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Methodical approach to evaluation of commodities' advancement efficiency using online-instruments**Kapinus L.** , **Rozumei S.** , **Skrygun N.** , **Semenenko K.** *National University of Food Technologies, Ukraine*Kapinus L. E-mail: larisa.kapinus@gmail.com; Rozumei S. E-mail: rozsveta@ukr.net; Skrygun N. E-mail: natalia_skrygun@ukr.net; Semenenko K. E-mail: kateryna.semenenko@gmail.com

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This article summarizes arguments and counter-argument within the limits of scientific discussion through the question of efficiency of the use of online-instruments of commodities advancement to the market. Primary purpose of undertaken research was the development of the methodical approach to the efficiency evaluation of commodities advancement with the use of online-instruments and research of practical aspects of application of online-instruments of new commodity advancement to the market.

In accordance with the aim the material in the article is carried out in the logical sequence: first methodical approach offers theoretical level in relation to the efficiency evaluation of the use of online-instruments of commodities advancement, the feature of that is systematization of evaluation process in threestages: preparatory, analytical and administrative, that all owstoaccept effective administrative decisions oneachlevel. As part of the preparatory stage it is necessary to define the aims, tasks, terms, methods, receptions of efficiencyevaluation of the use of online-instruments of commodities advancement.

The analytical stage is characterizedby the extensive work. According to the offered methodology, there will be the evaluation and analysis of communication indexesand economic efficiency of online-advancement and calculation of integral index of evaluation efficiency of the use of online-instruments of commodities advancementon the basis of the system of evaluation indexes.

The third type is administrative. On the basis of generalization of results of efficiency evaluation of the use of online-communications it is expedient to work out suggestions in relation to the increase of commodities' efficiency advancement of online-instruments and work out the complex of events in relation to the removal of the educed lacks of complex on-line-advancement. Development of strategies, control after implementation of the events and their coordination, will provide efficiency of management of policycommoditiesadvancement in the Internet.

Researches empiric confirm the necessity of the use of online-instruments of new commodity launching to the market and creation of synergy effect at the use of online- and offline instruments of commodities'advancement. The results of undertaken research can be useful to the enterprises of food industry that plan to enter to the competitive market with a new commodity.

Keywords: online-instruments, online-advancement, efficiency, internet-communications, internet marketing.

Problem statement and analysis of recent research. Annually the Internet-marketing is changing swiftly, new tendencies are taking off in advertisement, business is developing in the digital world. Enterprises, if they want to remain competi-

tive state at the market, begin to give advantages to the context advertisement, mobile marketing, adaptive design, marketing internet-channels of commodity's advancement. The modern tendencies of business-activity require from market participants

to be flexible, quickly adapt to environment changes, to keep watch modern marketing innovative tendencies and study to work with new commodity's advancement instruments to the market with the aim of productivity increase of the enterprise's activity due to the use of adapted to consumer's need by the Internet-marketing system.

For providing of effective marketing enterprises' activity it is needed to conduct the constituents evaluation of the Internet-marketing complex, one of elements of that is commodities' advancement, that comes true by the means of on-line-instruments.

Nowadays very often administrative decisions are accepted on the basis of experience and intuitions of top-managers, who underestimate the innovative marketing Internet-technologies and their charges. Taking into account the considerable advantages of on-line-advancement instruments (concentration of information on one web-resource, reduction of charges on the Internet-advertisement comparatively with traditional, large scope of target audience and other) businessmen have the possibility to use instruments of commodities' on-line-advancement in the Internet more effectively, and also to attract consumers' attention, due to increasing the products sales' volumes and getting additional profit.

The questions of efficiency of online-instrument use in marketing activity of the enterprises many scientists were engaged. In particular, in the researches of T. Novak and D. Hoffman much attention is paid to the marketing stimuli of influence on on-line consumer behavior. Within the framework of quantitative design the structural model of the main variables of consumers' behavior were worked out (Novak et al., 2000). S. Schwarzl considers that the use of internet-marketing instruments must depend on the selected strategy of online-behavior of the enterprise, including strategies of on-line-advancement (Schwarzl et al., 2015). Complements conceptual bases of marketing online-strategies of P. Yannopoulos, who distinguishes minimizations of charges and strategy of loyalty of internet-clients among the basic marketing online-strategies strategies (Yannopoulos, 2011). Sh. Kabany the key elements of advancement of brands of social medias are studied, this question was complemented and developed by R. Felix, who offered strategies of brands advancement through social networks and called to carry out stage-by-stage control after its realization (Felix et al., 2017). A. Parabellum formed the main approaches to the use of social networks as platform for advancement of commodities and collection of information about a target audience (Parabellum et al., 2013). Many

researches of internet-users' behavior in social medias are studied and approaches to the improvement of interconnections between trademarks and a special purpose segments are generalized (Malt-house et al., 2013).

