

UDC 005.3:004.6

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APPLICATION OF MARKETING CONCEPTS IN STRATEGIC MANAGEMENT IN THE INFORMATION SOCIETY

ЗАСТОСУВАННЯ КОНЦЕПЦІЙ МАРКЕТИНГУ В СТРАТЕГІЧНОМУ МЕНЕДЖМЕНТІ В УМОВАХ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА

The object of the article is marketing tools used in the strategic management of a modern organization. The purpose of the research is to analyze the key directions of their development, and the objectives are to identify the main types of marketing tools in strategic management and to consider the possibilities of their application. The article considers trends in the field of marketing for companies, among which the main ones are the development of effective ways to satisfy customers, the formation of their loyalty to the brand, the ability to build clear competitive strategies; the concept of customer orientation and its role for a trade organization is given, as well as examples from foreign practice and the world's leading developments in the field of artificial intelligence. The article is also aimed at contributing to the definition of the Concept of Sustainable Development and its implementation. This concept is widely used by many modern companies and occupies a central place in the programs of state and non-governmental organizations, as well as enterprises around the world. But the scientific literature in the field of marketing and sustainable development still lacks a detailed and complete explanation of it. The author used such research methods as observation, systematization and generalization of the collected theoretical material, including foreign practice and the world's leading developments in this field. Marketing with its great knowledge and information informs clients and introduces new ideas that can significantly help expand the development of ideas. Emphasis on social and environmental problems can be given to respect for the skin-related process.

Keywords: marketing, strategic management, marketing concepts, marketing tools, brand marketing, sustainable development, innovation, concept, digital environment, digital marketing.

У статті розглянуті тренди в галузі маркетингу для компаній, серед яких основними є розробка ефективних способів задоволення клієнтів, формування їх лояльності по відношенню до бренду, вміння вибудувати чіткі конкурентоспроможні стратегії; наведено концепцію клієнтоорієнтованості та її роль для торгової організації, а також представлені приклади із зарубіжної практики та провідних світових розробок у галузі штучного інтелекту. Стаття спрямована також на те, щоб зробити свій внесок у визначення Концепції сталого розвитку та її реалізацію. Ця концепція широко використовується багатьма сучасними компаніями та займає центральне місце у програмах державних та неурядових організацій, а також підприємств по всьому світу. Але в науковій літературі в галузі маркетингу і сталого розвитку досі відсутнє докладне і повне її пояснення. Автором використовувалися такі методи дослідження, як спостереження, систематизація та узагальнення зібраного теоретичного матеріалу, у тому числі зарубіжної практики та провідних світових розробок у цій галузі. Сучасні тенденції розвитку концепцій маркетингу орієнтуються на клієнта та його враження від придбання товару або послуги. Сформовані цикли розвитку товару або/і послуги та потреб клієнта є основою для формування загальної маркетингової стратегії. Вона деталізується низкою динамічних маркетингових заходів, процедур врахування зворотного зв'язку від споживачів, моніторингу конкурентів, аналізу повного комплексу маркетингу та його коригування. Маркетингова

стратегія є рушієм для підприємства щодо просування його товарів та послуг, а також організації внутрішнього маркетингу підприємства. Інформаційне суспільство, активізація конкуренції та вимог споживачів формує нові вимоги до адаптації сучасної концепції маркетингу до потреб підприємства. Ідеальним варіантом для власника та менеджера підприємства є варіант моделі господарської діяльності, коли підприємство знаходиться в центрі кола, по периметру якого розташовані численні клієнти, що очікують на продукцію та послуги. Але в епоху перенасичених ринків, активної конкуренції – в центрі кола знаходиться споживач (клієнт), а по периметру розташовуються виробники. Взаємодія з клієнтами, дослідження їх поведінки, синергія діалогу і маркетингу дозволяє сформуувати загальну маркетингову стратегію і деталізувати її до тактичних заходів. Маркетинг з його великими знаннями та досвідом щодо поведінки клієнтів та просування нових ідей може значно допомогти у пошукненні ідеї сталого розвитку. Акцент на соціальні та екологічні проблеми можна вважати одним із двигунів цього процесу.

