri-food products and improve communications with consumers.

By analyzing the factors that contribute to the adaptation of the Internet marketing complex to the peculiarities of agribusiness, several key aspects can be identified.

Technological capabilities of agricultural enterprises. Technological capabilities mean both existing technologies and those that are not currently used but are available on the market [49]. We believe that great opportunities in the technological sphere allow agricultural enterprises to effectively use Internet marketing tools, such as e-commerce, contextual advertising, SEO promotion, and social networks, to strengthen their competitive position in the agri-food market.

Studies also show that innovations in agribusiness e-commerce are the result of technological capabilities and adaptation of enterprises [50]. It is worth noting that the technological capabilities of agricultural enterprises have a positive impact on the introduction of Internet marketing tools in agribusiness.

Size of the agricultural enterprise. The size of a farm or agricultural company is a key factor in the implementation of digital marketing technologies in agriculture. Small enterprises often have fewer financial resources to purchase and use the necessary digital tools, unlike large companies, both in developed and developing countries [51]. At the same time, the size of an agricultural enterprise has a positive impact on the introduction of Internet marketing technologies in its activities.

Government policies and initiatives in the field of agribusiness. Government policies and initiatives have a significant impact on the process of implementing Internet marketing tools in agricultural enterprises. As a rule, the government supports agribusinesses through subsidies, advisory services, and information support through

digital channels. Such initiatives should encourage farmers and agricultural companies to adopt digital technologies in general and online marketing tools in particular.

The problems faced by agricultural enterprises in adopting digital technologies can be solved by intensifying the activities of agricultural advisory services and encouraging the creation of cooperatives. Government initiatives have a positive impact on the process of introducing online marketing tools in agribusiness.

Social media. Active presence in social networks, discussions in forums, instant messaging, promotion through YouTube and blogs contribute to social learning. Research confirms the importance of social learning as it allows both individual farmers and enterprises to implement digital marketing technologies for agribusiness [52].

Social networks have a positive impact on decision-making regarding the introduction of Internet marketing tools in agribusiness, as agricultural enterprises often face a lack of marketing information necessary for successful operation in modern conditions. Social networks provide agri-food producers with an opportunity to establish effective communication with consumers.

*Expected benefits from the implementation of the Internet marketing complex.* Technology adoption is an exciting area of research due to changes in users' perceptions of the benefits of adopting technology to identify new opportunities in agribusiness [53]. Increasing the use of Internet marketing communications tools in the agricultural sector will contribute to the development of effective marketing programs in social networks to attract potential audiences and expand markets for agri-food products.

It should be noted that the main trends in digital marketing point to the key features of marketing communications in the agricultural sector. For successful online promotion of agri-food products, agricultural enterprises use search engine marketing, create websites, conduct online advertising campaigns, and post relevant content on social media. Most of the activities of agricultural enterprises are focused on the industrial (B2B) market, where the priority is to find new customers and improve relationships with key contact audiences.

Classical types of advertising activities, such as print, TV and radio advertising, are usually not used by agricultural enterprises in the B2B market. For this reason, most agricultural enterprises use online advertising, which includes contextual advertising, SEO promotion, social media advertising, etc.

The key tool for achieving these "online goals" is the company's website. It's worth noting that social media advertising and contextual advertising in search engines, which encourage consumers to make a purchase decision, have a short-term effect and are highly competitive, which can potentially make them less effective than organic SEO promotion of a company's website. A website developed with the use of leading technologies, optimized for mobile devices, and taking into account the basic principles of SEO promotion is one of the best tools for online marketing communications for agricultural enterprises.

Let's analyze the rating of websites of leading Ukrainian agricultural companies that are part of agricultural holdings (Table 1.3).

Table 1.3 shows that among the leading domestic agricultural companies, Kernel's website has the highest global ranking (461206th place in the world), and the highest-rated website in Ukraine is that of Nibulon (7067th place among the websites of all domestic companies). In terms of the average monthly number of visitors, Kernel's website is also the leader with 83857 visitors per month, followed by the websites of Nibulon (60929) and Myronivsky Hliboproduct (56870). The website of Agroprosperis Group (NCH) is significantly inferior to its competitors in terms of ranking (40715th in Ukraine) and average monthly number of visitors - 13645.

**Rating of websites of leading Ukrainian agrarian campaigns in 2023  
(as of July 31, 2023)**

Company name	Global ranking, position	Official website (domain)	Rating in Ukraine, position	Average monthly number of website visitors	Average monthly number of unique visitors	Average visit duration, minutes.	Bounce rate*, %.	Average number of pages per visit
MHP Food	592010	mhp.com.ua	9629	56870	17152	6	41,8	4,2
Kernel	461206	kernel.ua	7394	83857	14854	8,5	25,3	6,6
Nibulon	467202	nibulon.com	7067	60929	22062	3,3	54,2	3,4
Agroprosperis	2264599	agroprosperis.com	40715	13645	< 5000	8,1	26,5	3,4
Astarta Holding	5521633	astartaholding.com	107287	10497	5844	1	26,9	2,1

\* Average percentage of visitors who view only one page before leaving the website

Source: generated by the author according to [54; 55; 56; 57; 58; 59].

Kernel has the highest bounce rate, i.e. the proportion of visitors who viewed only one page before leaving the site - 25.3%, followed by Agroprosperis - 26.5% and Astarta Holding - 26.9%. "MHP and Nibulon have quite high bounce rates of 41.8% and 54.2%, respectively, which indicates the need for significant optimization of their websites, SEO and content strategies. Kernel and Agroprosperis are the leaders in terms of the average duration of a user's visit to a website - 8.5 and 8.1 minutes, respectively. The average duration of a visit to MHP's website is 6 minutes, while the websites of Nibulon and Astarta Holding last only 3.3 and 1 minute, respectively. The websites of Kernel and MHP are the most interesting for consumers, with an average user viewing 6.6 and 4.2 pages per visit, respectively, which indicates a significant interest in the content.

Fig. 1.8 shows the results of the analysis of incoming traffic to the websites of leading Ukrainian agricultural companies by type of device in 2023 (as of July 31, 2023).

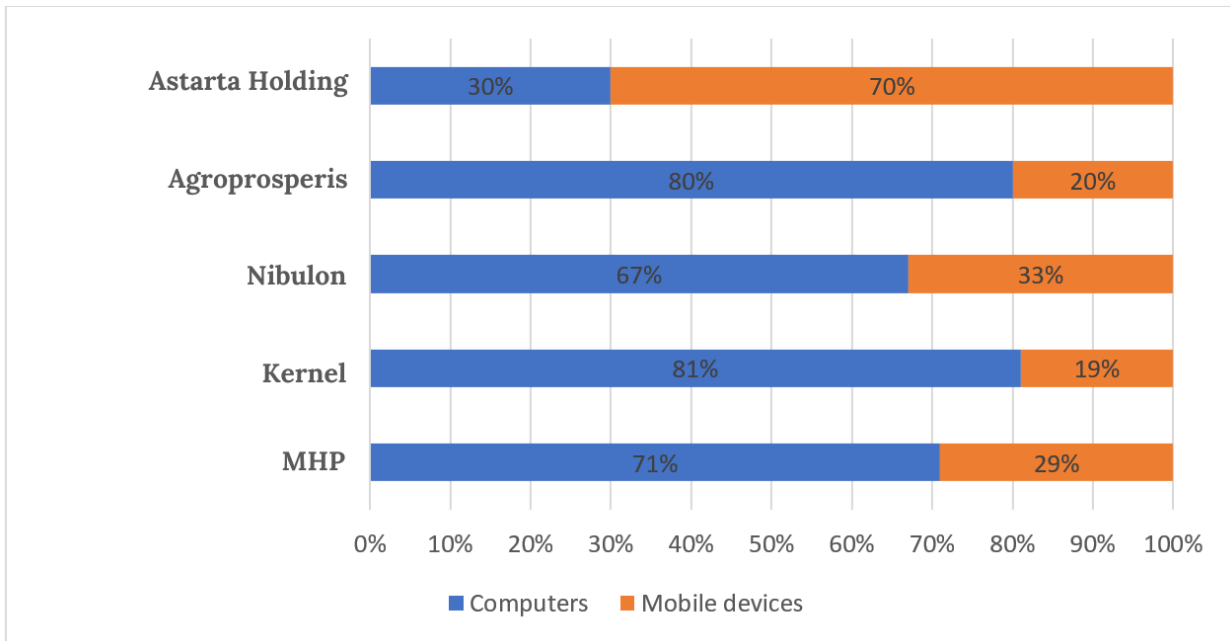


Figure 1.8. Structure of incoming traffic to the websites of leading Ukrainian agricultural companies by type of device in 2023 (as of 31.07.2023), %.

Source: generated by the author according to [59].

As shown in Fig. 1.8, as a rule, visitors to the websites of Ukrainian agricultural companies view content using computers (over 67% of consumers). No more than 33% of users use mobile devices to view agricultural companies' websites. These trends indicate the need to adapt the websites of leading domestic agricultural companies to simplified viewing on mobile devices, since the vast majority of Ukrainians use mobile devices to access the Internet and view online content, as well as the obvious age components of the audience, which we mentioned earlier in Section 1.1 of this thesis. An example of successful adaptation to simplified viewing on mobile devices is the Astarta website, where 70% of visitors view the content of this website using mobile devices.



Let's analyze in detail the structure of marketing channels of communication of leading Ukrainian agricultural campaigns with consumers on the Internet in 2023 (Figure 1.9).

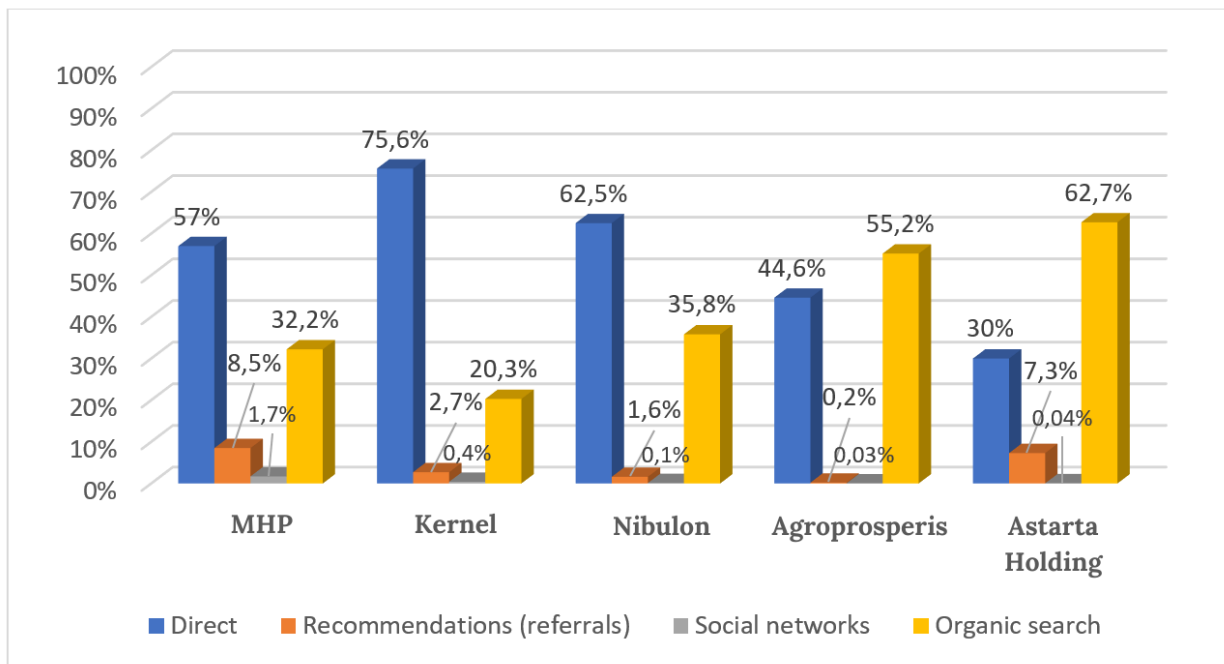


Figure 1.9. Structure of marketing channels of communication of leading Ukrainian agricultural campaigns with consumers on the Internet in 2023 (as of 31.07.2023), %.

Source: generated by the author according to [59].

The data shown in Fig. 1.9 shows that the main marketing channel used by leading Ukrainian agricultural companies for online communications with consumers is direct (direct visits to the website; more than 54% of the total structure of online communications with consumers) and organic search (more than 41% of the total structure of online communications with consumers).

Using one of the leading services for analyzing online traffic, Similar Web [59], we compared the main performance indicators of the websites of the leading Ukrainian agricultural companies - MHP, Kernel, Nibulon, Agroprosperis (NCH) and Astarta Holding. The analysis revealed that the leaders in terms of website performance are the agricultural companies Kernel and MHP. On average, a user spends 8.5 minutes per visit to Kernel's website and 6.5 minutes to view MHP's website, and the depth of viewing is 6.6 pages on Kernel's website and 4.2 pages when viewing MHP's website.

The bounce rate of the target audience of the Kernel website is 25.3%, and the bounce rate of the MHP website is 41.8%.

Based on the indicators presented in Table 1.3, we can state a direct correlation between the following website performance indicators: website traffic and behavioral parameters; user parameters of web pages and behavioral factors; conversion rate and traffic indicators; conversion rate and user parameters; conversion rate and user behavioral parameters. If the company's website is user-friendly and adapted for viewing on mobile devices, it is possible to predict positive factors in consumer behavior that will improve the website's ranking in search engines and increase the effectiveness of online promotion.

### **1.3. Methodological principles of forming a strategy for using digital marketing for agricultural enterprises**

Marketing strategies determine how well products and advertising resources work in a marketing campaign. Marketing and advertising agencies focus their activities on market research to maximize profits and ensure the effectiveness of advertising activities. Companies that do not conduct high-quality market research risk incurring significant losses from ineffective advertising campaigns. Marketers can achieve their goals in a more targeted and efficient manner when they understand their target audience and its needs. Marketing information plays a key role in the process of creating a digital marketing strategy. [60]

Marketing strategy is a gradual process that considers internal and external aspects of the business, the environment, and other factors. After that, a strategy is formed that determines how the company will target a specific market segment or customers, main competitors, problems and weaknesses, as well as potential strengths of the company. [61] Depending on the way marketing information is disseminated, there are inbound and outbound online marketing strategies that use different approaches to establish communications with consumers. As for inbound marketing, it is worth noting that it is aimed at attracting consumer interest in a particular brand and

its products through the use of social media pages, content marketing activities, and well-structured websites.

When implementing an inbound marketing strategy, content is used to attract the attention of potential customers and increase their brand loyalty. Thus, the activities within this strategy are focused on creating and distributing relevant content that helps attract consumers to the company's website.

An outbound marketing strategy involves promoting a company's products or services through advertising, i.e., it is the presentation of information that consumers receive through advertisements. When outbound marketing tools are used, advertising messages of a particular brand attract the attention of consumers while they are browsing social media or the Internet.

So, outbound marketing means proactively reaching out to customers to draw their attention to products or services.

It should be noted that the inbound marketing strategy is closely related to marketing and marketing permissions. This means that advertising is desirable for consumers because they have already agreed to receive it and are expecting an advertising message (e.g., e-mail - receiving marketing information and advertising messages by e-mail). The inbound digital marketing strategy implies two-way communication and interaction between consumers and the brand (customers have the opportunity to post comments under the company's social media posts or blog on the website). Here are some important additional parameters of the inbound marketing strategy:

- organic search (seo), i.e. consumers find information about a brand on the Internet search engine;
- organic development and creation of content for social networks;
- Inbound marketing strategy is one of the fastest growing digital marketing strategies in recent times;
- the inbound marketing strategy does not require significant costs, because the brand spends money only on creating content that is interesting to consumers and does not invest in the development and broadcast of advertising messages;

- The inbound digital marketing strategy is focused on attracting consumers.

In contrast to the inbound marketing strategy, the outbound digital marketing strategy has a close relationship with interruption, which occurs when a company's marketing activities, usually advertising, interrupt the consumer's browsing of online information. It should be noted that the outbound digital marketing strategy implies one-way contact between the consumer and advertising messages. The outbound digital marketing strategy has the following characteristic features:

- marketing communication activities are intrusive, as consumers have not given their consent to receive and view advertising messages (at a purely technological level, this happens automatically when using one or another method to search for information on the Internet or social networks);

- Significant costs of applying this strategy, as advertising on the Internet is paid for;

- The use of an outbound digital marketing strategy aims to increase consumer awareness of a brand and its products in order to obtain a sale or customer, which has direct analogies with traditional advertising and inbound marketing strategies.

Important tools of the inbound digital marketing strategy are publications on the company's social media pages, as well as information published in blogs, infographics, etc. The main component of the outbound (external) digital marketing strategy is advertising on the Internet and social media.

Reliable, accurate, timely and reliable marketing information is the basis of an effective digital marketing strategy for agricultural enterprises in the context of the digitalization of Ukraine's economy. The Internet is a key platform for the rapid development of the digital economy. In view of this, it is extremely important to identify priority areas for the digitalization of marketing activities of agricultural enterprises. It should be noted that the development of a digital marketing strategy should be based on the elements of a set of marketing tools of the agricultural sector, such as commodity, price, sales and communication policies for positioning agri-food products.

For any business operating online, the first step is to create a digital marketing strategy. A Prometheus study conducted in May 2023 showed that 35% of Ukrainian entrepreneurs do not have a digital marketing strategy and do not use all the opportunities and potential of their business [62]. The main goal of a digital marketing strategy is to effectively use various digital channels and tools to achieve the marketing goals of the enterprise. These goals may include increasing sales, brand awareness, customer loyalty, and attracting new customers [63].

When planning the development and expansion of priority areas of digital marketing, agricultural enterprises should take into account the need to go through the following strategic stages:

1) strengthening the resource and management potential to intensify digital marketing (strategic priorities are the formation of a full-fledged internal and external infrastructure and the creation of a resource support system for digitalization);

2) strengthening competitive positions in the market (expanding the scale and increasing the volume of activities, improving the structural characteristics of the business);

3) realizing the potential of digital marketing, as well as using additional opportunities for the development of the information society (creating systemic links and

In order to achieve the identified strategic priorities, agricultural enterprises should actively cooperate with partners who are key participants in the policy of digitalization of business marketing, in particular with the institutions of the digital economy infrastructure [64].

Today, digital marketing is an integral part of all marketing activities. It covers the communication policy of an agricultural enterprise, pricing policy, interaction with consumers, product development and positioning, branding, and shaping the company's image. The digital marketing strategy includes all planned actions and activities of the enterprise aimed at achieving its goals and solving its tasks. The step-by-step plan is implemented through effective digital marketing channels and tools.

These digital tools are used to increase profits, increase the company's visibility in the online market, and improve communication with the target audience. [65]

Implementing online marketing activities is associated with certain risks, and only through a deep understanding of the digital marketing toolkit can agricultural enterprises gain comprehensive strategic benefits from the integration of traditional and digital marketing activities and achieve market success.

It is proposed to use the following strategic models to analyze the digital marketing strategy of agricultural enterprises, depending on the methods and tools of strategic marketing analysis (Table 1.4).

*Table 1.4*

**Benefits of using digital marketing strategy analysis models**

<b>Digital marketing strategy analysis model</b>	<b>Advantages and results of the model application</b>
The 7Ps complex of Internet marketing of an agricultural enterprise (product, price, place, promotion, processes, people, physical/online environment)	It is the basis for the formation of a digital marketing strategy
Porter's five forces model of the market environment (suppliers, buyers, competitors, potential competitors, substitute goods)	Assessment of the competitive position of an agricultural enterprise
Brand positioning (perception) map	Analysis of the current competitive position of the brand in the market and its perception by consumers. This model allows to evaluate the effectiveness of the digital marketing communication strategy of an agricultural enterprise, determining the desired brand image according to consumer perceptions.
Customer Life-Time Value	Understanding the true value of the consumer. The CLTV model allows you to calculate the net profit that a consumer brings to an agricultural enterprise throughout the entire period of its life cycle
Segmentation, targeting and positioning (STP)	It allows you to better understand the consumer and the motives of their buying behavior. The STP model focuses on the commercial efficiency of marketing activities, identifying the most valuable segments for the business, and then developing a marketing mix and product positioning strategy for each market segment

Source: compiled by the author based on [66].

Goals, objectives, and KPIs (key performance indicators) are important elements of a digital marketing strategy.

*Digital marketing strategy goals* are certain results that an agricultural enterprise seeks to achieve in the field of marketing. As a rule, goals should have the following characteristics:

- specificity;
- measurability;
- reach;
- realism;
- time constraints.

*Digital marketing strategy objectives* are a set of marketing activities that need to be implemented to achieve goals. The terminology of goals is used for user actions because this is how goals are positioned in web analytics (Google Analytics, Facebook Pixel, HotJar, etc.). Understanding the difference between goals (what results an agricultural enterprise seeks to achieve) and objectives (what you want your customers to achieve) allows you to understand the difference between these terms.

KPIs are key performance indicators, indicators used to assess the performance of an agricultural enterprise in the field of Internet marketing based on the relevant goals or performance results. KPIs, as a rule, have target quantitative specific values that the company seeks to achieve within a certain period of time.

These concepts successfully work together to help a company in the process of digital marketing strategic planning: goals are used to identify the objectives that consumers should achieve, and their performance can be measured by KPIs.

We propose to use six types of strategies for effective management of Internet marketing processes in the agricultural sector. These strategies should be divided into the following types: target market strategies, quality strategies, product development strategies, pricing strategies, distribution channel optimization strategies, and customer interaction strategies (Annex A). The main characteristics of Internet marketing strategies for consumers or marketers are: customer service, strengthening competitive positions, global availability and activity in social networks and on the Internet,

adaptation of goods and services to the needs of consumers, prompt response to customer requests, introduction of innovations in online business and corporate social responsibility of agribusiness.

The digital marketing strategies presented in Annex A are applied depending on the characteristics of the product, the specialization of the agricultural enterprise and its scale. Different approaches to the implementation of digital marketing strategies, classified by their respective types (Annex A), allow for their implementation in the most efficient, fastest and easiest way in the long run. It is worth noting that the Internet and social media have greatly simplified the process of selling goods and services for agricultural businesses. The successful implementation of digital marketing strategies depends on strict adherence to all marketing strategic planning processes, which allows identifying potential threats during the implementation of the strategy.

In our opinion, the concept of conversion marketing is quite effective for achieving strategic goals in the field of digital marketing for agricultural enterprises. Conversion marketing is a strategic approach aimed at increasing the number of customers. This concept is part of a broader set of marketing strategies, in particular the inbound marketing strategy "attract-convert-close-retain", which is the basis for conversion marketing. Consider the AARRR model (attraction-activation-retention-recommendation-revenue) (Figure 1.10).

To calculate the conversion rate of digital marketing, you need to determine the number or percentage of customers who move from one stage to another (Figure 1.10).

The stages of the strategic concept of digital conversion marketing have different names, but the basic idea of this conceptual approach is constant.



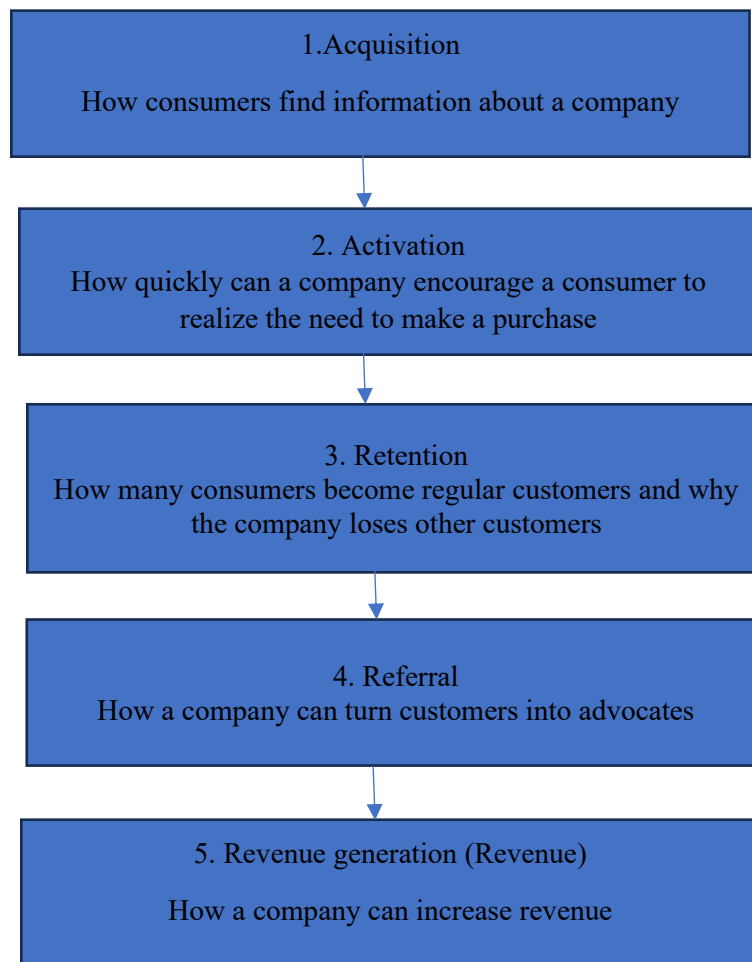


Figure. 1.10. Strategic concept of digital conversion marketing based on the AARRR model

Source: compiled by the author based on [71].

In order to convert consumer interest in an agricultural enterprise and its products, it is necessary to guide consumers through four stages:

- visitor (1st stage - attraction; consumers who visit the company's website);
- potential customer (2nd stage - activation; consumers turn into potential customers who are interested in purchasing the product);
- client (3rd stage - retention);
- regular customer (stage 4 - recommendations) (Fig. 1.11).

For agricultural enterprises, the following goals should be set at each stage of implementing the strategic concept of digital conversion marketing:

- **The first stage is visitors.** A communicative marketing campaign is formed to attract consumers to the company's website or social networks.

- **The second stage is potential customers.** When consumers visit a website or social media, an agribusiness enterprise needs to ensure that the following goals are met: 1) to find opportunities to check the interest of consumers in the company's products and services; 2) to determine whether the company is interested in consumers who visit the website or social media, i.e. to establish whether these visitors can be customers of your company in the future (it is necessary to take into account the fact that not all visitors to the website or social media are potential consumers who may subsequently purchase the company's product or service), provided that the visitors fall into the above two categories, and there is mutual interest 3) find an opportunity to continue communication with them (for example, you need to get their email addresses and phone numbers and make sure they become your followers on social media).

- **The third stage is existing customers.** After the company has identified mutual interests with consumers, it is time to move on to the process of supporting customers in the process of interaction, with the aim of transforming them into loyal consumers of the brand and its products.

- **The fourth stage is regular customers.** After the process of purchasing a product, the company uses the positive experience of consumers in interacting with the brand to carry out joint communication activities (writing positive reviews about interaction with the brand and creating content with its products on social networks) and continue cooperation as loyal consumers.

The concept of digital conversion marketing based on the AARRR model is advisable for agrarian entities that have already formed a business portfolio that generates stable income. This is especially true when agribusinesses are adopting new online platforms, such as web resources, mobile applications for smartphones, social networks, etc. In this case, agricultural enterprises are changing their focus from traditional marketing to new digital channels. In this case, they need measurable goals and milestones: new contact audiences, different consumer needs, and different marketing tactics.

In order to determine the effectiveness of the strategic concept of digital conversion marketing of an agricultural enterprise based on the AARRR model, we propose to use the following methodological approaches (Figure. 1.11).

