

pay more attention to it and take TikTok marketing as a new way of brand promotion and an important channel of product sales. For example, at present LYFEN's TikTok marketing account has just 16,000 followers, compared with the «Three Squirrels» the number of 3.04 million fans, visible company did not do TikTok marketing job.

In terms of marketing activities, it strives to further cooperate closely with e-commerce to bring intuitive benefits to enterprises. In the process of changing the traditional consumption mode, new media has made up for the shortcomings of the traditional marketing model, and has gradually become the main driving force of online marketing. The publicity and promotion based on the TikTok platform is rapidly developing, boldly cooperate with new media, be brave in innovation. It will help company be able to occupy an unshakable position in the minds of consumers.

STRATEGIES FOR HUMAN CAPITAL DEVELOPMENT PLANNING IN THE PERSONNEL MARKETING SYSTEM OF ENTERPRISE

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Personnel marketing is a philosophy and strategy of human resource management, which, focusing on the life and work demands of employees, both meet the interests of enterprise policy. The initial conditions for building an effective staff marketing system are the vision, mission and goals of management, ie those key elements that determine the content of planning human capital

development and filling the relevant plans. Human capital development plans include the development and construction of development-oriented activities needed to help people achieve the goals of the enterprise [1]. In business structures, the main source of these activities is work, which, in fact, is training. Thus, human capital development planning strategies will be the same as planning strategies for the responsibilities, tasks and roles of employees. It is those planning strategies that will help people do their job better, will have the best chance to be implemented [2; 3].

Scientists [3-5] distinguish two strategies for planning the development of human capital of the enterprise: a) strategic planning; b) scenario planning. It should be noted that both strategies are effective when they take into account people's development needs. Planning using these strategies is a system of transition of the enterprise to the state in which it plans to be in the future.

Thus, strategic planning involves the implementation of the following eight steps: 1) decision on planning; 2) performance and gap analysis; 3) scanning of goals, powers and values; 4) scanning of the environment; 5) scenarios of the internal environment; 6) modeling of scenarios; 7) formulation of action plans and unforeseen circumstances; 8) implementation.

Some authors, including John Bryson [6], have developed many technologies for strategic planning. Typically, most approaches address three important issues: a) what do we achieve? b) where are we going? c) how will we achieve the desired?

Strategic planning involves predicting the future and deciding how this vision will be achieved. It is a systematic attempt to evaluate the effectiveness of a business, to quantify its achievements, to define its long-term goals, to develop strategies for achieving new results and to allocate resources for the effective implementation of these strategies. Each step should be reviewed periodically in the next steps, as the planning process is not linear but iterative. Ideally, human capital development planning and action should be a dialectical process and, accordingly, those

responsible for facilitating the planning process should ensure that it is integrated, comprehensive and inclusive of human capital development.

The step “What do we achieve?” include clarifying the expectations of the planning process. To make these steps effective, a meta-planning process should be used in which all company staff and all members of the community need to know and understand what it means to plan, what roles and responsibilities people need to take, what they need to truly participate in the planning process. At the same time, managers are responsible for the staff's appropriate skills and understanding of the essence of the processes. The creation of an authorized planning team will solve these problems, and the analysis of the current state of the enterprise and the determination of the gap between the current and planned states will help in adjusting the goals.

Managers inspire staff when they create the conditions for training, so that staff can largely solve problems that arise in the planning process [4; 6]. There are critical success factors for effective teamwork that management should encourage. The first task of the planning team may be to address a key question: what should we achieve, what are we not achieving today?

The question of where the company aspires is resolved by participating in step “Where are we going?” Scanning goals, powers and values includes first and foremost explaining what the company should achieve, or what powers in terms of its legal and contractual obligations. The justification for the existence of the enterprise is set out in its goals, powers, as well as in values and mission. The planning team needs to reconsider the reasons for the company's existence, as a clear shared vision helps to increase staff commitment. Environmental scanning involves benchmarking, analysis of opportunities and threats coming from the environment. It is necessary to gather information from the global environment, from the industry and from all sources on possible competition and cooperation. Many issues need to be addressed,

such as demographics, information and communication technologies, economic and political developments, and trends.

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