

COMMUNICATION STRATEGIES OF INTERNET MARKETING OF TRADING ENTERPRISES

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ABSTRACT

Purpose: The article aims to analyze the peculiarities of communication strategies of Internet marketing, key tools for their implementation, and development prospects in today's dynamic digital environment.

Theoretical framework: The communication strategy of Internet marketing of a trading enterprise plays an integral role in improving the corporate strategy, ensuring stable operations in the current economic environment, and forming the competitiveness of the enterprise. The peculiarities of using Internet marketing tools for trade enterprises are the application of a wide range of tools to improve the positioning of the enterprise's brand and increase its penetration into the market of goods.

Design/methodology/approach: The method of induction and deduction was used to identify the key prospects for the development of communication strategies for Internet marketing of trade enterprises.

Findings: An important research direction is the analysis of the process of formation and organization of the Internet marketing communication strategy based on the practice of using management decisions. The results of the study reveal the achievements of trade enterprises in implementing an advertising campaign, improving the quality of the communication strategy, and the key structural elements necessary for its effective implementation.

Research, Practical & Social implications: Due attention is paid to the process of developing a communication strategy through various means of Internet marketing and their use in the digital environment. The article examines the communication strategy and its features in sales policy, advertising campaigns, and brand management as key areas of its manifestation. The use of a communication strategy and its implementation in modern prospects is of strategic importance for a commercial enterprise to ensure its long-term viability.

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Originality/value: The obtained results of the study may be useful for trade enterprises in organizing and planning their communication strategy for Internet marketing.

Keywords: communication strategy, communication channels, digital marketing, internet marketing, corporate strategy, trade enterprise.

Received: 08/05/2023

Accepted: 03/08/2023

DOI: <https://doi.org/10.55908/sdgs.v1i3.820>

ESTRATÉGIAS DE COMUNICAÇÃO DE MARKETING NA INTERNET DE EMPRESAS COMERCIAIS

RESUMO

Objetivo: O artigo tem como objetivo analisar as peculiaridades das estratégias de comunicação do marketing na Internet, as principais ferramentas para sua implementação e as perspectivas de desenvolvimento no ambiente digital dinâmico de hoje.

Estrutura teórica: A estratégia de comunicação do marketing na Internet de uma empresa comercial desempenha um papel fundamental no aprimoramento da estratégia corporativa, garantindo operações estáveis no ambiente econômico atual e formando a competitividade da empresa. As peculiaridades do uso de ferramentas de marketing na Internet para empresas comerciais são a aplicação de uma ampla gama de ferramentas para melhorar o posicionamento da marca da empresa e aumentar sua penetração no mercado de bens.

Projeto/metodologia/abordagem: O método de indução e dedução foi usado para identificar as principais perspectivas para o desenvolvimento de estratégias de comunicação para o marketing na Internet de empresas comerciais.

Conclusões: Uma importante direção de pesquisa é a análise do processo de formação e organização da estratégia de comunicação de marketing na Internet com base na prática do uso de decisões gerenciais. Os resultados do estudo revelam as conquistas das empresas comerciais na implementação de uma campanha publicitária, melhorando a qualidade da estratégia de comunicação e os principais elementos estruturais necessários para sua implementação eficaz.

Implicações sociais, práticas e de pesquisa: É dada a devida atenção ao processo de desenvolvimento de uma estratégia de comunicação por meio de vários meios de marketing na Internet e seu uso no ambiente digital. O artigo examina a estratégia de comunicação e suas características na política de vendas, campanhas publicitárias e gerenciamento de marcas como áreas-chave de sua manifestação. O uso de uma estratégia de comunicação e sua implementação em perspectivas modernas são de importância estratégica para que uma empresa comercial garanta sua viabilidade a longo prazo.

Originalidade/valor: Os resultados obtidos no estudo podem ser úteis para empresas comerciais na organização e no planejamento de sua estratégia de comunicação para o marketing na Internet.

Palavras-chave: estratégia de comunicação, canais de comunicação, marketing digital, marketing na internet, estratégia corporativa, empresa comercial.



