

COMMUNICATION AND CONSULTING TECHNOLOGIES OF DIGITAL MARKETING: FORMATION OF COMPETITIVE ADVANTAGES OF THE COMPANY

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Abstract:

THE ARTICLE SUBSTANTIATES THE MODERN CONCEPT OF THE USE OF ICT FOR DIGITAL MARKETING COMPANIES IN MARKETING ACTIVITIES AND FOOD PROCESSING INDUSTRY IN UKRAINE. IT IS SHOWN THAT THE USE OF COMMUNICATIONS TECHNOLOGY BASED ON ADVANCED DIGITAL DISTRIBUTION CHANNELS MARKETING INFORMATION AND CONSULTING STEEL AND FORMS A UNIQUE COMPETITIVE ADVANTAGE IN THE MARKET. THE FEATURES OF THE USE OF COMMUNICATION AND CONSULTING TECHNOLOGIES IN MARKETING ON DIGITAL PLATFORMS: INTERNET, CLOUD, MOBILE AND MORE. STUDIED THEIR IMPACT ON THE TARGET AUDIENCE AND EXPANDING RANGE OF CONSUMER PRODUCTS THROUGH THE USE OF PERSONALIZED INTERACTIVE MEDIA. THE ARTICLE SUBSTANTIATES DIRECTIONS OF FORMATION OF COMPETITIVE ADVANTAGES OF THE COMPANY BASED ON THE USE OF COMMUNICATION AND CONSULTING TECHNOLOGIES OF DIGITAL MARKETING.

Key words: COMMUNICATION TECHNOLOGY, CONSULTING, DIGITAL MARKETING.

Introduction:

Efficient operation of food processing industry companies in the markets of Ukraine depends on the degree of adaptability to the conditions of globalization and maintaining its leading position in the competition. Substantial support in this struggle is to intensify marketing activities of companies, based on widespread use of communication and consulting technologies of digital marketing. The success of companies and food processing industry in Ukraine international and domestic markets also depends on the level of innovation of marketing, communication and consulting activities. The marketing activities of the company in terms of society digitalization, the use of Internet technologies and digital channels, transformed into a new form that is based on digital marketing. Needing to use digital marketing by Ukrainian food processing and industry companies due, on the one hand - competitive pressure from internal and external market environment, and the second - an ongoing process of global technological development communication and consulting networks and digital communication channels. Digital channels allow marketers to efficiently support communication inverse relationship with

customers, target groups, organize promotion, trademarks and branding exercise.

Thus, customers and counterparties in the market using various types of digital channels, change the classic forms of marketing communication through the transition to digital interactive personalized media, which increases the speed and range to attract new customers and create audiences. We believe that the formation of the modern concept of communication and consulting technologies of digital marketing based on compliance with a number of methodological principles, namely the use of innovative methods of creating information marketing messages to consumers and adaptation of digital distribution channels broadcast messages to the pace of global technological development of information and communication systems.

The above conceptual approach ensures the provision of quality information and advisory services to consumers in terms of marketing activities defined strategy - strengthening the competitive position of the company.

Competitive advantages of the company are specific characteristics that reflect company-specific difference from other similar facilities in the degree of satisfaction individualized needs of stakeholders in the market. Efficient use of market information obtained based on feedback from customers and target audiences, allows the company to respond to changing market conditions, product, pricing and marketing policy. This is what makes finding new approaches to determining the competitive advantage of the market system use communication and consulting technologies of digital marketing (2015, vi).

Objectives:

The study aims to study from the standpoint of the new outlook conceptual approach regarding the use of communication and consulting technologies in marketing as a tool for company competitive advantage in the market.

To achieve the goal should be to solve the following:

- To analyze and identify areas of efficient use of communication and consulting technologies in digital marketing environment;
- Show the need for communication and consulting technologies in marketing activities of companies taking into account global trends in scientific and technological development of digital products;
- Substantiate areas of competitive advantages in the market through the use of communication and consulting technologies of digital marketing.

