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Brand Promotion Strategy in the Internet Services Market

Mariana Malchyk^{*}, Olena Popko, Oksana Martyniuk, Ilona Adasiuk, Iryna Oplachko

National University of Water and Environmental Engineering
33028, 11 Soborna Str., Rivne, Ukraine

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Abstract. Digital technologies have become an integral part of modern life, the Internet services market is rapidly developing all over the world, which requires business companies to enter cyberspace. Staying on the Internet has long been an obligatory part of the business not only for large multinational companies but also for small regional and local business structures. It is not just the presence of a website or a group in social networks that is important, a brand communication strategy is necessary. The relevance of the studied subject is due to the need to increase the competitiveness of Ukrainian companies in the field of Internet marketing. The purpose of the article is to develop standard recommendations for strategic brand promotion in the Internet services market, to study the most effective promotion tools and communication channels with the audience in cyberspace. The leading methods for studying the problem were sociological and statistical methods. The technologies of system analysis and modeling are applied. The article analyses the best international and industry branding practices in cyberspace, examines the e-commerce market in Ukraine, and structures the main trends in its development. The material of the article formulates the mechanism for developing and introducing a brand positioning strategy in the e-commerce market, the main characteristics of successful branding, structures recommendations for the use of marketing technologies on the Internet. An important component of the research is the analysis of digital marketing tools and communication channels in the Internet services market. The materials of the article are of practical importance for the business community, specialists in the field of public relations, marketing, advertising, sales departments, and other specialists in the field of management. Effective brand management of Internet services allows increasing the commercial results of one's business, provides additional competitive advantages

Keywords: brand promotion, branding strategy, brand management, Internet services market, e-commerce



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^{*}Corresponding author

INTRODUCTION

In recent decades, there has been explosive growth in the volume of services in cyberspace. The COVID-19 pandemic has reinforced this trend. The formulation of a verified strategy of marketing activities on the Internet remains an urgent task for the business community, for local and federal companies since, without a comprehensive strategy for brand promotion, it is impossible to achieve the company's goals and profit indicators that ensure systematic growth and stable development [1]. The e-commerce development intensively affects all spheres of the world economy and the economy of Ukraine, in particular, financial and trading instruments, forms of transactions and logistics concepts. New types of market interaction and impersonal sales allow reducing the costs of enterprises and individualising the offer for the consumer, anonymously studying consumer's interests and offering the most relevant services and goods in the format of a public offer, even without personal interaction [2]. In this regard, automated analytical systems that collect data about users based on their behaviour in cyberspace (Big Data) come to the fore. Information technologies are becoming the reason for the development of new methods of brand promotion and the emergence of new types of business in cyberspace [3].

In recent years, a considerable number of studies have been devoted to the strategy of brand promotion in the Internet services market, but the study of understanding the principles of formulating an accurate strategy for long-term brand development remains one of the key tasks [4]. Modern research shows that the creation of a recognisable company, with a reputation and associations among customers, becomes a prerequisite for the effective functioning of the business, that is, the branding strategy comes to the fore [5]. Trends in the development of digital markets indicate the need for a comprehensive study of the relationship between brand awareness and an effective marketing strategy [6]. The COVID-19 pandemic, the global lockdown, and the forced decline in offline communication of brands increased the importance of brand fixation in the digital environment using strategic tools [7]. The role of influencers in social networks has grown along with confidence in the so-called microbloggers (from 2000 to 5000 subscribers) and nanobloggers (up to 2000 subscribers), thus, the role of native advertising increases [8].

Modern tools for promoting services differ from conventional ones. Therewith, the development of IT technologies contributes to their further transformation, which is facilitated by the globalisation of modern commercial markets [9]. Modern marketing strategies: gamification, advertising, viral marketing, social media marketing (social media marketing) come to the fore in the implementation of the marketing strategy. The requirements for modern marketing concepts are growing in direct proportion to the increase in the number of users of services on the Internet, which is relevant for all sectors

of the Ukrainian economy [10]. Social media marketing in Ukraine is adaptive and rapidly developing. To date, 60 per cent of Ukrainian residents are registered in social networks; the widespread "smartphoneisation" of the population, that is, a growth in the number of smartphone users increases the number of users of social networks [11].