1 INTRODUCTION

The use of the communication strategy of Internet marketing of a trading enterprise is a key task for the development of its economic and commercial activities in the current economic environment. The development of digital technologies and Internet marketing tools is a prerequisite for the transformation of the formation of a communication strategy through a paradigm shift in the use of marketing tools. Digital infrastructure contributes to the creation of new commodity markets, and potential opportunities for a trading company to develop its business activities. The key elements of building a communication strategy are defining the goals and audience of communication, choosing the best communication channels and brand promotion tools, as well as analyzing and improving the effectiveness of communication activities. One can also use advertising campaign tools, opportunities to improve the quality of the company's brand positioning, and the introduction of automation technologies. All of the above can give competitive advantages to the company. Moreover, the formation of a communication strategy for Internet marketing based on the experience of European retailers shows that more and more companies are using combined Internet marketing tools. Such tools incorporate the use of search engine optimization, targeted and banner advertising, as well as increasing the company's presence in social networks. A key element of a successful communication strategy is a digital sales network. It allows for communication with customers and operational activities in line with market needs. The use of modern digitalization tools will contribute to the success of the company's activities and improve its commercial result in the long run. Moreover, the brand management policy is partly based on the implementation of a communication strategy that aims to create a positive impression of the company's image among customers and encourage them to continue using services or buying products. The formation of a communication strategy is a complex and comprehensive process that includes managerial elements, such as the organization of the work of structural departments of a retailer, ensuring an effective advertising campaign, and the use of innovative technologies. Innovations and the level of their implementation in the activities of a trading enterprise contribute to increasing competitiveness in a dynamic environment. Therefore, the issue of the communication strategy of Internet marketing of trade enterprises remains important and appropriate for further research.



The article aims to analyze the formation and development of communication strategies for Internet marketing of trade enterprises, as well as to determine the prospects for their development in a dynamic digital environment. An important area of research is to study the characteristics of the peculiarities of conducting and organizing advertising campaigns and determine their role in the communication strategy of an enterprise. The main objective of the study is to determine the key principles of forming a communication strategy for Internet marketing of a trading enterprise based on the use of digital infrastructure and further development of its vectors. The use of Internet marketing tools serves as a factor for analyzing the peculiarities of their implementation in the organization of the enterprise's marketing policy and the possibility of its adjustment under market conditions. Moreover, the article pays due attention to the principles of development of communication strategies for Internet marketing of a trading enterprise, tools for its implementation, and further development.

2 LITERATURE REVIEW

The peculiarities of the communication strategy of Internet marketing of trade enterprises have been studied by scientists to form an effective commercial activity of the enterprise and improve the quality of its implementation. Solodovnik (2021) notes that the use of an Internet marketing communication strategy involves the use of digital technologies aimed at reaching global commodity markets. According to Kisiołek (2022), Internet marketing contributes to improving the quality of the company's brand positioning, as it creates an idea of the values of the company's activities and can influence the formation of customer relations policy. According to Shpak (2020), the constant transformation and development of the Internet environment lead to the emergence of an increasingly wide range of opportunities for implementing and customizing Internet advertising. Therefore, building an online marketing communication strategy is always unique, although it uses basic principles. According to Seitzhanov (2018), any retailer should take into account such factors as ensuring the smooth operation of the enterprise and setting up an online sales system when formulating an Internet marketing communication strategy. According to Prokopenko (2018), the company's sales policy is no less important than advertising campaigns, as transportation, delivery, and ordering are key factors in its competitiveness. According to Kasych (2021), building a communication strategy will be effective in the presence of automation technologies that