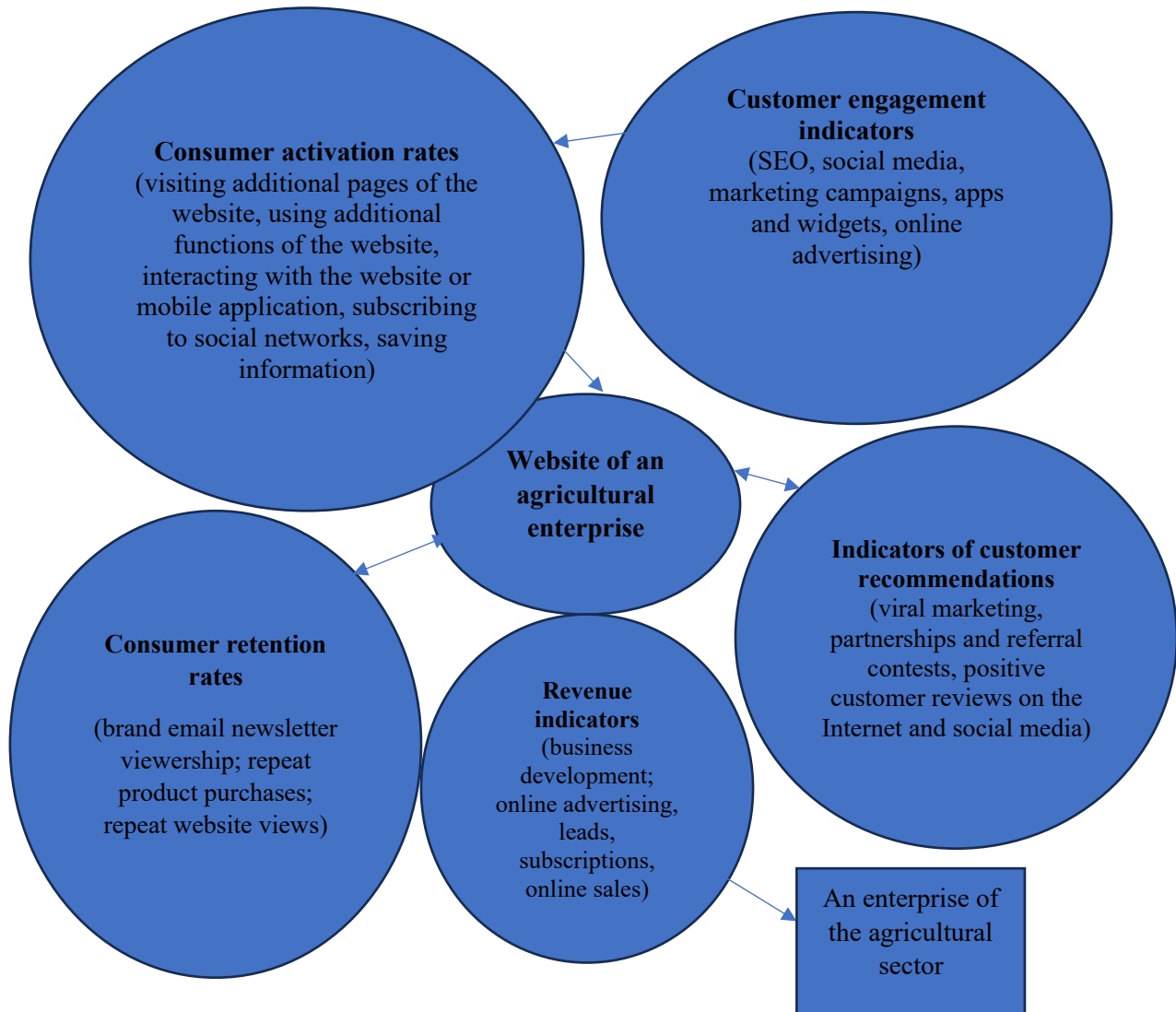


Figure. 1.11. Methodological approaches to determining the effectiveness of the strategic concept of digital conversion marketing of an agricultural enterprise based on the AARRR model

Source: developed by the author based on [72].

In order to attract an audience to the website of an agricultural enterprise, we offer a list of free online marketing communication tools:

1. Blogs and articles featuring company marketers as guest experts.

2. Social media posts in which consumers recommend the brand on their own initiative.
3. Publications, photos, and videos on social media posted by agricultural marketers.
4. Webinars that involve the company's marketers as speakers.
5. Sending advertising materials to consumers' emails.
6. SEO promotion of the website of an agricultural enterprise in search engines, set up by the company's marketers.

In addition to free digital marketing tools, it is also advisable to use a number of paid tools to promote a brand and its products on the Internet and social media:

1. SEO website promotion developed by marketing agencies or freelancers.
2. Contextual advertising of a brand and its products in search engines.
3. Targeted advertising on social media.
4. Sending advertising messages via email developed by marketing agencies or freelancers.
5. Promotional materials were developed by order of an agricultural enterprise (branded souvenirs).

It is worth emphasizing that the conceptual approaches to doing agribusiness have changed significantly, as digital media have become an integral part of the communication activities of agricultural enterprises in recent years. Undoubtedly, the process of transitioning from traditional marketing methods to the modern requirements of the digital world has been quite challenging. Recently, companies in various industries in general and in the agricultural sector in particular have been actively exploring the latest digital technologies and implementing them in their daily marketing activities in order to gain competitive advantages in the agri-food markets.

These changes relate to the transformation of key business processes and have a significant impact on products and processes related to the management systems of agricultural enterprises. In order to successfully adapt to market changes caused by the introduction of digital technologies in the field of marketing, agribusiness entities must develop modern concepts and strategies of marketing management based on Internet

marketing. The priority management task is to create a corporate digital marketing strategy for agricultural enterprises, which will allow to prioritize and ensure coordination in the process of implementing the digital marketing complex.

In recent years, almost all agricultural enterprises have undergone a market transformation process as a result of digital marketing methods that have significantly affected business processes, products, sales channels and supply chains. The main advantages of implementing a digital marketing complex by agribusinesses are: increased sales of agri-food products; use of innovative approaches in the process of marketing communications with consumers (social networks, blogs, contextual advertising, targeted advertising, email marketing, etc.)

The widespread use of Internet marketing tools in agribusiness has led to dramatic changes in the e-commerce system and has contributed to the emergence of bulletin boards and online platforms for the sale of agri-food products. The process of e-commerce in the agricultural sector of the economy includes various aspects of agri-food trade, such as ordering products, transferring funds, and managing supply chains. The key types of e-commerce in agribusiness are business to business (B2B) and business to consumer (B2C). The key to sustainable development for agricultural enterprises in connection with the digitalization of production and sales processes in the agribusiness sector is: flexibility and prompt response to changing market conditions; selection of the most optimal supply chains; involvement of partners in the production and marketing of agri-food products.

Experts of the Ukrainian Marketing Association [73] found that Internet marketing activities have a greater impact on consumers than traditional methods of communication. Since Internet marketing significantly changes marketing processes, marketers who do not know how to effectively use various Internet marketing tools to create and implement marketing strategies in the agricultural business lose competitive positions in such aspects as branding, pricing, product distribution and agri-food promotion strategies.

Today, the world's leading companies, including agricultural ones, are actively using digital analytics tools (Google Analytics, Facebook Pixel, HotJar, etc.) to collect

and analyze website traffic and its audience. The integration of digital analytics tools enables agricultural companies to obtain accurate information about the processes of online communication with consumers and sales of products through e-commerce.

### **Conclusions to Section 1**

In paragraph 1.1, the essence of Internet technologies was revealed and their features were identified when implemented in the marketing activities of agricultural enterprises. The study of the impact of Internet technologies on the marketing initiatives of agricultural enterprises has led to a number of important conclusions. First, it can be argued that Internet technologies have become a necessary tool for the development of modern agricultural business in the digital economy. When agricultural enterprises integrate these technologies into their marketing activities, they can interact with consumers more effectively, increase competitiveness, and attract new customers. Second, the specifics of implementing Internet technologies should take into account the specifics of the agricultural sector, such as limited access to the Internet in rural areas, the specifics of the target audience, and the unique features of agricultural products. The results of the study confirm that for the effective use of Internet technologies in the marketing activities of the agricultural sector, it is necessary to apply a comprehensive approach, taking into account the individual characteristics of each enterprise. Thus, agricultural enterprises can successfully use Internet technologies to achieve their strategic goals and develop in the current market conditions if they have a deep understanding of their essence and specifics.

Summarizing the key trends in the development of marketing activities of agricultural enterprises on the Internet, outlined in paragraph 1.2, it can be noted that the development of the digital environment encourages agricultural enterprises to actively use Internet platforms for marketing purposes. The growth of online sales of agricultural products, the development of e-commerce in agriculture, the use of social media for communication and advertising, and the increase in content marketing promoting goods and services in the agricultural sector. Studies show that the availability of information space on the Internet allows agricultural enterprises to attract a wide audience, especially abroad. However, there are also problems, such as

unstable Internet connections in rural areas and a shortage of digital marketing specialists. Therefore, the results confirm the importance of developing the marketing activities of agricultural enterprises on the Internet, taking into account the main trends and the need to adapt to modern digital trends to ensure the competitiveness and sustainable development of the agricultural sector.

After the study of methodological approaches to the formation of a digital marketing strategy for agricultural enterprises outlined in paragraph 1.3, it became clear that creating an effective digital marketing strategy requires a deep understanding of the specifics of the agricultural sector, such as product specifics, target audience, and competitive environment. The main components of the strategy include defining goals and objectives, analyzing the market and consumers, creating a unique selling proposition, selecting platforms and communication tools, creating content and creative materials for advertising, and measuring and analyzing results. In addition, you should keep in mind the constant changes in the digital environment and adjust your strategies in line with new trends and technological changes. Internet marketing opens up new opportunities for interaction with consumers, which increases the effectiveness of marketing campaigns. Therefore, the formation of an online marketing strategy for agricultural enterprises requires a comprehensive approach and constant development, but its proper use can significantly increase competitiveness and success.

## **CHAPTER 2. ANALYSIS OF AGRICULTURAL ENTERPRISE (MHP) ONLINE MARKETING ACTIVITIES AND THE CURRENT STATE OF USE OF MODERN INTERNET MARKETING TOOLS**

### **2.1. Identification of trends in the Ukrainian agrarian sector in the context of the development of marketing activities on the Internet**

Today, digital marketing in the agricultural sector is not just a trend, but a necessity, driven by constant changes in consumer behavior and technological advances. Digital transformation has led to dramatic changes in the agriculture sector, which was previously considered conservative. These changes open up numerous opportunities for farmers, producers and suppliers of agricultural products. The digitization of the trade process is the most obvious and first example of the application of digital marketing in the agricultural sector. Electronic trading platforms and mobile applications allow farmers to access markets that were previously inaccessible due to logistical or geographical barriers. This allows farmers to receive higher prices through direct communication with end consumers and opens up new ways to market agricultural products.

Digital technologies in agri-marketing also enable agribusinesses to collect and analyze large amounts of data to better understand market trends and consumer preferences. Big data and analytics allow farmers to predict demand, optimize pricing, and reduce risks. Agrarian brands can use social media and content marketing to strengthen ties with consumers. Stories about eco-friendly production, sustainable development, and innovation in agriculture meet the expectations of modern consumers. Blogs and video marketing help to showcase the brand's "face", its values and commitment to the highest production standards. Digital channels provide interactivity and personalization, which allows you to tailor products and services to the needs and previous purchases of each consumer. This increases brand loyalty, stimulates cross-selling, and increases sales.

Digitalization also facilitates the introduction of precision farming, which uses data to optimize marketing strategies and all stages of the production process, from



sowing to harvesting. Modern marketing strategies of agricultural companies increasingly include the use of artificial intelligence to forecast demand, plan supplies, and automate advertising campaigns.

The agricultural sector has promising and potentially revolutionary prospects in digital marketing. They allow agricultural companies to be more flexible, efficient and competitive in the global marketplace through new ways of marketing and communicating with consumers. The use of digital technologies in marketing increases sales, improves brand image, increases brand awareness and creates sustainable relationships with consumers.

The Journal of the Ministry of Finance [74] reports that as of 2020, more than half of companies were unable to estimate their ROMI. The regression from marketing investments is called ROMI. In other words, every second amount for a company does not show the number of customers received from different areas of advertising. This is a very important indicator because it shows how well a company can grow.

Currently, farmers spend about ten percent on marketing. Yuriy Ostrovsky, founder of the Remarketing Ukraine agency, said that statistics in the agricultural sector have increased by 30%, with about 500,000 requests received every month. At the same time, the number of requests sent via mobile devices increased by 40%. The average cost per click, i.e. the ratio of the cost of online advertising to the number of visits to the website, is UAH 3, and the average cost of a customer contact is approximately UAH 45 (a customer contact is defined as a user viewing the Contact page on the website).

The use of integrated online marketing primarily focuses on promoting websites and social networks. One of the company's most important tasks is to disseminate information about it and increase customer confidence. Today, the communication of information to consumers is a priority for marketing departments. Here are the main benefits that an agricultural enterprise gets from using online marketing:

- improving the intensity of brand promotion of the agricultural enterprise and increasing market share;
- determining the real value of ROI;

- simplifying the calculation of marketing decomposition;
- mobility in decision-making;
- entering new markets (new export countries);
- increase in sales volumes;
- the possibility of cooperation with new partners, creation of partner coalitions for the purpose of co-branding.

Next, let's take a practical look at the analysis of the use of Internet marketing among the largest agricultural enterprises in Ukraine (Table 2.1).

*Table 2.1*

**Analysis of the use of Internet marketing by the largest agricultural enterprises in Ukraine**

Indicators. analysis of the Internet marketing	Analysis of the use of the site area				Traffic from social media networks	
	Quantity. visitors per month (December 2023)	Duration. visits, min	Indicator. refusals, %	Medium quantity references to the site	Facebook	YouTube
<b>MHP</b> Mhp.com.ua	34,575	2:30	27,99	300	25,07	70
<b>Kernel</b> Kernel.com	24,904	3:30	60	270	1,2	14
<b>UkrLandFarming</b> Ulf.com.ua	< 4,900	2:10	-	250	+	+
<b>Agroprosperis</b> Agroprosperis.co	2700	-	-	286	+	+
<b>Astarta-Kyiv</b> Astartaholding.com	< 4,900	0:50	-	185	181	+
<b>Continental Farmers Group</b> Cfg.com.ua	< 4,900	1:05	-	65	64	-
<b>Epicenter Agro</b> Epicentr-agro.com	-	-	-	73	+	-
<b>Harveast</b> Harveast.com	4450	0:40	-	178	+	-
<b>IMK</b> Imcagro.com.ua	< 4,900	2:25	-	95	+	-
<b>Ukrprominvest Agro</b> Upi-agro.com.ua	< 2,900	0:35	-	51	+	-

Source: compiled by the author based on data from the literature [74; 75].

According to the table, we can see that MHP is actively working on the implementation of Internet marketing, which is one of the most common methods of promotion in the online space. MHP demonstrates the highest average number of daily

views on its website among other agricultural companies. The company effectively advertises its web resources both in domestic and foreign markets.

Undoubtedly, the use of Internet marketing tools in the agricultural sector will help establish direct online communication channels between producers and consumers of agri-food products, and will also help reduce sales and marketing costs.

We share the opinion of Ukrainian marketing researcher S.O. Kobernyuk that one of the main advantages of digitalization of marketing in agriculture is a much wider market coverage, which allows companies to sell their products to customers in different geographical locations. At the same time, identifying the best distribution channels allows to reduce transaction costs and eliminate intermediaries that used to buy and sell agricultural products. [76]

The Interactive Advertising Bureau of Ukraine (IAB Ukraine) has published the results of a study of trends in the development of the Ukrainian online advertising market in 2022, according to which spending on interactive advertising decreased by more than 75% in monetary terms. The most significant decreases were in spending on influencer marketing (by 75%, or UAH 0.370 billion), digital video content (by 51%, or UAH 3.73 billion), and contextual advertising in search engines (by 30%, or UAH 5.35 billion) (Table 2.2).

Based on the data in Table 2.2, let's build a curve of trends in the development of the digital advertising market in Ukraine in 2020-2023 (Fig. 2.1)

According to IAB Ukraine experts, the e-advertising market as a whole may grow by 23.5%, or UAH 4.82 billion, in 2023.

Experts are cautious with their predictions, as the development of the interactive advertising market largely depends on the success of the Ukrainian Armed Forces on the battlefield, which has a significant impact on the economy and the actions of advertisers. [77;78].

Table 2.2

**Trends in the development of the digital advertising market in Ukraine in 2020-2023.**

Category/expenses, UAH billion	Year					
	2020	2021	2022	22 / 21 dynamics	2023 fact	23 / 22 dynamics
Banner advertising, social media advertising	3180	5037	3595	-29%	4134	15%
Digital video, including YouTube	3800	7326	3595	-51%	4494	25%
Total online media	6980	12363	7190	-42%	8628	20%
Search (paid search engine results)	12300	17835	12484,5	-30%	15606	25%
Influencer marketing	336,8	494	124	-75%	155	25%
SMM	-	840	420	-50%	546	30%
Other digital advertising	630	693	346,5	-50%	450	30%
The total online market	20 247	32 225	20 565	-36%	25385	23%

Source: summarized by the author based on [76; 77; 78].

In addition, it is important to remember that during the period of full-scale war with Russia, starting on February 24, 2022, more than 9 million Ukrainians left for other countries. This means that the number of people using the Internet has decreased significantly.

According to a study conducted by gemiusAudience on June 1, 2023, the population was reassessed as a result of the war in Ukraine. The total Internet audience of Ukraine across all platforms in June 2023 amounted to 25.6 million Real Users (down 2.7 million Real Users). The total audience on PCs amounted to 14.2 million Real Users (decreased by 5.4 million Real Users), on Phones - 23.7 million Real Users (decreased by 1.7 million Real Users), on Tablets - 2.9 million Real Users [79].

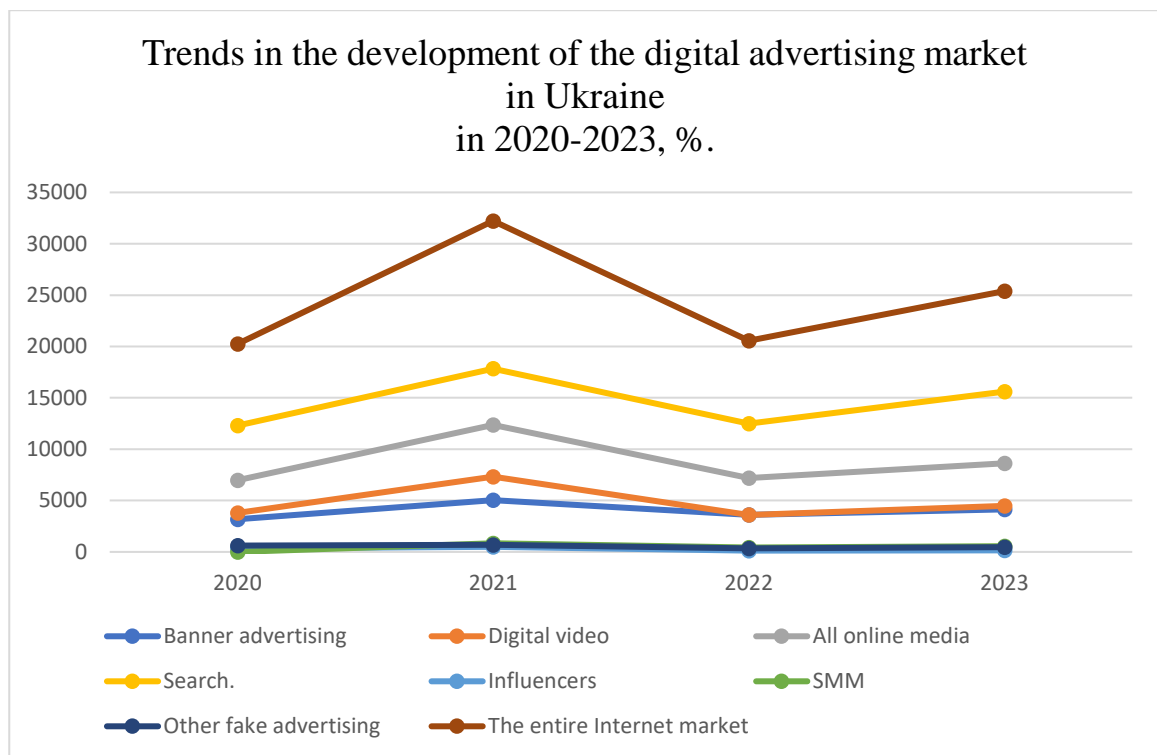


Fig. 2.1. Trends in the development of the digital advertising market in Ukraine in 2020-2023, %.

Source: summarized by the author based on [76; 77; 78].

Economy Ukraine's economy is largely based on the agricultural sector. With significant exports of grains, oilseeds and other agricultural products, Ukraine is known for its fertile black soil. Economic, technological, social and political changes in the country and in the world are closely related to the state and directions of development of marketing in the agricultural sector of Ukraine. Ukraine's agricultural sector continues to develop gradually, and marketing in this area is adapting to modern challenges and new opportunities. The introduction of marketing in Ukraine is a vivid example of the profound changes that have taken place in agriculture. We are witnessing a shift in marketing practices from traditional approaches to more technological and innovative methods. Changes in consumer demand and preferences, as well as global trends in digitalization, increasing data volumes, and the growing role of sustainability, are driving this transition.

Thanks to its rich black soil and significant agricultural potential, Ukraine is now on the road to improving its agricultural marketing. The need to create added value and

develop branding strategies is coming to the fore, shifting the focus away from simply exporting raw materials. The industry continues to seek a balance between the use of traditional knowledge and the introduction of innovative approaches, which enables Ukrainian agribusinesses to compete globally, meeting high consumer demands while maintaining their uniqueness and authenticity.

There are several key areas of marketing activity:

1. **Digitalization:** Increased use of digital marketing tools, such as social media, e-commerce, and online advertising. The digital transformation of marketing strategies has been made possible by modern technologies such as the Internet of Things, precision agriculture, and big data. Online advertising, e-commerce and social media have become key tools for agricultural companies.

2. **Branding and brand stories:** Many agricultural businesses have paid attention to building a strong brand and telling stories related to their products in response to increasing competition in the market.

3. **Market research:** Agricultural companies have been carefully studying market needs and consumer behavior to support an effective marketing strategy. Thanks to consumer data and analytics, marketing has become more targeted, allowing companies to focus on specific audiences.

4. **Direct sales and farmers' markets:** Increased demand for local fresh produce has led to an increase in direct sales through farmers' markets, online platforms, and other direct-to-consumer channels.

5. **Export marketing:** Due to the continuous export of agricultural products, special attention was paid to international marketing and adaptation to specific markets. Marketing strategies were aimed at opening new foreign markets and partners, taking into account the potential of Ukraine's agricultural sector.

6. **Environmental marketing:** Many agricultural companies are focusing on organic, environmentally friendly products and practices, given the global trend towards environmental responsibility.

7. Participation in international exhibitions: Many Ukrainian agricultural enterprises participated in international exhibitions to present their products and find new partners.

8. Consumer loyalty: Due to fierce competition in the domestic market, companies have made efforts to increase customer loyalty. Agricultural companies can communicate with their customers through social media and other platforms, which allows them to receive feedback and adapt to market needs. Educational campaigns and initiatives aimed at informing consumers about product features, cultivation methods, and other aspects of agribusiness have become widespread.

These trends demonstrate the adaptation of Ukraine's agricultural sector to modern marketing challenges and opportunities. Ukrainian farmers have moved to creating competitive products with a clearly defined unique selling proposition. They are actively implementing digital technologies and the latest IT solutions to optimize distribution channels and sales. Thanks to online stores, websites and product aggregators, manufacturers can interact directly with end consumers, bypassing a long chain of intermediaries. This allows not only to increase margins, but also to build closer relationships with customers, receiving feedback that helps to improve products. At the same time, sustainability and organic production have become integral components of marketing strategies, not just fashion trends or a response to the demands of modern consumers. Ukrainian agricultural companies are increasingly adopting environmentally friendly practices. These approaches can become the basis for new marketing opportunities and help them enter premium market segments. Direct sales and transparency of product information increase customer confidence and build a positive image of producers. The use of big data and analytical tools allows agricultural companies to improve pricing, forecast demand, and respond quickly to changes in market conditions. Thus, agricultural marketing in Ukraine is becoming more adaptive and flexible.

The current state of operation and further sustainable development of Ukrainian enterprises, in particular those operating in the consumer services market, largely depend on the challenges associated with increased competition due to globalization,

digitalization, simplification of border crossing, increased business activity and expansion of the range of foreign consumer goods. The problem of substantiating theoretical and methodological approaches and developing applied recommendations for the implementation of progressive tools and mechanisms for enterprise development is becoming increasingly relevant in the context of these changes. In particular, the formation and development of Internet marketing systems of Ukrainian companies is of great importance in the context of the modern digital era and the development of digital relations and communications. [80]

## **2.2. Research of the marketing environment and the state of marketing activities of agricultural enterprises (MHP)**

The object of research of this thesis is one of the largest domestic agricultural holdings - Myronivsky Hliboproduct Company. For many years, MHP Food has been rapidly developing its marketing management processes and strategies and striving to achieve the best results in accordance with international standards.

The marketing activities of MHP demonstrate a strategically balanced and professional approach to promoting products in the agricultural sector of Ukraine. The company, which has become a symbol of innovative development and effective management in the Ukrainian agricultural industry, continues to strengthen its market position thanks to a deep understanding of consumer needs and the ability to quickly adapt to changes in the economic environment. "MHP closely monitors market trends and shapes its marketing strategy based on innovation, quality and sustainable development.

MHP's marketing environment is multifaceted and complex, including both internal and external factors that influence the company's marketing strategies and tactics. These elements are key to maintaining and expanding the company's position in today's market. The main components of MHP's marketing environment are presented in Table 2.3.



The marketing environment of Myronivsky Hliboproduct is characterized by dynamism and multidimensionality, depending on both the company's internal capabilities and external factors. To ensure successful development in the future, the company must actively manage these factors and respond quickly to changes.

As an example of a flexible and multifaceted approach to the market, MHP's marketing activities allow the company to maintain its leading position in the agricultural sector and actively grow by opening new markets and ways to the heart of the consumer. The company pays considerable attention to branding its products, investing in advertising campaigns and brand support both in the domestic and international markets. MHP maintains its leading position in the market by using advanced technologies in production processes, careful quality control and efficient logistics.

*Table 2.3*

**Characterization of the marketing environment of "Myronivsky Hliboproduct"**

<b>Internal environment</b>	<b>Microenvironment</b>	<b>Macro environment</b>
The company's internal elements include its corporate culture, internal resources, logistics capabilities, and the experience and skills of its employees. To guarantee the efficiency and quality of its products, MHP carefully controls its internal resources, including high-tech production and innovative approaches to supply chain management. As human capital is essential for achieving corporate goals, the company pays great attention to developing the competencies of its employees.	Customers, competitors, suppliers, marketing intermediaries and other stakeholders make up MHP's international environment. Customer relations are extremely important and MHP strives to continuously improve them, in particular through CRM systems that allow companies to maintain close communication with their customer base. The competitive market requires MHP to be innovative and aggressive, introducing the latest technologies and improving its products to meet market trends.	On a broader level, MHP's operations are affected by the macro environment, which includes technological, environmental, political, economic and cultural factors, as well as laws. Political stability is important for investment and long-term planning, while economic fluctuations can affect demand, prices and costs. MHP is now able to create more effective marketing strategies thanks to the new technology.

Source: compiled by the author based on the analysis of the official MHP website [81].

In response to the growing demand for organic products, organic production is actively developing, offering consumers high-quality products without harmful additives and GMOs. The company is also introducing resource-saving technologies and using alternative energy sources as it is aware of global environmental issues. Social responsibility is another important component of MHP's marketing activities. The company supports local communities by investing in educational programs and social projects, which improves the company's image and opens up new opportunities for rural development.

The company uses non-standard marketing strategies. To be closer to its customers, the company actively uses modern digital communication channels, such as its website, social media, and online advertising. (Figure 2.2) It can communicate with consumers through interactive platforms, engaging them in discussions about products and receiving their feedback and suggestions. This feedback will be taken into account when creating new products or improving existing ones.

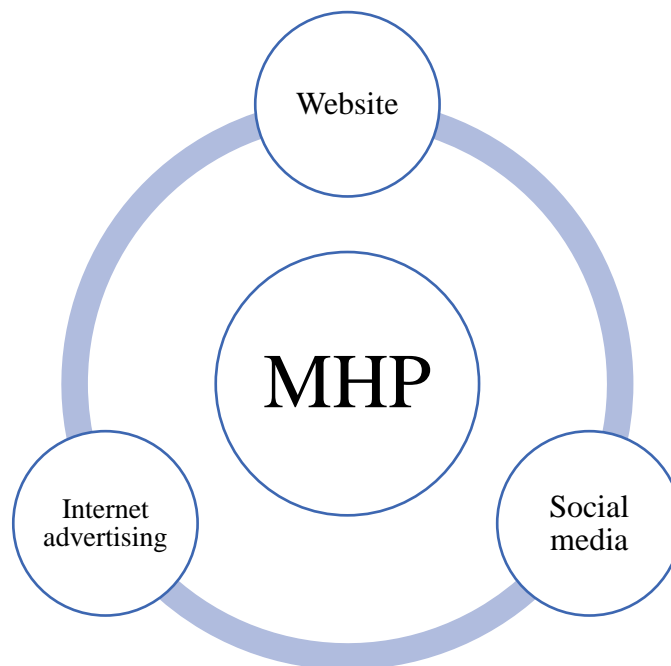


Figure 2.2. Modern digital communication channels of MHP.

Source: compiled by the author based on information from the official MHP website [81].

The website is one of the main communication channels of MHP. It serves as the digital face of the company, which demonstrates its strategic approach to

interacting with customers, investors and the general public. MHP's official website has been carefully designed to make it convenient for users to get information about the company, its products, investment opportunities, career prospects and news.

Main features of MHP's website:

- User-friendly and intuitive interface: The site has a clearly organized structure that allows you to easily navigate between different sections and quickly find the information you need.
- Diversity of information: The website covers all aspects of MHP's operations, from production processes to corporate social responsibility, emphasizing its innovation and leadership in the agricultural sector.
- Transparency of corporate activities: The Investor Relations section contains all the necessary financial reports, shareholder information and the latest company news, which ensures a high level of transparency for MHP.
- Career opportunities: The website serves as a hub for employment, featuring job openings, internship programs, and professional development opportunities.
- Products: The site is a showcase of MHP's product lines, where you can find detailed product descriptions, benefits, high-quality photos and information on quality standards.
- Media Center: The news and media resources section is regularly updated, including the latest press releases, articles about the company, its industry activities and social initiatives.
- Convenient means of communication: The site provides an opportunity to quickly contact company representatives through contact forms, e-mail and phone numbers, which allows customers and partners to quickly interact with the right departments.

