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School of Management and Business  
*Department of International Economic Relations, Business & Management*

**Bachelor's Qualification Work**

Digital marketing tendencies of Ukrainian entrepreneurial development (based on  
the Softum case)

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## **Abstract**

This thesis examines the digital marketing tendencies of Ukrainian entrepreneurial development, with a focus on the case study of the Softum enterprise. Section 1 provides an overview of the theoretical aspects of digital marketing, including its definition, evolution, and importance for entrepreneurial development. Key concepts and trends in digital marketing are also discussed, along with the challenges and opportunities of digital marketing in Ukraine. The research design for the study is also presented.

Section 2 explores the practical aspects of digital marketing at Softum, including an overview of the digital marketing landscape in Ukraine, Softum's digital marketing strategies, analysis of digital marketing channels used by Softum, and Softum's adoption of emerging digital marketing trends. Performance metrics and KPIs are also examined, along with the challenges and opportunities for Softum and the implications for Ukrainian entrepreneurial development. The section concludes with an analysis of survey results and other data collected, providing key findings and insights.

Section 3 focuses on the improvement of digital marketing at Softum, evaluating current digital marketing strategies, analyzing emerging digital marketing tendencies, and providing recommendations for Softum. The potential impact on Ukrainian entrepreneurial development is also discussed.

Overall, this thesis highlights the importance of digital marketing for Ukrainian entrepreneurial development, and provides insights into the practical application of digital marketing strategies at the Softum enterprise. The research findings and recommendations can be valuable for businesses in Ukraine looking to improve their digital marketing efforts and contribute to the overall growth of the entrepreneurial ecosystem in the country.

**Keywords:** digital marketing, entrepreneurship, Ukraine, Softum, trends, strategies, marketing channels, performance, KPI, survey, recommendations, improvement, development.

## **Анотація**

Ця дипломна робота досліджує тенденції цифрового маркетингу розвитку підприємництва в Україні на прикладі підприємства "Softum". Розділ 1 надає огляд теоретичних аспектів цифрового маркетингу, включаючи його визначення, еволюцію та важливість для розвитку підприємництва. Розглядаються ключові поняття та тенденції у цифровому

маркетингу, а також виклики та можливості цифрового маркетингу в Україні. Також презентовано дизайн дослідження.

Розділ 2 досліджує практичні аспекти цифрового маркетингу в "Softum", включаючи огляд ландшафту цифрового маркетингу в Україні, стратегії цифрового маркетингу Softum, аналіз каналів цифрового маркетингу, використаних Softum, показники продуктивності та KPI. Також розглянуто адоптацію Softum новітніх тенденцій у цифровому маркетингу, виклики та можливості для Softum, а також наслідки для розвитку українського підприємництва. Розділ завершується аналізом результатів опитування та іншої зібраної інформації, надаючи ключові висновки та інсайти.

Розділ 3 зосереджується на покращенні цифрового маркетингу в Softum, оцінці поточних стратегій цифрового маркетингу, аналізі новітніх тенденцій цифрового маркетингу та рекомендаціях для Softum. Також розглядається потенційний вплив на розвиток українського підприємництва.

В цілому, ця дипломна робота підкреслює важливість цифрового маркетингу для розвитку українського підприємництва та надає інсайти щодо практичного застосування стратегій цифрового маркетингу в підприємстві "Softum". Дослідження та рекомендації можуть бути корисні для бізнесу в Україні, які бажають покращити свої зусилля у цифровому маркетингу та сприяти загальному зростанню підприємницької екосистеми в країні.

**Ключові слова:** цифровий маркетинг, підприємництво, Україна, Softum, тенденції, стратегії, канали маркетингу, продуктивність, KPI, опитування, рекомендації, покращення, розвиток.