Ключові слова: маркетинг, стратегічний менеджмент, концепція маркетингу, маркетингові інструменти, бренд-маркетинг, сталий розвиток, інновація, концепція, цифрове середовище, цифровий маркетинг.

Formulation of the problem. In the conditions of fierce competition in the modern market, marketing plays an important role in the activities of any enterprise, as it allows establishing an optimal relationship between the enterprise and the external business environment of which it is a part. Today, marketing is understood as an expression of a market-oriented management style of thinking, which is characterized by creative, stable and often aggressive approaches. Therefore, the marketing activity of the enterprise should be aimed at its long-term existence, its sustainability, strong and long-term relations with consumers or other market participants, and increasing the competitiveness of the offered goods and services. This is motivated by the development of market relations in Ukraine, which required a fundamental restructuring of the economic thinking of managers, the search for more effective ways and means of satisfying the needs of the individual and society, and the identification of priority, socially oriented directions of the economic development of society. In this regard, one of the most important tasks of enterprise marketing is the formation of competitive market strategies, designed in a scientific «key» to ensure the long-term perspective of the "humanistic" orientation of market theory and practice. The formation and development of competitive and market marketing strategies of enterprises is actualized by the fact that in modern economic literature, insufficient attention is paid to the identification of the relationship between the formation of a social market economy and the development of the effective activity of enterprises.

Analysis of recent research and publications. The issue of implementing a marketing strategy into the business practice of enterprises is relevant today, because it is able to regulate the impact on the level, nature and time of demand in such a way that it helps the enterprise to achieve its goals, in particular, to ensure maximum profit for the entrepreneur. At the same time, a significant contribution to the development of the theory of management of marketing activities and the formation of its strategy was made by: Bai S.I., Volkov D.N., Ilyashenko A.Kh., Kevorkov V.V., Klimova I.G., Kotler F., Tarondo Zh-K., Thompson A.A., White S., Chepovoy A.P., Shumeiko A.K. and many others. Their works are dedicated to the study of the problems of marketing implementation in the economic activity of enterprises, and the variety of researches on issues in this area covered in the scientific literature only confirms the complexity, relevance and ambiguity of such studies. At the same time, in the scientific literature devoted to marketing activities in general, some issues remain insufficiently covered: this is, in particular, the lack of a single system for determining the need to implement a marketing strategy at the enterprise and its form [1].

Formulation of the purpose of the article. The object of the study is marketing tools used in the strategic management of a modern organization. The purpose of the research is to analyze the key directions of their development, and the tasks are to determine the main types of marketing tools in strategic management and consider the possibilities of their application.

Presentation of the main material. Development, implementation, as well as management of marketing activities is an important part of the strategic management of the organization, which requires certain types of expenses from both the company's management and its employees. However, quite often there are situations when companies, deciding not to spend extra money, do not carry out the entire complex of marketing activities, but only its individual elements. In this case, they face a worsening of the situation, and it is impossible to say in advance which sphere of activity will have the strongest negative impact.

The main marketing concepts are:

Product: Goods that organizations produce for customers. Products can be of two types: tangible (product) and intangible (service).

Price: The money a buyer pays for a product. The price of a product is inversely proportional to its availability on the market.

Place: The location where the products are available (sold or bought in both physical and virtual markets).

Promotion: Various methods and ideas marketers use to increase awareness among end users.

Marketing management is the process of creating, planning and controlling the development of a new product, its advertising, promotion and further sales. The main concept underlying the marketing strategy is the production of the product by the company after identifying and analyzing the needs of the target market. It is based on the knowledge of the values and requests of the audience, which helps to make large sales and earn a solid profit.