can improve the quality of the company's operations, reduce the risks of poor quality processing of applications, etc. Chang (2019) argues that the current policy of Internet marketing communication strategies is carried out mainly on social media and online platforms. It is known that the presence of a powerful online resource can be a factor in shaping the perception of the company's brand and a tool for conducting an advertising campaign. Thus, the use of innovative technologies to improve the company's performance in the selected market segment, according to Mooij (2019), will contribute to successful commercial activity. The theses of Joung (2018) on the use of marketing research to formulate a further communication strategy for the enterprise are important. Marketing research helps to identify the target audience, analyze the market, identify strengths and weaknesses, and outline the key prospects for the trade enterprise's activities in the market. In the context of modern digital development, according to Bondarenko (2021), the use of digital marketing tools will help to improve competitiveness and gain advantages. The digitalization of economic relations is constantly evolving and changing approaches to the organization of commercial activities. According to Kulyniak (2020), the use of communication strategy should be carried out by improving and developing Internet marketing communication strategies to provide potential opportunities for brand positioning. Soegoto (2019) emphasizes the importance of brand positioning in the formation of an Internet marketing communication strategy. The researcher believes that the key principles for brand management of enterprises are the use of effective advertising campaign tools and the promotion of a positive perception of the enterprise's activities and its image. Thus, the scientific community considers the peculiarities of the communication strategy of Internet marketing of commercial enterprises in terms of using digital infrastructure, conducting advertising campaigns, and strengthening the brand positioning of the enterprise in the selected market segment.

3 DATA AND METHODOLOGY

When writing this article, the author used scientific research methods to analyze the theoretical, practical, and methodological aspects of the formation of communication strategies for Internet marketing of trade enterprises. Through the search method, the article analyzes theoretical approaches to the concept of formation and organization of the communication strategy of a trading enterprise. The peculiarities of using Internet marketing tools to improve the advertising policy of an enterprise, as well as the



possibilities of implementing advertising campaigns based on the conducted marketing research were investigated. The application of the synthesis method allowed identifying the characteristic features of the enterprise's advertising activities, defining the basic principles for building and forming a communication strategy, and characterizing the key stages of creation and development of such a strategy. The practice of using the communication strategy of Internet marketing has been studied based on analysis of modern publications and scientific opinions on the possibilities of improving its use and further development prospects. The article focuses on the development of communication strategies for the Internet marketing of trade enterprises and the key principles of its construction in an unstable economic environment. Using the analytical method, it has been determined that the key principles of forming a communication strategy for Internet marketing of trade enterprises are brand positioning, the use of current communication strategies with existing customers, the use of automation tools, etc. The method of induction and deduction was used to identify the key prospects for the development of communication strategies for Internet marketing of trade enterprises. The study draws attention to the types, forms, and tools for implementing communication strategies, as well as to the possibilities of their development in the context of the growing role of digital technologies and global socioeconomic instability. The research methodology is based on the study of the theoretical aspects of using a communication strategy and the practical implementation of Internet marketing in a planned advertising campaign. Using the above methodology, it became possible to identify the key results of the study on the peculiarities of forming a communication strategy for Internet marketing of trade enterprises.

4 RESULTS AND DISCUSSION

The use of communication strategies in Internet marketing is of key importance for ensuring the effective commercial activity of a commercial enterprise and its ability to survive in an uncertain socioeconomic environment. The practice of developing communication strategies is formed through the use of Internet technology tools that can improve the commercial activities of an enterprise and improve the positioning of the enterprise's brand. The communication strategies of commercial enterprises are closely related to the sales network since the introduction of Internet marketing tools into the corporate policy of the enterprise affects its operating activities. Communication



strategies of Internet marketing are an important element of the successful commercial activity of any retailer, as they affect the circulation of goods, attracting and retaining customers, as well as maintaining the company's brand. In such conditions, the use of high-quality Internet marketing tools is of paramount importance, as it helps to improve the commercial activities of the enterprise.

The development of modern digital infrastructure affects the conduct of advertising campaigns and the use of Internet marketing with the help of specialized tools aimed at identifying the target audience and conducting commercial activities. Building an effective communication system for a trading enterprise will be important for using an effective communication policy mechanism. Such a policy will be aimed at improving the level of perception of the enterprise and direct contact with customers. In the era of digitalization, the development of innovative technologies leads to constant changes and the development of new strategies for using marketing tools. Correct rational distribution and preliminary planning of an advertising campaign will be of key importance for any retailer. Due to the development of globalization, the level of competition between institutions in the same market segment is increasing.