J. Levin the principles and mechanisms of the use of internet-advertisement are investigated, methodology of evaluation of its efficiency (Levin et al., 2010) is developed.

Conceptual government base of the use of internet-marketing instruments at home enterprises were investigated by the Ukrainian scientists, such as Ye. Golysheva, O. Gumenna, I. Lytovchenko. Examining the features of the use of internet-marketing instruments, some aspects of instruments use of on-line-advancement of commodities to the market are studied (Golysheva, 2014). Much attention is paid to technologies of the digital marketing that is the constituent of the system of the integrated marketing online-communications (Gumenna, 2016). The theoretical and applied aspects of internet-marketing development in the Ukrainian segment are deepened; the methods of evaluation of some online-instruments of commodities advancement (Lytovchenko, 2008) are systematized. S. Illiashenko and T. Ivanov offered classification of instruments and methods of products advancement in the Internet (Illiashenko et al., 2015).

O. Soliar distinguishes the presence of web site of the enterprise as an important instrument of on-line-advancement of commodities (Soliar, 2014). N. Illiashenko supports her point of view and suggests to conduct events for SEO-optimization of web site for more effective advancement of commodities in the Internet (Illiashenko et al., 2012). S. Sapigura describes the importance of informative filling of web site and develops conceptual bases of the content marketing (Sapigura, 2015).

The authors of these researches pay attention to the progress of instruments trends of on-line-advancement, their comparative description and terms of expediency of their use are carried out in a business-environment, influence of online-instruments of advancement is considered on forming of consumers' behavior in the Internet. Recognizing the given researches, we will mark that universal general accepted methodology of efficiency evaluation of the use of online-instrument advancement is not worked out in modern theory that would assist the acceptance of reasonable decisions at the development of marketing politics principles in the Internet.

The aim of the study. The aim of the article is the development of methodical approach to the efficiency evaluation of commodities advancement with the use of online-instruments and research of practical aspects of application of online-in-

struments of new commodity advancement to the market.

Materials and research methods. The beverage market is researched in the context of the use online-instruments of commodities advancement. A logical-abstract method was used to group analytical results.

Research results and discussion. The change of market conditions, expansion of consumers' possibilities in the commodities' selecting through market globalization, decline of traditional marketing tool efficiency and appearance of innovative marketing Internet-technologies promote the personal interest of the enterprises of food industry to marketing activity in the Internet. There is the necessity to do activity in the sphere of Internet-marketing maximal effective.

The feature of our worked out methodology of efficiency evaluation of online-instruments of commodities' advancement usage, that is represented on Figure 1, where the evaluation process is systematized in three stages: preparatory, analytical and administrative, that allows to accept effective administrative decisions on each of them.

On the preparatory stage it is important to define the aims and tasks of efficiency evaluation of on-line-advancement of commodities, to work out the program and define the terms of work implementation.

An important moment in this process is the choice of work performers. We consider that on realization of complex of advancement influence level of organization efficiency functioning of Internet-marketing service, use of expedient online-instruments of commodity's advancement, use of progressive technologies and scientific methods of analysis of market environment. Exactly the project performers select methods and receptions of efficiency evaluation of online-instruments advancement, collect necessary information on each of online-instrument and preliminary process its for the sake of use in analytics.

Now most popular methods of decision problem are:

- quantitative;
- qualitative;
- sociological, that envisage the use of the instruments of applied sociology with the aim of online-instruments of commodities' advancement efficiency evaluation to the market;
- informative that allow more exactly to use marketing Internet-information and automatize the process of management mutual relations with consumers.

Consider that combination of different methods will allow to find out problems in the sphere of Internet-communications more effectively and ac-

cept administrative decisions in relation to further strategy of on-line-advancement development in the Internet. The efficiency evaluation is related to the level of charges on the instruments on-line-advancement usage.

The next stage of the worked out methodology is analytical. Consider that there is the necessity to research the influence of external and internal factors of the enterprise, that influence on choice of online-instruments of commodities' advancement.

To the external factors belong: social factors, as the choice of online-instruments must be oriented on customers, their necessities, base values, advantages in perception of commodities through the different online-channels of advancement; scientific and technical factors that are based on the exposure of tendencies in technological development and use of new instruments of on-line-advancement, and also to readiness to perception of innovations by potential customers; political factors are regulated by power by the means of normatively-legal documents; market factors include the state of market affairs (level of different promo-channels' competition, intensity of online-space competition), profile of consumers and customers.

To the internal factors belong: level of functioning efficiency organization of service of the Internet-marketing; presence of sufficient level of competences and abilities of employees of the enterprise for realization of communication strategy in the Internet; financial possibilities (budget on the complex of communications); balanced of media investments between off-line and online-channels; presence of material and technical resources and specialized software for making content and selling aids for commodities' advancement and services of the enterprise in the Internet.

Also, it is expedient to conduct the analysis of activity results of the enterprise (commodity turnover, profit, sale volumes and other), for balancing the use of on-line-tool advancement in future.

