

3. Modern trends and tools for the development of marketing communications in the conditions of digitalisation

3.1 Transformation of marketing communications in digital environment

In today's world, digital technologies have become an integral part of business and everyday life, dramatically changing the way businesses and consumers communicate. Marketing communications have undergone a significant transformation, adapting to the new conditions of the digital environment, where the speed of information transfer, interactivity and personalization have become key success factors. In particular, the use of digital platforms, social media, mobile applications, and artificial intelligence has significantly impacted marketing strategies, allowing companies to reach their target audiences more effectively and ensure market competitiveness.

The issues of development of marketing communications and their adaptation to the digital environment in modern conditions are covered by the works of such foreign and domestic authors as Kotler F., Chaffee D., Ryan D., Kingsnorth S., Andrushkevich Z., Ivanova Z., Ivanov O., Ignatenko R., Lopatovsky V., Dubych E., Ponomarenko I., etc. The peculiarities of digital marketing development in Ukraine and its use in modern business processes are covered in the works of Vinogradova O., Nedopalko N., Obikhod S., Matveev M., Lucius O., Reznik N., Romanenko L., Bondarenko V., Krymska A., Balyk U., Klimova I and other specialists.

In recent decades, marketing communications have undergone significant changes. This is primarily due to the growing role of Internet technologies and the emergence of mobile applications. The Internet has become the main source of information and communication for billions of people around the world. Mobile devices allow consumers to be always online, which has dramatically changed the way they receive information and interact with brands. Thanks to mobile applications, brands can directly interact with consumers, send personalized messages and offers.

The development of marketing communications in the digital environment has

been significantly influenced by the emergence of social networks, which have become key platforms for communicating with customers. They allowed brands to create communities, engage in dialogue and receive feedback in real time and became the basis for using such an effective digital marketing tool as working with opinion leaders [31]. This helped brands reach new audiences and increase trust in their products or services.

Blogs and video content on platforms like YouTube have also become powerful tools for communicating information. Brands are using these channels to distribute content and engage audiences. The growing popularity of podcasts has provided brands with a new format for communicating with their audience, allowing them to dive deeper into topics and build long-term relationships with listeners.

The use of digital tools has influenced the effectiveness of data analysis in terms of interaction with the target audience. Data analytics has allowed marketers to track the effectiveness of campaigns in real time and make adjustments to improve performance [32]. By collecting and analyzing large amounts of data, brands have been able to create personalized marketing campaigns that meet the individual needs and interests of consumers.

The use of digital tools in communications has helped automate a significant part of marketing processes. Automation tools, such as CRM systems and marketing campaign platforms, have made it possible to automate many routine tasks, increasing efficiency and reducing time. The use of chatbots and artificial intelligence for customer service and communications has become a standard for many brands, allowing them to provide 24/7 support and quick responses to inquiries.

Changes in communications under the influence of the digital environment could not but affect consumer behavior. An increase in the number of tools to influence the target audience and growing consumer awareness have led consumers to rely more and more on reviews and recommendations from other users, which is changing the way brands approach reputation management and communications. Today's consumers expect more transparency and authenticity from brands. They want to know who is behind the product, how it is produced, and what values the brand is guided by.

These factors have combined to create a new digital marketing communications ecosystem that requires brands to constantly update strategies and tools to effectively attract and retain customers. This has resulted in the emergence of digital marketing as a new paradigm in marketing communications that is fundamentally changing the way brands interact with consumers.

The term "digital marketing" was first used at the end of the XX century, mainly to describe techniques for advertising goods and services [33]. Over time, digital marketing has evolved into an important tool used to increase the competitiveness of an enterprise in the market and has become a significant object of research by foreign and Ukrainian scholars.

Thus, M.A. Oklander and O.O. Romanenko define digital marketing as "a type of marketing activity that allows targeted interaction with target market segments in virtual and real environments through digital channels using digital methods " [34].

Romanenko L.F. believes that "digital marketing is marketing that, through the use of digital information and communication technologies, carries out targeted distribution of marketing communications to the target audience and the implementation of marketing activities in virtual and real environments" [35].