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**TASK  
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1. Topic of the work

DIGITAL MARKETING TENDENCIES OF UKRAINIAN ENTREPRENEURIAL DEVELOPMENT (BASED ON THE SOFTUM CASE)

Consultant of the master thesis Bielova Olena, PhD in Economics, Associate professor

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materials from the official reporting of financial and economic activities of the enterprise, including the international aspect, were taken from internship and open access on the Internet

4. Contents of the explanatory note (list of issues to be developed) There are three main aspects, that need to be developed by a student. First - theoretical and methodical bases of digital marketing tendencies of Ukrainian entrepreneurial development. Second - practical aspects of digital marketing tendencies of Ukrainian entrepreneurial development on the example of the company. Third - propositions of improvement for digital marketing tendencies of Ukrainian entrepreneurial development on the example of the company

5. List of graphic material (with exact indication of any mandatory drawings)

Graphs and figures for analysis of economical and statistical information and its development, characteristic of organizational structure, visualization of mechanism of development etc.

6. Consultants for parts of the work

Part of the project	Surname, name, position	Signature, date	
		Given	Accepted
1	Bielova Olena		
2	Bielova Olena		
3	Bielova Olena		

7. Date of issue of the assignment

Time Schedule

№	The title of the parts of the bachelor's qualification work	Deadlines	Notes
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5.	Pre-defense	26.04.2023	in time

Student



(signature)

Supervisor



(signature)

Conclusions: This work is designed in accordance with the requirements. The work contains theoretical aspects of the research topic, practical aspects and recommendations for improvement, including the international aspect. In terms of content and design, the work complies with the rules and is recommended for defense

Supervisor



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## INTRODUCTION

Digital marketing has become an integral part of the entrepreneurial landscape, especially in today's digital age. With the rapid growth of internet usage and technological advancements, digital marketing has evolved to become an essential tool for businesses to reach out to their target audience and increase their market share. Ukraine, being one of the fastest-growing economies in Europe, has seen a significant shift towards digitalization in recent years, which has had a profound impact on the entrepreneurial development in the country.

The purpose of this study is to analyze the digital marketing tendencies of Ukrainian entrepreneurial development, with a particular focus on the Softum enterprise. This study will aim to identify the key trends and challenges in digital marketing, assess the effectiveness of Softum's current digital marketing strategies, and make recommendations for improvement to enhance the company's digital marketing efforts. Additionally, this study will explore the implications of Softum's digital marketing practices on the broader entrepreneurial landscape in Ukraine.

The research design for this study will involve a mixed-methods approach, including both qualitative and quantitative research methods. The first section of the study will provide a theoretical framework of digital marketing, including its definition, evolution, and importance for entrepreneurial development. This section will also cover the key concepts and trends in digital marketing, as well as the challenges and opportunities of digital marketing in Ukraine.

The second section will focus on the practical aspects of digital marketing at Softum enterprise. This section will provide an overview of the digital marketing landscape in Ukraine and Softum's digital marketing strategies. It will also analyze the digital marketing channels used by Softum, performance metrics, and KPIs. Additionally, this section will explore Softum's adoption of emerging digital marketing trends and its challenges and opportunities.

The third and final section of the study will present recommendations for Softum to improve its digital marketing efforts. This section will evaluate the current digital marketing strategies and analyze emerging digital marketing tendencies. Based on the findings, this section will provide recommendations for Softum to enhance its digital marketing practices. Finally, this section will discuss the potential impact of Softum's improved digital marketing efforts on the broader entrepreneurial development in Ukraine.

In conclusion, this study aims to contribute to the existing literature on digital marketing and its implications for entrepreneurial development in Ukraine. The findings and recommendations of this study could be valuable for businesses operating in Ukraine, as well as policymakers and stakeholders interested in promoting entrepreneurship and economic growth in the country.



## **SECTION 1. THEORETICAL ASPECTS OF DIGITAL MARKETING**

### **1.1. Definition and evolution of digital marketing**

This literature review provides an in-depth analysis of the definition and evolution of digital marketing. By examining various sources, the review traces the development of this field from its inception to the present day, highlighting significant milestones, trends, and challenges. This analysis aims to offer a comprehensive understanding of digital marketing, its role in the modern business environment, and the potential future direction of this field.

Digital marketing has revolutionized the way businesses interact with their customers, offering unprecedented opportunities for growth, engagement, and innovation. As the world becomes increasingly digital, understanding the evolution of digital marketing is crucial for businesses, marketers, and scholars alike. This literature review aims to provide a comprehensive overview of the development of digital marketing, exploring its definition, significant milestones, and future prospects.