In our view, the largest research of offered methodology will be an evaluation and analysis of communication indexes and economic efficiency of on-line-advancement and calculation of integral index of efficiency evaluation of the use of online-instruments of commodities' advancement on the basis of the evaluation indexes system.

Communication efficiency (psychological efficiency) of on-line-advancement is the degree of influence of online-instruments advancement on the person, id est bringing attention to customers, feature to be memorized, operating on reason of purchase and other. Communication efficiency of online-instruments is investigated by means of marketing online-researches, supervisions, experiments and questioning.

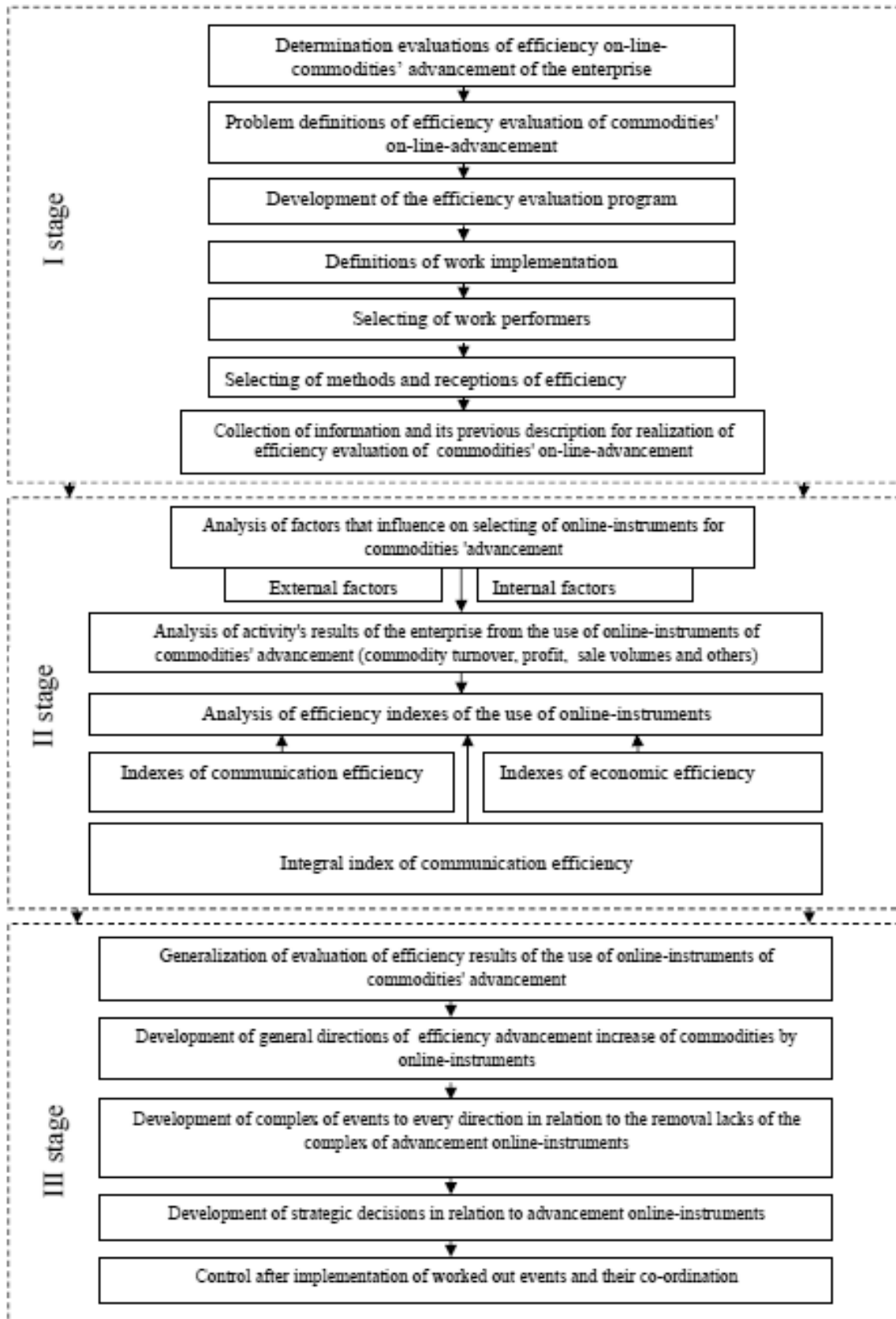


Fig. 1. The stages of efficiency evaluation of online-instruments usage in politics of commodities' advancement of the enterprise

Sources: developed by the authors.

To the communication indexes belong: amount of shows, amount of unique shows, audience meeting, amount of clicks, amount of unique clicks, recognition, noticeableness, amount of unique users, amount of visits, amount of new users, users' geographical location, amount of pages revision, amount of actions, ways on the web-site, CTR, frequency of clicks, frequency of visit, depth of revision, length of visit.