Thus, digital marketing can be viewed as a set of marketing activities and strategies aimed at promoting products or services through digital channels such as the Internet, social media, mobile applications, email, search engines, and other platforms. It uses a variety of digital tools and technologies to achieve marketing goals, including increasing brand awareness, attracting potential customers, increasing sales, and ensuring customer loyalty (Table 1).

Digital marketing is changing traditional approaches to marketing communications, offering new opportunities to interact with consumers and increase the effectiveness of marketing efforts.

Table 1

Key digital marketing tools

Digital marketing tools	The bottom line
Websites and blogs	Information resources that provide content aimed at informing and engaging users
Social media	Platforms, such as Facebook, Instagram, LinkedIn, TikTok, etc., used to interact with the audience
Search engine optimization (SEO)	Techniques to help improve your website's position in search engine results
Content marketing	Create and distribute valuable, relevant content to attract and retain customers
Email marketing	Sending out newsletters and promotional emails to retain and stimulate sales
Paid advertising (PPC)	Advertising campaigns, including contextual advertising, banner advertising, social media and search engine advertising
Data analytics	Use analytics tools to monitor, collect, and analyze customer data and marketing campaigns

Source: based on own research

The main opportunities offered by digital marketing include the following:

1. **Interactivity and two-way communication.** Digital platforms allow for real-time interaction with consumers. This provides an opportunity to receive feedback, respond quickly to requests, and build deeper relationships with customers.
2. **Personalization.** Using data on consumer behavior allows you to create personalized offers and content that increases the relevance of marketing messages and increases audience engagement.
3. **Wide reach and accessibility.** The Internet and mobile technologies provide access to a huge audience regardless of geographic location. This allows brands to expand their markets and attract new customers.
4. **Analyzing and measuring performance.** Digital marketing allows you to analyze the results of marketing campaigns in detail, which helps you optimize your strategy and increase your ROI.
5. **Automation and use of artificial intelligence.** Modern automation and artificial intelligence technologies allow to automate routine processes, such as sending

emails or managing advertising campaigns, which increases the efficiency of marketing efforts and reduces costs.

The use of digital technologies opens up many opportunities for companies to increase the effectiveness of marketing campaigns, provide a personalized approach to customers and achieve high audience engagement. In today's world, where digital platforms occupy an increasing share of consumers' time and attention, the success of marketing efforts largely depends on the ability of companies to adapt to new realities and utilize the potential of digital marketing to the fullest.

Ukrainian businesses are also actively implementing digital tools in their marketing communications, responding to global trends and demands of the times. This global trend has not spared agricultural enterprises.

The main digital channel of communication with consumers of agricultural enterprises is the website, which provides convenient access to information about the company, its products, corporate news, investment opportunities and career prospects. For agricultural holdings, the main task of a website is to attract potential partners by providing them with convincing information about the benefits of cooperation. With the help of a web resource, companies can increase brand awareness, post information about their activities, maintain their image and positive reputation among other agricultural market participants [36].

Social media is gaining popularity among online marketing tools for agricultural businesses. They are becoming an effective platform for promoting brands, learning about new products, interacting and communicating with consumers, etc. The most common social media platforms for agricultural businesses are currently Facebook, Instagram, and YouTube. Leading companies in the industry are actively using TikTok to attract a younger audience, and a significant share of companies also have registered profiles on LinkedIn.

Table 2

Activity of the largest agricultural producers in social networks

Manufacturer	Facebook	Instagram	YouTube
MHP	63000 readers	1022 posts, 13700 readers	239 videos, 7860000 subscribers
Kernel	25000 readers	689 posts, 9106 readers	144 videos, 2480000 subscribers
Astarta-Kyiv	7700 readers	833 posts, 2597 readers	7 videos, 133 subscribers
Agroprosperis	31000 readers	237 posts, 550 readers	271 videos, 1540000 subscribers
Ukrlandfarming	10000 readers	-	124 videos, 993 users

Source: compiled on the basis of social media analytics of enterprises

Companies' social networks provide news, information about events, achievements, partnerships, success stories, and various activities such as contests, sweepstakes, promotions, etc. Targeted advertising is used occasionally and is mostly aimed at maintaining the brand image and finding partners.