To create an effective online marketing strategy for a retailer, the best method is to conduct market research. Using market research involves identifying the target audience with the help of analytical tools. In addition, market research is a complex aimed at analyzing the market segment and the prospects for further business activity. Marketing research assesses the potential size of the market, the possibility of using certain tools for professional activities, and the strengthening of the company's role in this market. When conducting marketing research, the level of presence of other trading companies in the market and the ability of enterprises to compete with them are also taken into account. Conducting marketing research allows one to determine the pricing strategy in the market, its size, and prospects for entry for a trading company. Therefore, the use of such a tool as market research will be relevant when formulating an online communication strategy. Internet communications provide a high-quality business environment and opportunities to implement the company's sales policy with the help of communication tools with its customers. The online environment is constantly evolving, which changes approaches to implementing an Internet marketing strategy and the possibilities for its further development. Therefore, before planning and organizing an effective online communication strategy, it is necessary to conduct marketing research.



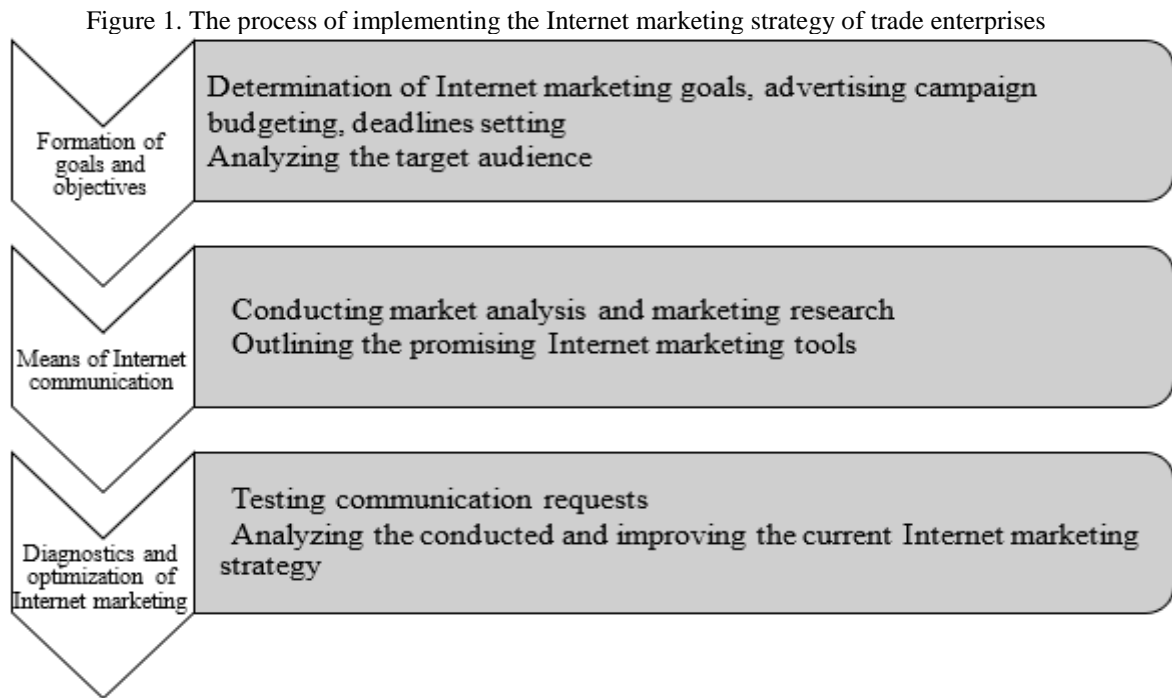
An equally important factor in ensuring the development of the communication strategy of the Internet marketing of a commercial enterprise is the use of modern marketing tools. The leading ones are search engine optimization and properly built targeted advertising. For any trading enterprise, the key trend of our time is the use of Internet marketing and the implementation of sales policy through online channels. Therefore, the position of a retailer in search engines will be key to achieving a positive commercial result. Therefore, it is important to develop a rational search engine optimization strategy and pay attention to a powerful advertising campaign in this segment. Without it, it is impossible to build an effective communication strategy. Moreover, reaching the top positions in search queries and search engine optimization will have a positive impact on the formation of the brand of a retailer as a market leader and significantly increase its competitiveness compared to any other business. Therefore, SEO is a modern tool for improving the quality of a retailer's Internet marketing and a prerequisite for building an effective communication strategy. The bulk of a company's communication efforts is based on the use of special tools aimed at the target audience. It is common to use targeted advertising, as it is how a company advertises its goods and services. This is how the company implements its communication policy and focuses on its goods, services, promotional offers, etc. In today's environment, the use of special platforms that allow for an effective targeted advertising policy is becoming increasingly popular. However, combining different platforms, such as Google Ads, Facebook Ads, or any other, will be more effective than using only one. This practice will contribute to the commercial success of the company, as the result of the advertising campaign is an essential factor for the successful combination of multiple online platforms and the ability to choose the best tool for developing your advertising.