The purpose of the study is to identify the most effective tools for the development and promotion of the company's brand in the Internet services market of Ukraine.

The relevance and originality of the article are due to the analysis of the most modern channels of digital communication with customers (Tik Tok, Reels), the study of current trends in the impact of the pandemic on the market for the provision of services and the sale of goods in the electronic space. The authors have developed and presented in the article a model for implementing brand management in the Internet services market. The practical importance of the study lies in the possibility of using the methodology and algorithms of strategic branding described in the article in the activities of companies and enterprises operating in the field of Internet services in the territory of Ukraine.

MATERIALS AND METHODS

The material of the study is the analysis of strategic communications of major international and regional trends in cyberspace, which allows identifying the patterns and principles of an effective brand strategy, developing a methodological approach and a practical algorithm for Internet marketing in the field of e-commerce in the Ukrainian market, considering leading practices and benchmarking. In the course of the research, theoretical methods were used, such as synthesis and analysis, concretisation and generalisation; the method of analogies; modelling). Empirical methods were applied, including the study of normative and educational-methodical documentation; experimental methods (ascertaining, forming, control experiments); mathematical statistics, sociological and statistical. The method of analysis was used to examine component parts of the scientific problem for a detailed study. Synthesis – for the development of a system of different elements for a large-scale study of processes. Methods of generalisation – the identification of a set of similar properties and features of the subject.

The method of induction is a consideration from particular views to general conclusions; the method of deduction is a theoretical study or reasoning from a general thesis to particular conclusions. Statistical and economic method – to study statistical data on the development of the e-commerce market in Ukraine. The main methodological approach is a group of general scientific and philosophical approaches (including systemic and synergetic) and a set of different methods (historical, comparative, scientific abstraction method). The method of graphical visualisation was also used to

reflect the results. For the analysis of publications and research in the mass media, the method of content analysis using search engines and information and analytical systems, other cabinet methods were applied. Meta-analysis was used for systematic integration of the available data. In the course of the research, the following methods were applied: theoretical; mathematical statistics and graphical representation of the results.

The theoretical basis consists of practical research, scientific and methodological, and educational studies of leading Ukrainian, Russian, and foreign specialists in the field of marketing and management [12-14]. The research examines articles and studies that address the problems of developing and implementing a marketing strategy, branding, brand management, and digital marketing [15-17]. The studies on the problems of marketing promotion of brands in the offline retail market and in the Internet services market are examined [18-20]. The methodological approaches of Western researchers, such as B. Schmitt [21], D. Aaker [22], T. Ambler [23], P. Doyle [24], L. Chernatony, M. McDonald [25], J. Lambin [26], are studied. The authors included a scientific and methodological base of digital economy research for a period of up to 10 years to identify trends in brand management and the evolution of approaches to the definition of the term "brand" [27; 28]. The information in the mass media of Ukraine devoted to e-commerce, online sales and the development of social networks in Ukraine are analysed. The trends of the last few years, which were developed during the COVID-19 pandemic, are studied [29; 30].

The information base of the research includes legal regulations; monographs and didactic studies of leading economists and marketers; Western, Russian and Ukrainian specialists in the field of management; materials of periodicals and conferences; collections of articles, abstracts of reports, electronic sources, and databases, relevant statistical materials.

1. At the first stage, the analysis of existing theories and methodological approaches to the definition of a brand, the formulation of a branding strategy and brand management in the Internet services market are carried out; the problem, purpose, and research methods are highlighted.

2. At the second stage, the main stages of brand strategy development are formulated and reflected in the integrative model, the key tools of digital promotion are classified.