It is important to keep in mind such a marketing strategy as an analysis of the situation in which the customer's needs are not satisfied. Further identification of the reasons for this is used to assess the company's capabilities and then to understand the environment in which it has to work. Consumers may be in different geographic locations, which in turn automatically creates differences in needs. This problem can be solved by studying the preferences of customers located in different locations. Modern trends in the development of marketing concepts focus on the client and his impressions of the purchase of a product or service. Formed cycles of product or/and service development and client needs are the basis for forming a general marketing strategy. It is detailed with a number of dynamic marketing measures, procedures for taking into account feedback from consumers, monitoring competitors, analyzing the full range of marketing and its adjustment. The marketing strategy is the driving force for the enterprise in promoting its goods and services, as well as the organization of the enterprise's internal marketing. The information society, the intensification of competition and consumer demands form new requirements for the adaptation of the modern concept of marketing to the needs of the enterprise. The ideal option for the owner and manager of the enterprise is the variant of the economic activity model, when the enterprise is located in the center of a circle, around the perimeter of which there are numerous customers waiting for products and services. But in the era of oversaturated markets and active competition, the consumer (client) is in the center of the circle, and producers are located on the perimeter. Interaction with customers, research of their behavior, synergy of dialogue and marketing will allow to form a general marketing strategy and detail it to tactical measures. Under conditions of intense competition, businesses are often forced to rely on price level and other short-term market strategies. They constantly face challenges that limit their productivity and economic potential, the main one being selling products and services in the right market to generate a return on investment. The results of the survey showed that companies are relying on word of mouth to reduce prices and cost of advertising strategies for marketing and sales purposes, but this is not having the desired effect. It is more appropriate to change the strategy in order to ensure long-term profitability.

In today's fast-changing, disordered and paradoxically disorientated competitive environment with continuously shrinking product and enterprise life cycles, the expected

profit from current processes is extremely uncertain, so much so that firms are forced to constantly look for new opportunities [2]. They must be able to operate in an increasingly risky environment of reduced predictability, weakening barriers to market entry, changing management objectives, and new structures that reinforce change. They are under increasing pressure to be innovative and flexible in their marketing activities.

The main task of marketing is the modeling and formation of demand for the company's products and services. Marketing management is, in fact, demand management, but at the same time, it is the regulation of the level of timing and the nature of demand in such a way as to help the company achieve its goals in the face of growing competition and the need for improved distribution methods to reduce costs and increase profits [3]. In the current business environment, marketing management is the most important function for an organization. A sustainable product must maintain the price-quality ratio that customers are used to, evoke positive emotions and help preserve the environment. The idea of sustainability is intended to become a common value for the company and its customers. Promotion must be based on moral principles, ensuring broad and creatively adapted advertising related to environmental protection and sustainable development.

In connection with the difficult ecological situation in many corners of the globe, an innovative way of organizing business is necessary from the point of view of resource conservation and environmental protection. Sustainable development is a relatively new and developing field, it can be considered as a concept of the theory and practice of business, which is not constant and depends on local conditions, the needs of the population and its interests. Solving the problems united by this concept is one of the priorities for the state, global companies and all far-sighted people who care about the future. Part of the problem of sustainable development is the harmful impact of the population on the environment. The process of implementing the concept of sustainable development is not only long-term, but also expensive. But still, it is necessary for the future of our planet. Marketing activity goes beyond meeting the needs of the client. This should contribute to the general well-being of society and the protection of the environment.

Marketing management allows you to implement actions and functions related to the distribution of goods and services [4]. This field of activity is related to the development (after careful analysis and forecasting of market situations) of a specific program, its implementation to achieve the desired goal. Marketing strategy affects objects of various types: goods, services, events, people, places, properties, organizations, information and ideas.

