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КОНФЕРЕНЦІЇ

«СТАЛИЙ РОЗВИТОК ЕКОНОМІКИ, СУСПІЛЬСТВА ТА
ПІДПРИЄМНИЦТВА»

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До збірника увійшли наукові матеріали, тези доповідей, подані учасниками до Організаційного комітету конференції, у яких в багатоаспектному вимірі розглядаються проблеми та перспективи сталого розвитку економіки, суспільства та підприємництва за різними рівнями теоретичного узагальнення, сферами практичної реалізації тощо.

Матеріали будуть актуальними для здобувачів вищої освіти різних рівнів, вчених, науковців і викладачів у галузях управління та адміністрування, освіти, гуманітарних, соціально-поведінкових, природничих та аграрних наук, сфери обслуговування, транспорту, інженерії та інш.

Тексти публікуються в авторській редакції мовою оригіналу.

За науковий зміст, якість поданих матеріалів та використані джерела відповідають автори (для здобувачів всіх освітніх рівнів їх наукові керівники).

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The application of artificial intelligence technologies in marketing is a relevant and promising research topic. Understanding consumer behavior and needs is an important element in the development of effective marketing strategies, and AI technologies help to improve this process. The use of AI tools allows collecting, analyzing, and processing large amounts of data about consumers and their behavior.

This allows to develop personalized approaches to communication with consumers and optimize marketing campaigns.

The study analyzed various areas of interaction between digital marketing and artificial intelligence, including the use of AI tools for content personalization and e-commerce, social media analysis, and search engine optimization. Research results have shown that the use of AI technologies allows achieving better results in the development of marketing campaigns and increasing the efficiency of communication with consumers.

Thus, the use of AI technologies in marketing campaigns is a promising direction that allows to increase the efficiency of marketing strategies and ensure better communication with consumers. Studies have shown that the use of AI tools allows improving data collection and analysis processes, which allows developing personalized approaches to communication with the audience.

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FORMING THE VALUE OF A RETAIL BRAND USING DIGITAL TECHNOLOGIES

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Content blurs the line between information and promotion, providing awareness, visibility, loyalty and trust to the brand. The symbiosis of information technology and experimental (behavioral) economics has expanded the tools of targeted influence on consumer behavior. In modern conditions of retail trade development 4.0. digital content is a separate area of brand value strategy and it has become an integral part of modern business culture. The use of AR, 3D-models, AI in e-commerce. Many companies try to involve people in the buying process by making it a game. The client must have an exciting immersive experience. This process will be remembered, increase emotional attachment to the brand and increase the number of brand advocates. In the web you can find a cheaper and simpler good, but instead, you want to come to a particular store for emotions and atmosphere. Or for beautiful decorations to take a

stylish photo for Instagram, shoot a vivid video for TikTok. Digital solutions play an increasingly important role in this. With their help, companies apply the strengths of the digital world in real life.

Customers can easily make purchases directly from media formats - you can buy a product from a tweet, Facebook post or video. Brands do not need to take customers to the store, now they run the store to the customer. The new role of the store as a means of communication is to deliver an emotionally attractive experience to customers. It is a positive emotional experience that promotes brand development and loyalty. Most offline stores changed their format, attitude to customer experience and began to focus not on selling goods, but on emotions and entertainment of visitors. The reason is a new generation of shoppers who are driven by emotion, curiosity and a desire for a unique experience in every moment of life. Therefore, the main customer experience trend in offline stores is retailtainment – a term derived from the words retail and entertainment.

The main difference between content marketing and other marketing tools is that it accompanies the client consistently in a STIEB spiral from situation (Situation), thought (Theory), reasoning (Insight), emotional inclusion (Emotion) to behavioral response (Behavior) [1]. An important place in the implementation of tactics to achieve the goals belongs to the content plan, which regulates the placement of a certain type, format and type of content on the appropriate platforms with a certain frequency and periodicity. Different companies plan in their own way – for a week, two weeks, for a month.

The systematization of the content strategy planning practice made it possible to single out the following main stages: integration of business goals, marketing, communications and content marketing; building a CJM (Customer Journey Mapping) consumer route map; identification of triggers for the behavior of the target audience: drivers that stimulate the consumption of the product, and barriers that prevent consumption from both the audience and the product [2]. Development of a content plan indicating the periods of use of certain tools and platforms; creation and distribution of content; tracking feedback from the target audience, evaluating the effectiveness and efficiency of the tools involved (metrics); comparison of goals and indicators, if necessary, adjustment of the previous stages of the strategy.

It is proposed to consider examples of assignment and their solutions:

1. The image of an expert and the formation of trust on all those issues that may be of interest to the client. By publishing enough materials and creating content for the goods or services that the company sells, it automatically becomes a leader in its niche and is perceived by consumers as an authority.