3. At the third stage, the theoretical and practical conclusions are clarified, the results obtained are systematised.

RESULTS AND DISCUSSION

The brand value is a combination of the unique properties of the product and is defined as the ratio of benefits from the acquisition of the brand and all required costs in connection with the ownership and operation of the

product [17]. Most studies devoted to the essence and content of brand values include functional benefits based on the properties of the product and psychological benefits reflecting the intangible properties of the product as the main benefits. Intangible benefits include emotional and symbolic benefits. Some specialists in the field of marketing include in this list the so-called conceptual benefits, that is, the satisfaction of curiosity [26]. The American specialist D. Aaker [22] describes his approach to determining the brand value by adding to the number of functional and emotional benefits of satisfying the need for self-expression. Recently, the consumer's need for social approval has been growing, which may be an additional type of added brand value. Thus, to develop an appropriate brand management strategy in the Internet services market, it is important to include the set of all possible benefits for the consumer in the planned brand image.

The main benefits that increase the attractiveness of the brand for the client:

Functional benefits. Product properties that provide functional utility. For example, for video conferencing systems (such as Skype or Zoom), the functional properties are the number of conference participants and the ability to record.

Emotional benefits. The focus of the study should be shifted to feelings when the purchase of a particular brand causes certain emotions in the buyer.

Symbolic benefits. Some products (perfume, clothing) in the minds of customers are symbols that allow them to demonstrate their status or position in society.

The brand image in its complex sense is shaped by the following attributes: visual range, corporate identity, logo, fonts; key brand values; the form and channels of communication with the consumer; consumer reviews; competition policy, that is, the type of interaction with other brands; participation in charity programmes, events held with the participation of the brand; marketing activity, including loyalty programmes; consumer emotions and impressions of the brand from actual and potential consumers.

The sales process and brand awareness are closely linked, without the image component, it is impossible to fulfil the long-term commercial goals of the company. The promotion strategy is a comprehensive action plan aimed at achieving the company's business goals [13]. E-commerce began its development in the field of electronics, it is still the largest category on the national market. In recent years, there has been a considerable increase in such categories as clothing, furniture, household goods, cosmetics, and entertainment. A great share of the market is the industry of video games, movies, e-books, and music. Nevertheless, the Ukrainian production and sale of such goods are inconsiderable. According to a study by GlobalLogic, presented by Interfax Ukraine, the number of social network users in Ukraine increased by 7 million people in 2020 (Fig. 1).

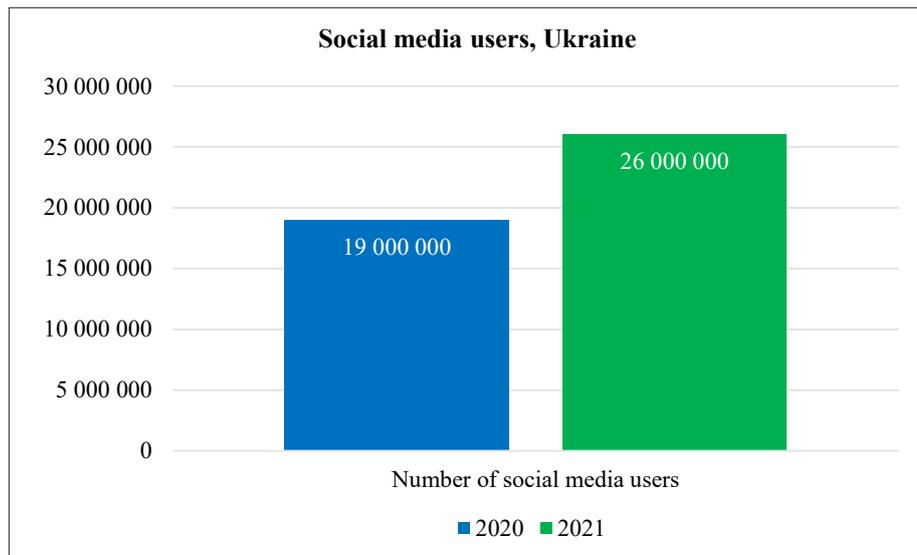


Figure 1. The growth of the number of users of social networks in Ukraine in 2020-2021

Source: [31; 32]

If in January 2020 a little more than 40% of the population of Ukraine was registered in social networks, now this figure has increased to 60%. According to the above research, in 2021, 30,000,000 people (67% of the population) use the Internet in Ukraine [32].