The picture is somewhat different with regard to online advertising activity of processing companies that produce products for the end consumer. Advertising is mostly aimed at familiarizing the target audience with new products and popularizing

the company's products. Most ads contain short videos and text. The content of the ads is aimed at demonstrating usefulness for the consumer: it can be a recipe for a healthy dish, a post about the benefits of products, or an advertisement for a new product [37].

Another goal of social media advertising campaigns is to increase the subscriber base on YouTube and Instagram and promote websites. Among all the methods of website promotion, the most popular are promotions and contests with a link to the relevant page of the website that contains information about the promotion and instructions on how to participate [37].

Digital technologies have significantly changed the landscape of marketing

communications, opening up new opportunities for businesses and forcing them to adapt their strategies to new conditions. The importance of integrating digital tools into marketing communications is driven by the need to reach the target audience quickly and efficiently, ensure a personalized approach and increase the level of consumer engagement.

The main challenges faced by companies in the digital environment include intense competition, rapid changes in technology, data privacy and security requirements, and the need for continuous learning and adaptation. At the same time, the prospects for using digital technologies in marketing communications are significant, in particular, due to the possibilities of artificial intelligence, augmented and virtual reality, mobile marketing, and influencer marketing.

It is important for Ukrainian businesses to continue to implement innovative approaches to marketing communications, taking into account global trends and the specifics of the local market. This will allow them to increase their competitiveness, strengthen ties with consumers, and ensure sustainable development in the digital age.

3.2 Theoretical foundations of organization of marketing communication activities of an enterprise on the Internet

Today, modern telecommunication and information technologies continue to be introduced into all spheres of public life, significantly changing both the ways of producing products and providing services, as well as the forms of leisure activities, methods and forms of upbringing and education. Therefore, in Ukraine's transition to the "new economy" and the information society, the information industry has taken a major place in the vast sphere of people's information activities.

One of the most important issues in the development of this industry is the promising growth of the Internet economy. The number of Internet users is increasing every year. The global network gives rise to new forms of social and economic activity: telework, virtual enterprises, distance learning, etc. Internet users are becoming an increasingly important segment of consumers for businesses, as they are a progressive

audience whose involvement is an important stage for the prospects of serious business.

The definition of the Internet-related e-economy is as follows: "the electronic economy is an economy in which the main production functions are concentrated in electronic commerce, for example, trade on the Internet" [38]. Internet advertising plays a crucial role in the promotion and sale of products in the virtual environment and online commerce.

Online advertising is one of the most important tools for marketing and communication influence on Internet users. Online advertising takes an increasing share in the advertising budgets of domestic companies. This is due to the fact that companies seek to reach a large share of the audience at relatively low advertising costs and to be able to accurately assess the effectiveness of their advertising message.

The Internet is gradually becoming one of the main means of communication and interaction between people, both in business and in everyday life. Moreover, the intensity of this phenomenon is constantly growing. It has become the norm for a company to have a corporate website. The role of the Internet as one of the new channels for marketing communications by domestic enterprises, including dairy processing companies, is also growing significantly.

According to the Law of Ukraine "On Advertising", advertising is information about a person or product disseminated in any form and by any means and intended to create or maintain awareness of advertising consumers and their interest in such person or product [39].

The definitions show that, based on the tasks and goals, Internet advertising as a type does not differ from other types of advertising. Internet advertising carries information, usually presented in a concise, artistically expressed form, emotionally colored and bringing to the attention of potential buyers the most important facts and information about goods and services.

Internet advertising stands in a special place, as it is a fundamentally new means of advertising that combines the features and methods of other advertising media, transforming them into more convenient and mobile forms for the perception of its readership.

Today, online advertising is a promising area that allows for a comprehensive approach to promoting a client's company and its products in the virtual space. Online advertising is primarily aimed at:

- creating a favorable image of the company or product/service;
- making information about a company or product available to hundreds of millions of people, including those who are geographically remote;
- implementation of all the possibilities for presenting product information: graphics, sound, animation, video images, and much more;
- prompt response to the market situation: restoring price list data, information about the company or products, announcing new products;
- selling products via the Internet - one virtual representative office makes it possible to avoid opening new outlets.