The main factors that reveal the importance of marketing management:

1. Bringing new products to market.
2. Increase in production.
3. Reduction of sales and distribution costs.
4. Export market.
5. Development of means of communication and means of transport within the country and abroad.
6. Growth of incomes per capita and increase in demand for goods from consumers.

Management research has shown that marketers use various tools: from economics and competitive strategy to analyze the industry context in which the firm operates. These include Porter's 5 forces, analysis of strategic groups of competitors and analysis of the value chain, etc. [5]. When studying the market, marketers develop detailed profiles of each opponent (cost structure, sources of income, resources and competencies, competitive positioning and product differentiation, degree of vertical integration, historical reactions to the development of the industry, etc.), paying special attention to their relative competitive strengths and weaknesses according to using SWOT analysis.

Territory marketing. Under the condition (which can be called optimal) that the participants of socio-economic processes in the regions conduct their economic activities, produce on the basis of flexible and soft support their own resistance to negative processes, become sought-

after practices of territory marketing. Moreover, they are applied to economic entities that need them, along with taking into account the interests of the residents of the territory, involved partners and investors. The regulatory mechanism in this case provides for the accounting and coordination of the interests of the parties involved in the development and improvement of the viability of the regional economy. This directly indicates the demand for the marketing of the territory as an integrator of interests and a generator of ways to achieve them, since a flexible approach is needed here, which allows taking into account the opinion of both the local population (in providing basic services, jobs, improving the quality of life) and business (which counts on earning a profit and developing activities) in both a tactical and strategic perspective [6].

In this context, relying on the opinion present in the specialized literature, we note that the marketing of the territory is a direction of socio-economic policy, which includes (in relation to the region) such elements as planning, organization, control and motivation [7]. Territorial planning in this context means the setting of goals and objectives for the development of its socio-economic system, which includes both tactical steps and a strategic vision of the situation for the future due to the assessment of internal resources, understanding the directions of their increase based on the consolidation of the interests of the parties involved and accounting for the impact external factors and opportunities for growth due to the involvement of players and resources from the outside. Reorganization of the management of the socio-economic system of the region is possible due to the marketing thinking of the managers and their practical work, during which the interests within the framework of social and economic initiatives should be coordinated. The control function involves constant monitoring of various indicators of deterrence and threats for their leveling in the process of implementing regional socio-economic policy.

The motivational block within the marketing of the territory is also extremely significant, as it is aimed at finding development priorities in various audiences that connect their target and personal trajectories with the given region, as well as their coordination within the framework of the implemented socio-economic policy.

Entrepreneurial marketing. As a modern concept of medium-sized business management, which can not only help the enterprise to survive, but also to obtain positive results of its activity in the conditions of fierce competition, while satisfying the needs of customers the most, there is entrepreneurial marketing, which is the theoretical construction of the interaction of marketing and entrepreneurship. Growing competition in the conditions of a market economy contributes to the improvement of both existing marketing elements and the search for new effective approaches, which, in turn, leads to changes in the marketing structure of enterprises. In today's conditions, in order to survive and maintain their positions under constantly growing competition, along with the expansion of the range of services, ensuring their high quality and impeccable service, the effective functioning of the marketing service is necessary [8]. Entrepreneurial thinking – non-linear, creative, avoiding prophecy – contradicts the traditional marketing model, and thus there is a gap between marketing theory and practice.

There is no single generally accepted definition of business marketing. Morrish S. defines it as «proactive identification and use of opportunities to acquire and retain profitable customers through innovative approaches to risk management, resource utilization, and value creation» [9]. A distinctive feature of this interpretation, which is oriented towards the market from the inside, is the development of specific competences of the firm through entrepreneurial activity in order to satisfy the hidden demand of future customers for products that do not yet exist. This can be called the concept of entrepreneurial marketing.