This website, which is regularly updated and uses modern technology, contributes to MHP's reputation as an innovative and responsible leader in Ukraine's agricultural sector.

In the first chapter of the thesis, we have already compared the website of PJSC Myronivsky Hliboproduct with the websites of other Ukrainian agricultural companies, namely: "Kernel, Nibulon, Agroprosperis (NCH) and Astarta Holding. All of these companies have highly informative and interactive websites that are used for marketing communications with consumers on the Internet. Traffic volumes directly depend on the visibility (ranking) and SEO optimization of the website in search engines, as well as the use of paid traffic acquisition tools. In addition, there is a high probability of a higher conversion rate if there is a sufficient amount of traffic. These trends confirm the priority of analyzing user parameters and performance indicators of the Myronivsky Hliboproduct website. Let us analyze in more detail the geographical structure of views of the MHP website (Fig. 2.3).

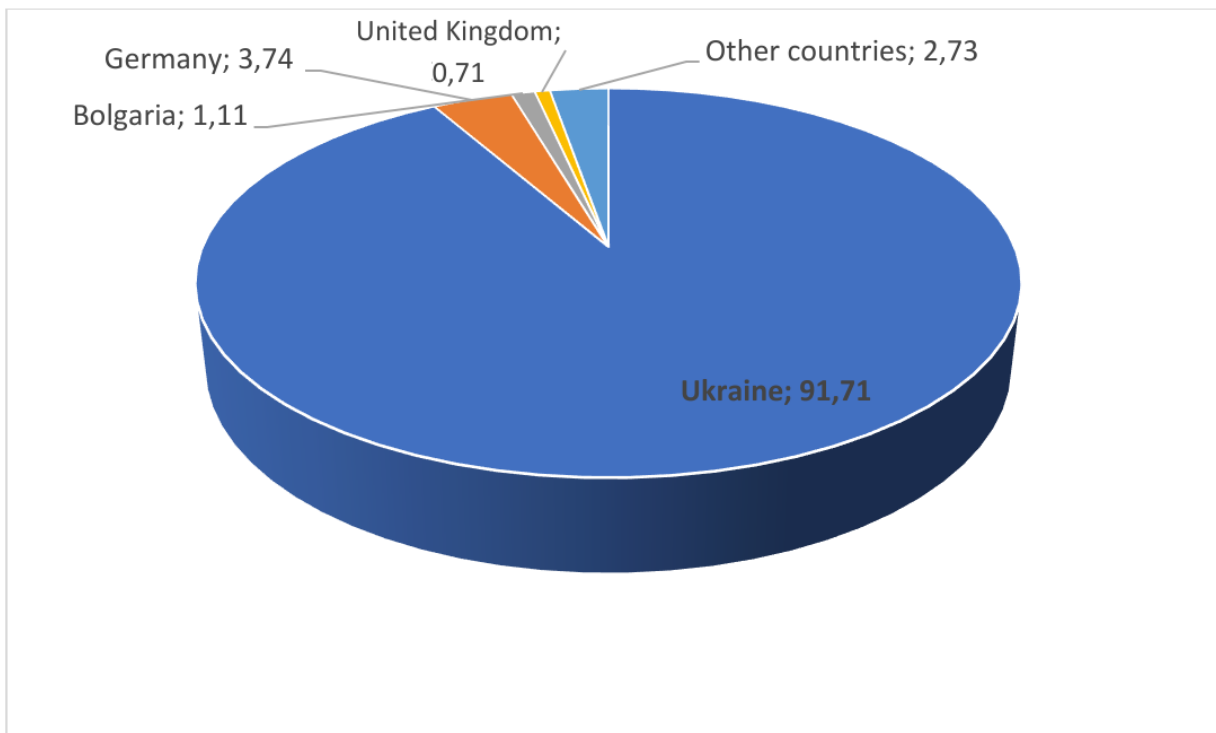


Figure 2.3. Geographical structure of views of the website of Myronivsky Hliboproduct in 2023 (as of 07/31/2023), %.

Source: compiled by the author based on data from [82].

The data shown in (Figure 2.2) shows that most of the views of the company's website content are made by Ukrainian consumers (91.71%) and only a small share of incoming traffic comes from countries such as Germany (3.74%), Bulgaria (1.11%)

and the UK (0.71%). Thus, MHP's website is primarily focused on domestic consumers.

Regarding the age structure of the target audience of users of the content posted on the website of PJSC "Myronivsky Hliboproduct", it should be noted that more than 71% of visitors to the company's corporate website are young people: aged 18 to 24 (17.2% of the total audience structure), aged 25 to 34 (33.3% of the total audience structure) and aged 35 to 44 (20.7% of the total audience structure) (Fig. 2.4).

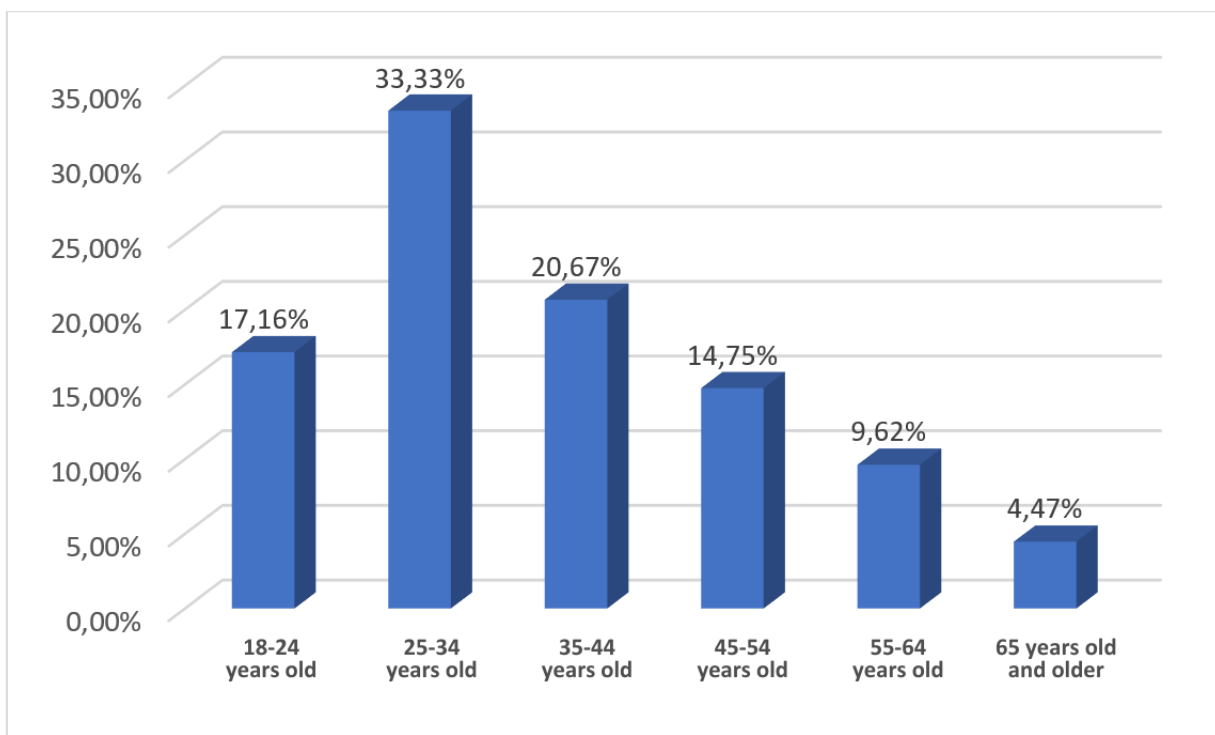


Figure 2.4. Breakdown of the audience of the Myronivsky Hliboproduct website by age in 2023 (as of 07/31/2023)

Source: compiled by the author based on data from [82].

Based on the above, MHP should create content for its website based on the wishes and interests of its primary target audience - people aged 18 to 44 living in Ukraine. MHP's website is an important tool for communication in the agricultural sector via the Internet. The main task for agricultural enterprises such as MHP is to attract potential partners by providing them with convincing information about the benefits of cooperation.

Business-to-consumer websites can also serve as e-commerce platforms. With a website, any company can increase its brand awareness, disseminate information about its activities, maintain a positive image and reputation among other agricultural market participants, and sell goods and provide services. All of these goals can only be achieved if the website is optimized from both a technical and commercial perspective. This also includes high-quality content on every page that is targeted to the target audience.

A separate role is played by usability optimization, which affects the way users interact with the site and helps to increase conversions. Only under such conditions can an agricultural enterprise's website gain advantages over competitors and clearly establish its place among partners, consumers, and stakeholders.

Myronivsky Hliboproduct (MHP), one of the leaders in Ukraine's agricultural sector, actively uses social media as an important element of its marketing and communication strategy. In particular, MHP actively uses Facebook and Instagram to interact with its customers. Social media is a platform for the company not only to promote its products and services, but also to interact with partners, consumers and other stakeholders. The main focuses of MHP's use of social media include:

1. Branding and visualization: The company uses social media to tell its values, history, culture, and brand. The company strengthens its image with high-quality visual content, videos, and graphics.
2. Communicating with customers: social media increases customer trust and loyalty by allowing MHP to communicate with customers, receive feedback and answer questions.
3. Corporate news and announcements: "MHP quickly disseminates company news, product announcements, and information about participation in exhibitions, fairs, and other events via social media.
4. Crisis communications: the company can respond quickly to crisis situations by providing up-to-date information and statements on social media.
5. Loyalty programs and promotions: MHP runs advertising campaigns on social media to draw attention to its products and increase sales.

6. Working with communities and bloggers: "MHP often collaborates with influencers and thematic communities to increase its audience reach.

7. Social responsibility: social media helps to disseminate information about social initiatives and projects in which MHP is involved, emphasizing its contribution to the sustainable development of society.

Analyzing MHP's Instagram and Facebook pages, we can note that their content is aimed at covering food topics and the company's activities. The content consists of photos and videos showing production processes, new products, participation in exhibitions, promotions, and the opening of new outlets. "MHP publishes content simultaneously on two platforms - Instagram and Facebook - maintaining a high level of quality and professional appearance of the materials.

Of particular note is the use of stylized covers for Instagram videos that match the overall design of the page. Professional specialists were probably involved in the creation of such videos. The content is designed in the same style, with the predominance of yellow and blue colors to highlight the text using dies and graphic elements. Information on the pages is often presented in the form of numbers, which makes it clear and specific. A rubric is used to structure the content, making it easier for users to navigate through the various topics of publications. In addition, hashtags are actively used to attract a new audience.

Target audience. According to the analytics service [86], 56.48% of the audience of MHP's Instagram page are women, while men make up 43.52%. At the same time, 63.90% of the likes on the page are left by women, which indicates that this part of the audience is more active. This indicates that the main communication with the brand is mainly with the female audience. Interaction with commenters is carried out through responses to comments and reactions to them. Users' questions are always answered in text, and short comments or emoticons receive a reaction in the form of likes.

Company activity. According to analytics data [86], MHP began actively developing its social media in 2020. This is marked by a change in visual style, more active engagement of subscribers, and optimization of the subscription list.

Publications on the pages appear regularly, which indicates the company's active presence on social media and stable content policy.

Using the analytics service [86] of Instagram pages, we can see that MHP has been organically gaining followers on its page without the involvement of bots (robotic accounts) and cheating (using prohibited promotion practices). In 2020, we can observe a sharper increase in subscribers, which may indicate the company's activity at exhibitions with active advertising of its nickname, the creation of a draw on the page that attracted the attention of a new audience, and possible cooperation with bloggers or the launch of advertising. Also, using the service [86], we can determine the quality of the audience and the level of its engagement. The system identifies 56.68% of the audience as high-quality, and the engagement rate based on 18 recent posts is 4.4%, which is a normal figure for a page with this many subscribers. Given the specifics of the company and how difficult it is to attract an active audience to such pages, we can add that these indicators are good.

The Facebook page of MHP has 40558 followers, which indicates intensive work on the page in this social network, as well as greater interest of the audience in this topic and the company's activities on Facebook. The level of engagement within the audience on the Instagram page indicates a higher percentage of Instagram audience activity in relation to the number of followers.

MHP is one of the largest agricultural producers in Ukraine, and its YouTube presence plays a key role in its digital marketing strategy.

We used a website and social media analysis service to see where the most traffic was coming from (Figure 2.5).



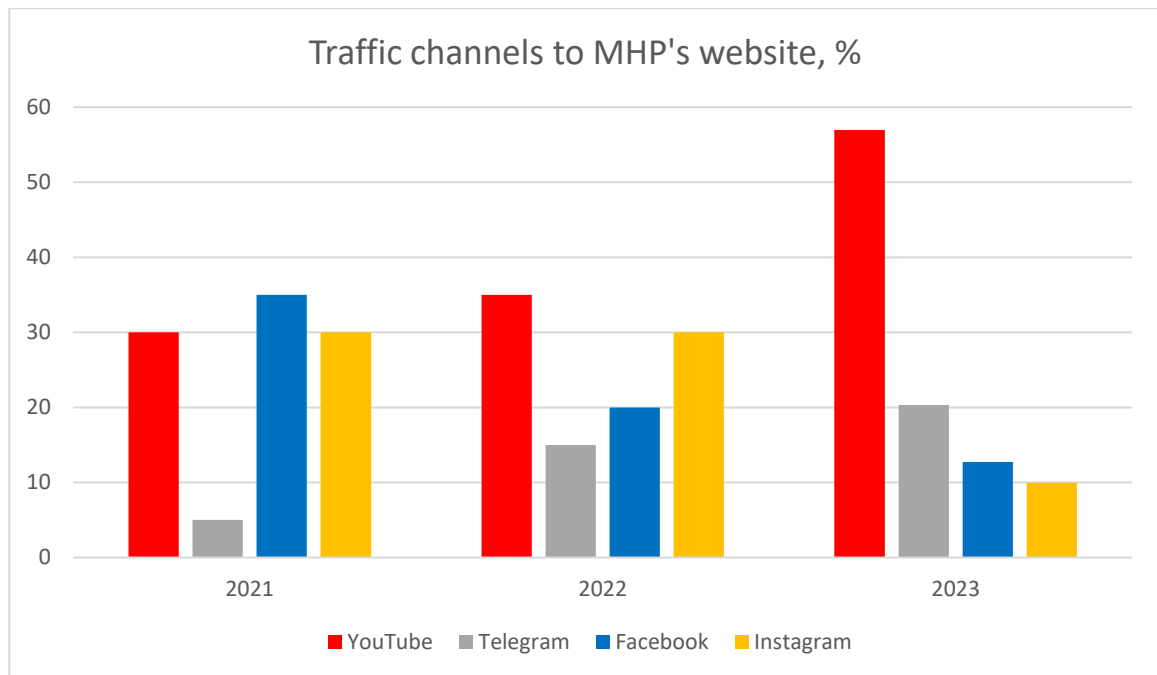


Figure 2.5. Traffic channels to MHP's website, %.

Source: compiled by the author based on data from [ 82]

Judging by the statistics (Fig. 2.4) of MHP's use of social media, we can conclude that the largest amount of traffic to the MHP website comes from the YouTube channel.

Let us consider MHP's YouTube channel in more detail. [87] MHP's YouTube channel includes content that is important for the development of the company's marketing activities:

1. Corporate videos: videos that tell the story of the company's history, mission, values and culture. In addition, videos may feature senior executives sharing MHP's achievements and strategic vision.
2. Product videos: reviews of various products, production processes, food quality and safety offered by MHP to consumers.
3. Educational content: videos containing information about agriculture, new technologies and sustainable development practices.
4. Social projects: Presentation of charity projects and social initiatives in which MHP is involved.

5. Video instructions: Training videos for farmers and distributors provide technical advice and best practices for using MHP products. Success stories: Success stories of customers and partners who use MHP products in their business.

6. Activities and events: Videos from professional agricultural exhibitions, conferences and other events at which MHP participates or sponsors.

7. Video reviews: real comments from customers and consumers about their experience with MHP.

8. Video blogs: regular updates from MHP employees who share their personal experience of working for the company, the projects they are developing, and their achievements.

9. Commercials: professional advertising campaigns and promotional videos that increase brand awareness and sales.

The YouTube channel can serve not only for direct advertising of MHP products, but also as a tool for attracting and nurturing customer loyalty, increasing brand awareness and positioning the company as a leading expert in the agricultural sector. Based on the video downloads on the YouTube channel (@MHPChannelTV), the frequency of video releases is somewhat irregular. However, on average, they tend to upload new videos about once every 2 weeks. There were periods when videos were uploaded more frequently: several videos per week, and in other periods there were longer breaks: several weeks without new uploads. On the channel, the company talks about its news, new business formats, shares the situation on the agricultural market and shows career opportunities in the holding, its work to support Ukraine. After analyzing the videos on this channel, we can conclude that some of the videos were promoted through paid advertising. This can be understood by the number of video views. Videos that were not promoted through advertising have an average of up to 1000 views per 7.25 thousand subscribers. There are also videos that were obviously involved in paid advertising, such as the main video from the channel with 3,500,000 million views. From this, we can conclude that other channels dedicated to agricultural topics should pay attention to both types of promotion - organic and paid. Analyzing MHP's YouTube channel, we can say that they use this platform rather for the image

component, as the small number of views, likes and comments under posts does not allow us to conclude that a YouTube community has been formed on this channel. The constant maintenance of the channel helped us not only to be closer to the consumer, but also to modernize and make our image more attractive. MHP does not prioritize increasing the maximum number of subscribers on social media, but rather the effectiveness of communications and online presence. Also, the quality and variety of content, rather than its quantity, is now a priority.

In today's fast-paced world, online advertising is becoming an important tool for businesses, including those in the agricultural sector, allowing them to reach their target audience effectively. Myronivsky Hliboproduct (MHP) actively uses online advertising as part of its marketing strategy to promote its products and brands. This allows the company to directly influence potential customers, open new market segments and maintain interest in its products. This approach is quite effective and appropriate. In this section, we will look at the use of digital advertising and the implementation of interesting online marketing solutions on the example of three leading MHP brands: Nasha Ryaba, Nasha Ryaba Apetitna and Döner Market.

The modern world is full of various brands that surround consumers everywhere. People no longer just buy goods - they buy their dreams and ideals. The high level of technological development and competition in the market forces companies to make every effort to create the desired image of their brand in the eyes of consumers in order to maximize profits. The basis for the success of every business is the presence of sustainable competitive advantages that consumers understand and appreciate. The brand of a product (or company) and its effective branding are key factors in market promotion, as they are a symbol of the product's core values and benefits. Brands are useful for both producers and consumers, as they ensure customer loyalty and increase the competitiveness of products. This, in turn, helps to increase sales and generate additional profit.

Let's consider the use of digital solutions on the example of the Nasha Ryaba brand, the leader of the Ukrainian chicken market. Nasha Ryaba is a Ukrainian brand specializing in the production and sale of chicken products. Products under this brand

include various types of chicken and other poultry products. The main goal of the brand is to ensure high quality and safety of its products.

Nasha Ryaba uses an integrated approach in its online marketing strategy. This allows the company to respond quickly and accurately to market changes, increasing the effectiveness of marketing activities and forecasting financial results. The main promotional tools used by the brand include a website, electronic bulletin boards, online advertising, e-mail marketing, and official social media pages. The brand's website is professionally optimized for search engines, which allows it to rank at the top for key queries such as Nasha Ryaba, chicken and coconut (Figure 2.6).

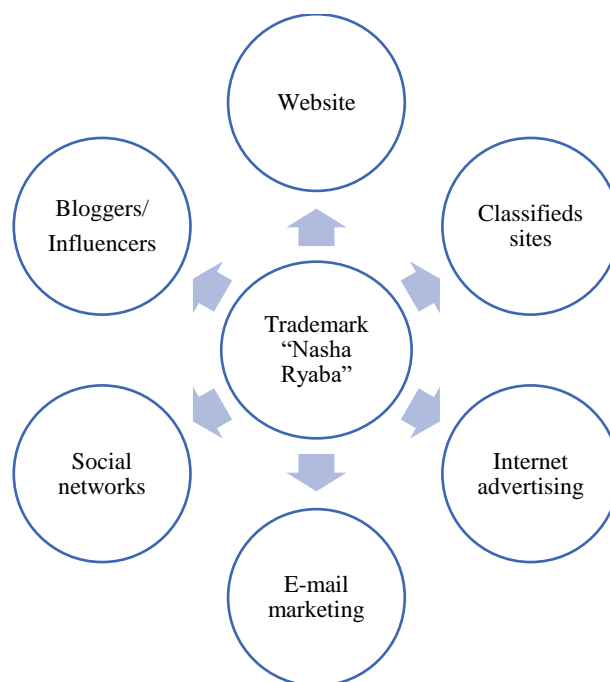


Figure 2. 6. Main means of service promotion TM "Nasha Ryaba"

Source: compiled by the author on the basis of information from the official website [90] and official social media of TM Nasha Ryaba [91; 92].

Entering the Internet platform is the right decision to build the loyalty of Nasha Ryaba TM users.

It is important to note that Nasha Ryaba is one of the many brands of the agricultural company MHP, but it is on the example of this brand that we will analyze the importance of using online advertising in building a modern, proper online strategy, as well as its benefits for the company itself.

Thanks to its high quality products and active marketing approach, Nasha Ryaba has gained great popularity among consumers. Online advertising of Nasha Ryaba allows the brand to display its ads on the first pages of search engines for certain key queries. This helps to attract the attention of potential buyers when they are looking for poultry-related products. Increasing sales is always the main goal of an advertising campaign for a business, so it is important to run online advertising campaigns as they are not only the most effective but also cheaper than other marketing channels. Advertising campaigns have a significant impact on how consumers perceive a product or business. They help spread knowledge about the product, increase the desire to buy it, and create a positive attitude towards the brand. Online advertising allows manufacturers to emphasize the unique characteristics of their products, attract customers' attention, and highlight their benefits. Advertising campaigns can also be an effective means of raising brand awareness. Increasing the number of people who are familiar with the company and its products will increase the likelihood that they will choose it in the future. Online advertising creates a positive image that increases customer trust and loyalty.

Statistics on the use of advertising tools on various platforms of Nasha Ryaba TM are shown in Fig. 2.7.

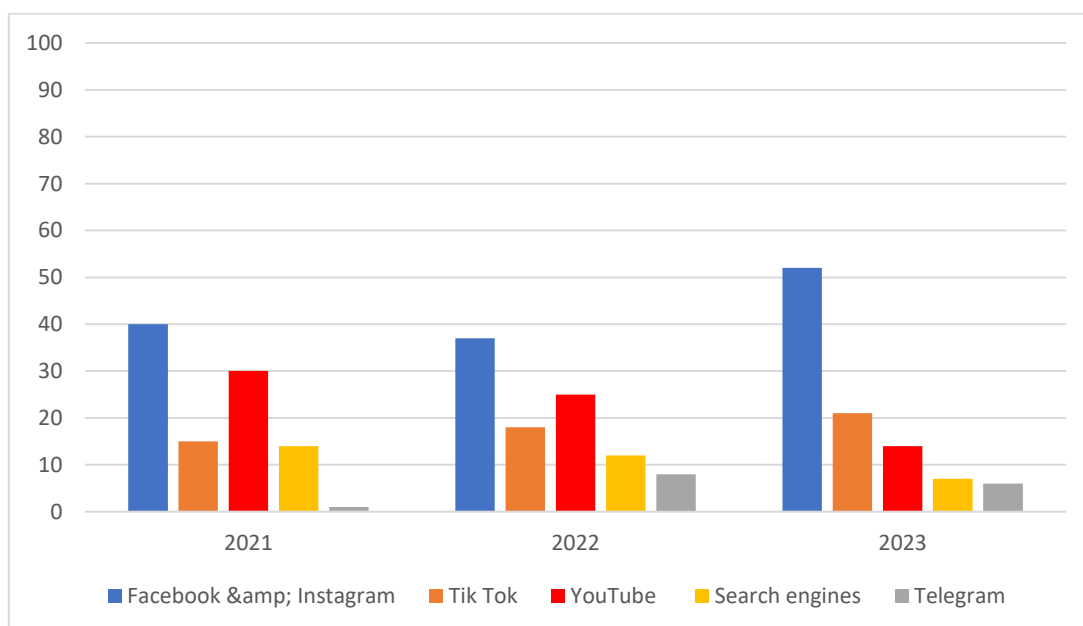


Figure 2.7. Use of advertising tools of TM "Nasha Ryaba" 2021-2023, %,

Source: compiled by the author according to [82].

As you can see, social networks, including Instagram, Facebook and TikTok, are the most effective means of communication with consumers, while search engines are second. Thanks to online advertising, Nasha Ryaba TM strengthens communication with its consumers.

It should be noted that today, the most active advertising campaign for the products is carried out through such a promotion channel as social networks, namely Instagram and Facebook. Today, the Facebook page of Nasha Ryaba TM is quite developed, as it has 79 thousand subscribers and 69 thousand likes. Nasha Ryaba's Instagram page has 18.4 thousand followers, which is also a pretty good indicator of the brand's popularity and recognition among the audience. A more detailed comparison of the advertising activity of TM Nasha Ryaba on Instagram and Facebook is presented in Table 2.4

*Table 2.4*

**Comparison of advertising activity of the trademark "Nasha Ryaba" on Instagram and Facebook**

Criteria.	Instagram	Facebook
Number of subscribers	18 400	79 000
Number of posts	122	1093
Frequency of post updates	2-3 times a week	2-3 times a week
Comments.	5-10 under each post	10-15 under each post
Number of visits	31 568 per month	68,570 per month

Source: compiled by the author based on data from [82].

Analyzing the advertising campaigns of the Nasha Ryaba brand through the Facebook advertising library [93], we can conclude that the company not only forms an image, but also successfully positions its product using a strong emotional basis in its strategies. The company clearly demonstrates the product and emphasizes its unique competitive advantages that set the brand apart from thousands of others.

In 2023, Nasha Ryaba launched a large-scale advertising campaign called "There are enough shins for everyone" [94], implemented mainly through social media

with the active involvement of influencers and UGC creators. The campaign was aimed at meeting consumer demands and breaking through the information noise, getting closer to the target audience. The goal was to change the culture of consumption of products, in particular chicken drumsticks, emphasizing their advantages: deliciousness, ease of preparation, affordable price and convenience in portioned serving. The key objective of the campaign was to bring the brand closer to people and encourage them to buy and cook chicken drumsticks.

An important role in this campaign was played by influencers who shared stories about the benefits of chicken drumsticks and their experience of eating this product in an entertaining way. UGC creators (ordinary users) demonstrated the process of cooking Nasha Ryaba drumsticks in a natural and everyday way, which allowed consumers to easily associate themselves with this content.

The advertising campaign included posts on Instagram and Facebook that emphasized the benefits of the drumsticks, promotional offers, and reworked memes to attract attention. A significant emphasis was placed on influencers and UGC creators who helped the brand get closer to the target audience. For each audience, a unique approach was developed with rational and emotional mechanics that met the interests of a specific segment of the target audience. As a result, integrations were carried out on Instagram, TikTok, and YouTube using influencers and bloggers.

The results exceeded expectations: more than 30 UGC creators created more than 60 pieces of content with a high level of engagement, which means that the audience perceived it not as a regular advertisement but as a sincere recommendation. Thanks to the creative presentation, Nasha Ryaba achieved high engagement rates and active discussion of both the influencers and the product itself. The natural posts of UGC creators added authenticity and closeness to the campaign, and Vladyslav Shevchenko's video about chicken drumsticks received 1.5 million views, exceeding all expectations [95].

Results of a large-scale advertising campaign on social media:

1. The total reach of PR tools alone was 15,616,465 unique users.

2. The company's 20 Instagram bloggers, 22 TikTok bloggers, 5 YouTube integrations, and 42 UGC creators allowed it to reach more than 16,000,000 consumer contacts in June-August 2023, with a significant contribution to this data coming from UGC content.

Thanks to UGC creators, we received 2,769,013 contacts, 189,000 likes, and 980 comments.

3. The project has a prolonged effect - the company continued to expand the creative platform into autumn and winter flights.

The campaign exceeded expectations in all planned indicators:

1. Coverage rate: +160%.
2. CPT (Cost per Thousand): -61%.
3. ERR (Engagement Rate by Reach) reached more than 8%.

The company received a fantastic audience response to the ad; thousands of people left comments mentioning the brand under the influencers' posts. In this way, they revealed the main benefits of the product, created a buzz around the brand, and generally increased its positive attitude. In addition, the distribution of influencer Vlad Shevchenko's video on the millionaire's Telegram channel was the highest reward for the agency and the brand. In one day, it helped reach more than a million Telegram users. Moreover, this million was provided free of charge.