The most popular social networks in Ukraine [33]:

- YouTube covers 96% of the country's population;
- Instagram is used by 14 million Ukrainians (an increase of 22% compared to 2020);
- Facebook is popular among 16 million Ukrainians;
- 16% of users from Ukraine are registered in TikTok.

The growth trends of Internet users are also relevant in the context of the global economy, the number of Internet users in the world has increased by 280 million since 2020 [33].

By the end of 2020, the majority of Ukrainians continue to buy online through marketplaces, that is, integrative platforms. According to the research of Hubber, which unites more than 1200 marketplaces, the main trends of e-commerce in the Ukrainian market and a list of the most popular products were identified. In December 2020, the average check increased by 23% compared to December 2019. In 2020, the average check increased by 9.3% and amounted to UAH 600.64. In general, the growth of trade turnover in 2020 was 50.2%, which confirms the relevance of the matter. In Eastern Europe, the share of online commerce in total retail sales increased to 10% [20]. According to Euromonitor International's research, the largest growth in e-commerce was recorded in Ukraine. In comparison with the indicators of 2019, the growth of product e-commerce in Ukraine in 2020 amounted to 107%. This is due to the cooperation of food delivery services and retailers [34].

Most experts agree that the share of e-commerce in the sales structure will grow over the next five years [18; 20].

The main stimulators of the growth of the Internet services market in Ukraine are:

- the growth of the number of Internet and smartphone users in Ukraine;
- restrictions caused by COVID-19;
- increased confidence of the country's population in digital payment systems;
- expanded delivery opportunities and improved quality of the delivery service;
- growth of individual consumption;
- the competition growth and, as a result, the increase in reliability of Internet entrepreneurs;
- development of innovative technologies.

The mechanism of building a brand promotion strategy includes the following mandatory steps. The most important stages of brand promotion to the market are comprehensive market analysis, the definition of marketing goals, and promotion tools [15].

The key stages of developing a brand promotion strategy are:

1. Analysis of the market and the company's position in the market. It is important to properly study the company's position in the market, competitive analysis, and study trends in consumer behaviour.
2. Definition of goals. Development of attitude, demand, loyalty, knowledge, sales.
3. Segmentation of consumers. Identification of the target audience for whom the company's services and products are necessary to meet their needs.
4. Determining the budget.
5. The choice of tactics (the optimal list of Internet promotion tools).

The authors have developed an integrative model for implementing the brand strategy in the Internet services market, combining the key stages of brand management and basic tools (Fig. 2).