Internet advertising is characterized by the following advantages: round-the-clock availability; large circulation; rapid dissemination of information; high information content; prompt updating of information; possibility of feedback; unobtrusiveness of the advertising link; provision of maximum necessary information about the object of advertising - type of product; use of opportunities to communicate information to the user - text, graphics, sound, video images; additional convenience and simplicity for the consumer, the ability to control the search and receipt of information; low cost.

These advantages make online advertising much more effective than traditional advertising media. The simultaneous use of Internet advertising and traditional advertising media allows to ensure maximum coverage of the target audience and increase the effectiveness of the advertising campaign as a whole.

The main advantage of online advertising is that it is unobtrusive; if the buyer does not want to receive information about the advertisement, he or she may not do so, which, for example, is not the case with radio or television advertising. In addition, online advertising allows an interested consumer to enter into a real-time dialog with the advertiser and resolve issues of interest. When selling via the Internet, a seller saves money by reducing overhead costs of selling goods. There is no need to own or rent retail space, maintain it, or pay for the work of salespeople. Thanks to the global reach

of the Internet, an advertiser can expand its market from local to national or international. And with successful placement on thematic sites visited by potential customers, it reaches its target audience faster.

Internet advertising also has its drawbacks, namely: the cost of using Internet technologies; the likelihood of conflicts between Internet sales and traditional sales channels (advertisers should be careful about pricing for electronic sales and avoid differences in prices for goods offered in stores. If the prices presented on the website correspond to the retail prices, there is no need to make purchases online, especially if the company requires an additional delivery fee)[40].

Some marketers consider a huge amount of additional information ("noise") to be a significant disadvantage. Well-known search engines, such as Yahoo! or Google, can find a significant number of websites on any topic, which reduces the popularity of a particular page.

Despite these shortcomings, the possibilities of using Internet advertising are extremely promising in a dynamic market environment that requires a manufacturer to target a specific segment of consumers. The criteria for selecting the Internet marketing tools used by modern commercial enterprises depend on the tasks set for the campaign.

There are three most common types of using the Internet as an advertising channel:

- placement of advertising information on the website;
- attracting visitors to the advertiser's website;
- search for consumers of goods and services among the Internet audience.

The following types of online advertising are the most widespread in the world in general and in Ukraine in particular:

1. Display advertising is the placement of textual and graphic advertising materials on websites that are advertising platforms. Display advertising takes the form of banner advertising.

A banner is a graphic image with a hyperlink to the dealer of the targeted advertisement. A banner can have a static image or text without an image, as well as video or interactive objects. The display of a display ad image can be both static and dynamic. Banners are rectangular graphic images in gif or jpg format, although there

are also banners created with the help of computer tools such as java, shockwave, etc.

2. Textual advertising is the placement of textual advertising materials on websites that are advertising platforms. This type of Internet advertising is a textual ad with a hyperlink to the targeted advertising dealer that is integrated into the general text of the website page and is its integral part. It can be both static and dynamic.

3. Contextual advertising is the placement of textual and graphic advertising materials on websites that are contextual advertising platforms. Contextual placement of Internet advertising is based on the correspondence of the content of the advertising material to the context of the Internet page on which the advertising unit is placed. The carrier of such advertising is a textual, graphic or combined advertisement.

4. Targeted advertising is a type of Internet advertising that delivers promotional messages to a customer according to their specific traits, interests, and preferences. Brands get this information by tracking consumer profiles and activity on the Internet.

5. Teaser advertising is Internet advertising that combines the features of display, text and contextual advertising and is a short advertisement with intriguing text and an attention-grabbing image that contains some information about the product or service and a hyperlink to the dealer of the targeted advertisement. Teaser ads have significant opportunities to attract a large audience because they stimulate consumer curiosity.

6. Promotional website - placement of advertising materials in the form of a website that is a presentation of the advertised offer. It is an opportunity for a consumer to get information about a brand, product or service. The main task of a promo site is to present a product, service, or brand on the Internet. Very often a promo site is used as an additional marketing tool as part of a comprehensive advertising campaign. Usually one promo site is devoted to one product and is focused on interaction with the target segment.