This example of the "There are enough shins for everyone" campaign clearly demonstrates how online advertising from Nasha Ryaba is successfully combined with modern technologies and approaches. The brand really skillfully uses digital marketing opportunities, being on the same wavelength with its consumers and maximizing the benefits for both its product reputation and the company's financial development. The information about the advertising campaign was compiled based on an interview [94] with a representative of the marketing department of Nasha Ryaba TM for the Marketing Media Review agency [96].

A logical continuation is the analysis of the implementation of digital marketing for the Nasha Ryaba Appetizing brand, the Ukrainian market leader in the category of freshly marinated chicken. This is an innovative solution that allows you to quickly



and easily prepare familiar food, saving consumers time for cooking. MHP's marketing department focuses on developing this brand by promoting products that are already prepared for cooking. The presence of the Nasha Ryaba Apetitna brand in the digital space and social media is characterized by active and strategically thought-out activities. The marketing strategies used by Nasha Ryaba Apetitna TM are shown in the diagram (Figure 2.8).

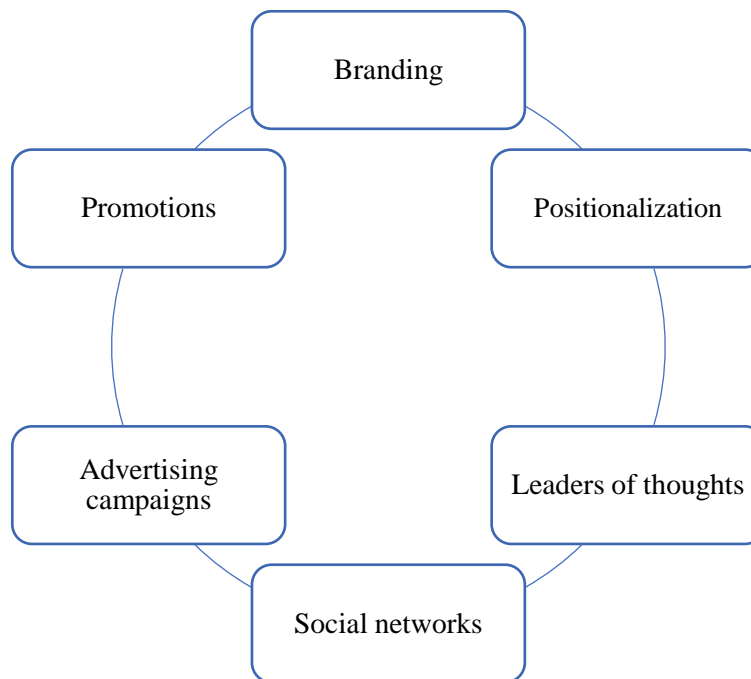


Figure. 2.8 Internet marketing strategies of TM "Nasha Ryaba Apetitna"

Source: compiled by the author on the basis of information from the official website of TM "Nasha Ryaba Apetitna " [97].

From the diagram above, we can see that, given the peculiarities of Nasha Ryaba Apetitna and its target audience, the company uses all the main types and methods of online marketing strategy.

The Apetitna trademark uses a wide range of digital tools for marketing communications. The company responds to market changes using a comprehensive online promotion strategy. The main means of promoting the services of TM "Apetitna" are: website, online advertising, bloggers/opinion leaders, YouTube and official pages in social networks. (Fig. 2.9).

This strategy is to increase the effectiveness of marketing activities and change them to maximize financial results. Online platforms are confidently used by brands to

support and promote their products. Their official website has useful tips and consumer reviews, as well as information about the product range.

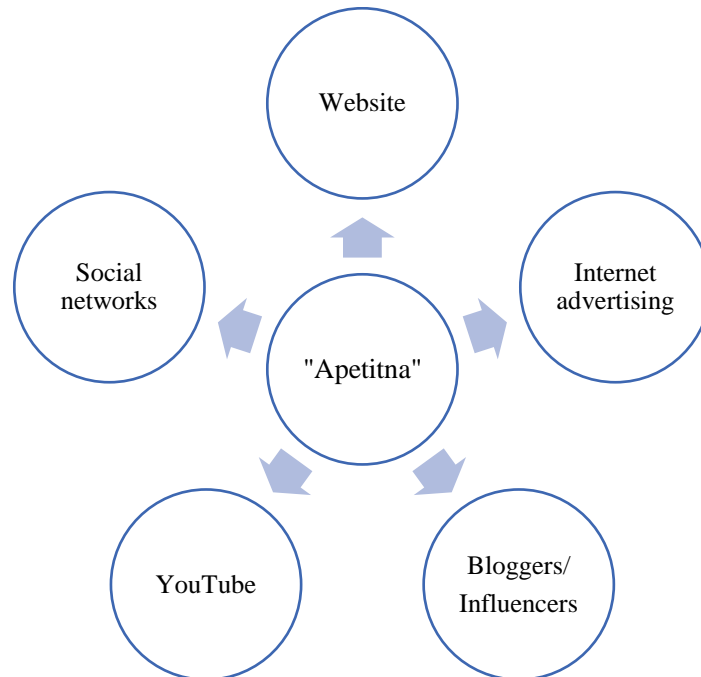


Fig. 2.9. The main means of promotion of services of TM "Nasha Ryaba Apetitna"

Source: [98]

Nasha Ryaba Apetitna actively interacts with its audience on social media, creating a positive and engaged community. Regular publications include high-quality content containing photos and videos of products, as well as contests and reviews from satisfied customers. This contributes to the formation of an attractive brand image in the digital space. Online events and cooperation with bloggers, opinion leaders and UGC creators play a significant role in this process, increasing brand awareness and engagement on various platforms. Fig. 2.10 shows statistics on the use of Nasha Ryaba Apetitna TM advertising tools on various digital platforms.

Oleksii Bezuglyi, Director of the Marketing Department at MHP Agro-Industrial Holding, emphasizes the importance of social media as it allows for quick feedback from customers. He notes that people often write about the negative, less often about the positive, so the brand focuses not only on advertising but also on creating

interaction with consumers based on common values and interests. The online targeted advertising strategy helps Nasha Ryaba Apetitna attract new customers by focusing on the product's uniqueness, quality, freshness, and ease of preparation.

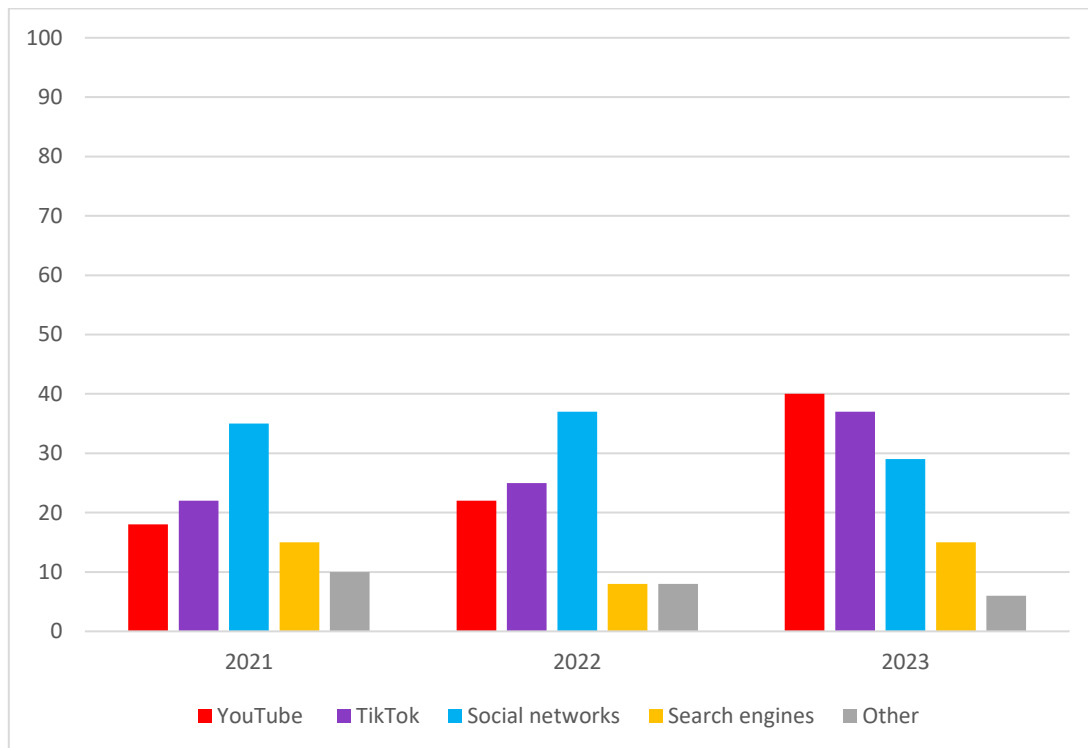


Figure. 2.10. Use of online tools of TM "Nasha Ryaba Appetizing" 2021-2023, %.

Source: compiled by the author based on data from [82].

When introducing the new Nasha Ryaba Apetitna brand, a large-scale marketing campaign was conducted to support the brand, which mostly covered all online channels and tools to become closer and more understandable to consumers. In particular, two videos that humorously describe different consumption situations and product benefits. Diesel Show actor Yegor Krutogolov became the face of the campaign. "Apetitna is a brand of ready-to-cook products that make life easier and eliminate routine cooking processes. At the same time, the consumer can confidently say that he or she prepared lunch or dinner. We launched a line of marinated meat that was relevant for the picnic season, and later in the fall we switched to products that are easy to cook at home. Apetitna's products quickly found their way onto the shelves of supermarkets and branded stores. They emphasize that marinated meat makes everyday

life much easier when you don't know what to cook for dinner and you don't have much time, just 20 minutes in a frying pan, electric grill or oven and the main course is on the table.

Research shows that the brand plays an important role in consumer choice. If we are talking about "appetizing" products, such as marinated meat, it is worth emphasizing that the company's marketers made the right choice by informing customers about the flavors they consider important. In terms of speed, this means that customers don't have to spend a lot of time cooking, but simply open the package, put the meat on the grill and fry it. No hassle. There is no need to go to the store, buy meat that can break through the package, and then marinate it. TM "Nasha Ryaba Apetitna" offers fresh products that are made and packaged immediately after production.

Anna Aleksandrova, head of the Nasha Ryaba Apetitna brand team, believes that in addition to traditional and new communication channels that provide a large reach of the target audience, it is important to be present at all stages of the consumer journey. Just being present in an ad unit is not enough. The brand should be close to the consumer, help him or her solve problems, and provide additional value. That is why the company focuses on online channels, social networks, opinion leaders and YouTube.

The Nasha Ryaba Apetitna brand has gained millions of views and positive reviews by attracting such a well-known influencer as Oleksiy Durnev. The advertising campaign with Oleksiy Durnev, a Ukrainian blogger and TV presenter who is a favorite of millions of viewers, was based on the idea of life stories from Nasha Ryaba Apetitna. The motto of the new brand campaign: "While friends are all chatting, Appetizing is already cooking! Appetizing: Up and ready!". This is the idea behind the campaign, which is to offer products designed to make life easier for Ukrainians. The brand's assortment includes fresh and high-quality chicken, already marinated and ready to cook. So, you won't have any hassle with the preparatory work. All you need to do is open the package and put the meat on the grill, oven or barbecue. In his video creatives, Alexey Durnev emphasizes that it is easy, fast and tasty, and the consumer will have more opportunities to spend time with friends instead of in the kitchen. These

commercials are mostly posted on YouTube in various videos, programs, projects, and channels. The videos themselves look very bright, dynamic, attractive, modern, and loud. The advertisement contains an image or video of Oleksiy Durnev with a chicken from Nasha Ryaba Appetizing TM and is accompanied by a voiceover by Oleksiy himself. The commercials are also posted on Facebook, Instagram and TikTok. Thanks to this advertising campaign with the participation of the millionaire blogger, 2,841,578 views were received, and this is only on the official page of Nasha Ryaba Appetizing on YouTube.

It is worth noting that at the Effie Awards Ukraine 2023, a prestigious award that recognizes the most effective marketing communications campaigns in Ukraine, MHP received an award for the advertising campaign of the Appetizing brand with the case "Up! And it's ready" in the Influencer Marketing category. The award noted that the brand's team developed a very correct large-scale advertising campaign and focused on the need of Ukrainians to cook conveniently and easily in the face of a full-scale invasion, which helped it achieve a historic maximum in brand sales in 2023. The advertising campaign created a "season" that lasted all year and taught Ukrainians how to consume marinated chicken, which for the first time in history outsold marinated pork by a wide margin and increased the category of ready-made marinated products within the brand overall. The main messages were broadcast through influencers, mainly through the face of the advertising campaign, Alexey Durnev. Thanks to successful brand marketing and advertising campaign, the brand's sales in tons tripled, and the brand's share in the chains increased 1.5 times. [99]

Finally, let's look at the implementation of digital marketing on the example of Döner Market, one of the most famous fast food brands in Ukraine, owned by MHP. Compared to other brands, this is a young brand that was founded by MHP in 2020. After three years on the Ukrainian market, Döner Market has been developing rapidly and gaining popularity. It is a young, modern brand that aims to be closer to people and be "understandable" to everyone. That is why an important element of marketing is the brand's presence on the Internet. The company builds its digital strategy on online

platforms: Facebook, Instagram, YouTube, and TikTok, and has an official website at (Figure 2.11).

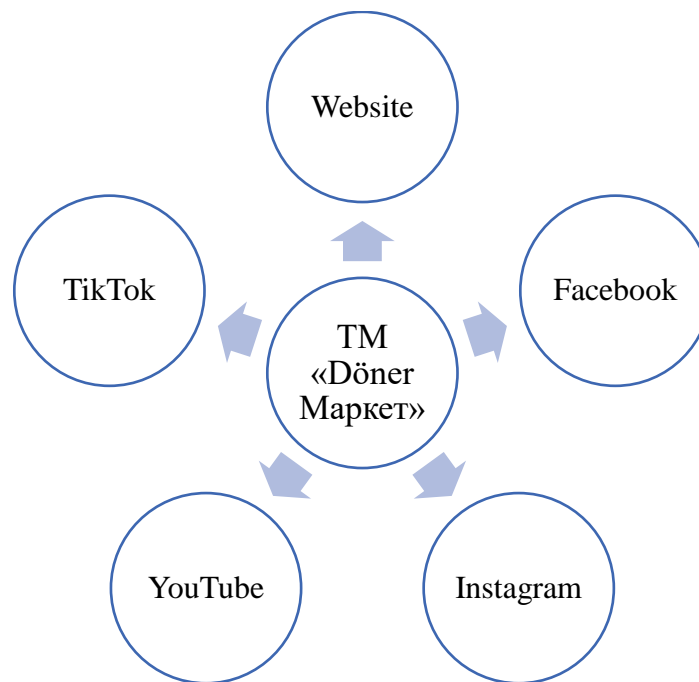


Fig. 2.11. Digital channels of presence of Döner Market.

Source: compiled by the author on the basis of information from the official website of Döner Market [100].

It was through social networks, YouTube and TikTok that the company communicated to the target audience all the advantages of buying their products in offline outlets. The correctly built advertising strategy of Döner Market did not crack even with the outbreak of war in Ukraine in 2022, but on the contrary, this event increased the demand for shawarma, because the main message was that it was an inexpensive, high-calorie, fresh product that everyone could afford without worrying about the quality of the product itself. Let's look at the main traffic channels used by Döner Market (Figure 2.12).

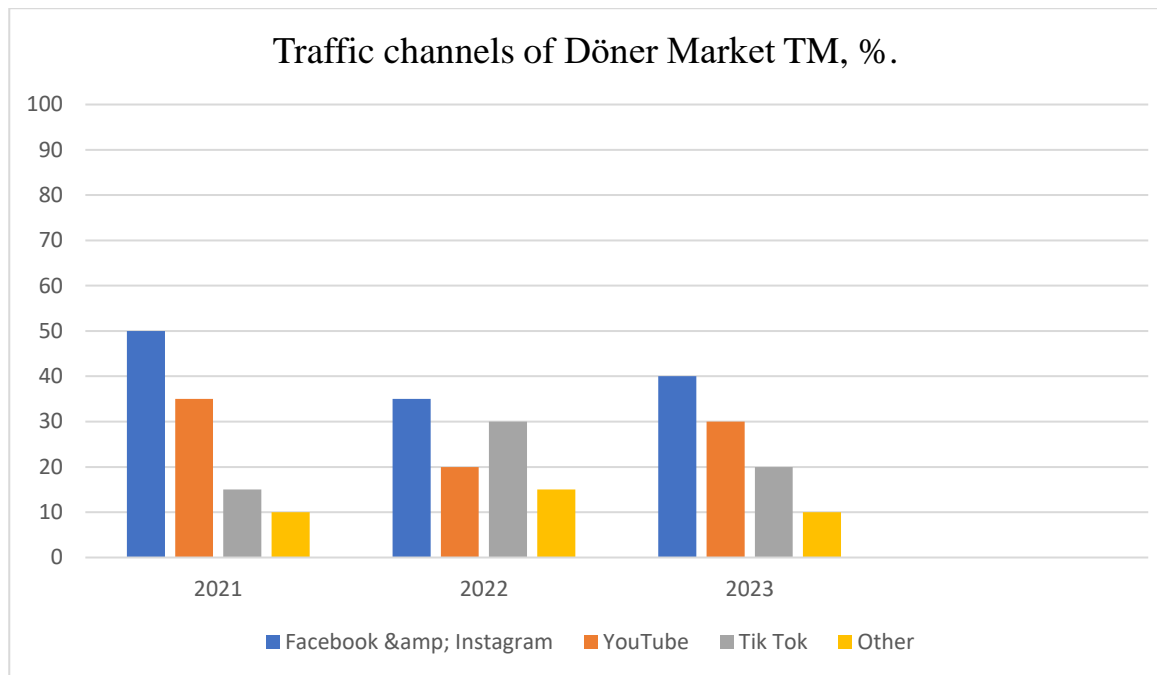


Fig. 2.12. Traffic channels of Döner Market TM 2021-2023, %.

Source: compiled by the author based on data from [82].

In an interview, Oleksii Bezuglyi, Director of Consumer Love at MHP, notes that every business has its own goals and objectives, but it is important to take into account the needs of the consumer. He emphasizes that advertising a product or service should be appropriate and relevant to current circumstances: "It may be inappropriate to advertise expensive jewelry, real estate or yachts now. But useful things that benefit consumers and help solve their problems may well be the subject of a successful advertising campaign." Bezuglyi also emphasizes that it is important that advertising solves both the company's business objectives and improves the lives of consumers, including outdoor advertising, TV and targeted advertising on social media.

The company actively uses targeting on social media and engages blogger ambassadors to promote the Döner Market brand in the "street food" format. The brand also frequently uses sarcasm in its advertising campaigns while remaining in context, which is an effective marketing strategy. Döner Market has strong communication with its consumers through targeted advertising, social media posts, and videos on YouTube and TikTok.

One of Döner Market's most impressive cases was a task assigned to a digital marketing agency to develop a powerful image communication to increase brand

awareness and build customer loyalty. It was important to overcome the stereotypes and distrust that exist among shawarma and fast food consumers. The campaign aimed to show that Döner Market's doner is a fresh, tasty and high-quality product. The main message was: "The closer, the clearer", demonstrating the brand's openness and transparency.

The company launched an influencer campaign with the creative message "Frank Doner and Shawarma", emphasizing that the product does not hide anything - you can see all the ingredients and their freshness. The communication emphasized that the doner is ideal because it is transparent and open to the consumer. This provided an opportunity to create different storytelling cases, such as dates or friendly meetings, where the doner is the centerpiece.

Such approaches allowed the brand to effectively interact with the audience using simple but emotionally charged stories that emphasized the freshness and appetizing nature of the product.

The fact that the idea is simple, relevant, and understandable to the audience allowed it to be included in posts on social media and telegram channels. The project used creative and logical communication, which increased sales and brand image. Reels, Stories, and TikTok were used to communicate on various social networks. Content in Telegram and online media became part of the overall media strategy. As the project progressed, small stories were created related to pre-delivery meetings, culinary experiments, and almost audit-like checks of donors. Bloggers showed how shawarma was made and compared different establishments. In the videos, they emphasized the importance of the origin of the meat as the main ingredient of the dish. These videos were shot by bloggers: Anna Buzinska, Liza Gatsko, Margo Ormandy, and Viktor Zamriy. First of all, the audience formed a strong emotional association: Döner Market is delicious and safe. The company demonstrated each component in detail. The bloggers also talked about how fast and satisfying the product is, and showed how they prepare and taste their lunch. In another scenario, the agency suggested using the situation of delivering a family dinner home to demonstrate the packaging and how good the food looks after a short journey. They made every effort



to make the reviews as useful as possible for the audience, so the videos were auditory, allowing you to look right behind the scenes and see the same meat for your doner. Thus, the Döner Market brand received a significant amount of communication with consumers. The company reduced the CPT for contacts by 54.7% and exceeded the plan by 2.2 times. According to the results of the advertising campaign, bloggers helped to increase brand awareness (Figure 2.13).

Influencer marketing helped to work through the doubts and pains of the target audience related to the quality of products and the fact that eating fast food may not be healthy. The high results of the communication campaign were ensured by several components:

- 1) a clear and understandable creative idea for different audience segments;
- 2) the main messages of the campaign are well chosen;
- 3) selecting the right communication channels and bloggers;
- 4) high-quality content thanks to the scripts written by our creative team;
- 5) support in media and telegrams.

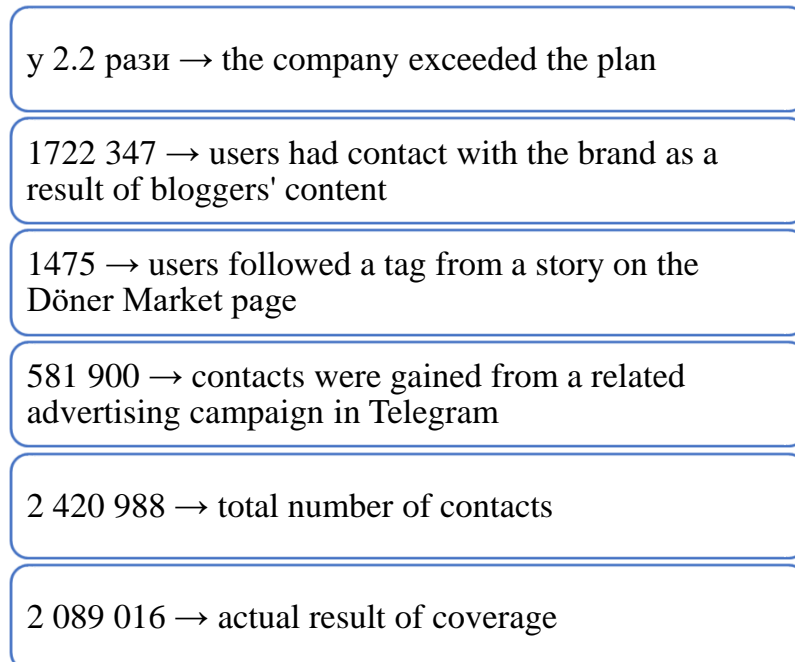


Figure 2.13. Results of the advertising campaign of TM "Döner Market".

Source: compiled by the author on the basis of official information from the advertising agency that accompanied the advertising campaign of Döner Market [102].

This has helped to ensure high content coverage, which has had a positive impact on all of Döner Market's business indicators.

Having examined the Nasha Ryaba, Nasha Ryaba Apetitna and Döner Market brands, we can state that MHP uses an integrated strategy to promote and develop all three brands (Table 2.5).

*Table 2.5*

**Marketing strategy of the Nasha Ryaba, Nasha Ryaba Appetizing, and Döner Market brands and its benefits for brands**

	<b>Benefits of an integrated strategy</b>	<b>The result.</b>
TM "Nasha Ryaba"	The applied strategy includes a comprehensive online marketing strategy. The strategy increases sales and interaction with the target audience.	The involvement of influencers and the use of online channels increased user loyalty and boosted the company's sales.
TM "Nasha Ryaba Apetitna"	The goal of the strategy was to increase the effectiveness of marketing activities while changing them to maximize the financial result. Online platforms are confidently used by brands to support and promote their products.	The improved product and the involvement of bloggers tripled the brand's online presence, and the brand's share of social media increased 1.5 times.
TM "Döner Market"	The TM strategy contributes to rapid development and rapid growth in popularity. Being closer to the target audience, the strategy is developed on web platforms. Using influencers, the problems and concerns of the target audience about the quality of products and the fact that fast food consumption can be harmful were addressed.	Even after the outbreak of war in Ukraine in 2022, the strategy did not work, but rather the demand for shawarma increased, as the main argument was that shawarma is an affordable, high-calorie and fresh product that anyone can buy without worrying about the quality of the product.

Source: compiled by the author based on the analysis of the above information.

The integrated strategy includes a comprehensive approach to using a wide range of online tools and platforms to achieve marketing and communication goals. This strategy aims to interact with the target audience as efficiently as possible, increasing sales and raising awareness of the brand, products or services. This strategy allows you

to respond quickly and adaptively to changes in the market, increase efficiency and change marketing activities to predict economic results.

A presence on online platforms is vital for expanding your customer base and growing your business. In today's digital world, using online tools for development is an important step. This set of tools can significantly expand the company's capabilities, increase productivity, and create an advantage over competitors. Comparison of the presence of Nasha Ryaba, Nasha Ryaba Apetitna and Döner Market brands on different platforms (Table 2.6)

*Table 2.6*

**Brand presence on online platforms**

<b>Online presence</b>	<b>TM "Nasha Ryaba"</b>	<b>TM "Nasha Ryaba Apetitna"</b>	<b>TM "Döner Market"</b>
Website	+	+	+
Facebook	+	+	+
Instagram	+	+	+
Telegram	+	+	+
YouTube	+	+	+
TikTok	+	+	+
Search engines	+	+	-
Targeted advertising	+	+	+
Involvement of influencers	+	+	+

Source: compiled by the author based on the analysis of the above information.

According to the data, the three brands - Nasha Ryaba, Nasha Ryaba Apetitna and Döner Market - are actively working to maximize their presence on various online platforms, regardless of where their consumers are located. Websites are used as an effective channel to communicate with customers, offering promotions, sweepstakes, new products and recipes. Social networks such as YouTube and TikTok allow brands to interact with their target audience and demonstrate the benefits of buying their products, even through unofficial stores. Targeted advertising actively attracts new customers, while influencer marketing builds trust in brands by supporting opinion leaders.

Each traffic channel has unique advantages that allow companies to improve their marketing strategies and increase brand awareness. Although the brands use

similar online promotion strategies, their focus on different traffic channels differs (Table 2.7). Nasha Ryaba and Döner Market are most focused on social media, in particular Facebook and Instagram, while Nasha Ryaba Apetitna focuses on YouTube. All brands also actively use the TikTok platform, which demonstrates equally successful results of their advertising campaigns.

A common factor for all three brands is the active involvement of opinion leaders (influencers) to promote their products and the use of paid targeted advertising, which allows them to quickly reach the target audience and ensures effective brand positioning.

*Table 2.7*

**Use of traffic channels of Nasha Ryaba trademarks, "Nasha Ryaba Apetitna" and "Döner Market", scale from 1-5**

<b>Traffic channels</b>	<b>TM "Nasha Ryaba"</b>	<b>TM "Nasha Ryaba Apetitna"</b>	<b>TM "Döner Market"</b>
Facebook	5	3	5
Instagram	5	3	5
Telegram	1	1	1
YouTube	3	5	4
Tik Tok	4	4	3
Search engines	2	2	2
Engaging influencers	5	5	5
Targeted advertising	5	5	5

Source: compiled by the author based on the analysis of the above information.

One of the most important marketing tools is comparing the content of three sales campaigns. Since content is the foundation for attracting and retaining an online audience, it is crucial to any company's digital presence. It not only offers potential customers information about products and services, but also demonstrates the company's experience and authority in its industry. The Nasha Ryaba, Nasha Ryaba Apetitna and Döner Market brands pay great attention to the creation of the materials they offer. Their content is carefully thought out, informative, useful, visually appealing and targeted to their target audience. Let's analyze the common and distinctive qualities of the content of Nasha Ryaba, Nasha Ryaba Apetitna and Döner Market (Table 2.8).

High-quality content, including product images and videos, contests, and testimonials from satisfied customers, is featured in regular brand publications.