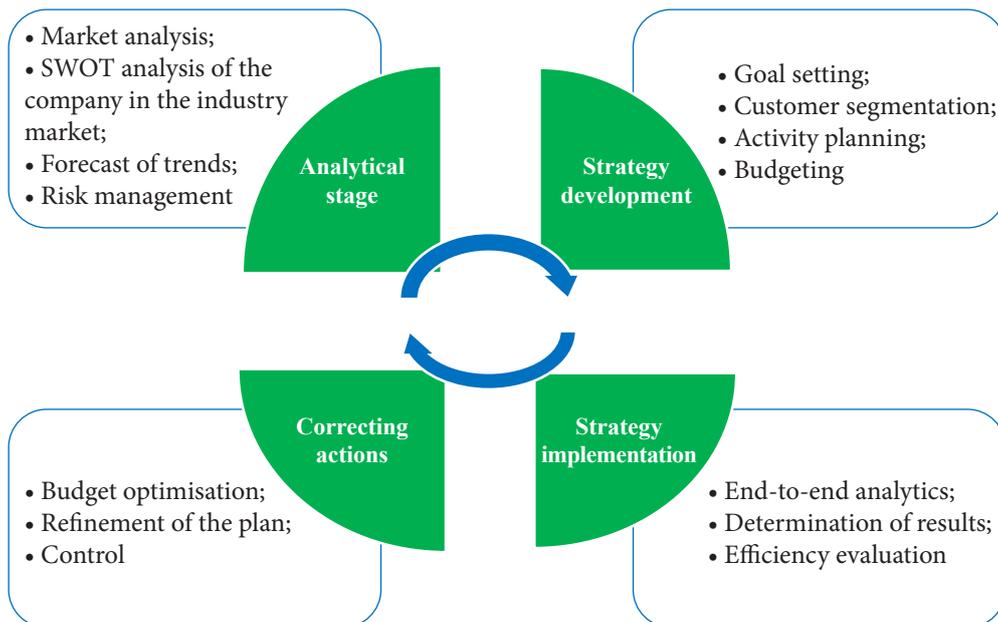


Figure 2. Integrative model of brand management implementation in the Internet services market

Source: developed by the authors

After forming a detailed programme, it is necessary to perform high-quality tasks of the plan according to the selected control tools, considering the data of end-to-end analytics. To build a strategy, a sufficient level of qualification of the team and up-to-date market analysis data are required. Digital marketing technologies are a mechanism of communication with partners and investors and a channel of communication with consumers. One of the key tools for promoting a company is a website. The site serves as a virtual business signature of the organisation and a kind of electronic showcase of goods and services. The use of a wide range of tools allows providing a high-quality presentation of the site in search engines. The key tasks that the site solves are: retaining a potential buyer for as long as possible and encouraging them to make a purchase or transfer their contact details for further communication with the client by sales specialists. Depending on the marketing goals and advertising budgets, it is important to include the following tools in the implementation of a comprehensive strategy in

different proportions:

- Search Engine Optimisation (SEO, or Searching Engine Optimisation). In this context, a special role is played by the so-called organic promotion, that is, the use of words and phrases that are popular among users in search engines, which allows displaying site materials in the first search lines.
- Social Media Marketing (SMM, or Social Media Marketing). Marketing Sherpa statistics showed that 95% of consumers choose social networks as one of the key tools for interacting with the brand. Social media accounts, along with the website, act as a trademark of the company, a tool for communicating with the brand and collecting feedback from customers [35].
- Contextual and targeted advertising. Advertising in social networks and search engines is one of the most effective methods of attracting customers, while the high digitalisation of these tools allows for effective analytics and timely adjustment of the strategy in the conditions of necessary changes (Fig. 3).

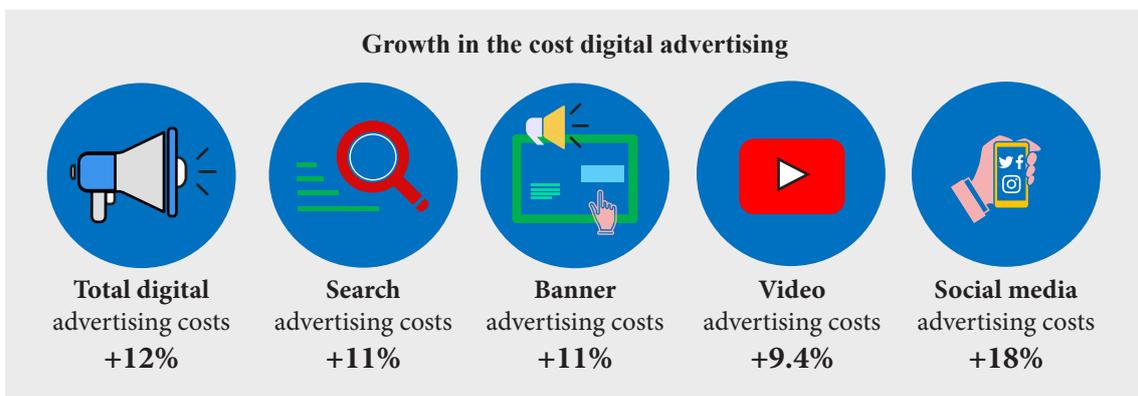


Figure 3. The growth in the cost of digital advertising in the world in 2020-2021

Source: WebMarketing company data [29]

- Display advertising. Interactive advertising messages on Internet sites allow establishing associations with the brand and increasing flows to the site (lead generation).
- Mail marketing. Use of e-mail newsletters based on one's own or partner client databases.
- Viral marketing. Modern social platforms such as Tik Tok, Reels, Snapchat allow creating advertising formats that provide mass organic coverage. Examples of such formats are "challenges" (trends launched by bloggers, repeated by a large number of users), creative videos.
- Influencer marketing. Attracting opinion leaders to promote the brand shows positive results in the B2C market, while it is the format of native advertising that is optimal in this context.