In modern conditions, the development of Internet marketing takes place through digital technologies. These technologies are aimed at spreading information about the goods and services of a trading enterprise and positioning it in the appropriate market segment. The use of banner advertising can also perform the function of advertising and communication policy since placement on special web resources allows one to receive information about the activities of a trading enterprise by acting as an advertisement. The communication policy has a more commercial nature since the objective of banner advertising is to create interest in the product for a potential client. For the effective placement of banner ads, analysis algorithms are currently used for user actions. The use



of such analysis makes it possible to place advertisements on thematic web resources visited by the user and to offer him relevant services or goods. The use of banner advertising is currently also an effective tool for Internet marketing, although the approach to its implementation has changed significantly in favor of the use of complex software technologies. However, the integration of such a tool into the general communication policy of the enterprise will be an effective and rational solution.

An important factor in developing communication strategies for internet marketing is the use of automation, as commercial enterprises have a large customer base that puts a high workload on the operational work of the enterprise. Therefore, to quickly respond to customer requests, process special ones, and use innovative marketing communication systems, the introduction of automation tools is necessary. Their use will be of key importance for ensuring the efficient operation of the enterprise, as it significantly reduces the burden on the human resources of the trading enterprise and increases the positioning of the enterprise itself. Automation can be implemented at virtually all levels of enterprise activity. In the policy of making managerial decisions, this can be done based on conducting analytical assessments. At the operational marketing level, automation is used to maintain contact with the customer, carry out specialized mailings and improve the quality of feedback. Moreover, automation is widely implemented in the contact centers of the trading company, with the help of chatbots, etc. The practice of European enterprises and big businesses shows that any commercial enterprise carrying out its activities should use such tools to improve its activities and ensure economic development. In general, automation should be carried out following the general policy of implementing the Internet marketing communication strategy of the trading company. The key stages and structural elements of its implementation are shown in Figure 1.



Source: compiled by the author

As can be seen from Figure 1, the key elements of the formation and implementation of an Internet marketing communication strategy are the use of the organizational component, preliminary planning, determination of prospects, fixed assets, and capabilities of the enterprise to operate in the selected market segment. For the successful operation of an enterprise, it is necessary to use innovative tools and conduct specialized marketing research that can enhance the competitive capabilities of the enterprise and ensure its stability in the face of socioeconomic uncertainty. The use of such a strategy will contribute to the positioning of the company's brand. The most important factor in the development of the company's brand is a high-quality communication strategy that provides for the creation of a positive image of the trading company, the possibility of close communication with customers, etc. The use of digital marketing methods and tools will serve as a factor in the development of the company's brand and can improve its position in the selected market segment. In addition, the positive branding of the company allows it to attract customers in new product markets, which is a prerequisite for scaling up commercial activities and entering new product markets. Therefore, the practice of using such a strategy will be important for the implementation and development of the communication strategy.

To implement an effective policy of using and implementing the communication strategy of Internet marketing, enterprise management becomes important. Management



