

факторів, що гальмують розвиток української економіки. Координація дій і об'єднання зусиль державних органів, освітніх і наукових організацій, малого, середнього і великого бізнесу є запорукою успіху, посилення конкурентоспроможності господарства, підвищення життєвого рівня населення України в умовах жорсткої конкуренції у міжнародному поділі праці. У рамках кластера на основі інтеграційних і кооперативних зв'язків високими темпами відбувається адаптація аграрних і переробних підприємств до конкурентних умов, що є надзвичайно актуальним у розвитку аграрного сектора.

Таким чином, кластери є ефективним інструментом забезпечення розвитку регіональної економіки, і їх по праву можна вважати інноваційними системами прикладного значення, оскільки науково-технічний і соціально-економічний розвиток вимагає концентрації національних ресурсів, а посилення інтелектуального, професійного і організаційного потенціалу країни неможливе у відриві від соціуму і його духовної бази.

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INTEGRATED WORKFLOWS AND JOBS IN THE FIELD OF
TECHNO-COMMERCIAL MARKETING
(ІНТЕГРОВАНІ РОБОЧІ ПРОЦЕСИ ТА РОБОЧІ МІСЦЯ У СФЕРІ ТЕХНІКО-
КОМЕРЦІЙНОГО МАРКЕТИНГУ)

The marketing space gets complicated by the day, and we strictly adhere to best and white-hat practices prescribed for domain-related branding, website design and development, SEO, various social media marketing platforms, search engine marketing, email marketing, content marketing, and video marketing. Talking about digital marketing, it has come a long way in the last two decades, primarily because of the evolution of technology and the ideas to leverage it.

Given the challenges that we as marketers face, biweekly or monthly online marketing trends are more useful considering that disruptions rule the roost every other day. For any business, being competitive is the mother of being innovative. The faster we adopt innovative technologies, or ideate and put technology disruptions to best use, the quicker we grow. We will look at detailed digital marketing trends in each of the primary marketing functions across 2022.

Brand creation is a marketing exercise that helps consumers identify your business, recognize it, and experience it. It is the psycho-visual effect that your business creates using omni-design concepts across all aspects and departments of the business, an aesthetic, consistent and continuous omni-channel presence.

The minimalist design concept is going to trend because there is way too much clutter across the web sphere. To create a minimalist brand, one needs to get back to basics and convey a simple personality and let their products and services speak for them.

Brand activism is where your brand takes a stand to help resolve immediate social problems by driving a positive change across all channels and following it up with results. We base this activism on the brand's purpose, beliefs, and values.

Chaos rules. Brand designs that include overlapping elements, asymmetry, handmade illustrations, collages, funny typographies, bright colors, and bizarre imagery result in chaotic or quirky design. Many brands, even major ones, are using quirky designs in their branding to bring a sense of individuality of being unique or simply fun.

Search engine optimization or SEO is getting your webpages ranked at the top of search engines. This is real hard work, involves a lot of knowledge, discipline, and a long-term marketing commitment. We as marketers face challenges executing SEO strategies as search engines evolve month after month.

Voice search is certainly not for the sales process. It is a form of interactive marketing and will lead to turning into a connected brand experience because voice search saves time. Of course,

appearing on voice search is as important for SEO. I am seriously considering including audio content hereon on various channels where audio becomes an omni-channel experience.

The rise of the featured snippet is a story that we need to understand getting to ground “0”. The last two years have seen a dramatic rise in featured snippet’s appearance in Google search results, especially for DIY and ‘how to’ search queries. Since it is at top of the search results page and more often than not occupies the top fold, we also called it the result “0” in SERP.

Next trend is to search engine alternatives. Today’s alternative search engine in focus, apart from Bing and Baidu, is DuckDuckGo, and there is a good reason for it. With security concerns overwhelming the internet, DuckDuckGo offers privacy-focussed search. Founded in 2008, DuckDuckGo’s tagline says “the search engine that doesn’t track you” because “search engines don’t need to track users to make money”.

Social media marketing has taken off in a major way and it has a reason. Social media helps brands get one on one with customers and vendors. It is a medium of support and branding for businesses and leveraging it, makes great sense to marketers and brands alike. Social messaging is on the rise, and, believe it or not, about 60% of users use these apps to message brands for more information during their buying or service journey. Social messaging apps are a part of the conversational messaging strategy.

Social media stories are actually social media posts that disappear after 24 hours. These stories enable businesses to connect with customers one on one, and share short-lived content or suspenseful/teaser content.

E-Commerce promoted by a social media platform is social commerce. This is not about you and me hustling to sell using social media marketing. Social commerce is about the platform itself selling B2C.

Search engine marketing PPC, Google Adwords etc. are quite known facets of online advertising and in all probability your business has already spent money advertising or doing so currently. While search engine advertising and social media advertising goes on, the secret sauce and a big digital marketing trend for businesses selling products is Amazon ads.

“Content is King” – we have heard this many times and leveraged it. However, most content on the internet is sadly of little use for a consumer. In time, people are losing interest in reading simple content. The latest online marketing trend is to offer interactive content which will be consumed better.

We as marketers, have always believed that email marketing works best. Of course, many marketers also said the email marketing is dead. With due respect to everyone, email marketing can never be dead. It brings consistent results and keeps at it. The latest digital marketing trend for emails is personalization and I firmly believe that this will change the email marketing equation forever.

Website design and development has existed since the advent of internet and it was seen as more of a technical domain unrelated to marketing. However, with digital marketing trends like UX, CX, color psychology etc. getting on to the scene, website design has more or less turned into the marketing domain.

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DIGITAL MARKETING AND FUTURE OF BUSINESS
(ЦИФРОВИЙ МАРКЕТИНГ ТА МАЙБУТНЄ БІЗНЕСУ)

The global pandemic and then the war in our country has accelerated the growth of digital marketing. Both organizations and consumers have quickly shifted their focus and activities online, because of sudden disappearance of in-person interactions. Marketers have invested heavily in