Economic efficiency (commercial efficiency) is indexes that represent the estimation of expediency charges on the online-instruments of advancement from the point of view of profit receipt. As a rule, economic efficiency depends on communication efficiency, id est the amount of sales and profit will depend on the degree of psychological influence of online-instruments of commodities' advancement on consumers' behavior. To the indexes of economic efficiency belong: cost of Internet-communications, amount of actions, amount of clients, amount of orders, amount of sales, frequency of orders, middle sum of purchase, middle sum of sales on one client, charges on one client, cost of show, cost of click).

Consider that the important stage in the offered method is forcing of the system of evaluation indexes and calculation of integral index of efficiency evaluation of the use of online-instruments of commodities' advancement to the user market.

Generally accepted approaches to the efficiency evaluation of on-line-advancement instrument are:

1) model of conversions estimation (analysis of searching traffic, that comes true on the basis of analytical data of the special programs (Google Analytics), that is set on the web-sites of the enterprises. The increase of conversion talks about efficiency advancement of web-site;

2) model of ROI (evaluation of conversions on recoupment of the inlaid monetary resources, so-called marketing investments). The increase of ROI can be provided by correct selection and rational use of online-instruments advancement;

3) LVT, life cycle of client (determination of time, during that the web-site cooperates with a client, profit evaluation that brings client during a certain period. It is considered that permanent clients bring considerable returns in a long-term prospect).

The third stage is administrative. On the basis of generalization of efficiency evaluation results of online-communications usage is expedient to work out suggestions in relation to the increase of commodities' advancement efficiency of online-instruments and to work out the complex of events in relation to the removal of the educed lack of complex of on-line-advancement. Consider that on-line-instruments must be exceptionally client-oriented. For this purpose it is necessary to apply the

additional levels of influence of online-marketing on consumers. It is expedient correctly to determine the aims and more exactly to focus on target audience; to pick up the online-instruments of advancement, thus, if they complemented each other, creating the effect of synergy; optimally to distribute events on online-advancement in time, providing events synchronization; to fold exact budget on advancement both general and distribution to the marketing instruments. To our opinion, it costs to pay much attention to SMM- instruments: content marketing, community-management; collaboration with bloggers, organic advertisement, activating in the games of social networks, suggestions in the line of news in Facebook, vidgets, advancement on the circle; competitions, kross-promo, hashtag, video translations and ephemeral content; searching optimization into social networks, social web-sites, targeting distributions of reports in Facebook.

After planning the complex of on-line-advancement strategy of Internet-communications development, forming of that envisages purposeful activity on determination of tasks and priorities of strategic development of the enterprise and use of complex Internet-advancement for their achievement on the basis of online-instruments is developed.

The rocess of strategies on-line-advancement development, to our opinion, must include a few stages:

1) preparatory (forming of the bank of analytical data, that includes research of brand's strengths and weaknesses; review of current marketing on-line-strategy of advancement, stage of product life cycle; volume, trends, tendencies and features of market where the enterprise works; research of audience and its behaviour features; market segmentation; strategies study of competitors' on-line-advancement and other);

2) determinations of method of budget stowage of on-line advancement (method of budget determination on the basis of aims and tasks; method of determination budget in percents from the sum of online-sales, method of parity with competitors in online-environment, method of budget calculation from present money) and development of strategies, taking into account the recommendations on media-budget;

3) media of advancement on-line-strategy, that, to our opinion, must include such blocks (Figure 2).

The acceptance of strategic decisions is based on the balanced use of commodities' advancement instruments in the Internet. Modern instruments of on-line-advancement today are: web-site, context advertisement, carefully thought out optimization of web-site (SEO), banner advertisement, social networks, e-mail- marketing, video marketing, mobile marketing, retargeting, viral marketing,

<p style="text-align: center;">Digital-marketing strategy</p> <ul style="list-style-type: none"> - global aims; - on-line-strategy of market conquest; - recommendations on work with the crater of online-sales, purchasing experience; - recommendations in relation to the improvement of conversions on the web-site. 	<p style="text-align: center;">Content strategy</p> <ul style="list-style-type: none"> - structuring of necessary materials for on-line-advancement; - technical and stylistic requirements; - content-plan for social networks; - methodical recommendations in relation to content creation.
<p>Mediamix</p> <ul style="list-style-type: none"> - map of channels cooperation of on-line-advancement; - examples of adverts; - mediaplan (budget, terms calculation and results prognosis); - Gantt diagram. 	

Fig. 2. Component of advancement online-strategies.

Sources: developed by the authors.

online-games, forming of public idea (PR in the Internet), partner programs, native advertisement. The correctly chosen instruments of commodities' advancement of the enterprise in the Internet-environment through synergistical effect will allow to leave up positions of web-resources in the searching systems, to increase the amount of new clients and decrease the cost of consumers' bringing.