Table 2.8

**Content analysis of Nasha Ryaba, Nasha Ryaba Apetitna and Döner**

**Market brands**

<b>Content</b>	<b>TM "Nasha Ryaba"</b>	<b>TM "Nasha Ryaba Apetitna"</b>	<b>TM "Döner Market"</b>
Video content	Video recipes for chicken. Involvement of bloggers in filming. The level of shooting is professional.	Facebook and Instagram do not use video. On YouTube and TikTok, videos are only used with the participation of brand faces (such as Alexey Durnev) and other bloggers to create promotions. Situational videos.	Situational and "relevant" videos with bloggers. Giveaways and calls to purchase. The emphasis is not on professional shooting, but on simple, closer to people.
Static creatives	Professional product photos + family photos at lunch/dinner. They can add design elements to the creative.	Photos are not used. All creatives are specially designed and themed.	Bright creatives that are different from the other two brands. Use of different templates for creatives. "Delicious" photos of the product itself and photos of bloggers with the product.
Text posts	There can be both short and longer posts. Most of them are about recipes and giveaways.	They write about the benefits of the product, promotional offers, and new products.	The minimum amount of text aimed at attracting interest in consuming the product and calling to visit the establishment.
Blog	Recipes, promotions, giveaways, useful tips and consumer reviews.	Recipes, promotions, giveaways, useful tips and consumer reviews.	News, special offers, locations, and reviews.
Interactive content	Stories, reels on social media in the format of a game, polls, and introductions to new recipes and promotions.	Stories, reels on social media in the form of a game, polls, and introductions to new products and promotions.	Stories, reels on social media in the form of games, polls, and questions.

Source: compiled by the author based on the analysis of the official pages and websites of Nasha Ryaba, Nasha Ryaba Apetitna and Döner Market.

[90;97;100;91;92;103;104;105;106;107;108;109;110;111;112]

Participation in online events and collaboration with opinion leaders, bloggers, and UGC creators are key elements of a company's content plan. Thanks to high-quality content that improves search engine optimization and provides better search engine rankings, companies attract organic traffic and increase online visibility. Social media serves as a platform for interaction, helping to spread the word and retain the audience. Strengthening customer relationships through effective content is also an essential part of a successful marketing strategy.

It is important to note that content is the basis of audience engagement on social media. High-quality, interesting and relevant content significantly increases the level of interaction with users. A comparison of the activity of companies on their social media pages for the Nasha Ryaba, Nasha Ryaba Apetitna and Döner Market brands shows that likes, comments and shares are signs of active engagement with content that meets the interests and needs of the audience (Table 2.9).

Content also plays an important role in building loyalty. If users find the content valuable and useful, they will come back for more, fostering a long-term relationship with the brand.

All three MHP brands successfully use digital marketing tools, including influencers and social media, to reach a wider audience and increase product sales. A description of the use of these tools for Nasha Ryaba, Nasha Ryaba Apetitna and Döner Market is provided in Annex B.

Digital strategies have significantly increased sales and brand awareness for companies. The research presented above shows that blogger campaigns and targeted online advertising have contributed to the growth of brands and strengthened their market presence. Summarizing the information about Nasha Ryaba TM, it can be noted that the company actively uses influencers, UGC creators and social networks to attract the audience. The company focused on changing consumer habits, especially in relation to chicken drumsticks, through influencers who talked about their benefits and shared their own stories of product consumption. The involvement of ordinary users (UGC creators) added a naturalness and intimacy to the audience that helped the content to be perceived as advice rather than advertising.

Table 2.9

**Company activity in social networks of the Nasha Ryaba, Nasha Ryaba  
Apetitna and Döner Market brands**

Criteria.		TM "Nasha Ryaba"	TM "Nasha Ryaba Apetitna"	TM "Döner Market"
<b>Number of subscribers</b>	Facebook	72 000	14 000	2 800
	Instagram	18 400	12 800	14 700
	YouTube	5 600	5 600	4*
	TikTok	0*	57*	7613
<b>Number of posts</b>	Facebook	1093	520	270
	Instagram	122	240	267
	YouTube	179	179	6*
	TikTok	3*	5*	25*
<b>Frequency of post updates</b>	Facebook	2-3 times a week	1-2 times a week	2-3 times a week
	Instagram	2-3 times a week	1-2 times a week	2-3 times a week
	YouTube	every month	every month	1-2 times a month
	TikTok	on the official page rarely	on the official page rarely	1-2 times a month
<b>Comments.</b>	Facebook	10-15 under each post	10-15 under each post	10-20 under each post
	Instagram	5-10 under each post	5-10 under each post	10-20 under each post
	YouTube	5-10 under each post	5-10 under each post	-*
	TikTok	-*	-*	10-20 under each video
<b>Number of visits</b>	Facebook	68,570 per month	17 420 per month	1 100 per month
	Instagram	31 568 per month	28 100 per month	6 420 per month
	YouTube	> million views**	> million views**	> million views**
	TikTok	> million views**	> million views**	> million views**

\*-The small number is due to the fact that the company posts not on its official page but on the pages of the involved bloggers;

\*\* - number including videos on bloggers' pages.

Source: compiled by the author based on the analysis of the official social media pages of the Nasha Ryaba, Nasha Ryaba Apetitna, and Döner Market brands and data from [82].

This modern and effective approach allowed Nasha Ryaba to achieve a high level of reach and engagement with the audience, and the viral content created by UGC creators received many positive reviews and comments. The campaign "There are enough shins for everyone" was successful due to the involvement of a significant number of target audiences and positive communication with them.

MHP actively uses online marketing and digital tools for the Nasha Ryaba Apetitna and Döner Market brands. Nasha Ryaba Apetitna focuses on easy-to-prepare products and actively uses websites, social media, YouTube and influencers. Their

strategy emphasizes product quality and time-saving, resulting in high engagement and sales growth. "Döner Market is a new fast food brand that is implementing a sophisticated digital strategy on Facebook, Instagram, YouTube, and TikTok. Their campaign, which emphasizes the quality and convenience of fast food, also aims to overcome stereotypes and build trust through collaboration with influencers and the right kind of information.

Myronivsky Hliboproduct uses online advertising to demonstrate the benefits of each of its products through various channels, including social media, contextual advertising, banners on thematic websites, and video advertising on platforms such as YouTube. This not only raises awareness of the brand and its products, but also attracts potential customers interested in purchasing agricultural products online.

Conversion tracking tools and web advertising analytics allow MHP to optimize its marketing costs and increase ROI by analyzing user behavior on the website and the effectiveness of advertising campaigns.

Thus, for MHPs, online advertising is not only an important part of their marketing strategy, but also an integral part of their success in a rapidly changing market. Social media platforms such as Facebook, Instagram, YouTube, and others provide an opportunity to effectively communicate with millions of consumers, promote brand benefits, and achieve market success at a lower cost and with greater efficiency.

### **2.3 Assessment of the use of Internet technologies in the marketing activities of agricultural enterprises**

In today's digital world, Internet technologies are an important part of the marketing strategies of companies in all industries, including agriculture. Marketing specialists now have the opportunity to use a wide range of tools and opportunities thanks to the rapid development of technology and the spread of the Internet. This allows them to attract the attention of the target audience, increase brand awareness, and effectively sell goods and services. Business receptivity to new knowledge is the



ability to take this knowledge from the environment and transform it into new, unique products and services that meet new consumer needs. [ 113] Given that it is an important part of the economy, the agricultural sector has not been left out of the digital revolution. Agricultural enterprises are actively using the capabilities of Internet technologies to evaluate and optimize marketing strategies. The use of Internet tools in the agricultural sector allows businesses to introduce new methods of promoting goods and services, increase sales and meet the requirements of the modern market. It is imperative to conduct a thorough analysis and evaluation of the effectiveness of the Internet in the marketing activities of agricultural enterprises. This will allow to identify the advantages and disadvantages of using Internet tools in the agricultural sector, as well as to identify opportunities for further optimization and improvement of marketing approaches.

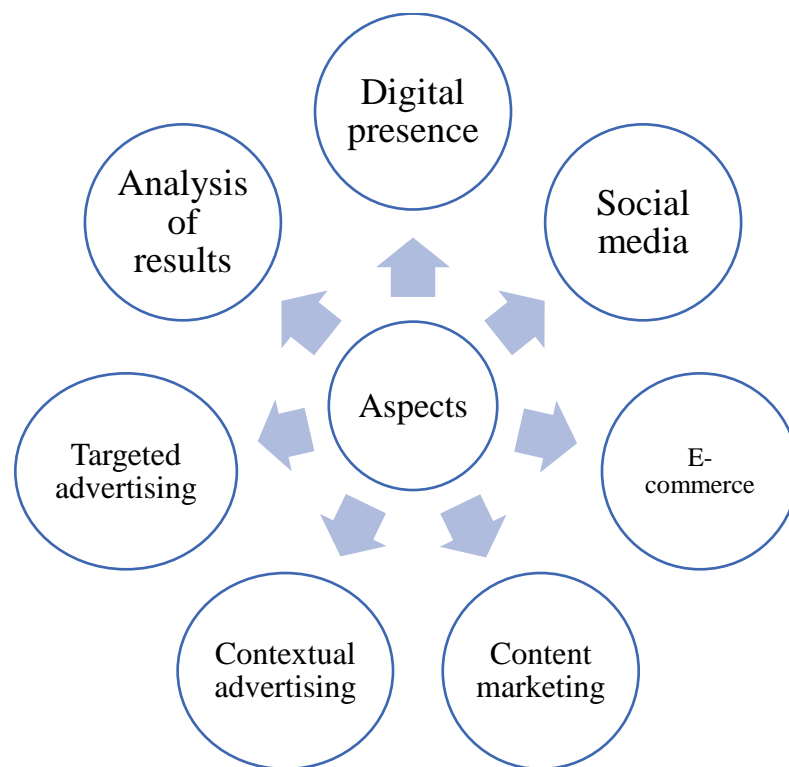


Figure. 2.14 Key aspects of using Internet technologies in marketing activities of agricultural enterprises

Source: [114]

In this section, we will consider key aspects of the use of Internet technologies in the marketing activities of agricultural enterprises. These aspects together constitute

an integrated approach to the use of Internet technologies in the marketing activities of agricultural enterprises, which helps them to achieve their goals effectively and remain competitive.

In particular, the research covers the study of common Internet tools, their impact on the effectiveness of marketing strategies and possible development prospects in this area. Given the rapid development of technology and the dynamic nature of the modern market, the study of these elements is of great importance for the adaptation of the agricultural sector to modern requirements and ensuring competitiveness.

Let us consider and evaluate in Annex B the online tools that an agricultural enterprise must use to maximize the productivity of its marketing activities.

There are many advantages to using online tools for effective marketing of agricultural enterprises that are worth considering. They allow agricultural enterprises to reach their target audience and attract new customers, which makes it possible to improve service and increase customer satisfaction.

Companies can use online tools to pinpoint their target audience and send them customized messages and offers. In addition, the Internet has made it possible to evaluate the effectiveness of marketing campaigns. Analytical tools allow you to evaluate the effectiveness of advertising campaigns, identify key metrics, and change your strategy in real time to achieve better results.

Many tools and methods of analysis can be used to assess the effectiveness of using Internet tools in the marketing activities of agricultural enterprises. Some of them are shown in Figure 2.15.

In today's digital world, as we already know, online marketing has become an important and integral component of any progressive company's strategy. PJSC Myronivsky Hliboproduct is a great example of how the use of Internet technologies can make marketing campaigns more effective and increase brand recognition. In the second chapter of the thesis, we analyzed the state of marketing activities of the agricultural enterprise MHP in order to assess the use of Internet technologies in the marketing activities of the enterprise. The assessment was performed with the help of analytical tools that use web analytics, social media analytics, and SEO analytics.

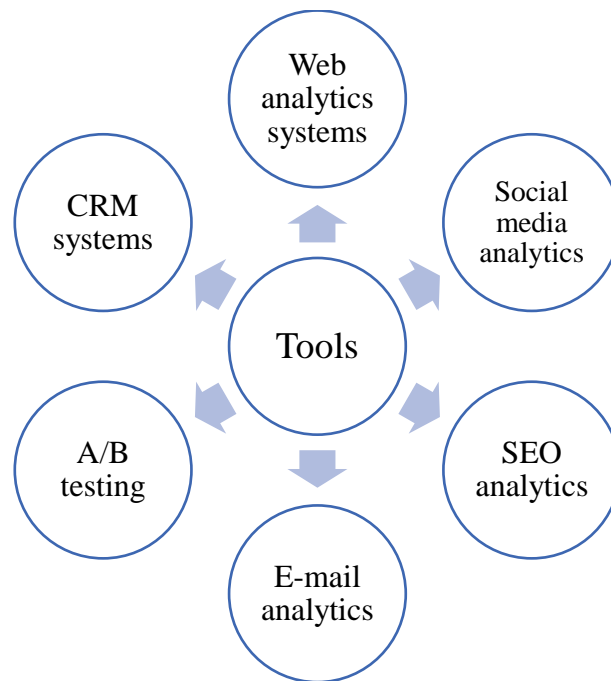


Figure. 2.15 Tools for assessing the use of Internet tools to achieve the efficiency of marketing activities of agricultural enterprises

Source: [117]

Evaluating the website of Myronivsky Hliboproduct, it is worth noting that their website is a model of information content and corporate identity. The website of PJSC Myronivsky Hliboproduct is more than just a web page. It is a strategic tool that helps the company grow, build its brand and connect with its target audiences. The site demonstrates corporate ethics, provides detailed product information, and serves as a platform for partners and customers. Mobile responsiveness and search engine optimization facilitate access to the business online and increase its visibility.

The ability of Myronivsky Hliboproduct's website to attract new users, meet the needs of existing customers, and maintain a steady increase in sales of the company's products is an indicator of its effectiveness. Its interactive design, which is clear and easy to use, allows users to easily find the resources and information they need. Myronivsky Hliboproduct's website tells the story of the brand, its mission and values, and shapes its image. It also serves as a showcase for the products, describing the range in detail and emphasizing the company's unique selling proposition and high quality standards. Expanding the company's digital footprint and customer feedback is

achieved by integrating a blog and access to social media through the website. This not only increases the reach of the company's content, but also allows consumers to establish stronger connections, which is important for maintaining brand loyalty and reputation. In addition, analytical tools installed on the website provide the company with important data about user preferences and behavior. This information can be used to improve the effectiveness of targeted advertising, content, adaptation of offers, and optimization of marketing campaigns.

The website of Myronivsky Hliboproduct uses the best search engine optimization methods, which leads to high positions in search engines and attracts potential customers interested in agricultural products and services. Thus, MHP's website is not only an information resource, but also a powerful marketing tool that ensures customer interaction, helps build a brand, and opens up new sales opportunities in the digital economy.

MHP is confident in social media, using resources such as Facebook and Instagram to engage the audience and maintain close interaction with customers. The company strives to maintain live communication with its audience and create a positive image by frequently updating and inviting them to discuss topical issues related to the agricultural sector and healthy eating. As such, Facebook and Instagram are becoming important resources for receiving real-time feedback and promoting products and companies.

Myronivsky Hliboproduct has unlimited opportunities to interact with customers thanks to Facebook. The company actively uses the social network, from advertising new products to educational campaigns about healthy eating and agricultural innovations. Facebook is ideal for promoting brands and drawing attention to production due to its high engagement and visual appeal.

Instagram is an important part of the company's marketing strategy as it focuses on visual content and product storytelling. MHP can draw attention to its products and show their journey from field to table through high-quality photos and videos. Stories, videos and live broadcasts become tools for direct communication with consumers, allowing them to see the reality of a farmer's life and production processes.

MHP has the opportunity to use powerful analytical tools on Facebook and Instagram to evaluate the effectiveness of its advertising campaigns and audience reach. Precision advertising on these platforms helps to increase the efficiency of advertising costs, as it allows the company to target specific consumer groups with a clearly articulated message. By using a marketing strategy that includes social media engagement, companies can stay relevant and competitive in the rapidly changing online environment.

Myronivsky Hliboproduct strives to create a cohesive and engaging online image, from showcasing the company's inner workings in YouTube videos to posts on social media platforms such as Facebook and Instagram that emphasize environmental awareness and social responsibility. These communication channels allow the company not only to keep in touch with its audience, but also to position itself as a socially and environmentally conscious company that is constantly striving for innovation and improvement.

Myronivsky Hliboproduct gains significant marketing opportunities through online advertising, which allows the company to communicate its brand to a wide audience at a lower cost compared to traditional media. The company's online advertising demonstrates its ability to accurately address different audience segments. The use of targeted advertising, contextual paid advertising, video advertising, and content distribution through various online channels allows you to expand your audience reach and increase brand awareness. When digital advertising is part of an overall marketing strategy, companies can effectively communicate with both current and potential customers and adapt to changes in their behavior and preferences.

The main advantage of online advertising is its ability to precisely target customers. A company can use data to accurately identify and reach its target audience. Advertising platforms allow for detailed segmentation by age, gender, interests, online behavior, and other characteristics, which allows the company to communicate directly with those customers who are most interested in its products. Myronivsky Hliboproduct's online visibility is enhanced through content marketing, search engine

optimization, and contextual advertising on platforms such as Google Ads and targeted advertising on Facebook and Instagram (Meta Ads).

Effectively optimized advertising campaigns and SEO promotion lead to a significant flow of traffic to the company's website, which helps to maintain it and improve its positioning in search engines. Don't forget about the huge potential of video marketing for content production and distribution. Email marketing, which MHP uses to keep in touch with customers, is another important component of digital advertising. The brand keeps customers engaged and interested in its products through regular newsletters, special offers, and informative materials. Myronivsky Hliboproduct uses digital advertising as an important part of its marketing activities, as it provides the flexibility, scalability and measurability needed to achieve commercial goals in a dynamic digital environment. The company is able to achieve a high level of engagement with its audience, increase brand presence, and boost sales with its help.

Modern enterprises cannot succeed in their innovation activities without a clear and reliable system for collecting and processing data on all marketing factors. Such a system allows to respond quickly to market challenges, modernize technologies, update the product line and identify the needs of the target audience for innovative products. [118] It is worth noting the company's innovative approach to the use of Internet technologies in marketing. Myronivsky Hliboproduct is able to optimize its marketing strategies and improve user experience by using tools such as artificial intelligence and big data analytics to help analyze consumer behavior. With the help of predictive analysis based on artificial intelligence, the company can anticipate market trends and respond quickly to changes in demand. For the further development of agricultural marketing with the help of Big Data, it is important to improve the elements of the marketing information system, ensure the accuracy and timeliness of data, integrate information from different sources, and regularly adjust strategies based on the data obtained. [119] This allows a company to stay ahead of competitors, respond quickly to market challenges, and offer innovative products that meet consumer expectations.

The introduction of artificial intelligence and web analytics into MHP's marketing operations can provide significant benefits, such as improved customer service, increased personalization, cost optimization, and increased business flexibility in the face of market changes. An analysis of the company's online technologies shows that the company sees digital channels not only as a means to increase sales, but also as an opportunity to create additional value and establish close relationships with customers. This approach demonstrates a high level of marketing maturity and strategic vision of the company's development in the digital economy.

This chapter of the dissertation, which is devoted to the assessment of the use of Internet technologies in the marketing activities of agricultural enterprises, includes an analysis of various aspects of the introduction of digital tools in agricultural business. The results of the study show that Internet technologies are an important tool for modern agricultural enterprises seeking to compete successfully in the market. Digital solutions help to attract consumers, increase competitiveness and ensure sustainable development in the future. Social media, content marketing, search engine optimization, and e-commerce have proven to be the most popular tools for achieving these goals.

It was also found that the use of Internet technologies allows agricultural enterprises to use their resources more efficiently and attract a global audience. This helps to improve reputation, increase brand awareness and expand markets. The final analysis confirmed that Internet technologies are a key element of a successful marketing strategy for agricultural enterprises. Companies that implement these technologies can increase their competitiveness, attract new customers and ensure sustainable development in the future.

## **Conclusions to Section 2**

1. Paragraph 2.1 analyzes the state and trends of the agricultural sector of Ukraine's economy in the context of marketing activities, which allows us to draw certain conclusions. First, the Ukrainian market has significant potential for implementing Internet marketing strategies and tools in its activities, especially in the

agricultural sector, which is one of the key sectors of the economy. Growing demand for agricultural products both domestically and internationally, along with increasing competition in global markets, opens up new opportunities and challenges for companies in this sector. Second, the marketing activities of agricultural enterprises are influenced by changes in the industry, such as technological progress, demographic changes, and changes in consumer preferences. The results of the study also show that in order to gain competitive advantages and sustainable development in the agricultural market, it is necessary to constantly analyze market conditions and apply modern marketing methods. Agricultural enterprises should improve their marketing activities, taking into account the above factors, and use Internet tools to promote their products, which will contribute to their stable and successful development.

2. The study of the marketing environment and the state of marketing activities of agricultural enterprises described in paragraph 2.2 has shown that the agricultural sector, including MHP, is dynamic and quickly adapts to changes in the marketing environment. MHP recognizes the importance of modern marketing strategies to increase its competitiveness and expand its market presence. The study confirmed that the analysis of the internal and external environment is vital for successful marketing activities for both MHP and its subsidiaries. For example, Nasha Ryaba promotes its products through social media, influencers, and its own content, attracting the attention of the audience and changing their behavior. Using various marketing tools allows companies to reach wider audiences and increase the effectiveness of their marketing efforts. Nasha Ryaba Apetitna actively uses digital tools to promote ready-to-cook products, focusing on convenience and product quality, and collaborating with bloggers and influencers. Döner Market's campaign focuses on dispelling myths and increasing brand trust by using social media to draw attention to its products. MHP companies effectively use online advertising to promote their brands and achieve their business goals, which helps them to strengthen their competitiveness and increase sales. Therefore, MHP should continue to improve its online marketing, adapting strategies to changes in the environment, using the latest methods for sustainable development.



3. The study of the introduction of Internet technologies in the marketing activities of agricultural enterprises, presented in paragraph 2.3, showed that the use of Internet technologies is becoming increasingly widespread and an important element of modern marketing campaigns. Social networks, content marketing, search engine optimization, cooperation with bloggers and influencers, and e-commerce are the most used online marketing tools for agricultural enterprises. These methods allow you to attract new customers and communicate effectively with your existing audience. Internet technologies also enable companies to use their resources more efficiently and expand their markets, attracting the attention of consumers around the world. The findings of the study showed that Internet technologies are an important component of a successful marketing strategy, as companies that use them can increase their competitiveness, attract new customers and ensure sustainable development in the future.

### **CHAPTER 3. DIRECTIONS FOR IMPROVING ONLINE MARKETING ACTIVITIES OF AGRICULTURAL ENTERPRISES ON THE INTERNET**

#### **3.1. The main advantages and prospects for the introduction of Internet marketing in the marketing activities of agricultural enterprises**

In today's world, digitalization is an integral part of business processes, particularly in the agricultural sector. The introduction of Internet marketing opens up new prospects for agricultural enterprises, providing them with the opportunity to reach their target audience more effectively, increase brand awareness and establish direct communication with consumers. As noted in sources [120] and [121], digitalization has become the basis for a new stage of technological development, which contributes to the emergence of world leaders in this area.

According to the results of research by international organizations [122], digitalization contributes to the transition of organizations to the digital economy, which increases the efficiency of their activities through the use of IT and large amounts of data. However, the effective use of these opportunities depends on the level of innovation activity of the enterprises themselves. The mere availability of IT solutions does not automatically increase efficiency - they must become a source of innovation.

Studies of European and Arab organizations [123; 124] confirm the significant impact of IT on innovation processes, which allows for the creation of new services, distribution models, and improved business processes. However, this requires an appropriate infrastructure of the innovation environment, which should be developed on the basis of digital technologies.

Digitalization has also changed agri-food systems at the global level, increasing the efficiency of interaction between participants in the supply chain from producer to consumer [127]. In Ukraine, this process is also being actively implemented, providing

significant changes in the functioning of the agricultural sector and providing new opportunities for marketing activities [128].

Thus, agricultural enterprises should use modern Internet marketing tools to create marketing plans and campaigns aimed at meeting the demand of target customers and increasing profitability [129].

Digital marketing and its tools include:

- ease of content creation, speed of information dissemination, and free channels for information distribution;
- the ability to reach more customers through more "targeted" targeting, lower operating costs and lower transaction costs;
- no physical, geographical or linguistic business restrictions;
- interactivity - direct controlled interaction with a potential client;
- Reduced time spent searching for business partners and concluding deals;
- prompt quantitative measurement of the effectiveness of marketing tools (visits, conversions, clicks, registrations, purchases, recommendations, comments);
- management of positive customer experience (interaction between the customer and the company), which allows to increase customer satisfaction and loyalty and ensure revenue stability;
- Increased social responsibility of companies;
- the opportunity to involve the consumer in creating the brand and increasing its value. [130]

Internet marketing is becoming a separate and important industry that directly affects the development of agribusiness. In modern conditions, agricultural companies must not only understand the importance of digital technologies, but also effectively apply them in their activities. As noted in the source [131], further development of Internet marketing in the agricultural sector depends on increasing the level of trust in Internet resources, developing digital infrastructure in rural areas, and training specialists capable of implementing and using these tools.

Previously, the key success factors for agricultural enterprises were new technologies and lower production costs. Today, however, the key element is

marketing, especially digital marketing. According to research, many agricultural enterprises are limited to advertising and sales activities without using all marketing opportunities [133]. This reduces efficiency, as the lack of an integrated approach does not allow for maximum economic benefits. Moreover, many agricultural companies, even large agricultural holdings, do not have marketing departments in their organizational structure, which further complicates their marketing activities.

The transformation of marketing activities in the agricultural sector to the digital level is inevitable and is driven by global economic changes, in particular Ukraine's integration into the European Union and increased competition in international agri-food markets [134]. In addition, changes in the management approaches of agricultural managers and the spread of new technologies in agribusiness also contribute to the introduction of digital tools.

Thus, for successful development, agricultural enterprises need not only to adapt to new conditions, but also to integrate Internet marketing into their activities, developing both technical and organizational components. Digital technologies provide ample opportunities to increase the competitiveness and sustainable development of agribusinesses, as well as help to reach new markets and improve customer interaction.

Agribusinesses are increasingly using online marketing tools such as social media marketing (SMM), e-mail marketing, search engine optimization (SEO), content marketing, and influencer marketing to raise consumer awareness and enter new markets. This helps to create competitive advantages and success in agri-food markets [135]. The use of such tools allows agricultural enterprises to attract more customers, increase sales, and increase profits [136].

Digitalization and implementation of Internet marketing technologies are extremely important for modern agricultural enterprises. Internet marketing forms the basis of a digitally oriented strategy. However, the effectiveness of these tools depends on the type of market, product characteristics, and the degree of competition. The agricultural sector has unique features that may limit the use of Internet marketing, but

at the same time, ideal conditions are created for its implementation through digitalization processes [136].

The digitalization of the agricultural sector, including the automation of accounting processes and the introduction of robotic technologies, will significantly change the management of this sector. The future workforce of agricultural enterprises must be prepared to work in a digitalized environment, have project management and IT skills, as well as environmental and systemic thinking. This creates the preconditions for improving the efficiency of management and innovation in agriculture [138].

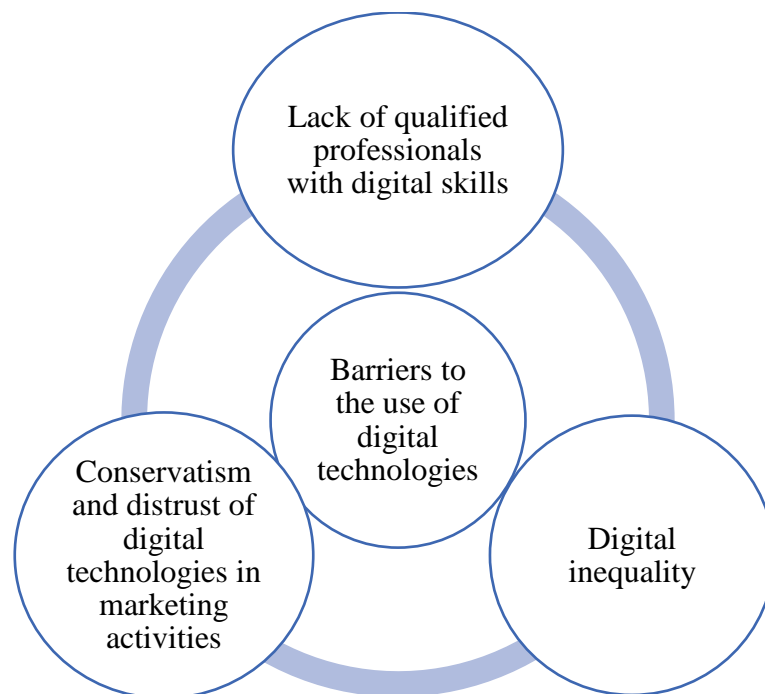


Figure. 3.1 Obstacles to the use of digital technologies in the use of Internet marketing by agricultural enterprises

Source: [137]

The increasing use of the Internet in agriculture opens up new opportunities for farmers and agricultural enterprises, in particular through the development of modern services, e-business, and educational programs. Internet technologies help farmers meet high standards of quality, efficiency, and regulatory requirements. This has a positive impact on agricultural markets, improves interaction in supply chains, and

increases market saturation. Constant access to the market via the Internet allows farmers to negotiate, get better prices, and expand their connections in the value chain.

Foreign experience shows that agriculture is well-suited to online marketing due to its large and segmented market. Farmers are able to compare products by price and characteristics, which allows them to make more profitable purchases. The use of Internet marketing helps agricultural enterprises to penetrate new markets and improve service to existing markets, both domestically and internationally.