#### **Definition of Digital Marketing:**

Digital marketing can be defined as the use of digital channels, platforms, and technologies to communicate with customers, promote products or services, and achieve business objectives (Chaffey & Ellis-Chadwick, 2019). This includes channels such as search engines, social media, email, mobile applications, and websites. Digital marketing enables businesses to target specific audiences, analyze customer behavior, and optimize marketing strategies in real-time (Tiago & Veríssimo, 2014).

#### **Evolution of Digital Marketing:**

The evolution of digital marketing can be traced through several significant milestones and phases, which are detailed below.

#### **Early Beginnings (1990s):**

The inception of digital marketing can be traced back to the 1990s, with the launch of the first search engine, Archie (Levy, 2016). The introduction of the World Wide Web in 1991 and the subsequent creation of web browsers such as Mosaic (1993) and Netscape (1994) facilitated the growth of the internet as a platform for marketing (Ryan, 2016).

#### Web 1.0 Era (Late 1990s – Early 2000s):

During the Web 1.0 era, businesses began to create websites to establish an online presence, and search engines like Yahoo! (1994) and Google (1998) emerged as essential tools for finding information (Berners-Lee et al., 1992). The use of banner ads and email marketing became prevalent, and the first examples of search engine optimization (SEO) emerged, focusing on keyword targeting and link building (Barker & Roberts, 2016).

#### Web 2.0 Era (Mid-2000s):

The Web 2.0 era marked a significant shift in the way users interacted with the internet, with a focus on user-generated content, social networking, and interactivity (O'Reilly, 2005). This period saw the rise of platforms like Facebook (2004), YouTube (2005), and Twitter (2006), which enabled businesses to engage with customers directly and leverage user-generated content for marketing purposes (Kaplan & Haenlein, 2010). This era also saw the emergence of content marketing, pay-per-click (PPC) advertising, and the increasing importance of mobile devices in digital marketing strategies (Pulizzi, 2012).

#### Data-Driven Marketing (2010s):

The proliferation of data and the development of sophisticated analytics tools ushered in the era of data-driven marketing. Businesses began to harness the power of data to analyze customer behavior, preferences, and trends, enabling personalized and targeted marketing campaigns (Kumar et al., 2016). This period also saw the rise of marketing automation platforms, artificial intelligence (AI), and machine learning algorithms, which allowed marketers to optimize strategies and improve efficiency (Chaffey & Ellis-Chadwick, 2019). Influencer marketing, native advertising, and programmatic advertising also gained traction during this period (IAB, 2015).

### The Privacy Age (Late 2010s – Present):

The increasing concerns around data privacy and the introduction of regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) have led to a shift in digital marketing towards a more privacy-focused approach (PwC, 2020). Businesses have been compelled to be more transparent and responsible in handling user data and to adopt strategies that prioritize user privacy (van Dijck, 2014).

### Current Trends and Challenges:

Digital marketing continues to evolve rapidly, with several key trends and challenges emerging in recent years.

#### Omnichannel Marketing:

Omnichannel marketing refers to the seamless integration of various marketing channels and touchpoints to create a consistent and cohesive customer experience (Parise et al., 2016). This approach has become increasingly important as consumers engage with brands across multiple channels, devices, and platforms.

#### Video and Visual Content:

The growing popularity of platforms such as Instagram, TikTok, and Snapchat has highlighted the importance of visual and video content in digital marketing strategies. Marketers are increasingly using these platforms to engage with audiences, showcase products, and tell brand stories (Clement, 2020).

#### Voice Search and AI:

Advancements in AI and natural language processing (NLP) have led to the increased use of voice search and voice assistants such as Amazon's Alexa and Google Assistant. Marketers must adapt their strategies to cater to this trend, optimizing content for voice search and exploring opportunities for voice-based advertising (Hassan, 2018).

#### Customer Data Platforms (CDPs):

CDPs enable businesses to centralize and organize customer data from various sources, facilitating more effective and personalized marketing campaigns (Forrester,

2019). The adoption of CDPs is expected to grow as businesses seek to optimize their data-driven marketing efforts.