In addition, it is important to take into account the next aspects at the choice of online-instrument:

1. On the basis of efficiency evaluation of on-line-instruments usage of commodities' advancement it is necessary to define the index that has the most subzero value, pay attention to it and to provide its improvement by means of marketing technologies with the aim of enterprise achievement.

2. Using online-instruments for commodities' advancement on services in the Internet, it is important to support the principle of consistency. Often the effect from valid occasion actions does not bring results unlike system actions, that provide the result for a long period of time.

3. It is important to estimate the advancement instruments correctly in the Internet, taking into account its duration. In fact such Internet-instruments of advancement, as content-marketing or searching optimization bring the effect only in a few years.

4. Defining conversion and lead cost, it is possible to withdraw those online-instruments of advancement, that is not written into business model. There is the necessity to take into account temporal charges.

5. Evaluation of commodities' efficiency of on-line-advancement gives the opportunity to learn the ways of brand recognition (to correct positioning and destroy negative reviews, promote clients' loyalty, inform the audience about the

events and actions, to increase sales, bring down charges in consumers support, to conduct testing of new product).

6. Nowadays, very important trend for determination optimal set of online-instruments is the active use of analytic web-geometry. In the modern world of Internet-technologies to the enterprises for advancement in the Internet must be used modern methods and software products of analytic geometry with the aim of effective optimization of charges. It will allow to understand the features of visitors' behavior of web-site and educe dependence between sales and actions of clients on web-resources, and also it is balanced to divide budgets for online-instruments advancement.

In our time the desire to move forward the company by means of social media increases more active and stronger, in particular, by means of various social networks, such as: Facebook, VK, Twitter, various YouTube channels, forums, blogs and other. The same type of advancement can do the enterprise noticeable at the target market and to attract potentially interested ones. However, in spite of imaginary simplicity, many mistakes are often assumed at bringing the audience (Levin et al., 2010). Many people are set by questions about what is needed to create, what descriptions have his/her potential clients, and certainly, how to do all qualitatively. Often there are some mistakes that sometimes very simply can be avoided.

Research showed, that basic mistakes at SMM- advancement are: frequency of posts, ignoring of readers, unpoliteness, uncuriosity of content, abuse of references, advertisement, moving away of negative comments, large linens of text information, use of chatbots, absence of design, introduction in deception, closed, absence of feed-back, passivity, absence of plan or strategy

at posts placing, spam of subscriber, aspiration from every post to do literary masterpiece, wrong selected volume of advertisement, wrong determined target audience’s interest, overvalue or underestimation instrument, aspiration to economize on quality traffic, absence result analysis from advertisement campaign, wrong selected area for placing and many other (Araujo et al., 2015). And, certainly, material must not go out without visualization, in fact for a present epoch is characterized with visual culture that plays an important role. Readers are not ready to perceive text without visual accompaniment, that is why its absence is another basic error of SMM-advancement.

Marketing in social media envisages is clever approach for the sake of attaining maximum benefit and do brand more attractive for a consumer. And it does not cost to be everywhere. It is needed always to analyse those subscribers that most sensible to the brand, and encourage them to be divided with experience of brand. Operating so, it is possible to get large experience from successful marketing campaigns, that will not simply increase the number of subscribers, but also will result in creation of plenty of brand’s fans. It costs to remember, that realization of SMM- project is permanent work that claims attention and time. To charge its «in loading» to the least concerned manager of company, that has an account in social networks and owns a language freely, another, basic and very large error of companies. There are some exceptions and touch they, as a rule, projects, socially active people that live by their business (Schwarzl et al., 2015). However, in another cases it is needed to call to the specialist that has large experience in this sphere. It is desirable, that such specialist worked in close collaboration with community manager, writer (journalist) and designer.

Consider that control after implementation of the worked out events and their co-ordination will provide efficiency management of commodities’ advancement of politics in the Internet, will allow to find out blanks and weak points in the process of the use of online-communications, to feel changes, adapt oneself and develop parallelly to technical progress.

Co-ordination of advertisement can occupy the Internet-environment, the enterprise that conducts the campaign on Internet-advancement and advertising agency that formed the system of on-line instruments of commodities’ advancement.

It is important to mark that in practice efficiency of the use of online-strategies combines with offline-strategies. For example, the analysis of media charges on online- and offline-instruments at the launching of new brand of hard drink “Seth&Riley’s Garage” (Carlsberg Ukraine) in the conditions of highly competition growing industry of FMCG of Ukraine market was conducted by authors.

The new brand appeared in Ukrainian market in 2016 but due to successful strategy of advancement it grew its part on the volume of market more than twice; here in the general structure of segment of analogical commodities on the end of 2018 the index overcame the mark of 40% and has a positive dynamics in the next period (Figure 3).