Farmers who do not implement online marketing due to fear of difficulties or unwillingness to change are missing out on significant business development opportunities. Online advertising helps to increase business efficiency by attracting new customers, securing better market positions, and increasing profitability. Thus, agricultural enterprises receive the following benefits from using online advertising:

1. Use in marketing research. Reliable market research is the first step to an effective marketing plan. Online marketing is an inexpensive and versatile way to get any information you need to develop products, analyze competitors, set prices, and generate new ideas.

2. Effective product promotion. Internet search engines generate a lot of links and information. A farmer increases the chances of being noticed by a consumer looking for relevant products by improving the reputation and increasing the visibility of his farm by registering the name of his enterprise and submitting a detailed description of it to as many farm directories as possible. In addition, marketing via the Internet allows you to maintain connections with existing customers and reach customers who would not otherwise be reached, for example, due to large differences in geographical location. [140;141]

3. Reduced operating costs.

4. Significant benefits for small businesses. Online marketing gives a variety of individual entrepreneurs the opportunity to start their own business, providing a convenient way to do business without limiting time and generating more revenue. [142]

More detailed advantages and opportunities for agricultural enterprises using Internet marketing are presented in Annex D [139]:

Thus, the main advantages of implementing Internet marketing in agricultural markets are the following: interaction with consumers, increased market coverage, convenience, reduced business operating costs, transparency of market conditions, increased productivity and efficiency, and supply chain coordination. Foreign experience shows that the use of Internet marketing is absolutely necessary for farmers, as the application of appropriate technological solutions can increase the efficiency of domestic farmers.

Let's move on to the fact that the introduction of Internet marketing in the marketing activities of agricultural enterprises has great prospects and can lead to many positive results. Given current trends and opportunities, Internet marketing is becoming an important tool for achieving success in the agricultural sector. [143] Let us consider some of the main prospects for the introduction of Internet marketing in agricultural activities (Table 3.1).

Given these perspectives, the use of online marketing in the marketing activities of agricultural enterprises is a real win. It is important to take into account the peculiarities of this industry and create plans that meet its needs. In today's digital world, a growing digital presence is becoming critical to the success of agricultural enterprises. The use of digital channels such as social media, websites, mobile apps, and others fosters innovation and optimization of business processes, as well as significantly increases sales and opens up new markets. Email marketing, paid advertising, content marketing, SEO optimization, and social media marketing play an important role in online marketing for agricultural enterprises.

Table 3.1

**The main prospects for the implementation of Internet marketing for agricultural enterprises**

Main prospects	The content of the perspective
Increase in sales volumes	Online marketing gives agricultural businesses the opportunity to reach a wider audience and attract new customers. You can increase sales of agricultural goods and services using methods such as content marketing, social media, and search engine optimization (SEO).
Reduce marketing costs	Compared to traditional means of advertising, such as media advertising or printed brochures, online marketing can be a more effective means of promotion. The use of effective online advertising allows you to optimize your advertising budget and direct it to the channels that bring the most profit.
Raising brand awareness	For agricultural businesses, online marketing provides an opportunity to create and maintain a strong online brand. Regularly publishing interesting and useful content on the website and social media helps to attract and retain customer attention, increasing loyalty.
Optimizing production and supply chain	Online marketing can help agricultural companies learn about the demand for goods and services. This allows companies to optimize production and supply in line with market needs, while reducing losses and increasing efficiency.
Increasing competitiveness	Because they can adapt to changing conditions and direct their strategy based on data, companies that actively use online marketing usually have an advantage in the market.

Source: [144]

To increase the number of people who see your website, search engine optimization is an important part of the process. Influencer marketing, especially through platforms like Instagram, TikTok, and YouTube, is effective in reaching target consumers. Content marketing, which focuses on creating valuable content, is a strategic approach to attracting and retaining an audience. The combination of these elements contributes to business growth and improved brand perception.

Social media marketing is now an important part of the online marketing system. Billions of people use social media every day to communicate with other people. Social media is one of the most promising online channels that allow users to communicate



with each other using images, video, and text. Over the past 12 years, the number of social media users has increased significantly. Data from the report "We are social" published by DataReportal in 2023 [145] show that in 2022 there were 4.76 billion social media users worldwide, which is 59.4% of the world's population. In 2019, this figure was 3.725 billion [146], showing an increase of more than 21.7% in three years. It is worth noting that in 2022, 5.4 billion consumers in the world will use mobile phones (68% of the world's population). According to the report "Digital 2023: Global overview report", the average user spends 2 hours and 31 minutes on social media every day. [145] Consumers use social media for various purposes: search for information, need for self-realization, need for social interaction, desire to receive positive emotions, etc.

Social media has become a powerful marketing tool in the agricultural sector, and this is no accident. Over the past few decades, social media has become an integral part of society, changing the way we communicate, receive information, and interact with brands and businesses. Their impact on marketing activities in the agricultural sector is particularly important and has many advantages (Figure 3.2) [147; 148]:

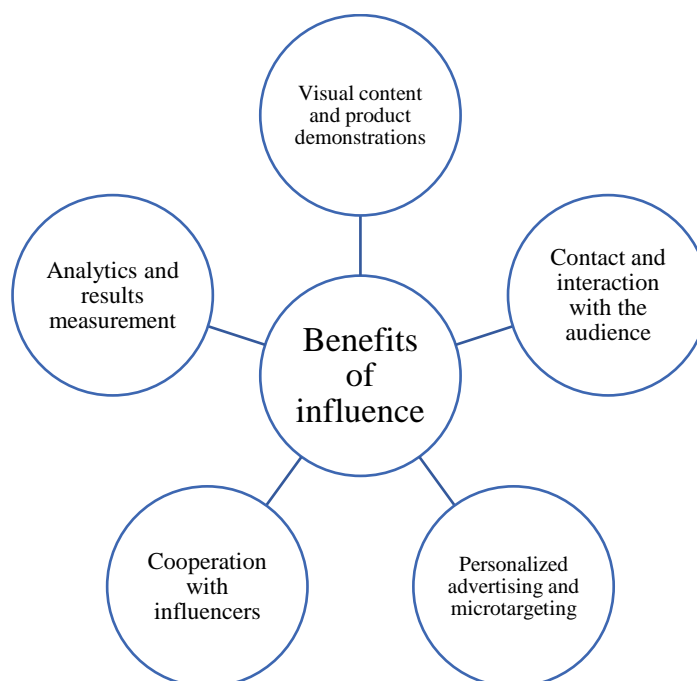


Figure. 3.2 Benefits of social media influence on marketing in the agricultural sector

Source: compiled by the author based on sources [147; 148].

Let's take a closer look at the benefits of social media's impact on marketing in the agricultural sector:

1. Direct contact and interaction with the audience: one of the biggest advantages is that manufacturers have the opportunity to communicate with their audience directly. Social networks allow you to provide information about products and services, respond to questions, comments and messages in real time. This increases customer satisfaction and builds brand trust.

2. Personalized advertising and microtargeting: social networks collect a large amount of data about users, including their interests, habits, and previous activity. This allows you to create advertising campaigns that meet the interests and requirements of the target audience, which increases efficiency and reduces costs.

3. Collaboration with influencers: Agricultural companies can cooperate with well-known influencers who have a large number of followers and influence on their audience through social media. They can sell products and services, talk about their benefits, and offer their followers their recommendations. This increases customer awareness of the brand and attracts new customers.

4. Analytics and measurement of results: tools for analyzing the effectiveness of marketing campaigns are available through social networks. Companies can track the number of views, likes, comments, and conversions to determine which strategies work best and which need to be adjusted.

5. Visual content and product demonstrations: Social media is ideal for visual promotion of agriculture. To make the product more attractive to customers, photos and videos can help show the quality of the product and how it can be used.

[148; 149]

Social media has become an important marketing platform for brands. Brands can interact and communicate with their customers through social media. This has changed consumer behavior by allowing them to interact with brands at different stages of their purchase decisions, such as getting to know the brand, searching for information about the product or brand, and getting recommendations from friends on social media. In addition, it enables customers to share information with each other,

enhancing the effect of electronic word of mouth and creating social groups where members have a strong sense of community. Such online communities allow consumers to communicate with brands, forming an idea of potential customers. In addition, leading brands have begun to use social media influencers (opinion leaders, bloggers), i.e. people who have gained a reputation for their knowledge and experience in a particular field and have a large audience of followers. Through collaboration with social media influencers, brands promote their products and services on social media platforms such as Instagram, TikTok, Facebook, YouTube, etc. This gives brands the opportunity to establish more personalized connections with customers [150].

The popularity of engaging opinion leaders and influencers for marketing influence is explained by the fact that consumers tend to imitate their lifestyles and values, which ordinary people believe to be ideal. It is advisable to use opinion leaders to influence consumer preferences and loyalty of those who are their followers. The world's leading brands use opinion leaders (influencers) to promote products and services by offering them significant monetary rewards or barter deals. This marketing communication strategy helps to increase profitability and allows companies to attract the attention of potential consumers to their products and services who want to buy goods of a certain brand by imitating the lifestyle of influencers [151].

TikTok, the most popular platform for short videos on social media, offers significant benefits for agribusinesses. This platform allows agribusinesses to effectively promote their products and services by showing them in action through short, engaging videos. This approach increases consumer interest in products, expands the audience, and increases brand awareness. Statistics show that the hashtag #agribusiness has 3 million video views on TikTok, and the hashtag #agribusiness in Ukraine has almost 6 million views. TikTok is known for its ease of content creation, short video format and, most importantly, virality. In addition, TikTok fosters strong relationships with customers by allowing them to interact through comments and online communication. Thus, the use of TikTok is very promising and helps agricultural enterprises to increase their visibility, attract new customers, and strengthen ties with their audience [153].

Leading brands, including the MHP agroholding, which we study in this thesis, see social media as an additional opportunity to attract attention and engage potential consumers. Every year, marketing communications in social media become even more of a priority. This is due to the fact that the use of social media communications allows companies to increase conversion. Companies in the agricultural sector should use a full range of marketing activities to direct Internet traffic through social media to their websites.

We suggest that agricultural businesses use different approaches to attract potential consumers through social media. For example, they can use memes and vivid images with interesting descriptions, upload interactive sections to their social media pages, post videos, publish blogs with a URL, and use infographics to present information. The combination of these measures will help retain existing customers and improve communication with them. They will also increase conversions by attracting potential customers.

Every agricultural enterprise should focus on economic and emotional benefits when planning online advertising. In addition, general principles and recommendations should be followed, such as: every modern agricultural enterprise should have its own website; the website of an agricultural enterprise should be optimized for use by both computers and smartphones; communication should be developed according to the diverse interests of target audiences; creating communication messages should become an important part of communication and attention; communication through video and live broadcasts will become increasingly popular; interactions with the public are becoming a necessity. [153]

When businesses use online marketing, they have many important opportunities. First, it increases the visibility and accessibility of a business on the Internet, which attracts new customers and increases the audience. Second, online marketing allows you to communicate effectively with potential customers by targeting advertising and communicating with the audience. The third perspective concerns the growing popularity of e-commerce consumers. The fourth aspect is the expansion of analytical capabilities, which allows companies to make informed decisions based on data and

improve their marketing strategy. Finally, online advertising opens up new avenues for collaboration and partnerships with other companies, which can contribute to the company's development and innovation.

The economy of agricultural enterprises is closely integrated with the development and implementation of online marketing, which plays an important role in shaping strategies, ensuring competitiveness and attracting customers. The growth in the use of the Internet and digital platforms creates many opportunities for companies of all sizes. Compared to traditional advertising channels, such as television or print advertising, the use of online advertising allows for lower advertising costs. This enables companies in various sectors to attract customers at lower prices and optimize their advertising budgets. Online marketing also provides the ability to precisely target ads. Companies can improve their advertising campaigns by analyzing data and segmenting target audiences. Internet marketing increases the competitiveness of the company. Thanks to online sales, monitoring of advertising campaigns, and interaction with customers through social networks, companies can quickly respond to changes in market conditions and consumer requirements.

There are also aspects that allow us to consider in detail the prospects for the introduction of Internet marketing in the marketing activities of agricultural enterprises and identify areas for further research. These will be discussed in Annex D.

In order to integrate Internet marketing into the marketing initiatives of agricultural enterprises, a number of aspects need to be carefully studied. First, it is important to analyze the current level of use of Internet marketing in the agricultural sector. This includes the presence of websites, social media activity, and e-commerce volumes. Next, you should evaluate the benefits that online advertising can provide, such as increased sales and better communication with customers. Researching current trends in the industry and innovations that can be implemented in agribusiness is also an important step. After that, it is necessary to develop implementation plans that take into account the specifics of each business and potential challenges, such as limited access to the Internet in rural areas. Finally, opportunities for developing the

agricultural sector through online marketing and ways to improve existing strategies should be considered.

Currently, Ukraine is at war, and operating in such conditions often forces companies to rethink their strategies and look for new ways to survive and grow. During the conflict, digital technologies have become extremely important for ensuring business sustainability and competitiveness, which is why the development of online marketing is closely linked to the economy of Ukrainian companies (Figure 3.3).

Let's take a closer look at how the development of Internet marketing affects the economy of Ukrainian companies:

- Flexibility and adaptability: Online marketing allows agricultural businesses to quickly adapt to changing conditions. For example, companies can adapt their advertising tactics by redirecting their budget to online communication and sales channels to keep in touch with customers and ensure that business continues.

- Attracting customers from abroad: Companies in Ukraine can expand their market through online advertising. Agricultural enterprises can attract customers from other countries through effective online marketing methods, which promotes diversification and reduces the risk of warfare.

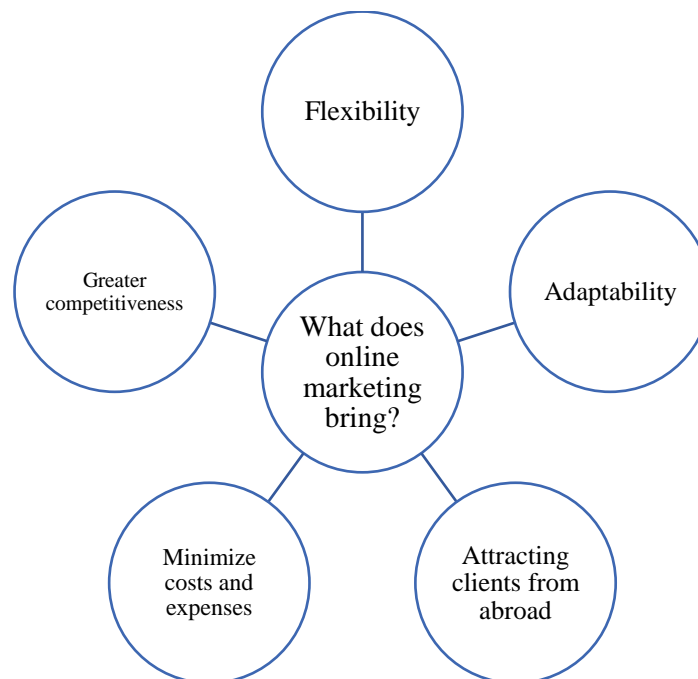


Figure. 3.3 Linking Internet marketing to the economy for Ukrainian companies

Source: [155]

- Minimize costs: Compared to traditional channels, online platforms allow you to reduce advertising and marketing costs. This is especially important in times of economic instability, when agricultural enterprises need to save every penny.

- Greater competitiveness: Businesses that actively use online marketing can gain a stronger market position, even in challenging environments. They can capture the attention of customers through effective online marketing strategies and generate a steady stream of revenue.

The development of Internet marketing in such conditions is becoming a key factor for Ukrainian agricultural business, ensuring not only the preservation but also the growth of the country's economy (Figure 3.4):

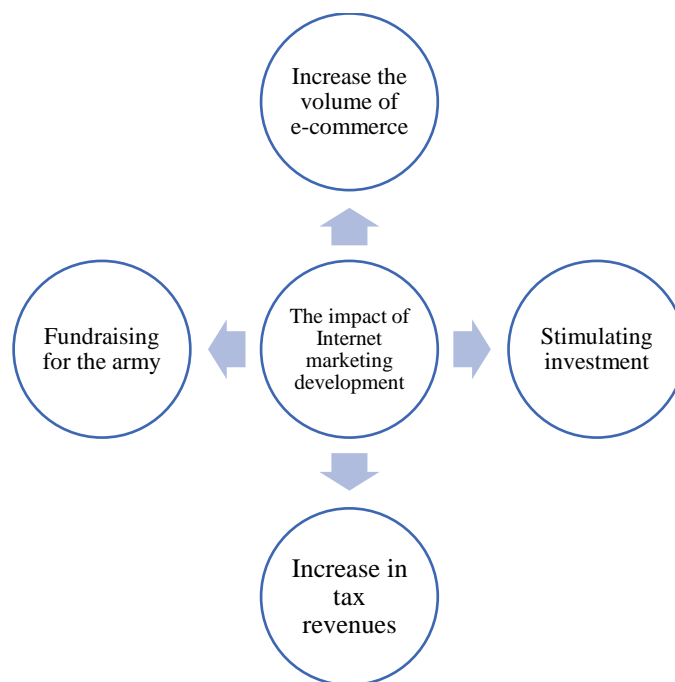


Figure. 3.4 Impact of Internet marketing development on the country's economic growth

Source: [156]

Let's look at this in more detail:

- Increase in the volume of e-commerce: In times of war, people look for alternative ways to shop, including online. Agricultural companies benefit from the

development of online marketing, as it allows them to attract the attention of online shoppers and increase the volume of e-commerce. As a result, it contributes to economic growth.

- Stimulating investment: the development of online marketing attracts investors through new opportunities for agricultural enterprises. Investments in digital and online projects contribute to the development of the sector, creating new jobs and increasing GDP.

- Increased tax revenues: An increase in the number of agricultural enterprises using online marketing leads to an increase in tax revenues to the country's budget. This allows the government to mobilize additional resources for social programs and the needs of the army.

- Inclusion of resources in the army: The development of online marketing stimulates the economy, which allows the government to attract additional resources for the needs of the army. This can include supporting defense programs, purchasing modern weapons, and providing soldiers with supplies.

Thus, the growth of online advertising in times of war contributes to both economic growth and the generation of additional resources to support the army and national security. Digital technologies have a unique ability to stimulate the economy even in a difficult situation, which helps the country to withstand war and recover.

Therefore, in an economy where digital technologies are gaining more and more importance, online marketing is becoming a key element of business development strategies. Companies that effectively use online marketing tools gain competitive advantages and can achieve steady growth in revenue and popularity among customers. Internet marketing has changed the relationship between businesses and customers, as well as management and organizational business processes. In today's competitive environment, agricultural enterprises should implement online marketing as it offers numerous opportunities, such as access to the global market, enhancing the company's reputation, ensuring competitive advantages, precise targeting of appeals, the ability to quickly analyze and evaluate the effectiveness of marketing campaigns, real-time event management, and much more.



However, implementing online marketing in the agricultural sector is a complex business task. Due to constantly changing products, services, and technologies, rapid adaptation to new market realities while achieving a high level of target audience satisfaction requires appropriate skills, efforts, and resources. The virtual space provides many opportunities for development, creative business solutions and successful operations, and it is up to the agricultural enterprise to realize these opportunities. [153]

### **3.2 Formation of a complex of online marketing activities on the Internet and social networks as a modern direction of development of marketing activities of agricultural enterprises**

In today's society, the main direction of development of marketing activities is the formation of a set of marketing activities on the Internet and social networks. These channels have become essential for interacting with the audience and promoting brands due to the rapid development of digital technologies and the rapid expansion of the Internet. The use of various tools, such as content marketing, search engine optimization (SEO), social media marketing (SMM), email marketing, web analytics, and others, is necessary to implement a set of marketing activities on the Internet and social media. Agricultural enterprises can use these channels to effectively communicate with their audience, attract new customers and increase sales. An important stage in the formation of a set of marketing activities is the analysis of results and continuous improvement of strategies based on the collected data, which allows maintaining the competitiveness of the brand and meeting changes in the needs of the audience. Thus, the formation of a set of marketing activities on the Internet and social networks is an important area of development of marketing activities that allows agricultural enterprises to effectively interact with their audience, increase their awareness and achieve greater success in the market. [157]

We propose to consider the Digital Marketing Measurement Model, which plays a key role in the formation of a set of marketing activities on the Internet and social

networks for agricultural enterprises. This model provides tools and frameworks for evaluating the effectiveness of digital marketing campaigns and analyzing their impact on various aspects of enterprise marketing. First, the Digital Marketing Assessment Model helps to identify specific metrics and key performance indicators (KPIs) that businesses should measure to evaluate their online performance. This may include metrics such as the number of website visits, conversions, advertising spend, etc.

The Digital Marketing Measurement Model (DMMM) functions by systematizing and analyzing various aspects of digital marketing campaigns to determine their effectiveness and impact on the business. The basic principles of this model are shown in Table 3.2.

*Table 3.2*

**Basic principles of DMMM operation**

Defining success metrics (KPIs)	DMMM starts with identifying specific metrics to measure to evaluate how well a digital marketing campaign is performing. These metrics may include conversion rates, ad spend, number of site visits and customer reviews, content publishing, number of subscribers, video views, brand mentions.
Data collection	After defining the KPIs, the DMMM specifies what types of data related to digital marketing need to be considered. These types of data include web analytics, social media metrics, information about advertising campaigns, etc.
Analysis of the results	Once data is collected, DMMM helps analyze it to determine how well marketing initiatives are performing. This is done using post-click and post-view analysis methods. Comparing results with previous periods, evaluating the impact of different marketing channels, identifying campaign strengths and weaknesses, etc. can be part of this analysis.
Conclusions and optimization	Based on the analysis, DMMM provides opportunities to determine the effectiveness of marketing efforts and shows problem areas and opportunities for optimization. Changing the strategy, allocating the budget between different marketing channels, changing the target audience, etc. can be part of this.
Continuous monitoring and adaptation	After the analysis and implementation of optimization measures are completed, DMMM usually works in a cycle where it is constantly monitored and controlled by specialized Internet marketing specialists who adjust the strategy in accordance with changes in the business environment.

Source: compiled by the author based on sources [159; 160].

Secondly, this model helps agricultural enterprises to collect, analyze, and interpret data related to their digital marketing campaign. It offers a framework for systematically collecting information from various sources, such as advertising platforms, social media, and web analytics, and then analyzing them to gain useful insights into how well marketing campaigns are performing. In addition, the Digital Marketing Measurement Model helps agricultural businesses determine the relationship between their digital marketing efforts and outcomes such as sales, profits, and customer satisfaction. This allows you to assess the real impact of digital marketing on the financial performance of the enterprise and make informed decisions about investments in marketing campaigns. [158]

This model allows businesses to evaluate the effectiveness of their digital marketing efforts and make informed decisions on how to further develop their marketing strategies.

The DMMM model as a simple, structured five-step process is presented in Table 3.3.

*Table 3.3*

**Five stages of the DMMM model development**

<b>Stage 1</b>	Define business goals in advance and set the broadest parameters for work
<b>Stage 2</b>	Specify each of the business goals
<b>Stage 3</b>	Formation of key performance indicators for performance evaluation
<b>Stage 4</b>	Record and describe each of the KPIs to be achieved
<b>Stage 5</b>	Identify the segments of people or behavior that the company will analyze to understand why it has succeeded or failed

Source: compiled by the author based on source [160].

Given the importance of effective measurement of results in modern online marketing, let's take a closer look at each of the five stages of the Digital Marketing Measurement Model (DMMM):

1. The first stage is to define business goals in advance and set the broadest parameters for work. This means a thorough analysis of the mission, strategy, and needs of the agricultural enterprise to determine the specific goals to be achieved through online marketing. At this stage, it is important to thoroughly study the market, competitive situation and needs of the target audience (Table 3.4)

Table 3.4

**The first stage of the DMMM model formation**

Content	Subscribers	Views
X	X	X
X	X	X
X	X	X
X	X	X

2. The second stage involves specification for each business goal. This means clarifying strategic objectives at the level of specific, measurable metrics. For example, if the business goal for an agricultural enterprise is to increase the number of subscribers, a specific goal could be to increase the number of subscribers by 10% over the next quarter.

Table 3.5

**The second stage of the DMMM model formation**

Business goals	Content	Subscribers	Views
<b>Objective.</b>	X	X	X

3. The third stage involves recording key performance indicators (KPIs). KPIs are determined based on the goals set and reflect the aspects of the activity that need to be measured to determine the success of the agricultural enterprise's advertising campaigns. For example, KPIs may include conversion, customer acquisition and retention rates, ROI, increase in the number of subscribers, views or mentions of the brand, etc. (Table 3.6).

Table 3.6

**The third stage of the DMMM model formation**

Business goals	Content	Subscribers	Views
Objective.	x	x	x
<b>CRI</b>	x	x	x

4. The fourth step is to set the parameters of success for each KPI in advance. This means setting specific targets for each KPI that the agricultural enterprise must achieve. For example, if one of the KPIs is the number of video views, the success parameter could be to achieve a 10% increase in the number of views over the next quarter.

Table 3.7

**The fourth stage of the DMMM model formation**

Business goals	Content	Subscribers	Views
Objective.	x	x	x
CRI	x	x	x
<b>Objective.</b>	x	x	x

5. The fifth step is to identify the segments of people/behavior/outcomes that the farm will analyze to understand why it succeeded or failed. This includes analyzing the audience, its behavior, and its response to marketing activities. For example, this may include studying the response of different audience segments to advertising campaigns or analyzing the results of A/B testing, as well as evaluating post-click and post-view attribution models (Table 3.8)

These stages of the DMMM model allow agricultural enterprises to effectively measure and analyze the results of their online marketing strategy to achieve strategic goals and market success.

Table 3.8

**The fifth stage of the DMMM model formation**

Business goals	Content	Subscribers	Views
Objective.	X	X	X
CRI	X	X	X
Objective.	X	X	X
Segment	X	X	X

Based on these stages, we can build a Digital Marketing Measurement Model (Table 3.9) that will help an agricultural enterprise to effectively measure and analyze the results of its online marketing activities in social media. Let's schematically build a DMMM model based on these stages:

Table 3.9

**Digital Marketing Measurement Model for social networks of an agricultural enterprise**

Business goals	Content	Subscribers	Views
Objective.	X	X	X
CRI	X	X	X
Segment	X	X	X
Objective.	X	X	X

Source: compiled by the author based on source [160].

All the points of the DMMM model for an agricultural enterprise are interconnected, as each goal is aimed at achieving specific results in its sphere of influence, and key performance indicators, audience segments, and goals help determine the path to achieving these results. For example, attracting a new audience of subscribers can lead to increased sales, and increasing the number of views helps to popularize it among the audience. Let's take a closer look at what is included in each point of this model:

1. Content

- Objective: Increase the number of created and published video content.
- KPI: The number of video content created and published according to deadlines.
- Audience segment: Different categories of customers by demographic and behavioral characteristics.
- Objective: Publishing content for a larger and wider brand reach.

## 2. Subscribers

- Objective: To increase the number of brand subscribers.
- KPI: The number of brand followers on social media and the cost of attracting them.
- Audience segment: Potential buyers who are interested in the brand's products.
- Objective: Increase the number of subscribers and brand loyalty, reduce the cost of attracting new subscribers.

## 3. Views.

- Objective: Increase the number of video views
- KPI: Number of views of the brand's video on social media and cost per view (CPV).
- Audience segment: Potential young audience that interacts with the brand through digital communication channels.
- Objective: To increase brand awareness, improve the image and increase customer loyalty.

We propose to add the result "Brand Mentions" to this model (Table 3.9), as it is an important element of the strategy of any enterprise, including agricultural ones, in order to create and maintain its unique identity, recognize it among consumers and form a set of marketing activities on the Internet. It is also important to pay attention to the feedback from the audience segment, which affects the Brand Mentions indicator. This is a process that includes various marketing activities aimed at increasing attention, popularity and trust in the brand.

First, brand awareness helps to create a unique image and distinguish it from competitors. This allows the agricultural enterprise to stand out in the market and attract the attention of consumers due to its values and features. Increasing brand awareness is a key factor in retaining existing customers and attracting new ones. The more people are familiar with the brand, the more likely they are to choose your products or services, so the Brand Recall metric is extremely important in shaping the online marketing strategy of an agricultural enterprise.

Based on our proposals, let's build a DMMM model for TM Doner Market, taking into account the added business goal "Brand Mentions" (Table 3.10):

*Table 3.10*

**Additional indicator to the Digital Marketing Measurement Model for the TikTok account of TM "Doner Market"**

Business goals	Content	Subscribers	Views	Mentioning
Objective.	x	x	x	Increase the number of brand mentions
CRI	x	x	x	The number of brand mentions on social media, the level of interaction with the brand, and audience engagement.
Segment	x	x	x	A loyal, existing or potentially new audience for a brand that requires special attention and interaction.
Objective.	x	x	x	Attracting attention to the brand, creating virtual communities, and increasing interaction with the audience through social media.

Source: compiled by the author on the basis of his own proposals.