Literature review:

The results of scientific and practical research on the use of digital media in the marketing and communication activities of companies covered papers, foreign and domestic scientists. Thus, foreign research scientists such as: J. O'Brien, J. Callon, M. Carrol, P. Smith and M. Porter focused on the main principles of use companies of digital systems and Internet marketing communications highly competitive market environment (1999, i; 1996, ii; 1996, iii; 2005, xiii; 2003, xvi) . Developments scientists D. Schaffer and K. Grunert focused on the development of marketing communications activities in marketing management and corporate marketing planning companies and food processing industry (1998,iv; 1996,v).

Ukrainian scientists such as O. Olifirov, I. Boychuk, I. Litovchenko, A. Shchedrin, M. Shvydenko and J. Palekh improved the theoretical concept of digital marketing and reviewed the practice of digital channels and Internet in sphere of marketing communication and consulting activities of Ukrainian companies (2010, xi; 2010, viii; 2011, x; 2012, xx; 2015, xix; 2017, xii). Further developments regarding the use of innovative communication technologies on modern computer platforms studied in the works of Ukrainian scientists: T. Dubrava, N. Pinchuk, G. Pocheptsov, O. Holod (2009, ix; 2011, xiv; 2012, xv; 2013,xvii)etc.

Despite the presence of a large number of scientific publications in the area of companies using electronic communications and Internet technologies, it remains a question for further research communication and consulting technologies of digital marketing in the formation of competitive advantage of company. In addition, the dynamic changes in the market environment make it difficult to conduct effective business activities of companies and food processing industry in Ukraine and put forward new requirements for style, methods and forms to using them in communication and consulting technologies in marketing activities. This is what leads to further research the above problems.

Research results:

In current market conditions to improve the efficiency of its operations and food processing industry Ukraine using various marketing techniques, algorithms and tools. The analysis showed that the 2015-2016 was extremely difficult for the economy of Ukraine in general and for the food processing industry in particular. Economic policy in the direction of supporting European integration companies had a number of successful activities that contributed to business development companies and its confidence in the markets. This is confirmed by the dynamics of change in business confidence indicator companies and food processing industry, which increased in Q1 2017 compared to Q4 2016 and amounted to - 7% (Figure 1).

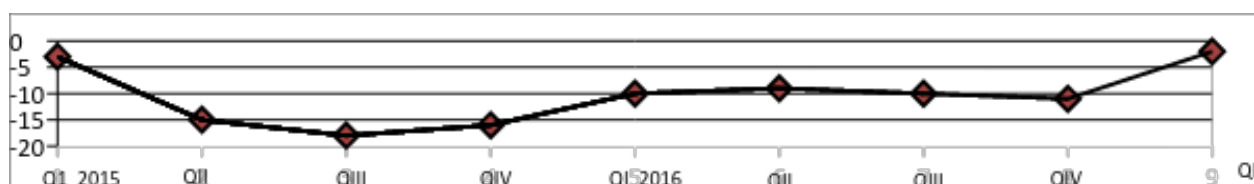


Fig. 1. The indicator of business confidence in the food industry of Ukraine (Smith, 2003).

The evaluation of the dynamics of change over the same period the volume of production companies and food processing industry showed an increase of 11% (Smith, 2003). At the same time, the effect of macro and micro factors and external economic situation has created a problematic situation further sustainable economic development of companies and opportunistic food processing industry markets.

In such circumstances, we believe that the operational use of market information through the intensification of marketing communications system using modern digital tools allow companies to respond to changing market situations raise to a higher level of marketing activities and strengthen market research policies.

The content of the communication processes in the system combine marketing methods and techniques that allow marketers to obtain expected results in the communication process. Successful communication and consulting activities in the marketing field based organization communication processes for certain models. In this context, the classical model of marketing communication has certain "chain" from the transfer stage marketer message information (address) as individual consumers and target audiences to achieve communication phase formation and effect of feedback from consumer's marketer. In the course of communication and consulting process of its basic components act interactive communication and consulting technologies, through which information marketing message spread through certain channels of information and communication with consumers (2016, xviii).

Digital marketing in the implementation of communication and consulting technologies involves the use of digital channels, the Internet, a large number of communication networks (for example: gps, gsm, Bluetooth, WiFi), as well as digital television, radio and other digital communications.