7. Spamming is the mass distribution of unauthorized advertising messages by e-mail.

Search engine optimization is a set of measures aimed at raising the rankings of websites in search engine results based on specific user requests. Social media promotion is a set of activities carried out on social networks, blogs, thematic forums

and websites to attract new visitors to a website, increase the popularity and recognition of a business, goods or services [40].

Today, almost every type of activity is displayed online, and a large number of advertising platforms, thematic portals, and other resources have been created to help users find the information they need.

3.3 Peculiarities of advertising in e-commerce

Electronic commerce (e-commerce) is one of the most dynamic and fastest growing sectors of the modern economy, combining the processes of selling goods and providing services via the Internet. With the increasing accessibility of the Internet and the development of e-commerce technologies, e-commerce is becoming an important tool not only for large corporations, but also for small and medium-sized enterprises seeking to expand their audience, optimize costs and increase the efficiency of their business processes.

E-commerce, or electronic commerce, is the process of buying and selling goods and services over the Internet, covering all types of transactions that take place between businesses, consumers, and other parties through electronic means, such as websites, mobile applications, and online marketplaces [41-42].

Nowadays, e-commerce means not only the sale of physical goods, but also the sale of digital products and services, as well as various financial transactions, such as payment for information services or booking confirmation. Thanks to its capabilities, e-commerce has become an integral part of the modern economy and is gradually changing the approach to trade and customer service, making them more convenient and accessible.

E-commerce has a number of important features that distinguish it from traditional trade and make it attractive to both businesses and consumers (see Figure 1)

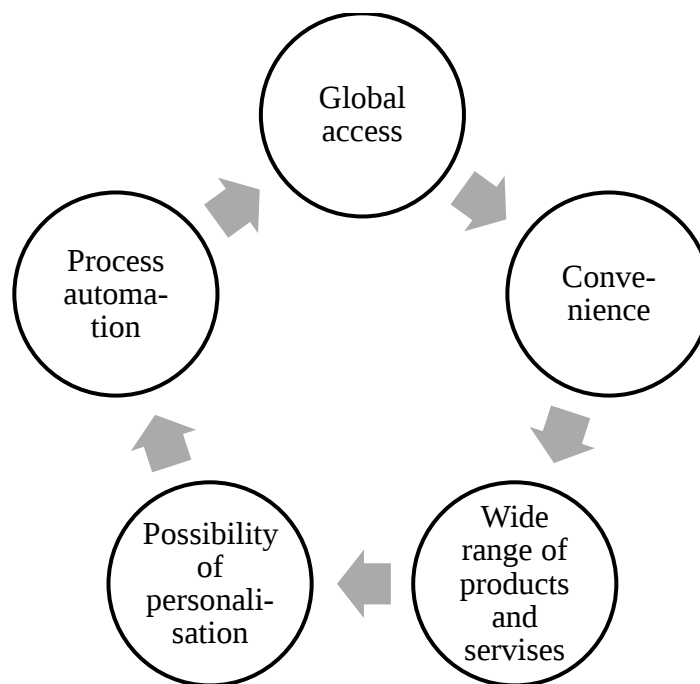


Figure 1. Features of e-commerce [43]

One of the key advantages of e-commerce is global access. Online commerce allows businesses to reach customers anywhere in the world, regardless of geographic location. Thanks to this, businesses can expand their audience and enter new markets without a physical presence [43].

Convenience is another significant benefit of e-commerce. Consumers can shop 24/7 from anywhere with Internet access, which increases convenience compared to traditional physical stores, and accessibility also means that users can shop at a more convenient time, without having to adjust to the opening hours of retail outlets [44].

E-commerce also provides a wide range of goods and services. Online platforms usually offer a much larger assortment than traditional stores, as they are not limited by the space of sales areas, allowing consumers to quickly compare different options, prices, and reviews from other customers, which helps them make more informed decisions [42].

One of the unique features of e-commerce is the ability to personalize. Online retailers and platforms use user data to create customized offers and targeted advertising to improve the customer experience. For example, platforms can

recommend products based on previous purchases or consumer interests, which makes the buying process more convenient and faster.