Mentioning the brand will increase the level of trust among consumers in the agricultural enterprise. When a brand is well-known and has a positive reputation, consumers are more likely to trust it and prefer its products or services to those of other producers.

In addition, brand awareness can help an agricultural enterprise stay competitive and maintain its competitive position in the market. A brand that has strong popularity and recognition is usually able to attract more customers and generate more revenue, building a strong business position. Thus, increasing the number of brand mentions is not only a marketing strategy, but also a strategic tool that ensures the company's success and sustainability in the market.

The Digital Marketing Measurement Model (DMMM) consists of four main components: content, followers, views, and mentions. This model offers a comprehensive approach to evaluating and analyzing the effectiveness of online marketing strategies. Each of these elements has its own goals, key performance indicators (KPIs), audience, and tasks to help agricultural businesses navigate their strategic goals online.

The DMMM model will provide agricultural enterprises with the opportunity to systematically analyze and evaluate the results of their marketing activities. This will allow them to identify strategies that work or do not work, as well as adapt to changes in market conditions and consumer needs. Thanks to this model, agricultural companies can maintain a competitive advantage, attract new customers, increase loyalty, and develop steadily in the market.

Based on the indicators of this Digital Marketing Measurement Model, which we have discussed above, we will form a DMMM for the trademark of MHP - TM Doner Market - to develop and evaluate the effectiveness of their TikTok account (Table 3.11):

**Digital Marketing Measurement Model for the TikTok account of TM "Doner Market"**

	Content	Subscribers	Views	Mentions
Goal	Increase the number of video content created and published on TikTok to 3 videos per week over the next quarter.	Increase the number of TikTok subscribers by 10% over the next quarter	Increase the number of views on TikTok by 10% over the next quarter	Increase the number of brand mentions on TikTok by 5% over the next quarter
KPI	Number of video content created and published according to deadlines	The number of brand subscribers on TikTok and the cost of attracting them	Number of views of the brand's video on TikTok and cost per view (CPV)	Number of mentions of the brand in social media, level of interaction with the brand, audience engagement
Segment	Different categories of customers by demographic and behavioral characteristics	Potential buyers who are interested in the brand's products	Potential customers who interact with the brand through digital communication channels	Loyal, existing or potentially new audience that requires special attention and interaction
Target	Publishing content for a larger and broader brand reach	Increase the number of subscribers and brand loyalty, reduce the cost of attracting new subscribers	Increase brand awareness, improve image and increase customer loyalty	Attracting attention to the brand, creating virtual communities, and increasing interaction with the audience through social media

Source: proposed by the author as suggestions for implementing the model for TM Doner Market. The indicators and calculations are based on the author's own experience.

The Digital Marketing Measurement Model (DMMM) provides Doner Market with an effective tool for planning and evaluating the results of its online marketing activities. It is aimed at achieving four key targets: increasing the amount of content, increasing the number of subscribers, increasing the number of views, and increasing the number of brand mentions. This data allows you to systematically analyze and evaluate the results of your marketing activities, identify successful and unsuccessful strategies, and respond to changes in market conditions and consumer demand.

By analyzing the performance of each of these parts of the DMMM, businesses can better understand how well they are performing online and make smart decisions for further development. The use of DMMM allows agricultural enterprises to determine the best marketing strategies, as well as plan future actions and adapt to market changes. This will help to maintain a competitive advantage, attract new customers, and increase virtual sales. Summarizing, we can say that the DMMM model is an important tool for agricultural enterprises, in particular TM Doner Market, which strive to succeed in online marketing activities. Its implementation helps agricultural enterprises to better understand their audience, optimize marketing strategies, increase the efficiency of their activities in the online environment and formulate marketing packages on the Internet in more detail.

### **3.3 Improving the effectiveness of the use of Internet marketing tools in the marketing activities of agricultural enterprises (MHPs)**

Digital marketing is essential for most businesses, including those in the agricultural sector, due to the development of Internet technologies and the growing number of Internet users. Online marketing is an effective way to attract new customers and strengthen ties with old ones. Improper use of such a component as digital marketing can lead to financial losses and even the loss of the entire business. Internet technologies allow organizations to have the most personalized interaction, taking into account the preferences of most customers. Artificial intelligence, omnichannel, digital communication channels, and robotics are rapidly spreading both in the business environment and in everyday life.

Internet marketing is a social and managerial process aimed at meeting the needs of consumers on the Internet, creating offers and exchanging goods/services using information and communication technologies [161]. Internet marketing also serves as a tool that helps to solve some of the company's marketing tasks [162]. Internet marketing is a new type of marketing that includes traditional elements (goods, distribution, promotion, market research) implemented using Internet tools in a remote,

interactive mode, which provides the ability to accelerate, reduce the cost and improve the quality of all marketing processes for agricultural business. This definition, unlike others proposed by scientists, demonstrates the essence of the new phenomenon, its place in the marketing system and the resources necessary for the implementation of Internet marketing in the agricultural environment [163]. Digital marketing technologies bring real benefits to e-commerce owners:

- Improve customer experience and ensure fast and convenient communication;
- They make business processes more flexible and speed up management decision-making;
- Create ways for innovative development of the company through the use of cloud technologies and multitasking software systems and monetization of mobile traffic;
- Speed up the collection, processing, and systematization of large amounts of information;
- Create new opportunities for partnership and cooperation not only in the local market but also in the global environment.

Today, for agribusinesses, the use of online marketing tools is an important part of the marketing strategy. As they allow you to reach rural areas, consumers are increasingly looking for products online, including agricultural and processed products. It is easier for farmers to find new customers and turn potential customers into real ones. Speaking about the extent to which digital technologies have penetrated the marketing activities of domestic agricultural enterprises, we can talk about how inert they are in the digital world. The reasons for this phenomenon are objective factors inherent only in agricultural production and their interaction with other agricultural sectors, lack of funds, conservative ideas of management, etc. At the same time, if we analyze the marketing activities of foreign agricultural enterprises, we can conclude that the development of digital communications can bring enormous benefits to agricultural enterprises. We have also demonstrated the effectiveness of digital

marketing on the example of MHP agricultural holding. Among the main Internet marketing tools for agricultural entrepreneurs are the following [164]:

- SEO (Search Engine Optimization): Optimizes the content and structure of a website to improve its visibility in search engines;
- Content marketing: Creating and distributing valuable content aimed at attracting and retaining an audience;
- Social media marketing (SMM): The use of social platforms to promote products and services and interact with the audience;
- Electronic marketing (E-mail marketing): Using e-mail to communicate directly with potential and existing customers;
- Influencer marketing: Cooperation with influencers in social networks to promote a product or brand;
- Video marketing: Creating and distributing video content, for example, through YouTube, to draw attention to products and brands;
- Paid advertising on the Internet (contextual, targeted): The use of paid advertising campaigns in search engines and social networks to drive traffic.

The combination of various tools leads to an effect that is exponentially greater than the sum of the individual elements, which emphasizes the importance of an integrated approach [165]. To integrate different online platforms and strategies, online marketing tools in the agricultural sector contribute to brand development, customer communication, and increased sales. Companies can advertise their products and values through websites and social media, creating trust among the audience and popularizing the brand. Online advertising, especially contextual and targeted advertising, increases the visibility of products and attracts potential consumers. The integrated use of online marketing tools helps to optimize marketing strategies, increase efficiency and improve sales results. These tools improve the effectiveness of marketing campaigns, increase customer awareness of the brand, and build strong customer relationships. The use of online marketing in the agricultural sector leads to improved consumer perception of the brand, increased trust and optimized marketing strategies. The use of social media, email marketing, content marketing, and search

engine optimization significantly contributes to sales growth and opens up new markets. Such tools allow agricultural enterprises to build important competitive advantages and effectively interact with customers. That is why these tools are being actively implemented in the marketing activities of agricultural enterprises. In the context of the dynamic development of the latest technologies, all these online marketing tools deserve special attention from agribusiness [166].

Today, the agricultural sector is increasingly dependent on technological solutions and innovations, particularly in the field of marketing. That is why marketers use digital analytics to make informed decisions about the development of their campaigns and achieve their goals. It turns out that digital analytics is vital for agricultural companies, as it allows them to use data to improve marketing strategies and achieve better results. Digital Analytics allows you to collect and analyze large amounts of data about the market, consumers, and competitors. This enables agricultural businesses to better understand the needs of their target audience and customize their marketing strategy to meet those needs. The use of digital analytics helps to identify the most effective advertising channels and types of content for a specific audience segment. This helps to reduce advertising costs and increase its effectiveness [167].

In addition, digital analytics helps to track product demand and predict changes in it. This allows companies to optimize logistics, inventory, and supply, which reduces costs and improves customer service. Companies can use this tool to better define their competitive advantages and create unique products for their customers. It helps to bring to market goods and services that meet the current needs of consumers. With the development of analytics, it is possible to track the effectiveness of marketing campaigns in real time. The collected data allows companies to constantly improve their results. In the marketing activities of agricultural companies, the use of digital analytics is an extremely important and effective tool. Companies benefit from it to improve customer relations, achieve greater efficiency in internal processes, and increase their competitiveness in the market. Therefore, it is important to invest in this

area and develop competencies in digital analytics to achieve success in the agricultural sector [168].

Agricultural businesses that do not use digital analytics face several important challenges and costs. First, they have lost the ability to collect, analyze, and interpret a large amount of data related to their operations, customers, and the market. This can lead to the loss of important insights that help make smart strategic decisions. Second, companies may lose their competitive advantage in the market if they do not use digital analysts. The modern business environment is changing rapidly, and digital technologies are becoming increasingly important for success. Companies that effectively use digital analytics to improve strategy, marketing, and operations usually have an advantage. Third, agricultural companies risk inefficient use of their resources if they do not have access to digital analytics. They may spend time and money on unproductive initiatives or overlook important data signals that indicate a need for change. Such companies may be left behind by their competitors who are actively using digital analytics to optimize their processes and make strategic decisions.

As shown above, digital analytics is an important part of agricultural marketing. Let's dive a little deeper into the concept of web analytics. Web analytics is a specialized branch of digital analytics that specializes in collecting, analyzing, and interpreting data related to how users use websites. This type of analytics helps to understand how users interact with a website: how they get to it, how long they stay, what pages they view, and much more. Web analytics helps to determine which resources and marketing campaigns bring in the most traffic and conversions. It also allows you to identify where there are places where you can improve your website's performance to increase its effectiveness. The main benefits of web analytics include the ability to measure the results of marketing activities in real time, identify website issues and optimize its functionality, identify best practices for attracting and retaining an audience, and improve the effectiveness of advertising campaigns and increase conversions. [169]

Agricultural businesses that do not use web analytics risk missing out on important opportunities to improve efficiency and optimize their operations. First of

all, they are deprived of the opportunity to gain a deep understanding of their customers' online behavior. Web analytics allows you to track how users interact with a website, including the pages they visit, the links they click, and other actions. This information can help to improve marketing strategies, enhance content, and resolve user experience issues. Second, companies that don't use web analytics may be missing important opportunities to optimize their websites. Web analytics can identify user experience issues such as pages with high bounce rates or low conversions through data analysis. This allows agricultural companies to take specific measures to improve these aspects and increase the performance of their website. Without such analysis, agricultural businesses run the risk of being left in the dark about what exactly is not working on their website and how to fix it.

In addition, web analytics can help agricultural businesses evaluate the effectiveness of their advertising costs and marketing campaigns. Web analytics allows companies to track conversions from various traffic sources, evaluate the effectiveness of advertising campaigns, and determine the best allocation of their advertising budget. Without this analysis, companies can spend money on ineffective marketing and advertising, without being able to objectively evaluate their performance and make the necessary changes. Thus, web analytics is becoming an important tool for a successful and competitive business in the modern digital environment.

The use of web analytics in the marketing activities of agricultural enterprises is proving to be an extremely effective and important tool. This technology helps businesses achieve significant results, such as website improvement, audience segmentation, conversion measurement, advertising campaign optimization, and content development (Table 3.12).



Table 3.12

**Advantages of using web analytics in the marketing activities of agricultural enterprises**

Improving the website	Web analytics examines how users interact with websites, which helps identify weaknesses and opportunities for improvement. Companies can improve the user experience by optimizing the interface, page structure, and content.
Audience segmentation	Web analytics help companies better understand their audience and identify their needs and interests. This helps to develop a more targeted and effective marketing strategy.
Measuring conversions	Web analytics tracks conversions, i.e. actions that lead to a desired result, such as purchasing a product or filling out a feedback form. This allows you to determine which marketing resources and initiatives work best.
Optimization of advertising campaigns	Web analytics allow you to determine which advertising campaigns generate more conversions and attract more traffic. This allows companies to reduce the cost of ineffective advertising and focus on more effective methods.
Content development	Analyzing web analytics data helps you understand what content attracts the most attention from users. This allows you to create content that is more attractive and interesting to the audience.

Source: [170]

In general, agricultural enterprises can use web analytics to improve marketing strategies, advertising campaigns, and competitiveness. In the digital world, it allows companies to achieve better results and make informed decisions based on data.

For agricultural enterprises, online marketing tools are becoming an important part of modern marketing activities. This is also divided into two sub-branches of analytics: digital analytics and web analytics, which allow collecting and analyzing data in online environments. Nevertheless, suggests considering important approaches to evaluating the effectiveness of online marketing, such as Post-click analysis and

Post-view analysis, to understand how effective marketing campaigns are and optimize advertising efforts.

In general, the most common approach to analyzing the effectiveness of online marketing activities today is post-click analysis, which is an integral part of holistic display advertising analysis. Holistic analysis of display advertising is a methodology that uses four categories of data to evaluate the effectiveness of an advertising campaign, namely display indicators, click-through rates, landing page indicators, and post-click and post-view conversions. Holistic analysis allows for a more comprehensive assessment of display advertising effectiveness, which makes it possible to more accurately evaluate an advertising campaign at the analysis stage, as well as during campaign planning and dynamic placement [171].

The concept of post-click analysis allows entrepreneurs to better understand the behavior of their users after they interact with an advertisement or visit a website. Post-click analysis is a method of studying user behavior on a website after they have opened a banner or link and gone to the company's page. With this analysis, you can evaluate how effectively advertising influences user actions, such as registration, purchase, form filling, and other actions that are targeted for the marketing strategy. Post-click analysis focuses on how users interact with a website or app, such as page views, registrations, purchases, etc. The agriculture industry often depends on the effectiveness of marketing and advertising campaigns, so post-click analysis can be especially useful.

Measuring conversions is one of the main functions of post-click analysis in agricultural marketing. The consequences expected from a visitor after clicking on an ad are called conversions. For example, it can be a purchase of a product, filling out a form to receive information, or sending a request for a consultation. Post-click analysis allows you to determine how many users perform these actions after clicking on an ad. This is important for evaluating the effectiveness of advertising campaigns and finding out which ones bring the best results. Post-click analysis also allows you to determine which parts of your website attract the most attention and how to optimize them to increase conversions. For example, you may notice that a certain type of content or

page design generates more conversions and attracts more attention. In this case, it will be useful to focus on developing these components.

The popularity of post-click analysis is due to relatively low labor costs and the prevalence of free web analytics systems. With the help of post-click analysis, you can track:

- the effectiveness of contextual advertising campaigns;
- the effectiveness of banners placed on different platforms;
- transitions from downloaded documents (price lists, brochures, catalogs);
- click-throughs from email newsletters, etc. [172]

This method of measurement that precedes conversion is the basis of the click-based concept. In fact, there are many things a user could do to complete the conversion process. In the following example (Figure 3.5), the user entered a paid search keyword and a link in the email, and then used a regular search. If attribution is based on post-click instead of last click, each touchpoint or click gets a portion of the conversion credit as long as the action occurs within the defined viewport.

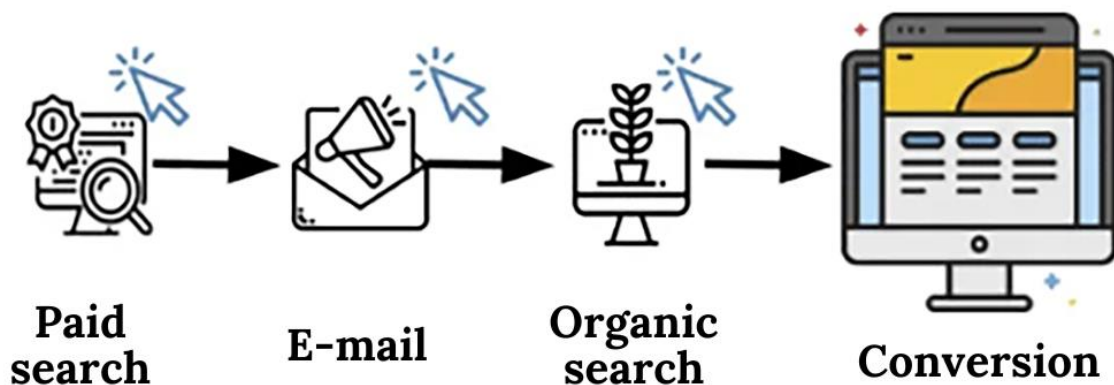


Figure. 3.5 User journey from click to conversion

Source: Compiled by the author with the help of the source [173].

Post-click analysis also helps you determine the quality of traffic that comes to your website from different sources, such as advertising campaigns, social media, or search engines. You can find out which traffic sources generate more conversions and revenue, and this information can be used to optimize advertising budgets and customer acquisition strategies.

Using the data collected through post-click analysis, agricultural companies can optimize their websites to increase conversion rates and personalize their advertising campaigns to better meet the needs and interests of their target audience (Table 3.13).

In addition, post-click analysis helps to identify trends and patterns of user behavior, which allows you to create marketing strategies that work better. This can include improving content, CTAs, and website design, as well as ensuring that advertising messages are more relevant. To summarize, the use of post-click analysis in the agricultural sector can lead to better marketing initiatives, more sales, and better customer experience. Implementing effective Post-click analysis can significantly increase the success of marketing campaigns in the agricultural sector, helping to increase customer engagement and sales.

*Table 3.13*

**Key aspects of post-click analysis for the agricultural sector**

Aspects	Meaning
Tracking User Behavior	Studying how users interact with a website after they click. This includes analyzing the pages they visit, the time they spend on the site, and the actions they take.
Conversion and ROI	Estimating the number of conversions received from advertising campaigns and calculating the return on investment (ROI). This includes analyzing sales, event registrations, feedback requests, etc.
Page optimization	Analyzing the effectiveness of pages and making changes to improve conversion rates. This may include testing different designs, content, and calls to action (CTAs).
Target audience and personalization	Understanding the target audience, its needs and interests. Use this data to create more personalized advertising campaigns.
Data analysis and reporting	Collecting and analyzing data to develop detailed reports on campaign performance. This helps to identify the strengths and weaknesses of advertising strategies.

Source: compiled by the author based on his own research [174].

All these aspects of post-click analysis make it an integral part of the marketing strategy of agricultural enterprises. It allows you to determine how effectively advertising campaigns are converted into user actions and helps businesses improve

their marketing strategy to achieve better results. Understanding which advertising activities bring the most significant results allows you to rationally allocate your advertising budget and increase the effectiveness of marketing activities for agricultural enterprises in the online environment.

A fundamentally different approach to evaluating the effectiveness of online marketing is Post-view analysis, which allows you to track user actions on the site after contact with an advertisement. [175] The Internet marketing tools that should be tracked using Post-click and Post-view analysis are presented in Table 3.14

*Table 3.14*

**Breakdown of online marketing tools by type**  
**Post-click and Post-view analysis**

<b>Post-click</b>	<b>Post-view</b>
Contextual advertising	Display advertising
Search and reverse retargeting	Maintaining communities in social networks and blogs
Search engine optimization	Reputation monitoring
Affiliate program	Promotion through articles
Promotional email campaigns	Informational e-mail newsletters

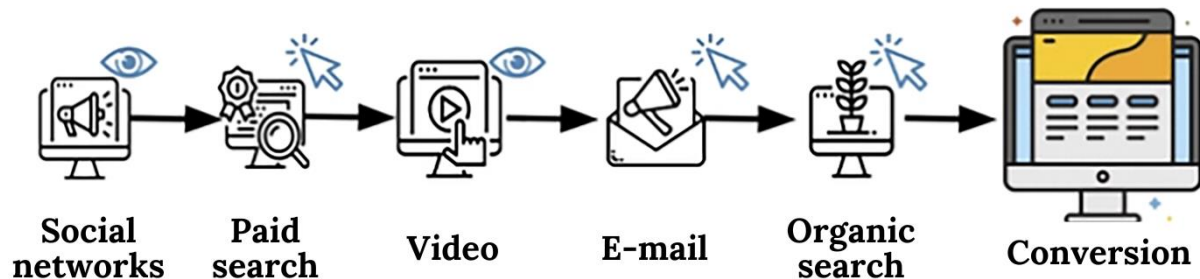
Source: [172]

In practice, there are difficulties in using Post-view analysis in a comprehensive manner, as it requires the installation of special scripts on the website where the advertisement is placed. Post-view analysis can be fully used only to evaluate display advertising on regional and specialized portals, article promotion, and the company's own blog. [176]

With Post-view conversions, as the name suggests, not only the click, but also the views the user has in the specified viewport receive a portion of the conversion credit. Most advertisers who advertise on multiple channels will have video and social media as part of the conversion path. These channels typically don't drive clicks, but they still contribute to results. The path measured by the Post-view conversion attribution model is shown in Figure 3.6. Post-view analysis allows you to evaluate the effectiveness of an advertising campaign after users have seen an ad. This type of

analysis helps to determine how successfully the ad influences conversions, customer engagement, and other key metrics.

Figure. 3.6 User journey from browsing to conversion



Source: Compiled by the author with the help of source [173].

By analyzing Post-view, you can determine whether a certain action occurs from users after viewing an ad, such as visiting a website, filling out a form, ordering a product, or other conversion actions. This will allow agricultural businesses to better understand the impact of advertising efforts on the behavior of their audience and make informed decisions about optimizing their advertising strategy.

Let's consider the key aspects of Post-view analysis for agricultural enterprises in Table 3.15.

In addition, Post-view analysis can help determine how effective certain channels and formats of advertising are, which allows for more efficient allocation of the advertising budget. Using this information, agricultural businesses can optimize their advertising campaigns and maximize results. Post-view analysis is a valuable tool for agricultural companies as it helps to determine how well an advertising campaign is performing, optimize the advertising budget, and adopt smart marketing strategies.

We have already found out that Post-click and Post-view analyzes are important steps in the development of modern marketing, and their proper use can help agricultural businesses achieve significant success in the digital world. Now let's take a look at these analysis tools, their role, application possibilities, their importance, and how they can increase the effectiveness of advertising campaigns for the agricultural enterprise MHP (Annex G).

Table 3.15

**Main aspects of Post-view analysis for agricultural enterprises**

Aspects	Meaning.
Determining the effectiveness of advertising campaigns	Post-view analysis allows you to estimate how many times advertising content was displayed to users after they visited a website, social media page, or other resource. This will help agricultural companies understand how well their advertising campaigns attract the attention of the audience after viewing.
Understanding audience behavior	Post-view analysis can help agricultural companies determine what content is engaging the audience after viewing. This can include identifying popular topics, formats, or styles to maintain or change content creation strategies.
Evaluating the impact of advertising on conversions	Post-view analysis allows you to track the impact of advertising content on conversions and user actions after viewing. This can include measuring the number of website views, registrations, or purchases after interacting with an ad.
Optimize your advertising efforts	Agribusinesses can use Post-view analysis to optimize their advertising efforts by changing the target audience, content, or ad placement to achieve better results. This optimizes the use of the advertising budget and increases the return on investment in marketing.
Planning future campaigns	Post-view analysis can be a useful source of information for planning advertising campaigns. Agribusinesses can create more effective advertising strategies to achieve specific marketing goals by collecting data on which content attracts the most attention after viewing.

Source: [177]

Therefore, Post-click and Post-view analyzes are key tools for evaluating the effectiveness of MHP brands' advertising campaigns and interaction with the audience. These analytical methods provide comprehensive information about the users' reaction

to advertising messages, their conversion activity and the impact on MHP's profitability. MHP can adapt its advertising strategy to the needs and interests of its audience, increasing conversions and improving results by analyzing user behavior, evaluating the effectiveness of advertising campaigns and their impact on conversions. MHP businesses can optimize their advertising efforts and plan future campaigns based on data analysis. This allows them to use their advertising budget more efficiently, find new opportunities for development and increase overall productivity. The success of an advertising campaign depends on understanding the target audience and individualizing the content. Taking into account the needs and interests of each user allows agricultural businesses to attract a more targeted audience and increase their loyalty.

In general, Post-click and Post-view analyzes play an important role in creating and implementing effective advertising strategies for MHPs, as they help to understand how advertising messages are perceived by the audience and optimize the results.

To summarize, post-click and post-view analyzes are important tools for agricultural enterprises, as they provide valuable information about the effectiveness of advertising campaigns and the impact on the audience. Post-click analysis allows you to evaluate user actions after clicking on a link, such as registration, purchase, or other targeted actions. This helps to understand how effectively advertising campaigns increase the number of conversions. In contrast, post-view analysis allows you to determine how many times the audience has seen the advertising content after interacting with the page on the Internet or on social media. This information helps to understand how much the ad attracts the audience's attention after viewing. Both analyses help agricultural businesses better understand their audience's needs, optimize their advertising campaigns, and plan future campaigns with greater efficiency. They are essential tools for improving marketing strategies and achieving success in the online environment.

Applying the model presented in Table 3 of the thesis section 3.2, as well as the methods for evaluating the performance of Post-Click and Post-View, our study achieved the following results, which are presented in Table 3.16 below:



Table 3.16

Business goals	Timeline				
	Plan	4th quarter 2023 fact (quantity)	1st quarter 2024 fact (quantity)	23 / 24 Dynamics Quarter	2024* Forecast
<b>Content</b> (increase the number of video content creation and publishing on TikTok to 3 videos per week over the next quarter)	+200%	1 publication	2 publications	+100 %	+400 %
<b>Subscribers</b> (increase the number of TikTok subscribers by 10% over the next quarter)	+10%	26,000 subscribers	28,000 subscribers	+7.69 %	30.76 %
<b>Views</b> (increase the number of views on TikTok by 10% over the next quarter)	+10%	3 650 000 million views	4 120 000 million views	+13.01 %	52.04 %
<b>Mentions</b> (to increase by 5% the number of mentions of the brand in the social network TikTok over the next quarter)	+5%	200 mentions	211 mentions	+5.5 %	22 %

Source: compiled by the author on the basis of his own proposals.

According to the model we proposed, as well as the ability to track the results of activities on the Internet, after the introduction of planning and evaluation of key performance indicators in the work of Doner Market TM, the company received positive dynamics in achieving the goal for each described business goal, in particular, in Table 9, presented on slide 24, the following indicators for the first quarter of 2024 were achieved:

- increase in the number of video publications by 100%
- increase in the number of subscribers by 7.69%
- increase in the number of views by 13.01%
- increase in the number of brand mentions by 5.5%

Summarizing the performance indicators of the DMMM model for TM Doner Market, which allow to better understand how effectively the company operates on the Internet and make smart decisions for further development, it is proved that the use of DMMM helps Doner Market to determine the best marketing strategies, as well as to

plan future actions and adapt to market changes. This helps to maintain a competitive advantage, attract new customers and increase brand awareness.

### **Conclusions to Section 3**

1. In the context of the discussion of the prospects for introducing Internet marketing into the marketing activities of agricultural enterprises in paragraph 3.1, it can be concluded that the importance of this area for the further development of the industry is confirmed by the results of the study of the possibilities of introducing Internet marketing into the marketing activities of agricultural enterprises. The results of the analysis demonstrate that Internet marketing can increase the competitiveness of agricultural companies, increase market share and improve the efficiency of their marketing efforts. In particular, online advertising allows companies to reach their target audience directly through various online communication channels such as email, social media, and websites, among others. This allows companies to actively engage with new and existing customers, establish close ties with them, and respond quickly to their needs and requirements. In addition, the use of Internet marketing opens up wide opportunities for creating and promoting a brand, increasing its popularity and recognition among consumers. Internet tools can influence the company's image, its positioning in the market and the formation of unique competitive advantages. It should be noted that in order to successfully use online marketing tools, agricultural companies must have a good understanding of modern technologies, as well as a deep understanding of the target audience and market characteristics. In order for marketing tools to successfully adapt to the online environment, it is necessary to constantly study and analyze market trends, improve communication strategy and be innovative. Thus, the introduction of Internet marketing into the marketing initiatives of agricultural enterprises is a relevant and promising area of development. This will allow companies to reach new heights in attracting customers, increasing sales, and strengthening their market leadership.