At advancement of novelty to the market the combined strategy was used offline and online. Without regard to that the target audience is persons in age of 18-35, exceptionally the internet-instruments the advertisement campaign was not limited, as successful go-to-market (launch) of novelty needs creation of sufficient level of informative noise, that in the conditions of market of Ukraine without the use of TV to attain practically impossible.

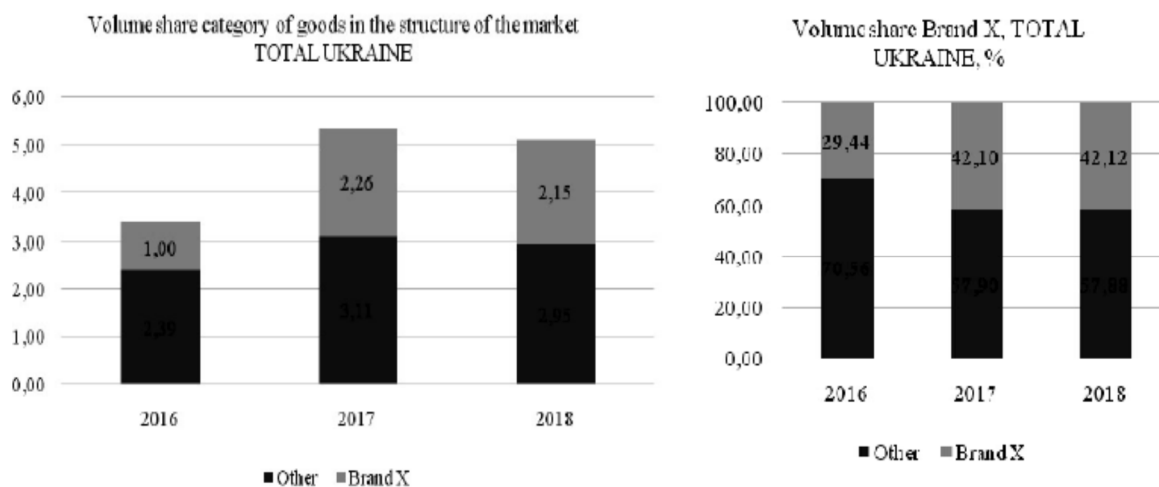


Fig. 3. Dynamics of market share and change of segment structure of hard drink “Seth&Riley’s Garage” during 2016-2018.

Sources: developed by the authors with RetailAudit AC Nielsen.

It should be noted that the volumes of realization of Brand take influence on seasonal constituent, arrive at peak in spring, and summer period. Coming from this specific media-plan was corrected. In TV placing passed in an active season - April-August, in the Internet from June to December that was direct on the increase of knowledge of indexes of brand knowledge (Brand Awareness).

TV-activity began at the end of May 2016. In 2016 about 48% of shows were complete roller by the time study of 30 sec.; 52% - 10 sec. version to the roller. In 2017: 51% were 30 sec. version and 49% were 10+15 sec. of version. In 2018 communication begins to take the features of supporting part of shows complete 30 sec. of roller reduce to 25%.

At imposition of quantity of GRP on the indexes of dynamics of market share (Figure 4), we

can see that there was not dramatic influence on increase of media TV pressure on the indexes of market share during the investigated period.

Activity in the Internet started in 2016. The accent was done on video formats (58% of shows), on the grounds with large traffic, without limitations (location, target audience, divisions), as it was important to build maximally possible scope on the new project. 3 formats were used, two of which, are video: Video, Display. Text. Periodically support took place through social medias (Facebook).

Authors investigated one of indexes of internet-communication efficiency - Impressions. From the data of analysis (Figure. 5) in 2016 there was the biggest volume of shows for 3 years - 47%, in 2107- 41%, and in 2018 it was only 12%.