#### Future Directions:

As digital marketing continues to evolve, several potential future directions can be identified:

#### Augmented Reality (AR) and Virtual Reality (VR):

AR and VR technologies have the potential to revolutionize digital marketing by offering immersive, interactive experiences that engage customers and create memorable brand interactions (Grewal et al., 2017).

#### Blockchain and Decentralized Marketing:

Blockchain technology has the potential to transform digital marketing by facilitating secure, transparent transactions and enabling decentralized marketing ecosystems (Crosby et al., 2016). This could lead to new business models, improved trust between parties, and enhanced privacy for consumers.

#### Ethical Marketing and Sustainability:

As consumer expectations shift towards more ethical and sustainable business practices, digital marketing strategies must adapt to reflect these values. This may involve a focus on transparent and responsible data usage, eco-friendly practices, and promoting social good (Bhattacharya & Sen, 2004).

This literature review has provided a comprehensive overview of the definition and evolution of digital marketing, highlighting key milestones, trends, and challenges. By examining the historical development of this field, businesses and marketers can better understand the current landscape and anticipate future directions, ensuring they remain competitive and responsive to the ever-changing digital marketing environment.

## **1.2. Importance of digital marketing for entrepreneurial development**

This literature review aims to highlight the significance of digital marketing in promoting entrepreneurial development. With the rapid growth of technology and the internet, digital marketing has become an essential tool for entrepreneurs to establish and grow their businesses. This review explores various aspects of digital marketing, including its benefits, strategies, and challenges, as well as its impact on entrepreneurial development.

The digital era has brought a paradigm shift in the way businesses operate, making digital marketing a critical aspect of entrepreneurial development. This literature review examines the importance of digital marketing for entrepreneurs and its role in fostering business growth, innovation, and competitiveness. The review is divided into sections discussing the benefits of digital marketing, various digital marketing strategies, challenges faced by entrepreneurs, and the impact of digital marketing on entrepreneurial development.

### **Benefits of Digital Marketing for Entrepreneurial Development**

**Cost-effectiveness:** Digital marketing allows entrepreneurs to reach a wider audience with a lower budget compared to traditional marketing methods (Berman & Katona, 2013). This cost-effectiveness is particularly beneficial for small businesses and startups with limited resources.

**Global reach:** Digital platforms enable businesses to reach a global audience, breaking geographical barriers (Kumar & Mirchandani, 2012). This can lead to increased sales, brand awareness, and business growth.

**Targeted marketing:** Digital marketing allows entrepreneurs to target specific audience segments based on demographics, interests, and behavior, increasing the chances of conversion (Tiago & Veríssimo, 2014).

**Measurability and analytics:** Digital marketing provides detailed analytics, enabling entrepreneurs to track their marketing campaigns' performance and make data-driven decisions (Hollensen, 2015).

**Improved customer engagement:** Through digital channels, entrepreneurs can interact with customers, gather feedback, and improve their products and services (Michaelidou, Siamagka, & Christodoulides, 2011).

### Digital Marketing Strategies for Entrepreneurs

**Content marketing:** Producing valuable and engaging content helps entrepreneurs attract and retain customers, improving brand awareness and loyalty (Pulizzi, 2012).

**Social media marketing:** Leveraging social media platforms allows entrepreneurs to engage with customers, promote their products, and increase brand visibility (Tuten & Solomon, 2017).

**Search engine optimization (SEO):** Optimizing websites for search engines helps businesses rank higher in search results, increasing organic traffic and visibility (Patel & Vyas, 2010).

**Email marketing:** Email campaigns enable entrepreneurs to build relationships with customers, promote products, and drive sales (Chaffey & Ellis-Chadwick, 2012).

**Pay-per-click (PPC) advertising:** PPC ads offer a cost-effective way for entrepreneurs to drive traffic and generate leads by paying only when their ads are clicked (Ghose & Yang, 2009).

### Challenges Faced by Entrepreneurs in Digital Marketing

**Limited resources:** Small businesses and startups often face budget constraints, limiting their digital marketing efforts (Gilmore, Gallagher, & Henry, 2007).

**Technological advancements:** The constant evolution of digital marketing tools and platforms requires entrepreneurs to stay updated and adapt their strategies accordingly (Hajli, 2014).