The development of communication and consulting technologies Internet marketing strengthens the potential of digital marketing. So, using the official Web-site company quickly organize marketing communication and consultation (ask experts) with customers and target audiences. Web-site provides effective communicative relationship with contractors and business partners.

Optimizing Web-site for social networking-based SMO (social media optimization) promotes the creation of thematic groups of consumers, attracting new audiences and expands existing customers. Marketing communications through the Web-site guarantees increased sales Catalog Company significantly expanded audience of consumers, keeping certain categories of consumers and enhance the market competitive position in the market.

Social networking Internet is a popular medium of communication, marketing promotion where content is often quite effective and its distribution is aimed at large audiences consumer products companies. Thus, the use of online social media technology SMM (social media marketing) creates additional conditions to attract visitors to Web-site and formation of audiences for targeting. Targeting marketing as a tool for Internet communication, allowing consumers to form audiences according to various criteria (geography, interests of consumers) and implement marketing communications and consultations based on personalized items.

Competitive market environment encourages Ukrainian companies of food processing and industry to

increase marketing expenses in general and online advertising in particular. Thus, in 2016 the share of spending on Internet advertising in the marketing budgets of companies exceeded 25%. Spending on Internet marketing in 2017 some companies will grow even more rapidly.

The most common Internet technologies in advertising communication companies and food processing and industry are technologies: content (search) advertising, banner, video and advertising background. Note that if you run Internet advertising limited to one platform, now one and the same digital advertising customers can browse on mobile devices, laptops, tablets, and television.

Promotional video content on the Internet replaces TV- content as in foreign countries and in Ukraine as well. Growing popularity of YouTube and emerging platforms Live streaming 360 degree video.

Experts predict that by the end of 2017 the video will be more than 78% of total Internet traffic (Electronic resource, xxi).

Our analytical studies, the use of video content in advertisements on Web-sites of companies significantly increase (90%) the number of visits to Web-site users and transition them.

It should be noted that today in Ukraine is actively developing Internet technology as a tool for branding brand promotion and formation company image. This Web-site of the company is the main place and means of implementation of communication and consulting technologies of branding (2017, vii).

In the system of marketing communications online branding characterized by: resource convenience and efficiency; the content of the Web-site and personification of messages to consumers based on its territorial location and social status.

Communication and consulting technologies of digital marketing, cloud-based algorithms for processing large volumes of unstructured information, systematizing it, help make informed marketing decisions. In this regard, we can note the global trend of rising costs for implementing of cloud services. The development of cloud technologies enhances the quality, form and content of analytical work in the marketing and business activities of companies. In this regard, US and EU countries reasonable national programs for further development of cloud technologies and services.

The use of mobile technology in the system enriches digital marketing online marketing. This is what causes the audience expansion through consumer information marketing impact on the owners of mobile communication while ensuring targeting and personalization of such influence.

The use of communication and consulting technologies through digital channels allow marketers to keep a constant two-way personalized dialogue with consumers to obtain information about consumer behavior, create their social and psychological portraits provide consulting services.

In recent years, there are stable global trends annual expansion of companies spending on digital marketing and online advertising in increasingly online audiences of consumers. Thus, increasing the audience of Internet users in Ukraine in 2016 to 45% had a positive impact on the intensity of use of digital communication channels.

Consequently, current trends in digital marketing define areas for further improvement of the implementation of marketing activities in companies and food processing industry in Ukraine. Namely, by implementing optimal marketing programs and marketing communication and consulting activities based on the use of traditional communication channels, combined with the potential of digital channels.

The analysis of trends in the development and use of technology communications and digital marketing consulting, allowed identifying the main areas of competitive advantages in the process of its operation on the market (Fig. 2).

We believe that it is through the use of communication and consulting technologies of digital marketing company can get both current and strategic competitive advantage in the market.

Conclusions:

Dynamic changes in market competition environment and global trends in digital marketing technology development necessitated a more active use of communication and consulting technologies of digital marketing in the food processing and industry i companies in Ukraine. Communication and consulting technologies used in digital marketing system are efficient, dynamic, interactive, controlled and successful. The fundamental role of their application due promoting a marketing and business activities by creating conditions for effective management of operational marketing decisions and implementing competitive advantages in the global and national levels.