The use of the above tools allows providing a wide reach of consumers and reducing the company's advertising costs. The key importance in this aspect is the use of end-to-end analytics and the suitable integration of analytical tools into the operational work on the implementation of the brand promotion strategy. An example of a brand-focused marketing strategy is Apple. Maintaining the image and reputation of a leader in the mobile device market contributes to the fact that customers become brand ambassadors in the long term. In the context of the digitalisation of the economy, the brand is an essential part of the company's capital. The role of mastering the theoretical foundations of brand management is growing. Despite this, in the literature and scientific research, this issue has begun to be studied relatively recently and is poorly structured. The term "brand" appeared in the methodology relatively recently as well. Hereinafter several approaches to the fundamental concept of brand management – the term "brand" is considered.

Various definitions of a brand are presented in the economic literature.

1. "A brand is a name or symbol that identifies a product". The key characteristic is the identification of the product and its difference from competitors [36].

2. "A brand is a set of perceptions in the eyes of the consumer" [16]. This approach is as close as possible to modern interpretations of the term, which includes associations that arise in the consumer regarding the product.

3. A brand is "a set of names and other symbols used to identify a product and a "promise" that is given to the buyer" [14]. In this definition, the key feature of the brand is the manufacturer's promise.

4. "A brand is a product that meets the functional needs of some users and provides them with some additional value that can satisfy certain psychological needs and encourage them to buy" [19]. This approach focuses on added value.

Ambler's definition is closely related: "A brand is an individualised product to which the buyer attributes increased value" [23]. All researchers agree that owning a brand gives a company competitive advantages, without

which it is impossible to achieve the company's marketing goals. A high level of brand confidence and consumer loyalty contributes to maintaining a stable level of sales and reducing the costs of promoting goods and services. The fame and recognition of the company is an indisputable advantage, in times of crisis, the consumer frequently makes a decision in favour of recognisable brands that enjoy trust. A brand is a complex concept in marketing that requires an integrated approach. The desired brand image on the part of the company and its current perception by consumers may not coincide, which means that this concept is multidimensional and provides a multi-variate interpretation of the term "brand". To understand the principles of developing an effective brand strategy for the Internet services market, it is advisable to analyse various Western approaches.

L. Chernatony, a leading foreign expert in the field of brand management [25], notes that if a brand is understood exclusively from the standpoint of the company or consumers, this can lead "to the creation of an unbalanced strategy and shorten the brand's lifespan" [25]. Thus, not only marketers but also consumers themselves take an active part in creating and implementing the strategy. Consumers perceive the brand, are not exclusively passive recipients, the planned image does not always coincide with the perceived image (brand image).

Doyle provides an effective classification of potential problems in the development of a brand management strategy, which can also be attributed to the field of Internet services. The main problems in establishing customer feedback and communicating the planned brand image to the consumer are weak positioning, messages from other competitors, ineffective messages, other signals regarding the brand, incorrect media choice or other restrictions [24]. To develop an effective strategy in the field of Internet services, it is necessary to consider the risk of these factors. Competitive messages. Consumers regularly contact thousands of messages, notice no more than 5%, and respond to less than 1% [24]. To get through to the consumer, an effective advertising policy is necessary.

Weak brand positioning. It is necessary to avoid the blurry brand image, since in this case, it may not resonate with the consumer. Other signals regarding the brand. At times the consumer may receive conflicting information about the brand, so companies need to control all the information transmitted. Ineffective messages. Marketers should clearly segment the audience and present their message about the brand identity and its essence in an accessible form. Wrong choice of marketing communications tools. The wrong choice of brand promotion tools leads to disastrous consequences. The key task of brand management is to search for advertising channels that allow achieving the maximum coincidence of the designed and perceived brand images [37].