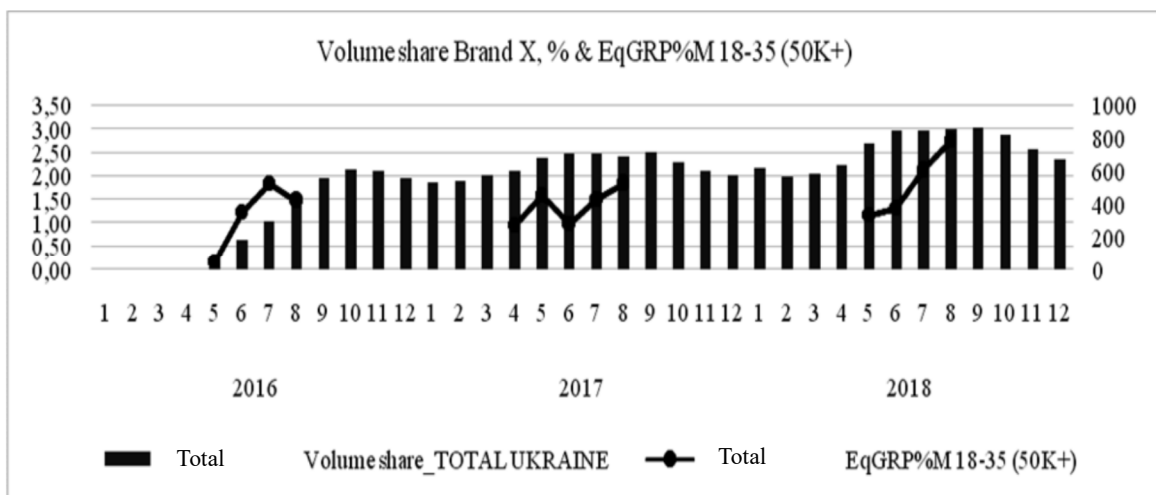


Fig. 4. Dependence of dynamics of market share with the index of GRP.

Sources: developed by the authors with RetailAudit AC Nielsen / TV Nielsen.

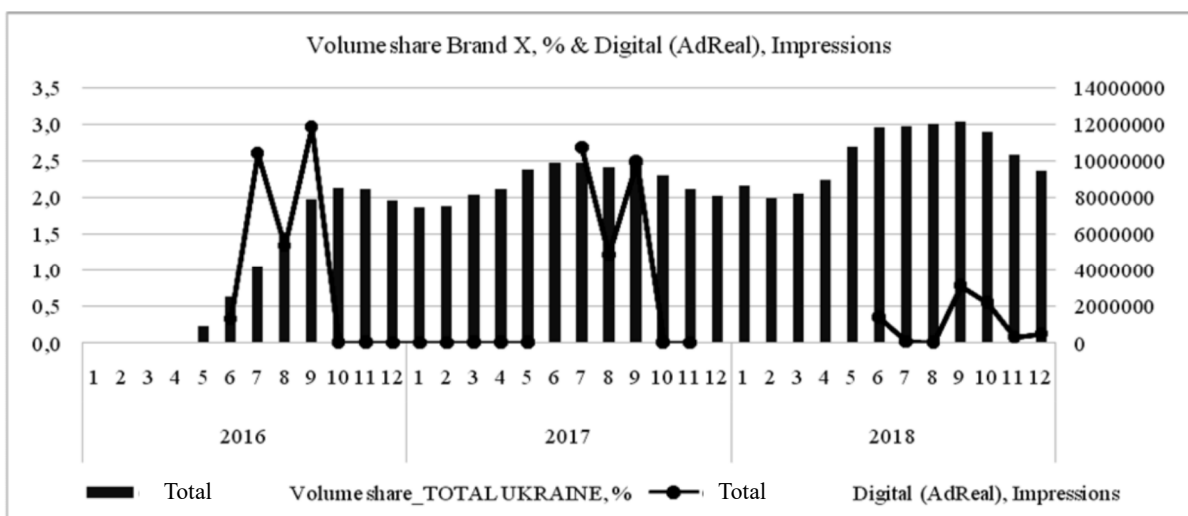


Fig. 5. Dependence of market share of new Brand of media online-activity.

Sources: developed by the authors with RetailAudit AC Nielsen / TV Nielsen.

As we can see from imposition of media, on-line-activity on the indexes of market share the given type of communication largely had an influence on market success forming of new Brand on the market (2016) and at investigation on the market (2017). At the same time in 2018, after the stabilizing of indexes of online communication in the complex from TV advertisement successfully began to carry out the role of reminding and supporting of leading position of brand “Seth&Riley’s Garage” and gives an opportunity of incremental increase together with a category.

Conclusion. Effective use of on-line-advancement instruments is connected with the marketing politics management of Internet-communications, with professional activity of managers that realize complex of marketing Internet-communications, arriving at the effect of synergy, and also with control after the budget of communication online-instruments.

Consider that efficiency of the use of on-line-tool must be based not only on research of communication Internet-marketing charges but also on the evaluation of non-material assets of brand, relation and loyalty of consumers to the commodities, association of consumers that is related to the brand. It is the choice of key indexes must be formed on perception of online-communications by the consumer.

Such ideas are fixed in the basis of offered methodical approach to the evaluation of efficiency of the use of online-instruments advancement of commodities of the enterprise, that consists of three stages: preparatory, analytical and administrative. Realization of implementation sequence of these stages will give an opportunity to understand blanks in the use of instruments of on-line-advancement, to define marketing that will provide effective co-operating with clients and will result in creation of additional profit of the enterprise’ online-strategies.

The analysis of media charges on online- and offline instruments to the market launching of new brand in the conditions of strong competition is conducted. Online- and offline-media activity of new drink for 2016-2018 is studied. On the basis of media online-activity imposition on the indexes of market share the internet-advertisement largely had the influence on forming of brand market success to the market launching (2016) and at investigation at the market (2017) is studied. At the same time in 2018 after stabilizing of indexes online-communication combining with TV successfully began the advertisement to carry out the reminding role and called to support leading position of new commodity and gave the opportunity of incremental increase together with a category.