Macromarketing. To a greater extent, this is the field of branding, rebranding and PR, within which measures are developed to improve the image of corporations on Ukrainian and international markets. Macromarketing is a concept of marketing analysis that examines macroeconomic and social factors affecting the market and its participants. Macromarketing

is based on the idea that the success of a business depends not only on its ability to satisfy consumer needs, but also on the broader social and economic context. Macromarketing studies aspects such as economic policies, demographic trends, social changes, cultural characteristics and environmental issues and tries to predict their impact on the market and consumers.

The main goal of macro-marketing is to help companies make strategic decisions and adapt to changes in the external environment. For example, analyzing demographic data can help predict future changes in consumer demand, and studying environmental requirements can help develop environmentally responsible products or services. Macromarketing also helps shape marketing strategy with broad social and economic goals in mind. Rather than simply focusing on achieving their corporate goals, companies that take a macro marketing approach also consider the interests and needs of society at large.

Thus, macro-marketing is an important tool for companies that seek to create products and services that meet the demands of today's public and promote sustainable development.

Client-oriented marketing – it is a strategy that puts customers at the center of all marketing efforts of the enterprise. It involves understanding and meeting the needs and desires of customers, which enables the company to create and maintain strong and lasting relationships with them. In client-oriented marketing, decisions from the three main stages of marketing – analysis, planning and implementation - are made on the basis of preliminary research and analysis of consumer needs and desires.

The main aspects of client-oriented marketing are:

1. Understanding the needs and desires of customers: This means actively collecting and processing information about consumers, their preferences, attitudes towards products and other factors that influence their purchases.

2. Development of goods and services based on customer needs: After receiving information about the needs and wishes of customers, the company analyzes and takes this data into account when developing new goods and services, as well as improving existing products.

3. Contributing to increasing customer satisfaction: One of the main goals of customer-oriented marketing is to ensure maximum customer satisfaction. This can be achieved by providing high-quality service, understanding and responding to their needs, responding quickly and efficiently to their appeals and demands.

4. Increasing customer loyalty: Customer-oriented marketing is aimed at building relationships with customers on a long-term basis. This is achieved by providing personalized service, loyalty programs and continuous improvement of goods and services.

5. Analysis and tracking of results: Customer-oriented businesses use data about customers and their response to marketing activities to improve their strategies and improve the effectiveness of marketing efforts.

Customer-oriented marketing is the key to the success of the enterprise. It allows a company to understand its customers better and provide them with the goods and services they really want and need. This in turn leads to customer satisfaction, increased sales and maintaining competitiveness in the market.

Digital marketing in the implementation of marketing strategy.

We will analyze the main tools actively used in digital marketing, identify their main advantages and disadvantages in managing the promotion of goods and services:

The main tools actively used in digital marketing include the following:

1. *Social networks*: social networks such as Facebook, Instagram, Twitter, etc. are popular channels for engaging and interacting with audiences. They allow you to advertise products and services, receive feedback from customers, build relationships with consumers and influence their perception of the brand.

Advantages: Large audience: social networks have billions of users, which allows you to reach a wide range of potential customers; geographic segmentation: the ability to

configure advertising campaigns taking into account geographic indicators allows you to focus on specific markets; interaction with the audience: the opportunity to communicate with customers, answer their questions and wishes, create trust in the brand.

Disadvantages: Changing algorithms: social network technologies are constantly developing and changing, which can affect the effectiveness of advertising campaigns; time investment: running social networks requires a lot of effort and time to create, publish and interact with the audience.

2. *Search Optimization (SEO):* SEO – it is the process of optimizing a website's structure and content to improve its position in search engines such as Google, Bing, etc. This allows you to increase brand visibility and attract targeted traffic.

Advantages: Visibility in search engines: a high position in search engines allows attracting more visitors to the site; targeted traffic: SEO helps to attract people who are actively looking for specific goods or services; Long-lasting effectiveness: If done correctly, SEO results can last for a long time.

Disadvantages: Strong competition: competition for first positions in search engines can be quite high and require significant investments; constant algorithm changes: search engines regularly update their algorithms, which requires constant monitoring and updating of the SEO strategy.