The American Marketing Association (AMA) in 1960 proposed one of the most cited definitions of a brand in the business literature: "A brand is a name, term, sign,

symbol or design, as well as their combinations, that identify one seller's goods or services as distinct from those of competitors". [27]. The above emphasises the importance of visual brand symbols. Nevertheless, the essential difference of the brand is not only in the visual elements but also in the content, unique values. In various branding models, the brand is safer in the consumer's mind, that is, it is a risk reduction tool [25]. In applied terms, this means that marketers need to present the brand to the consumer in such a way as to minimise the perceived risks in relation to the purchased product or service. The interpretation of the brand as added value considers the benefits that are appreciated by consumers. The added value implies that the brand has advantages in comparison with competing brands. This encourages the buyer to make a purchase.

Therewith, it is important that brands can have not only undeniable functional advantages but also emotional attractiveness of the brand. Additional services that can save time or money can also become added value. It is obvious that for the successful implementation of a marketing strategy, it is necessary to use those formats of providing added value that are important for the client, and not for the company. The source of information about customer preferences is customer surveys. In terms of methodology, the approach to understanding a brand as a brand contract (communication) is of great interest. The author of this approach is an American specialist S. Davis [28]. "A branded contract is a list of all obligations (promises) assumed by the brand, which are fulfilled by the company, but the list is compiled and evaluated in the external environment, i.e., in the market" [28].

When forming a strategy, it is essential to consider that during the period of its implementation, it may require reformulating the brand's promises in connection with changes in the market. In the context of the active development of e-commerce, companies operating in the Internet services market must respond quickly to the changing environment and constantly strengthen the added value of the brand. For a proper study of added value, it is necessary to consider methodological approaches to understanding "brand value". Several models of brand evolution are presented in the special economic literature, among which B. Schmitt's model of empirical marketing deserves special attention. The researcher notes that in the conditions of increasing competition and the constant growth in consumer demands, brands need to use innovative approaches that go beyond conventional marketing techniques. Brand management should focus on the study of people's sensory experiences and the empirical experience of consumers [21]. The main features of the conventional approach are the priority on the functional properties of the brand; appeal to rational purchase motives; emphasis on competition among narrowly defined product categories.

Thus, conventional marketing characterises an analytical and rational approach. Brands in this aspect

act mainly as identifiers. An alternative to this approach is empirical marketing, which allows considering the potential of the brand as a source of sensory and cognitive associations that establish a loyal attitude to the brand [30].

B. Schmitt [21] identifies four main features of empirical marketing: emphasis on the empirical experience and emotions of consumers; recognition of rational and emotional motives of consumption. The main difference between empirical marketing and conventional marketing is the shift in emphasis towards the emotions of customers. For effective brand management and its promotion strategy, branding specialists need an integrative approach, ensuring a holistic positive impression of consumers about the brand, which involves the perception of the functional properties of a product or service and an empirical perception. The study of marketing goals of branding allows outlining the functions of the selected goals in relation to the brand: defining the strategy and tactics of communication with the consumer; developing visual attributes of the brand and the verbal concept of their presentation; selecting the forms of presentation and channels of communication with the consumer, considering their interests, socio-demographic characteristics, based on detailed segmentation of the target audience; establishing communication strategies. Strategies may differ, depending on priorities, subjective approaches of the company's stakeholders, previous experience. Marketers and brand managers need to ensure maximum compliance between the form and content of the brand and between the expected image of the brand and its actual characteristics. Thus, effective branding is the result of proper planning of verbal and visual brand identifiers, deep study of its content elements and readiness for changes, the ability to quickly integrate into a changing environment, apply innovative marketing methods and unconventional approaches to promotion, using a full-fledged analytical approach.