Another important element of e-commerce is process automation. Many aspects of e-commerce, such as order processing, inventory management, and customer service, can be automated, significantly reducing transaction costs, shortening service times, and improving business efficiency, allowing companies to allocate more resources to development and expansion [44].

E-commerce includes different models of interaction that determine the types of transactions between participants in the process. The main e-commerce models are B2C, B2B, C2C, and C2B.

B2C (Business to Consumer) is a model in which companies sell goods or services directly to end consumers. B2C is the most common form of e-commerce and includes online stores where consumers can buy products directly from brands or retailers. Examples of B2C platforms include Amazon, Rozetka, and other marketplaces.

B2B (Business to Business) - in this model, businesses sell their goods or services to other companies. B2B e-commerce can include, for example, wholesale sales of goods, supplies for manufacturing, or software sales. This model is relevant for companies specializing in corporate procurement and sales. Platforms such as Alibaba or Zoom provide an example of B2B services.

C2C (Consumer to Consumer) - the model involves interaction between consumers, where individuals sell their goods or services to other consumers through online platforms. Examples of such platforms are eBay and Etsy, where users can offer their own goods or used items to other consumers. C2C models are convenient because they allow people to sell directly to each other, using the platform as an intermediary.

C2B (Consumer to Business) - in this model, consumers offer their goods or services to businesses. For example, photographers can offer their images to companies for commercial use, or freelancers can offer their skills in content development to companies. C2B models are gaining popularity thanks to freelancing platforms such as Upwork or Fiverr, where individuals can work on behalf of businesses [43].

Thus, e-commerce provides flexibility and convenience for both companies and consumers, and the variety of models allows businesses to choose the most effective approach to selling their goods and services in the digital market.

In today's digital environment, online advertising has become one of the key tools for promoting goods and services, especially in the context of the rapid development of e-commerce. It allows businesses to reach a wide audience, increase brand awareness, and attract new customers. Online advertising, thanks to its targeting and automation capabilities, is much more flexible and effective than traditional advertising media such as television, print, or outdoor advertising.

Online advertising is a targeted marketing activity that is based on data analysis and carried out through digital platforms [45].

Its main advantage is the possibility of personalization, which allows companies to reach a specific audience that is most likely to be interested in their products and services. Thanks to this customization, online advertising provides more effective brand promotion and increases the likelihood that consumers will make a purchase or subscribe to newsletters. The main advantages of online advertising (see Figure 2)



Figure 2. Advantages of online advertising [45]

The growing amount of time people spend online, browsing on smartphones or computers, creates significant potential for attracting consumers through online advertising. Millions of people around the world are actively searching for new content or products that could interest them or fill their time. Therefore, businesses should use this factor and launch online advertising, as it allows them to easily contact users who are actively online. This makes it possible to increase brand visibility and, accordingly, attract more potential customers to the business.

Online advertising has an advantage over traditional types of marketing because it allows businesses to track user actions in detail and analyze their buying behavior. This allows companies to customize their advertising campaigns so that they appear on the screens of the exact audience that matches their target profile. For example, digital platforms' algorithms can target ads based on characteristics such as personality type, interests, time spent online, age groups, gender, and other parameters, which is much more effective than showing ads to a random audience that may not be interested in the business. The ability to fine-tune advertising is one of the reasons why companies are increasingly choosing digital marketing over traditional methods such as magazine or newspaper advertising.

To succeed in a highly competitive environment, it is important for businesses to have a good knowledge of the brand, its products and services.

The purpose of online advertising is to help create brand awareness, make people remember the brand and subsequently turn to that brand when needed. Online advertising is an effective tool for interacting with diverse groups of consumers around the world, providing an opportunity to present a brand, increase its popularity and gradually create a positive image. As a result, consumers begin to associate a brand with certain products or services, which increases their loyalty.

Thanks to targeted advertising and increased brand awareness, online advertising contributes to the growth of customer reach, as proven by studies that show that users are more likely to interact with a business after seeing its ads on social media platforms. In a study conducted in Australia, more than 8.2 million people visited a business or purchased a product after seeing its advertisement online. The indicator demonstrates how effective online advertising is in increasing customer reach and attracting more potential buyers to interact with the brand [45].