3. *Search Engine Marketing (SEM)* is the control over the display in search results. All major search engines have their own paid ad impressions, which are usually placed at the top of the search results list and highlighted in color so that they cannot be confused with organic search results. The principles of payment for such services may change: per click or per view.

The technologies of SEO and SEM have certain similarities and differences. Similarities between SEO and SEM [10]:

- both technologies allow finding a brand in search results if users are interested in topics that are consistent with industry, business or brand offerings;
- generate large volumes of traffic to the site, thanks to the use of tactics aimed at increasing the click-through rate and attracting more consumers to the search results;
- help to get to know the audience better, find out their needs and interests in order to provide them with relevant content;
- conduct research on keywords, which includes studying the popularity of the latter, competition for them, that is, similar to other brands targeting the same search queries, use them for their promotion;
- require specialists to have a certain experience, careful monitoring and constant optimization of productivity improvement.

4. *Content marketing:* this tool involves creating and distributing valuable content that attracts and keeps the attention of the audience.

Advantages: Involvement of the target audience: interesting and informative content helps to attract the attention of potential customers; increasing brand recognition: quality content helps position the brand as an expert in a certain field; content marketing allows you to influence the buyer's decision at any stage of his purchase process.

Disadvantages: Time and effort: planning and creating quality content can take a lot of time and effort; low conversion: the requirements for content to be effective and attract customers are high.

These are just a few of the basic digital marketing tools and their advantages and disadvantages in relation to managing the promotion of goods and services. Each of these tools can have its own characteristics and it is worth working out the strategy of using each of them in more detail.

On-line PR. This term refers to measures aimed at developing the reputation, increasing the recognition of a brand or company, which are achieved through interaction with various mass media. On-line PR is used to increase site traffic, generate important referral links to

improve search engine optimization, increase visibility or support viral marketing efforts. In other words, it is the transfer of traditional relations with the public to the digital space. Some of the most commonly used methods are blogs, podcasts, widgets, creating comments.

Conclusions. Since digital communication is a relatively new phenomenon in comparison with other means of marketing used in the strategic management of a modern organization, they are considered in sufficient detail in the article.

The advantages of digital communication tools are:

First, a wider reach: the Internet allows you to find new markets on a national and global scale, resorting to relatively small investments, which is impossible when using other media.

Second, cost reduction: an effectively planned and well-targeted digital marketing campaign can achieve the desired customer response at a much lower cost than traditional methods.

Third, measurability of results: it is easy to get detailed information about how customers use the site or respond to advertisements using web analytics tools and many others.

Fourth, increasing conversion: having an accessible platform (website, online store) allows customers to be just a few clicks away from downloading a coupon, ordering or completing a purchase.

Fifth, high personalization: the higher the interaction with customers, the more effectively you can shape marketing taking into account the needs of customers and prepare targeted offers for visitors.

Sixth, great openness: allows you to build customer loyalty and earn a positive reputation by managing interactions in social networks.

The marketing department is responsible for promoting the business and increasing sales of the company's products or services, overseeing the research required to identify target customers and other audiences. Business without marketers is unthinkable. All companies understand the need to hire specialists to communicate with potential customers.

Each organization must direct the efforts of its management to develop a marketing strategy in order to preserve the ecological environment and take care of the interests of society along with achieving good economic results. Such a sustainable strategy is aimed at the future, satisfying the needs of consumers, and at the same time ensuring profitability for investors. Marketing, with its extensive knowledge and experience of customer behavior and the promotion of new ideas, can greatly help in spreading the idea of sustainable development. Emphasis on social and environmental issues can be considered one of the engines of this process. There is a huge potential for initiating cultural changes in society, laying the necessary behavioral foundations in the consumer, instilling care for the environment and ecology – all this should be made a priority when making any important decisions.

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