2. Interests of potential clients. Needed to use and analyze content, as well as feedback in the form of reviews, wishes and comments on social networks from customers. The classification of the main components of the content strategy is clearly presented in the periodic table of Chris Lake [3]. It combines content formats (article, video, webinar), its types (reviews, expert surveys, statistics), types (informational, educational, viral) and distribution platforms (website, social networks, partner sites). This tool allows you to compare measurement parameters (reach metrics, social metrics, search metrics, engagement, etc.) with specific goals (web traffic, engagement, sales, promotions) and highlight the main triggers for content sharing.

Consolidated tools for content marketing and its management are offered; only in general terms do they demonstrate the complexity of coordinating strategy and tactics in the online environment. Despite the low budget of content marketing, it requires financial investments, and the calculation of the effectiveness of its implementation through financial indicators (ROI, etc.) has significant methodological difficulties[3]. Determining the exact relationship of published content with the number of new and repeat sales is more difficult than with the number of likes, favorites, and so on. Therefore, marketing automation systems offer many services that use analytics platforms to track all points of contact with the buyer across all channels along the path to purchase.

Systematization of tools reproduces the logic of interaction with the target audience, allows you to integrate three components: strategy development, content creation and promotion. However, in order for videos, infographics and texts to become an effective tool, valuable content needs unique ideas as the art of motivating the consumer for a targeted action, involving him in the sales scenario. Content creation is a continuous process of monitoring competitors' content and creating your own unique content [4].

The CJM map allows you to capture the goals, expectations, concerns, fears and emotional state of the customer in order to use the consumer experience to find content ideas and sites to solve customer problems. Vertically, it intersects with the marketing funnel, when the buyer goes through the stage of understanding the product, studying it, collecting information about it, choosing and buying. Attribution is the distribution of value between individual points of user interaction along the path to conversion. This gives us an idea of what role the channel played in increasing the number of conversions.

The system analyzes the information to determine which ads, keywords and campaigns are most effective in achieving the company's business goals.

The entire period from the moment the user first contacts the ad to the moment of conversion is the attribution window (conversion window) and can take from an hour, for example, when delivering pizza, to a year, for example, when buying a home.

This data will be enough for the initial selection, but to make a decision based on accurate data, you need to accumulate analytics that need to be properly configured.

Based on this, the following types of transformations can be distinguished. Post-view conversions are conversions in which the target action was performed by the user who saw the promotional offer, but did not click on it. Post-click conversions are conversions made after visiting the site through an ad creative. Depending on when the target action occurred, they can be either the main source of conversion or an auxiliary one. Related conversions are conversions in which the channel was ancillary, helped to convert, but was not the last in terms of connectivity. Last click conversions are conversions on the channel that was the last in the chain before the actual conversion.

Communicative approach of the main metrics used in digital interaction: coverage indicators; emotional indicators; engagement indicators; audience activity, reaction to content; Engagement Indices, Approval Indices, Gain Index, and Communication Index; Rate of investment (ROI). Metrics can be divided into 3 groups: traditional marketing indicators (knowledge, loyalty, resale, etc.); Internet marketing

indicators (site traffic, conversions, etc.); other indicators (reputation, tone of messages, activity of the target audience). It is the after-sales behavior of the customer that informs about his product loyalty or rejection.

Traditional and digital media channels – television, magazines, radio, advertising and social networks are transformed from information to commercial tools for brand promotion. Content marketing simultaneously overcomes the problem of ignoring banner advertising by consumers; popularizes expert opinion; creates long-term customer relationships. High-quality and useful content that solves customer problems, evokes positive emotions in them, is able to attract new audiences and increase customer loyalty. The key customer experience trend in offline stores is retail entertainment, which allows you to convey to the audience the emotional reaction of the brand.

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ЕКОЛОГІЧНИЙ МАРКЕТИНГ ГОТЕЛЬНОГО ПІДПРИЄМСТВА

ІРИНА МЕНДЕЛА

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Екологічний маркетинг готельного підприємства – це використання стратегій та методів маркетингу з планового просування та продажу послуг готельного бізнесу з екологічною спрямованістю, тобто відповідно до принципів сталого розвитку та з мінімальним негативним впливом на довкілля. Основна мета екологічного маркетингу готельного підприємства полягає в тому, щоб привернути увагу та задовольнити потреби тих клієнтів, які цінують екологічність та сталий розвиток, та забезпечити їм відчуття задоволення від відпочинку, яке не завдає шкоди довкіллю. Крім того, екологічний маркетинг може допомогти готельному підприємству ефективно вирішувати екологічні проблеми, зокрема зменшувати використання ресурсів, забезпечувати правильне використання відходів та підвищувати свідомість гостей щодо екологічної культури.

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