decision-making is of key importance for the operating activities of the enterprise and is reflected in the long-term policy of the enterprise. An effective management mechanism can become an integral factor in improving the quality of the enterprise's activity in the market. Moreover, managerial decision-making involves the use of specialized Internet marketing tools, the introduction of tools for building a communication strategy, the possibility of using it based on modern practices, and the extension of such tools to the corporate market. Designing an Internet marketing communication strategy should be carried out at the highest level of the trading enterprise and consider analytical materials that can be obtained based on preliminary marketing research. The adoption of such a practice will stimulate the improvement of the quality of the enterprise's activities in the global environment and may provide competitive advantages. Moreover, in modern management, specialized control and monitoring tools are used that can improve the company's performance at various levels of its operation. In particular, the use of CRM systems can improve the functioning of the enterprise and enhance the quality of monitoring key operational processes at a particular trading company. The use of such systems is usually carried out to improve the quality of control and perform certain functions at the operational level of a trading enterprise and is directly related to the construction of an Internet marketing communication strategy. As a rule, a CRM system is implemented mainly in contact centers that interact with the company's customers and influence the quality of the company's brand perception. In addition, contact centers prepare commercial offers and shape the company's image. Despite the popularity of automation, the presence of such a contact center and the ability to provide prompt consulting support for the customers of a retailer is a key factor in the successful development and strengthening of market positions.

To improve the quality of development of communication strategies for Internet marketing of trade enterprises, it is necessary to use modern tools. Such tools have a positive impact on both the operational activities of the enterprise and the overall structure of the development of such a strategy. Thus, modern Internet marketing tools can improve the peculiarities of conducting and planning advertising policy and commercial results of a trading enterprise. Improving the quality of the use of Internet marketing tools is a current global trend, as these tools are constantly evolving due to software updates and changes in user needs. In addition, an important factor in the development of the communication strategy of the Internet marketing of a commercial enterprise is the use



of a unique solution that will have competitive advantages over other enterprises. Therefore, an important factor is a search for the most innovative means for the implementation and implementation of communication strategies of Internet marketing. In this regard, new means of promoting the company's goods and services, as well as digital tools to improve the brand positioning of enterprises on the Internet are constantly being developed. In general, the characteristics of communication strategies of Internet marketing of trade enterprises and tools for their implementation are shown in Table 1.

Table 1. Characterization of communication strategies of Internet marketing of trade enterprises

Communication direction of the Internet marketing strategy	Implementation tools	General characteristics
Virtual marketing communications	Advertising on the Internet, online sales systems, virtual means of advertising	Using virtual tools for advertising campaigns and marketing communication
Internet marketing communications	Use of search engine optimization, contextual and targeted advertising, brand management, and feedback strategy	Use of online advertising as a means of promoting the company's goods and services and building its brand
The traditional complex of Internet communications	Implementation of traditional marketing tools with its partial digitalization	Using traditional marketing tools with partial digitalization
Specific communication tools	Product placement, cross-branding, innovative Internet marketing tools	Implementation of non-traditional means of Internet marketing and use of effective tools for establishing advertising activities
Some elements of an online marketing strategy	A mixed form of viral marketing, online branding, etc.	Formation of a unique Internet marketing strategy

Source: compiled by the author

The communication strategies and tools for their implementation shown in Table 1 demonstrate a variety of practical approaches to the implementation of the communication strategy development policy. In the context of the modern development of digital technologies, there is a need to analyze modern means and opportunities for trade enterprises to improve their commercial activities. The use of such tools must provide competitive advantages and ensure a positive commercial result in the long run. Moreover, the use of traditional marketing is becoming less and less relevant as the role of Internet marketing is growing. It provides opportunities to explore new product markets and take advantage of automation. The use of such practices is the basis for the further successful development of the enterprise and its functioning.

Thus, it can be concluded that communication strategies of Internet marketing of trade enterprises depend on two key factors: the first is the implementation of advertising



policy, and the second is ensuring effective communication with the customers of the trade enterprise. Any of the above areas can be implemented with the help of automation technologies and improvement of the quality of planning and organization based on preliminary righteous marketing research, as such practices will have advantages over others. In general, the policy of development of the Internet marketing communication strategy also affects the quality of brand positioning of a commercial enterprise and the possibility of its further activity in the long term. The use of modern Internet marketing tools is a prerequisite for building an effective and rational communication strategy for a trading enterprise.