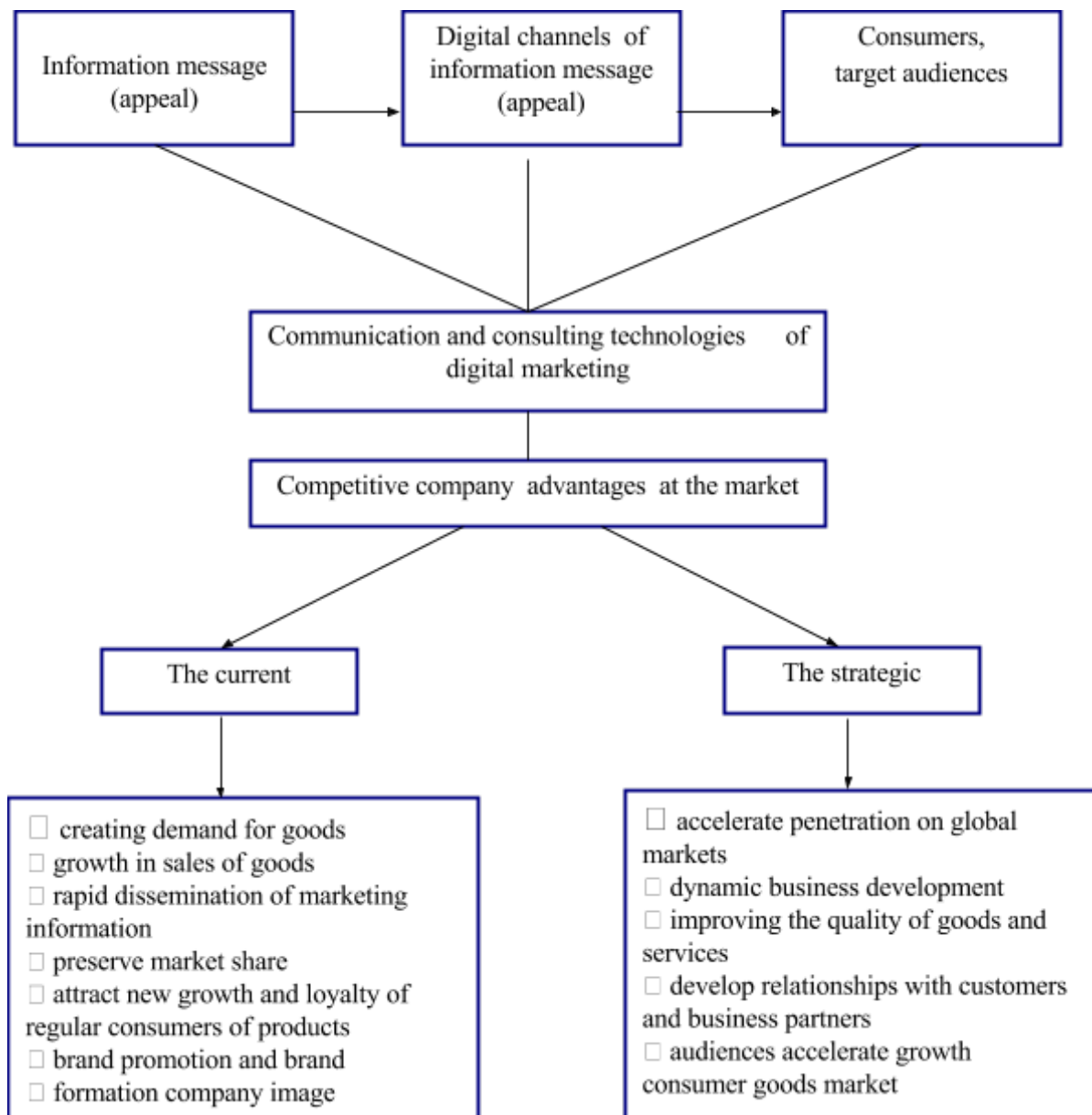


Fig.2. The communications and consulting technologies of digital marketing in the forming of competitive edges of the company.

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