High level of targeting and more precise work with the audience in online advertising significantly increase conversion, which is an indicator that reflects the share of users who have performed a targeted action (for example, a purchase or subscription). By directing interested users to the company's website or social media page, online advertising creates an opportunity to turn potential customers into real

buyers. Each additional click or view increases the likelihood that the consumer will make a purchase, order a service, or at least leave their contact information. As a result, it contributes to sales growth and provides a higher return on advertising investment [45].

Thus, online advertising has a number of advantages that make it an important component of a modern marketing strategy. Targeted customization, flexibility, and the ability to reach a wide audience help companies grow their business, build a positive image, and increase conversions, which in turn leads to increased business profitability.

3.4 Main features and capabilities of digital advertising platforms

Modern digital marketing offers numerous platforms for effective promotion of goods and services, with Google Ads and Meta Ads standing out as one of the most popular. Despite the common goal of attracting an audience and increasing sales, these platforms have their own unique features. They differ in the way they work, the approach to audience building, the types of campaigns available, and the tools for managing advertising activities (see Table 3).

Table 3

Comparison of the main features of Google Ads and Meta Ads

Criterion	Google Ads	Meta Ads
How it works	Google Ads is based on user search queries. When a user enters a query into a search engine, Google analyzes the intent of the query and displays relevant ads. Ads can be in text, image, or video format. Advertisers choose the keywords for which ads will be displayed and pay for advertising on a CPC (cost per click) or CPM (cost per thousand impressions) model.	Meta Ads uses demographic data, interests, and behavior to target users. Ads can appear in the news feed, stories, or on Messenger. Advertisers customize the audience by various criteria, which allows them to achieve a specific selection of the target audience.
Audience	Google Ads has an audience that is actively searching for specific products or services, which indicates a high intention to buy. This audience is ideal for direct sales advertising.	The Meta Ads audience is made up of users who are not necessarily looking for products at the time of the ad, allowing you to focus more on brand awareness and attracting new customers based on their interests and behavioral data.

Continuation of table 3

Main types of campaigns	1. Search campaigns: text ads that appear on search results pages. 2. Shopping campaigns: include product images, prices, and descriptions. 3. Display campaigns: graphic ads that appear on Google's partner sites. 4. Video campaigns: ads that appear on YouTube and other video platforms	1. Campaigns to increase brand awareness: aimed at reaching a wide audience. 2. Traffic acquisition campaigns: redirect users to the company's website. 3. Lead generation campaigns: collect contact details of potential customers. 4. Conversion campaigns: stimulate purchases or other user actions on the website.
Tools and features	1. Performance Planner: a tool for budget planning and forecasting campaign results. 2. Audience Insights: provides information about audience demographics and interests. 3. Remarketing Tools: allows you to re-interact with users who have previously visited the site.	1. Ads Manager: a tool for creating, managing, and analyzing advertising campaigns. 2. Lookalike Audiences: helps you find new potential customers based on data about your existing audience. 3. A/B Testing Tools: a tool for testing different ad variants and determining the most effective ones.

Created on the basis of [46].

A comparison of Google Ads and Meta ads shows that these platforms are complementary tools for businesses. Google Ads is ideal for reaching users who have a clear intent to buy, thanks to its search query and remarketing capabilities. Meta ads, on the other hand, provides a more comprehensive approach to targeting based on socio-demographics, interests, and behaviors, which is effective in increasing brand awareness and attracting new customers. Depending on your business goals, both platforms can be used separately or in combination to maximize the effectiveness of your advertising campaigns.

Evaluating the effectiveness of advertising campaigns is an integral part of the marketing strategy management process. In the world of e-commerce, where competition is constantly growing, it is important not only to implement campaigns but also to analyze their results in a conscious way. Defining clear criteria for evaluating effectiveness helps advertisers understand which aspects of their campaigns are working and which need to be adjusted (see Table 4).