The carried out research shows that the practice of using communication strategies of Internet marketing requires significant improvement in terms of the use of digital marketing tools and their automation. Carrying out an analysis of possible areas for improving the quality of the enterprise's activities will serve as a factor in the development of its competitiveness and can ensure long-term growth in the current socio-economic unstable environment. The key principles of forming a communication strategy for Internet marketing are the use of digital infrastructure to improve the quality of interaction between a trading enterprise and customers. Therefore, the purpose of further research may be to analyze promising areas for improving this process and developing it in the context of automation of the enterprise's operational activities. The need to research the use of automation will be the key to the further development of the enterprise and possible improvement of its performance. The results of the study indicate the need to use digital analysis tools and the possibility of improving digital advertising tools. This will have a positive impact on the activities of the trading enterprise.

As a rule, the use of Internet marketing communication strategies is based on preliminary market research. It makes it possible to determine the target audience, analyze the market of commercial activities, and identify promising directions of integration for mastering this market. An important area for further research may be the analysis of the feasibility and peculiarities of using market research for making managerial decisions regarding the formation of a communication strategy for Internet marketing. The use of marketing research as an identifier of the quality of a trading enterprise will be relevant for finding the target audience, analyzing the level of competitiveness in the market, and the possibilities of using special digital marketing tools of a trading enterprise. Thus, market research will play an important role in the formation and implementation of the



communication strategy of Internet marketing. In the context of economic instability in recent years, the use of effective market planning and research tool will be a catalyst for further successful economic activity of the enterprise.

An equally important issue regarding the development and formation of communication strategies for Internet marketing is the use of innovative digital marketing tools and specialized digital infrastructure. The most popular tools for improving the quality of a communication strategy are various means aimed at improving the corporate strategy of an enterprise and the ability to optimize its activities in the digital environment. Banners, targeted advertising, and SEO are constantly changing the principles of organizing and building an advertising campaign. This requires additional research into the specifics of their use and the prospects for implementation in a particular retailer. Improving the quality of a trade enterprise's functioning is also possible through the introduction of CRM systems, which directly affect the operational component of the enterprise's contact center and can improve the performance of structural units. Further research on the tools for forming communication strategies and conducting online advertising will be relevant and appropriate. Moreover, such studies can improve the foundations of the enterprise's activity in the market and ensure its competitiveness.

5 CONCLUSION

Thus, it can be concluded that the communication strategy of the Internet marketing of a commercial enterprise involves a set of organizational and managerial decisions aimed at improving the advertising campaign, communication with customers, and improving the brand positioning of the enterprise. The main aspect of the development of communication strategies of Internet marketing of a trade enterprise is the strengthening of the development of digital technologies and its participation in them, as stated in the purpose of the study. In the context of the modern development of digital technologies and specialized infrastructure, the use of digital marketing tools is a key factor in the successful operation of an enterprise. In addition, improving the quality of the communication strategy of the Internet marketing of a trading enterprise will affect the quality of the enterprise's operating activities. The article presents the results on the peculiarities of building a mechanism for implementing the communication strategy of Internet marketing of a trading enterprise, which can be effectively implemented through preliminary marketing research. The use of this practice provides an enterprise with the



opportunity to identify the target audience, determine the competitiveness of the commercial enterprise in the selected market segment and build a further advertising campaign. For an effective advertising campaign, the company faces the issue of using the most innovative and rational Internet marketing tools that will help the company improve its positioning policy and develop its communication strategy. The use of targeted and banner advertising can be a factor in the formation of the communication policy of a trading enterprise and a tool for implementing its Internet campaign to promote goods and services. The obtained results of the study indicate the need to develop and improve the quality of the advertising campaign and the possibilities of implementing automation technologies. Automation provides an enterprise with competitive advantages at the operational level, as it can improve the quality of the formation of financial resources for an advertising campaign and ensure the smooth operation of the enterprise under an increased workload. CRM systems can be used to improve the operational work of the company's contact center, which is key to improving the quality of customer service and brand positioning. Search engine optimization in the context of the modern development of digital marketing is important for any commercial enterprise since a significant part of sales is carried out in the online environment. Therefore, the search for tools for its development is an important factor in improving the quality of enterprise development. Thus, the communication strategies of retailers in the field of online marketing have been transformed into digital ones and have changed approaches to the management and development of the enterprise. Nowadays, specialized Internet marketing technologies play a key role in making managerial decisions and shaping enterprise development policy.



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