CONCLUSIONS

Strategic brand management is a time-consuming process consisting of several stages, including market analysis and appropriate setting of marketing goals. The most successful and cost-effective approach is to create a strong brand. All stages of the development and implementation of the branding strategy in the Internet services market should be based on detailed analytics, preliminary (market analysis, analysis of the company's position in the industry market) and operational during the implementation of the strategy. Special attention should be paid to determining the company's goals for brand promotion, including providing the consumer with complete and reliable information about the brand, increasing awareness and loyalty of the target audience, attracting a new audience or retaining the old one, establishing feedback from the company with customers.

Creating a brand marketing strategy based on

communication goals requires appropriate segmentation of the audience, a compilation of a tactical list of digital marketing tools. The role of the brand's "trademark" in the Internet space is performed by the website and social media accounts. An effective brand promotion strategy includes an appropriate layout of various digital marketing methods: display advertising, search engine optimisation, targeted and contextual advertising. The role of viral marketing has grown, creating an associative flow in relation to the brand. Instagram, Tik Tok, Likee, and Coub social media platforms are useful in this regard. When formulating a brand strategy, a certain percentage of the advertising budget should be planned in favour of attracting influencers, owners of pages in social networks with high coverage. The influence of social networks is constantly growing: the share of e-commerce through social networks is increasing. A considerable proportion of customers prefer to communicate with the brand on

social networks, which brings the tool of community management in social media marketing to the fore along with online advertising. One of the trends is the popularisation of chatbots that allow automating the sales process and enable communication between the buyer and the seller.

Internet branding is not the only way to promote a brand, the role of offline tools continues to play a key role, however, this type of promotion plays a predominant role in the Internet services market. Modern trends in e-commerce in Ukraine confirm that the relevance of effective branding in the Internet services market will continue to grow. The increase in the share of mobile traffic and the level of Internet penetration in the regions, the development of e-commerce in the regions contribute to the transformation of online stores into marketplaces and the emergence of additional services that are valuable for the client.

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Стратегічне управління брендом на ринку інтернет-послуг

Мар'яна Василівна Мальчик, Олена Володимирівна Попко, Оксана Володимирівна Мартинюк,
Ілона Павлівна Адасюк, Ірина Олександрівна Оплачко

Національний університет водного господарства та природокористування
33000, вул. Соборна, 11, м. Рівне, Україна

Анотація. Цифрові технології стали невід'ємною частиною нашого життя, ринок інтернет-послуг швидко розвивається в усьому світі, що вимагає від бізнес-компаній виходу в кіберпростір. Перебування в інтернеті давно стало обов'язковою частиною бізнесу не лише для великих транснаціональних компаній, а й для невеликих регіональних і локальних бізнес-структур. Важливо не просто наявність сайту чи групи у соціальних мережах, необхідна комунікаційна стратегія бренду. Актуальність теми обумовлена необхідністю підвищення конкурентоспроможності компаній України у сфері інтернет-маркетингу. Мета статті полягає у розробці типових рекомендацій для стратегічного просування бренду на ринку інтернет-послуг, а також дослідженні найефективніших інструментів просування та каналів комунікації з аудиторією у кіберпросторі. Провідними методами дослідження проблеми стали соціологічні й статистичні методи. Застосовано технології системного аналізу та моделювання. У межах статті проаналізовано найкращі міжнародні та галузеві практики брендингу в кіберпросторі, проаналізовано ринок електронної комерції України, структуровано основні тенденції його розвитку. Матеріал статті формулює механізм розробки та впровадження стратегії позиціонування бренду на ринку електронної комерції, основні характеристики успішного брендингу, структурує рекомендації щодо застосування маркетингових технологій у мережі інтернет. Значним компонентом дослідження є аналіз інструментів цифрового маркетингу та каналів комунікації над ринком інтернет-послуг. Матеріали статті становлять практичну значущість для бізнес-спільноти, фахівців у сфері зв'язків із громадськістю, маркетингу, реклами, відділів продажу та інших фахівців у галузі менеджменту. Ефективний бренд-менеджмент інтернет-послуг дозволяє підвищити комерційні результати бізнесу, а також дає додаткові конкурентні переваги

Ключові слова: просування бренду, стратегія брендингу, бренд-менеджмент, ринок інтернет-послуг, електронна комерція