Table 4

Advantages and disadvantages of Google Ads and Meta Ads

Criterion	Google Ads	Meta ads
Cost per conversion	Usually, it has a higher cost per click, but a higher probability of conversion due to targeted traffic.	Low cost per click, but conversions may be lower due to cold audience.
Traffic quality	Users are actively looking for products or services, which increases the likelihood of a purchase.	Traffic may be less targeted, as users are not always looking for a specific product.
Reaching the audience	3.5 billion daily queries; focus on active searchers.	2.74+ billion monthly active users; strong emphasis on social interaction.

Created on the base of [47].

There are several key criteria that can be used to compare the effectiveness of Google Ads and Meta ads.

The first is the cost per conversion (CPC), which determines how much it costs to get one conversion through advertising.

The second important indicator is traffic quality, which can be assessed using metrics such as CTR (click-through rate), time on site, and conversion rate.

The third criterion is audience reach, which reflects how many users can be reached through each platform.

Google Ads has several important strengths, including a high target audience, as ads are shown to users who already intend to buy a product or service. The platform also offers a wide range of ad formats, including text ads, videos, and product campaigns, which ensures a high probability of conversion. However, it should be noted that Google Ads has a higher cost per conversion, which can be a significant disadvantage, especially in competitive niches where there is a lot of competition for keywords.

Meta ads, in turn, provides detailed targeting, allowing advertisers to customize ads based on demographics, interests, and user behavior. The cost per click is usually lower, and the ability to create visually appealing ads makes this platform attractive to many businesses. However, Meta ads have a lower conversion rate, as users may not intend to purchase a product when they view an ad. Also, ads do not always reach those who are actively looking for products.

Both platforms have their advantages and disadvantages. Google Ads is better

suited for businesses that target active, high-intent shoppers, while Meta ads is an effective tool for building brand awareness and attracting new customers through detailed targeting. The best approach may be to combine both platforms to maximize the reach and effectiveness of your advertising campaigns.

In a rapidly changing digital environment, choosing the right advertising platform is becoming critical for e-commerce businesses. Each of the tools - Google Ads and Meta ads - has its own unique characteristics that can significantly affect the results of advertising campaigns. The choice between these platforms should be based not only on the overall performance indicators, but also on the specifics of the product, target audience, and business goals.

Before choosing a platform, it is important to clearly define the goals of the advertising campaign. If the goal is to increase brand awareness among a wide audience, Meta ads may be a more effective option, as the platform allows you to target users by interests and demographics, which ensures the attraction of new potential customers.

If the priority is to drive traffic and conversions from active customers who are already looking for your product or service, Google Ads is the best choice, as the platform allows you to show ads to users who enter relevant queries into the search engine, which helps to attract interested consumers.

Product specificity is also important when choosing an advertising platform. For goods or services that are in demand at the time of purchase, such as electronics or clothing, Google Ads provides access to users who are actively searching for these products, allowing you to attract consumers with a high purchase intent.

If a product has a strong visual aspect, for example, in the fashion or cosmetics categories, Meta ads can be a more profitable option, the platform allows you to use graphics and videos to grab the attention of consumers, which is especially important for products where visual content can significantly influence the purchase decision.

The advertising budget is also a key factor in choosing between Google Ads and Meta ads. If your budget is limited, Meta ads may be a more profitable option, as it usually has a lower cost per click (CPC) and allows you to reach a large audience

without significant costs.

However, if a business is willing to invest more in advertising in order to get high conversions, Google Ads can justify the costs. The high quality of traffic and high probability of conversions make this platform attractive to those who are willing to invest to achieve specific results.

Target audience research is critical to the success of advertising campaigns. It is important to understand where your audience spends most of their time. If your target audience is active on social media and is inclined to interact with content, Facebook will be the best choice. At the same time, if the audience is more inclined to search for information on Google, this platform should be a priority.

Both platforms offer different opportunities for audience segmentation, so it's important to determine which one allows you to better customize targeting to your needs, which can have a significant impact on the effectiveness of your advertising campaigns.

Therefore, the choice between Google Ads and Meta ads should be based on clearly defined business goals, product specifics, and target audience characteristics. By considering these factors, businesses can find the best solution to achieve maximum results in their advertising campaigns.