2. Paragraph 3.2, aimed at forming a set of marketing activities on the Internet and social networks in order to develop the marketing activities of agricultural

enterprises, showed that the active use of the Internet and social networks as marketing tools can significantly increase the efficiency of marketing activities of agricultural enterprises. This creates ample opportunities for attracting consumer attention, building a positive brand image, and expanding market opportunities. This study proposes the introduction of a new digital marketing measurement model, the Digital Marketing Measurement Model. This model is a tool that allows you to accurately measure the effectiveness of marketing campaigns on the Internet and social networks. The application of this model will help agricultural enterprises to understand how their marketing efforts affect customer acquisition, sales and brand awareness. However, there are a number of important aspects to consider when using the Digital Marketing Measurement Model. These elements include the right choice of considerations, adapting the model to the needs of the company, and ensuring that the company's digital strategies are aligned with its goals. To summarize, in order for agricultural businesses to promote their marketing activities on the Internet and social media, they need to use modern tools and methods. The Digital Marketing Measurement Model is an excellent tool for achieving greater success in the digital environment.

3. The analysis of the effectiveness of the use of Internet marketing tools in the marketing activities of agricultural enterprises in paragraph 3.3 allows us to draw important conclusions about their impact on performance and development strategies. It has been established that the use of digital analytics, web analytics, post-click analysis, and post-view analysis are important components of effective measurement of the results of Internet marketing campaigns. These tools provide agricultural enterprises with the opportunity to make informed decisions and improve their marketing activities by collecting, analyzing and interpreting data on customer interaction with websites and advertising materials. The results of the analysis also confirm the importance of continuously improving online marketing strategies and approaches. Agribusinesses must actively adapt to new technologies and trends as the digital environment is changing rapidly. This is the only way they can remain competitive and effectively use the potential of online marketing to achieve their business goals. To summarize, the results of the analysis confirm that online marketing

is vital for agricultural enterprises, and modern digital analytics tools should be used to maximize its effectiveness. The recommendations of the analysis can help agricultural enterprises achieve greater success in the market and increase the efficiency of their marketing activities.

## CONCLUSIONS

The study of the development of Internet marketing in the agricultural sector opens up new opportunities for improving modern business models. For agricultural enterprises, the Internet has become an integral part of an effective marketing strategy. This market segment has unique opportunities to promote goods and services due to the rapid development of technology and the growing influence of the Internet on consumer habits. Companies in the agricultural sector should actively implement online marketing strategies to increase their competitiveness and expand access to new markets, as traditional marketing methods are no longer effective enough. The results of the study confirm the need to use analytical tools to assess the effectiveness of Internet marketing.

After a detailed study of the nature and impact of Internet technologies on the marketing strategy of agricultural enterprises, several important conclusions can be drawn. First, Internet technologies have become an indispensable tool for the development of modern business in the digital economy. The use of such technologies in marketing activities allows agricultural enterprises to be more competitive, interact more effectively with consumers and attract new customers. Secondly, it should be borne in mind that the agricultural sector has its own specific features that should be taken into account when implementing Internet technologies.

The results of the analysis also confirm the view that in order to use Internet technologies in the marketing of the agricultural sector, an integrated approach should be applied and the specifics of each enterprise should be taken into account. Understanding the essence and characteristics of the use of Internet technologies allows agricultural enterprises to effectively use these tools to achieve their strategic goals and successful development in the modern market environment.

Assessing the trends in the development of marketing of agricultural enterprises on the Internet, it can be concluded that the use of online platforms for marketing purposes is actively growing due to the emergence of the digital environment. Among these trends are the development of e-commerce in the agricultural sector, the growth

of online sales of agricultural goods, the active use of social media for communication and advertising, and the growth of content marketing used to promote agricultural goods and services. On the other hand, there are challenges, such as unstable Internet connections in rural areas and a lack of digital marketing professionals. To ensure the competitiveness and sustainable development of the agricultural sector, it is necessary to take into account all the peculiarities and challenges of agricultural business and to adapt to modern digital trends.

Analyzing the methodological principles used to formulate a digital marketing strategy for agricultural enterprises, it becomes clear that creating an effective digital marketing strategy requires a deep understanding of the specifics of the agricultural sector, such as the competitive environment, target audience, and product specifics. The key elements of such a strategy include setting goals and objectives, analyzing market conditions and consumers, developing original sales proposals, choosing the most appropriate platform and communication tools, creating content and innovative advertising materials, and measuring and analyzing results. In addition, it is important to take into account the constant changes in the digital environment so that the strategy can adapt to new trends and technological innovations.

The development of online marketing strategies provides agricultural enterprises with new opportunities to communicate with consumers and increase the effectiveness of their marketing campaigns. Thus, the creation of Internet marketing strategies for agricultural enterprises requires a comprehensive approach and continuous improvement, but if used correctly, they can significantly increase competitiveness and success.

Several important conclusions can be drawn from the marketing activities by analyzing the current state and forecasting trends in the agricultural sector of Ukraine's economy. First, there is great potential for using online marketing tools and strategies in agriculture, which remains an important part of the Ukrainian economy. Growing demand for agricultural products in the domestic and international markets, as well as increasing competition in the international market, creates new opportunities and challenges for agricultural companies. Second, agricultural trends, such as

technological innovations, demographic changes, and consumer preferences, have a significant impact on the marketing strategies of agricultural enterprises.

In addition, the study results confirm that in order to achieve competitive advantage and sustainable development in the agricultural market, it is necessary to constantly analyze market conditions and implement modern marketing methods. Taking these aspects into account, agricultural enterprises should actively improve their marketing activities and use modern online tools to promote their products on the market. This will contribute to their stable and successful development.

The study of the marketing environment and the state of marketing in agribusiness has confirmed that the modern agricultural sector, especially MHP, is a dynamic industry that responds quickly to changes in the marketing environment. MHP recognizes the importance of using modern marketing strategies to increase competitiveness and enter new markets. The study confirmed that the analysis of the internal and external environment is critical for the successful marketing of MHP and its subsidiaries. Nasha Ryaba successfully advertises its products through social media, influencers, and its own content. This approach helps to attract the attention of consumers and change their behavior. The use of various mechanisms and communication channels helps agricultural companies reach more audiences and increase the effectiveness of their marketing. Nasha Ryaba Apetitna actively uses digital marketing tools to advertise ready-to-cook poultry products. They have strengthened their popularity among consumers by focusing on the convenience and quality of their products. The company actively engages popular bloggers and social media influencers for cooperation. Döner Market's marketing campaign focuses on overcoming myths and increasing trust in the fast food brand. They successfully use social media and other online platforms to draw attention to their products and increase brand awareness.

All of MHP's brands successfully use online advertising to promote their products and increase consumer awareness of their brands. In addition, they demonstrate how to effectively integrate online marketing into their advertising strategy, which allows them to achieve their business goals and increase their

competitiveness in the market. This allows them to steadily increase sales and compete in the market. Therefore, MHP companies should continue to improve their online marketing activities to adapt to the changes in the marketing environment, using modern methods and tools for stable and successful development in the market. Businesses in the agricultural sector can use online marketing as a key tool to promote their products. This allows them to achieve high results in attracting the attention of the audience, ensure sustainable development in the modern market and improve their marketing activities.

An analytical review of the marketing strategy of agricultural enterprises has shown that these companies are increasingly ready to implement Internet technologies to attract customers. This indicates their readiness to adapt to modern market requirements and apply innovative methods to attract customers.

In addition, the study shows that social media, content marketing, collaboration with bloggers and influencers, search engine optimization, and e-commerce are the most popular online marketing tools for these businesses. With the help of these tools, businesses can effectively interact with their audience and attract new customers. It is also worth noting that Internet technologies provide them with new opportunities for development and competitiveness. They help companies use their resources efficiently and attract the attention of customers around the world.

Thus, based on the analysis, it can be concluded that the introduction of Internet technologies is an important element of a successful marketing strategy for agricultural enterprises. Businesses can attract new customers, increase their competitiveness and continue their development by implementing these technologies. The study also confirms how important it is to integrate Internet marketing into the marketing activities of agricultural enterprises for further development. The results of the analysis indicate that Internet marketing can improve competitiveness, increase market share, and increase the efficiency of marketing efforts of these enterprises.

Internet marketing provides companies with direct access to their target audience through a variety of online communication channels, such as email, social media, and websites. This allows companies to actively engage with new and existing customers,



establish close ties with them, and respond promptly to their needs and requirements. Internet marketing opens up wide opportunities for creating and promoting a brand, increasing its popularity and recognition among customers. The use of online tools helps to shape the company's image, position it in the market and create unique competitive advantages.

In order to successfully implement online marketing strategies, agricultural companies must not only be proficient in modern technologies, but also have a good understanding of the needs of their target audience and market characteristics. For marketing strategies to be effective in the online environment, it is necessary to constantly research and analyze market trends, improve communication strategies, and be innovative. Agricultural companies can integrate online marketing into their marketing activities, which is a relevant and promising area of development. This will allow them to reach new heights in attracting customers, increasing sales and strengthening their market leadership.

An analysis of the processes required to create online and social media marketing strategies for agricultural enterprises has revealed that the effective use of Internet and social media resources can significantly increase the effectiveness of marketing activities. This opens up new opportunities for attracting consumer attention, building a positive brand image, and expanding market prospects. In this context, the implementation of the Digital Marketing Measurement Model is key. This tool allows you to evaluate the effectiveness of marketing campaigns in social media and online space. Using the Digital Marketing Measurement Model helps agricultural enterprises understand how their marketing campaigns affect customer acquisition and brand awareness. However, to use the Digital Marketing Measurement Model effectively, there are several important aspects to consider. These elements include choosing the right metrics, adapting the model to the needs of the company, and aligning its digital strategies with the company's goals. In general, modern tools and methods need to be implemented in order for agricultural businesses to promote their marketing activities on the Internet and social media. The Digital Marketing

Measurement Model can be an excellent tool for achieving success in the digital environment.

The effectiveness of the use of Internet marketing tools in the marketing strategy of agricultural enterprises allows us to draw important conclusions about their impact on the effectiveness and development of strategies. It has been found that the use of digital analytics, web analytics, as well as Post-click and Post-view analyzes are key to effectively measuring the results of Internet marketing campaigns. This system allows agricultural enterprises to make informed decisions and improve their marketing strategy, collect, analyze and explain data on customer interaction with websites and advertising materials. Due to the rapid changes in the digital environment, the analysis also emphasizes how important it is to constantly improve online marketing strategies and approaches. This means that agricultural enterprises must actively respond to new technologies and trends to remain competitive and effectively use the potential of online marketing to achieve their goals. To summarize, the analysis confirms that online marketing is vital for agricultural enterprises and that modern digital analytics tools should be used to maximize its effectiveness. Applying the recommendations of the analysis will allow agricultural enterprises to achieve greater success in the market and improve their marketing strategy.

Companies in the agricultural sector must be prepared for the rapid development of technology in order to successfully operate in the online environment, introducing new ideas and solutions. Thus, the study of the evolution of Internet marketing in the agricultural sector emphasizes its value and potential in modern business. To succeed, businesses must actively use this toolkit and constantly adapt their strategies and approaches to changes in the digital world.

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**APPLICATIONS**

**Classification of Internet marketing strategies of agricultural enterprises based on their types**

Name of the strategy type	Characteristics of the type
1	2
Target market strategies	<p>This includes different approaches aimed at meeting the needs of customers who have similar or similar needs. This is achieved by dividing the market and targeting specific sectors. These sectors have common elements due to the fact that they show different presentations on the organization's websites. In addition, a special marketing mix is used for each category. In this case, three types of tactics can be distinguished:</p> <ul style="list-style-type: none"> <li>• <i>Market segmentation strategy</i>: provides for the possibility of personalized marketing in domestic and foreign markets through digital marketing to reach each customer and meet their needs and desires.</li> <li>• <i>A targeted marketing strategy</i> is a focus strategy based on marketing management's assessment of the attractiveness of each market segment it wants to deal with and is primarily focused on the end customer. The results of the assessment will show which segment can create the most profitable value and sustain this value over time by establishing profitable and long-term customer relationships.</li> <li>• <i>Market placement strategy</i>: This means that the organization makes offerings that allow the organization's products to become clear, distinctive, and desirable in the eyes of customers compared to those of competitors.</li> </ul> <p>This is achieved by creating an attractive and effective website that focuses on the value of the product, influencing people's minds.</p>
Strategy. excellence	<p>According to this strategy, the company makes its products unique among other competitors. Excellence is defined as the key points that make a product or service unique. M. Porter defines it as creating something that is recognized in every field as unique and different. Many expensive processes such as design, research, development, packaging, etc. are required to achieve excellence or differentiation.</p>
Product development strategy	<p><i>A new industry strategy</i>: the organization launches new products in markets that neither the organization nor the market has ever encountered.</p> <p><i>The strategy of adding production lines</i> to products that have not been produced before: the basis of this strategy is that the organization offers products that are not new to the market, but are new to the organization in order to utilize and invest in online marketing opportunities in accordance with the requirements and needs of the market.</p> <p><i>Expansion of existing product lines</i> can be achieved by making adjustments, adding properties, components and benefits to existing products, or by making adjustments in a way that allows different companies to offer their products to consumers.</p> <p><i>Implicit Product Feature Modification Strategy</i>: This strategy redesigns and develops existing products in terms of their features, components, and customer benefits. At the same time, it informs customers who are on the organization's website that there is a new product. The customer also understands the product improvements.</p> <p><i>Product repositioning strategy in the market</i>: a company can change its position in the market by opening up new ways to use its products. This is achieved by interacting with visitors through digital marketing tools such as SMS and websites.</p>

<p>Pricing strategies</p>	<p>Choosing the right pricing strategy for customer and website user experience is an important step, as it involves many internal and external considerations that fall into the following categories:</p> <ul style="list-style-type: none"> <li>• <i>Dynamic pricing strategy</i>: used to counteract fluctuations in different markets, especially because digital marketing is not a market and includes different global markets that have different economic, cultural, legal, and other characteristics. This strategy can allow for price adjustments: <ul style="list-style-type: none"> <li>• for products based on the customer's willingness and readiness to pay in accordance with their financial capabilities and the prevailing conditions;</li> <li>• <i>price differentiation strategy</i>: according to this strategy, the price is determined for a product is based on the nature of the market and differences in purchasing power, as well as the needs and desires of the visitor or client;</li> <li>• <i>promotional pricing strategy</i>: aimed at stimulating sales of products specified in the offers posted on the organization's website and can be of several types: critical pricing, special event pricing, competitive pricing, geographic pricing, etc., aimed at increasing sales.</li> </ul> </li> </ul>
<p>Strategy for modifying distribution channels</p>	<p>Companies need to adapt to the rapidly changing online environment, which differs from market to market, by changing their electronic distribution channels. The most important reasons for change are the following: changes in the digital environment, changes in organizational trends, changes in marketing strategy, and changes in the structure of distribution channels. All these changes require changes in distribution strategies and distribution channels.</p>
<p>CRM (customer relationship management) strategies</p>	<p>The use of the Internet and websites has changed customer buying behavior and influenced their opinions and dispositions toward the company and its products. This led the company to move closer to a CRM strategy. With the development of communication technologies and services, the organization has become more interactive with the customer, which has helped to intensify this relationship.</p>
<p>Digital marketing strategies for promoting an agricultural enterprise and its products on the Internet</p>	<p><i>Strategies for shaping the image of the enterprise.</i> It is used to improve the image of the agricultural business in the eyes of consumers by promoting the brand on social media and the Internet. These tasks are solved using three approaches: 1) promotion in accordance with consumer search queries in search engines, increasing the impact on potential customers - consumers of competitors' agri-food products; 2) increasing the level of citation of information about the company in social media; 3) influence marketing.</p> <p><i>A strategy for proactively promoting a company's goods and services.</i> It helps to achieve a commercial effect by combining different traffic sources in the process of planning advertising activities. If the advantages of communicative advertising activities on the Internet are effectively combined, it becomes possible to provide the company's website with a constant volume of traffic, which is influenced by the volume of demand. Under such conditions, the cost of implementing an online advertising</p>

campaign is significantly lower than when using traditional marketing tools.

*Targeted strategy* (has the following types - sales targeting, marketing manipulation, marketing harassment). It is aimed at attracting target users of the company's website with a high level of income through targeted influence using marketing communications on the Internet, which allows achieving the set marketing goals. As a rule, the following traffic sources are used: social networks; contextual, banner and display advertising; SEO promotion; online marketplaces; e-mail.

Source: compiled by the author based on [67; 68; 69; 70].



**Use of digital tools by the brands Nasha Ryaba, Nasha Ryaba Appetizing and Döner Market**

Digital tool	TM "Nasha Ryaba"	TM "Nasha Ryaba Appetizing"	TM "Döner Market"
Marketing strategy	An integrated marketing strategy that allows companies to stay relevant and competitive in a dynamic digital world.		
Use of channels	Website Facebook Instagram Telegram YouTube TikTok Search engines Influencers	Website Facebook Instagram YouTube TikTok Search engines Influencers	Website Facebook Instagram YouTube TikTok Influencers
Use of targeted advertising	+	+	+
Interaction with the audience	They interact through posts and promotions on social media, recipes and tips on the website, Telegram channel, videos on online platforms, and influencers. They also set up targeted advertising.	They interact through posts and promotions on social media, recipes and tips on the website, and video ads on online platforms with the help of opinion leaders. They also set up targeted advertising.	Most interact through opinion leaders and video ads on online platforms. They are active on social media and also set up targeted advertising.
Content	Professionally made static and dynamic creatives on culinary topics. Developed a new approach to segmenting communication and selecting creatives for each audience, dividing audiences into age and gender groups that share common interests and media consumption to create media for each group.	The website contains not only information about the product range, but also useful tips and consumer feedback. Social media is used to interact with the audience by creating cozy and informative posts. Regular publications of quality content, including images and videos of products, contests, and feedback from satisfied customers.	Design of creatives in an "explosive" bright style. A clear and understandable creative idea for different audience segments; well-chosen main messages of the campaign; proper selection of communication channels and bloggers; high-quality content thanks to the scripts.
Innovation	Constant implementation of creative events, presence on all social media and video platforms. Interaction with bloggers, which indicates a modern approach to project development.		
Customer experience	Focusing on a simple, clear, but high-quality product allows us to	The slogan speaks for itself: "While your friends are talking,	They emphasize the freshness and clarity of their product, thus

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	be closer to the consumer. The publication of recipes and promotional offers engages the target audience in interaction with the brand.	Appetizing is already cooking." The main idea lies in the speed of cooking, which allows you to spend more time with your loved ones. This idea and the implemented marketing strategy cannot be ignored.	being very close to their consumers. Thanks to the strategy of "simplicity" and "transparency" of their product, they have gained people's trust.
Adaptability to changes	Quickly respond to market changes, external factors, consumer behavior and needs.		

Source: compiled by the author on the basis of the above information on Nasha Ryaba, Nasha Ryaba Appetizing and Döner Market in section 2.2 of the thesis.

**Evaluation of the use of Internet tools for achieving the efficiency of marketing activities of agricultural enterprises**

<b>Online tool</b>	<b>Valuation in use by an agricultural enterprise</b>
<b>Website</b>	Agricultural businesses can advertise their products and services online, providing their customers with useful information and attracting new customers by creating and maintaining websites.
<b>Social networks</b>	Companies in the agricultural sector can use Facebook, Instagram, Twitter, and LinkedIn to create customer communities, publish useful content, run advertising campaigns, and interact with their audience.
<b>Search engine optimization (SEO)</b>	Agribusinesses benefit from optimizing their websites and content for search engines, which increases visibility in search results and attracts more traffic and leads.
<b>E-commerce</b>	Using platforms or creating their own online store allows agricultural enterprises to sell their goods directly to consumers.
<b>Email Marketing</b>	Regularly sending out newsletters or promotional offers helps you keep in touch with customers, increase the number of subscribers, and boost sales.
<b>Content marketing</b>	One of the main marketing strategies that can help a company introduce its brand to the audience. It is a way to inform the company's customers about the services it provides, as well as business-related topics. [115]
<b>Analytics and data tracking</b>	Using analytics tools allows you to determine how effective your marketing campaign is, gain insight into customer behavior, and suggest appropriate improvements.
<b>YouTube</b>	Agribusinesses can showcase their products, host educational videos, and interact with the audience through comments and likes by creating video content and posting it on YouTube.
<b>TikTok</b>	Businesses can create short and engaging videos to grab the audience's attention and popularize their brand using the popular TikTok platform.
<b>Big Data</b>	Big data analysis helps agricultural businesses understand market trends and customer preferences, and make smarter marketing decisions.
<b>Artificial intelligence (AI)</b>	Artificial intelligence helps automate marketing processes, tailor offers for customers, and analyze data for effective decision-making.
<b>Targeted advertising</b>	Agricultural companies can send their offers to a specific target audience through targeted advertising on the platforms.
<b>Contextual advertising</b>	Placing ads on websites and platforms that are relevant to the agricultural sector allows you to attract the attention of your target audience at the right time.
<b>Banner advertising</b>	Banner advertising on websites and other online platforms helps agricultural companies attract the attention of customers and engage them in their products and services.

Source: [116]

**Advantages and opportunities of Internet marketing  
for enterprises of the agricultural sector**

Activities.	Features.		Advantages.
	Without the use of Internet marketing	With the use of Internet marketing	
Search and receive technical and other information, as well as new customers, suppliers, goods and services.	Use of business directories, libraries and publications	Ability to participate in and support the life of forum groups (virtual communities); studying websites with relevant text content; using specialized search engines in the web space	Find accurate and up-to-date information, suppliers, partners, and customers many times faster
Competition research	Visiting fairs, following specialized publications	Ability to view competitors' online presentations; use online resources offered to potential customers	Expanding the vision on a global scale, much easier to get acquainted with industry trends
Informing existing and potential customers	Narrow circle of recipients of information and limited access (due to physical limitations) for those who want to receive it	Publication of a large amount of information at minimal cost on the website and in social networks; simplified communication with customers	A real opportunity to enter international markets, quick response to requests and comments, reaching a large number of potential customers
Receive feedback from distributors and customers	As usual, in paper form, with a time delay	Electronically, without any time delay and in any format; through social networks, websites and other services to interact with their customers	The ability to maintain a database, which greatly facilitates the preparation of reports, analytical reviews and identification of trends
Increase the number of "working hours" for potential customers	Limited ability to contact customers and conduct transactions	Possibility to communicate at any time, at a minimum price and in a 24-hour working format	Constant communication with the consumer

Source: [139;141]

**Aspects of the prospects for the introduction of Internet marketing in the marketing activities of agricultural enterprises**

<b>Aspects</b>	<b>Meaning.</b>
Analysis of the current state	<ul style="list-style-type: none"> <li>• To study the current level of online advertising use in the agricultural sector.</li> <li>• Assessment of the quality and availability of agricultural enterprises' websites.</li> <li>• Analyzing social media activity, including the number of subscribers, pages, and the amount of communication.</li> <li>• Analyze the degree of e-commerce usage, including the availability of online stores, payment options, delivery, etc.</li> </ul>
Advantages of implementation	<ul style="list-style-type: none"> <li>• Consider the benefits that online advertising can bring to agricultural businesses, such as increased sales due to access to a large online audience.</li> <li>• More convenient online communication and shopping for customers</li> <li>• Increase brand awareness through a permanent online presence</li> </ul>
Trend analysis	<ul style="list-style-type: none"> <li>• Explore current trends in online marketing and assess how they may affect the agricultural sector.</li> <li>• Study of the evolution of online marketing in the agricultural sector and the main trends.</li> <li>• Considering how global trends, such as the growth of e-commerce and changes in consumer habits, are affecting the agricultural industry.</li> </ul>
Technological innovations	<ul style="list-style-type: none"> <li>• An overview of modern technologies and Internet marketing tools that can be used in agriculture.</li> <li>• Analysis of the use of data analytics, artificial intelligence, automated control systems, etc.</li> </ul>

IMPLEMENTING MODERN INTERNET MARKETING TOOLS IN AGRICULTURAL ENTERPRISES

<p>Implementation strategies</p>	<ul style="list-style-type: none"><li>• Development of individualized strategies for implementing Internet marketing, taking into account the specifics of each agricultural enterprise.</li><li>• Defining the main goals and objectives of an online marketing campaign and selecting the best communication channels.</li></ul>
<p>Challenges and obstacles</p>	<ul style="list-style-type: none"><li>• Analyze possible limitations, such as lack of Internet access in rural areas or low digital literacy.</li><li>• Identification of strategies to overcome obstacles and minimize risks during the implementation of Internet marketing.</li></ul>
<p>Development potential</p>	<ul style="list-style-type: none"><li>• Analysis of the potential for the development of the agricultural sector through the use of Internet marketing based on forecasts and trend analysis.</li><li>• Identify opportunities to improve and expand existing online marketing strategies.</li></ul>

Source: [154]

**The role, capabilities and importance of Post-click and Post-view analyzes in their implementation for agricultural enterprises that are part of MHP**

<b>Post-click</b>	
<b>Aspects</b>	<b>An opportunity for MHP companies</b>
<b>Tracking user behavior</b>	<p><u>Role</u>: will allow MHP to understand how the audience interacts with its online presence, which includes websites, social media and other platforms. This includes monitoring how customers go from first encountering the brand to doing certain things, such as buying things or filling out a contact form.</p> <p><u>Capabilities</u>: Identify positive and negative aspects of MHP's online strategy. Can identify popular pages, bounces, time on site, and other metrics to determine what works and what needs to be improved.</p> <p><u>Value</u>: Helps MHP adapt its online strategy to the requirements of its audience, increasing conversion and improving the user experience.</p>
<b>Conversion and ROI</b>	<p><u>Role</u>: allows MHP to assess the effectiveness of its advertising and marketing campaigns. This refers to how successfully the funds spent on advertising and marketing generate profit in the form of sales or other conversion activities.</p> <p><u>Opportunities</u>: Allows MHP to determine exactly how effective their investments in online marketing and advertising are. This helps to focus on the most profitable methods and channels.</p> <p><u>Value</u>: Allows MHP to maximize the effectiveness of its marketing budget by using data to optimize advertising campaigns and achieve better results.</p>
<b>Optimization of landing pages</b>	<p><u>Role</u>: improves websites that users go to after clicking on an advertising banner or link. These pages aim to increase the number of conversions and are an important part of MHP's successful advertising campaign.</p> <p><u>Features</u>: allows MHP to optimize content, reduce loading speeds, improve user experience, and much more.</p> <p><u>Significance</u>: It is an important component of MHP's successful online strategy, as it helps to maximize conversions and improve the results of advertising campaigns.</p>
<b>Target audience and personalization</b>	<p><u>Role</u>: By understanding the target audience and personalizing content, MHP can create advertising campaigns tailored to specific consumers.</p> <p><u>Opportunities</u>: This allows MHP to create more effective advertising messages and offers focused on specific customers.</p>

	<p><u>Value</u>: helps MHP to make its advertising campaigns more influential, attract more target customers and strengthen their loyalty.</p>
<b>Data analysis and reporting</b>	<p><u>Role</u>: This is an important stage of post-click analysis, as it allows MHP to make smart decisions about the effectiveness of its advertising campaigns.</p> <p><u>Opportunities</u>: This allows MHP to identify trends, understand the advantages and disadvantages of its advertising strategy, and make adjustments to achieve the desired results.</p> <p><u>Value</u>: helps MHP find new opportunities for development, reduce advertising costs and increase overall productivity.</p>
<b>Post-view</b>	
<b>Aspects</b>	<b>An opportunity for MHP</b>
<b>Determining the effectiveness of advertising campaigns</b>	<p><u>Role</u>: assesses how the audience perceives MHP's advertising after viewing it. This allows us to determine how successfully the company's advertising attracts attention and generates interest in the goods or services it offers.</p> <p><u>Opportunities</u>: allows MHP to determine how their advertising is perceived by the target audience and whether it achieves its goals.</p> <p><u>Value</u>: helps MHP optimize its advertising budget by finding the most profitable strategies and improving advertising approaches.</p>
<b>Understanding audience behavior</b>	<p><u>Role</u>: Allows MHP to tailor advertising campaigns to its audience.</p> <p><u>Opportunities</u>: data on audience behavior after watching MHP ads can be used to create more individualized and effective advertising messages.</p> <p><u>Value</u>: allows MHP to improve its marketing strategies and ensure greater customer engagement.</p>
<b>Evaluating the impact of advertising on conversions</b>	<p><u>Role</u>: to study how MHP's advertising messages affect users' conversion actions, such as registration, purchase, or form filling.</p> <p><u>Opportunities</u>: This assessment allows us to identify the best advertising strategies for MHP to increase conversions and attract customers.</p> <p><u>Value</u>: helps MHP improve its advertising campaigns and increase profitability.</p>
<b>Optimize your advertising efforts</b>	<p><u>Role</u>: to improve advertising strategies and methods to increase the effectiveness of MHP's advertising campaigns.</p> <p><u>Opportunities</u>: Thanks to this optimization, MHP can find the most profitable advertising channels and methods and improve them.</p> <p><u>Value</u>: helps MHP reduce costs and maximize the impact of its advertising campaigns.</p>



<b>Planning future campaigns</b>	<p><u>Role</u>: to take into account the data obtained and develop methods to improve MHP's results.</p> <p><u>Opportunities</u>: This allows MHP to improve future performance and prevent mistakes from past campaigns.</p> <p><u>Significance</u>: contributes to the development and increase of MHP's competitiveness in the market.</p>
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Source: compiled by the author based on research and personal experience.