Researches empiric confirm the necessity of the use of online-instruments of new commodity launching to the market and creation of synergy effect at the use of online- and offline instruments of commodities’ advancement. The results of undertaken research can be useful to the enterprises of food industry that plan to enter to the competitive market with a new commodity.

With the aim of increase of the enterprises’ communication politics efficiency in the Internet there is the necessity of using modern Internet-technologies for products’ advancement in accordance with perception and behaviour of customers’ models, that is the basic idea for further scientific researches.

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Методичний підхід до оцінювання ефективності просування товарів з використанням онлайн-інструментів

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Узагальнено аргументи та контраргументи в межах наукової дискусії з питання ефективності використання онлайн-інструментів просування товарів на ринок. Основною метою проведеного дослідження було розроблення методичного підходу до оцінювання ефективності просування товарів з використанням онлайн-інструментів та дослідження практичних аспектів застосування онлайн-інструментів для просування товару-новинки на ринок.

Відповідно до мети матеріал в статті подано в наступній логічній послідовності: спочатку запропоновано на теоретичному рівні методичний підхід щодо оцінювання ефективності використання онлайн-інструментів просування товарів, особливістю якої є систематизація процесу оцінювання в три етапи: підготовчий, аналітичний та управлінський, що дозволяє приймати ефективні управлінські рішення на кожному з них. В рамках підготовчого етапу необхідно визначити цілі, завдання, терміни, методи, прийоми оцінювання ефективності використання онлайн-інструментів просування товарів.

Аналітичний етап характеризується наймасштабнішою роботою. Відповідно до запропонованої методики буде оцінювання та аналіз показників комунікаційної й економічної ефективності онлайн-просування та розрахунок інтегрального показника оцінювання ефективності використання онлайн-інструментів просування товарів на основі системи оціночних показників.

Останній третій етап – управлінський. На основі узагальнення результатів оцінювання ефективності використання онлайн-комунікацій доцільно розробити пропозиції щодо підвищення ефективності просування товарів онлайн-інструментами та розробити комплекс заходів щодо усунення виявлених недоліків комплексу онлайн-просування. Розроблення стратегій, контроль за виконанням розроблених заходів та їхня координація забезпечить ефективність управління політикою просування товарів в мережі Інтернет.

Дослідження емпірично підтверджують необхідність використання онлайн-інструментів за виходу товару-новинки на ринок та створення ефекту синергії за використанням онлайн- та офлайн-інструментів просування товарів. Результати проведеного дослідження можуть бути корисними для підприємств харчової промисловості, які планують виходити на конкурентний ринок з новим товаром.

Ключові слова: онлайн-інструменти, онлайн-просування, ефективність, інтернет-комунікації, інтернет-маркетинг.

Методический подход к оценке эффективности продвижения товаров с использованием онлайн-инструментов

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Обобщены аргументы и контраргументы в научной дискуссии по вопросу эффективности использования онлайн-инструментов продвижения товаров на рынок.

Основной целью проведенного исследования была разработка методического подхода к оценке эффективности продвижения товаров и онлайн-инструментов и исследования практических аспектов применения онлайн-инструментов для продвижения товара-новинки на рынок.

Согласно цели материал в статье представлен в следующей логической последовательности: сначала предложено на теоретическом уровне методический подход к оценке эффективности использования онлайн-инструментов продвижения товаров, особенностью которой является систематизация процесса оценки в три этапа: подготовительный, аналитический и управленческий, что позволяет принимать эффективные управленческие решения на каждом из них. В рамках подготовительного этапа необходимо определить цели, задачи, сроки, методы, приемы оценки эффективности использования онлайн-инструментов продвижения товаров.

Аналитический этап характеризуется масштабной работой. Согласно предложенной методике будет оценивания и анализ показателей коммуникационной и экономической эффективности онлайн-продвижения и расчет интегрального показателя оценки эффективности

использования онлайн-инструментов продвижения товаров на основе системы оценочных показателей.

Последний третий этап – управленческий. На основе обобщения результатов оценки эффективности использования онлайн-коммуникаций целесообразно разработать предложения по повышению эффективности продвижения товаров онлайн-инструментами и разработать комплекс мероприятий по устранению выявленных недостатков комплекса онлайн-продвижения. Разработка стратегий, контроль за выполнением разработанных мероприятий и их координация обеспечит эффективность управления политикой продвижения товаров в сети Интернет.

Исследования эмпирически подтверждают необходимость использования онлайн-инструментов при выходе товара-новинки на рынок и создания эффекта синергии за использование онлайн- и офлайн-инструментов продвижения товаров. Результаты проведенного исследования могут быть полезными для предприятий пищевой промышленности, которые планируют выйти на конкурентный рынок с новым товаром.

Ключевые слова: онлайн-инструменты, онлайн-продвижения, эффективность, интернет-коммуникации, интернет-маркетинг.



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