**Competition:** The digital landscape is highly competitive, making it challenging for entrepreneurs to stand out and attract customers (Porter & Heppelmann, 2014).

Security and privacy concerns: Entrepreneurs must ensure data protection and privacy for their customers, adhering to regulations and ethical practices (Smith, 2013).

### Impact of Digital Marketing on Entrepreneurial Development

Business growth: Digital marketing can lead to increased sales, revenue, and market share for entrepreneurs, driving business growth (Duffett, 2015).

Innovation: By leveraging digital marketing tools and strategies, entrepreneurs can identify new opportunities, develop innovative products and services, and improve their business models (Amit & Zott, 2012).

Competitiveness: Digital marketing enables entrepreneurs to compete with larger organizations by effectively targeting niche markets and reaching a global audience (Dehkordi, Rezvani, Rahman, Fouladivanda, & Nahid, 2012).

Job creation: As businesses grow and expand through digital marketing, they create new job opportunities, contributing to economic development (Acs & Audretsch, 1990).

Strengthening of entrepreneurial ecosystems: Digital marketing contributes to the development of entrepreneurial ecosystems by fostering collaboration, knowledge sharing, and resource exchange among businesses, customers, and stakeholders (Spigel, 2017).

This literature review demonstrates the crucial role digital marketing plays in entrepreneurial development. It not only provides cost-effective and targeted marketing solutions for small businesses and startups but also contributes to business growth, innovation, and competitiveness. Despite the challenges faced by entrepreneurs in implementing digital marketing strategies, the benefits far outweigh the drawbacks. As digital marketing continues to evolve, entrepreneurs must adapt to new technologies and platforms to stay competitive and capitalize on the opportunities presented by the digital landscape.

### **1.3. Key concepts and trends in digital marketing**

The digital marketing landscape has rapidly evolved, as businesses continue to adjust and adapt to the demands of an increasingly connected and technologically savvy consumer base. In this comprehensive overview, we'll explore key concepts and trends in digital marketing, covering everything from search engine optimization to social media marketing and beyond. With a minimum of 1500 words, we'll delve deep into each topic, ensuring a comprehensive understanding of the current state of digital marketing.

#### **1. Search Engine Optimization (SEO)**

SEO is the practice of optimizing websites to achieve higher search engine rankings. It involves various techniques and strategies, such as keyword research, on-page optimization, technical SEO, and backlinks. In recent years, search engines like Google have emphasized the importance of user experience, making it crucial for businesses to create high-quality, relevant, and user-friendly content.

Key trends in SEO include:

- **Voice search optimization:** With the rise of voice assistants like Siri and Alexa, businesses must optimize their content for voice search to stay competitive.
- **Mobile-first indexing:** As mobile browsing continues to outpace desktop, businesses must ensure their websites are optimized for mobile devices.
- **Featured snippets:** These quick answer boxes appear at the top of Google's search results, providing an opportunity for increased visibility and traffic.

#### **2. Content Marketing**

Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and engage a target audience. It can take various forms, including blog posts, articles, videos, podcasts, infographics, and ebooks. The goal is to build brand awareness, trust, and loyalty, ultimately leading to customer conversion and retention.



Key trends in content marketing include:

- Personalization: Tailoring content to individual users based on their preferences and behaviors is becoming increasingly important for engagement and conversion.
- Video content: With the popularity of platforms like YouTube and TikTok, video content is more important than ever, offering a way to engage and entertain audiences.
- Influencer collaborations: Partnering with influencers can help amplify a brand's message and reach new audiences.

### 3. Social Media Marketing

Social media marketing involves promoting a brand or business through various social media platforms, such as Facebook, Instagram, Twitter, LinkedIn, and Pinterest. It includes creating and sharing content, engaging with followers, and leveraging paid advertising options.

Key trends in social media marketing include:

- Stories and ephemeral content: Short-lived content, like Instagram Stories and Snapchat, encourages real-time engagement and helps humanize brands.
- User-generated content: Sharing content created by users, such as testimonials or photos featuring products, can increase trust and authenticity.
- Social commerce: As platforms like Instagram and Facebook integrate shopping features, businesses must optimize their social media presence for e-commerce.

### 4. Pay-Per-Click (PPC) Advertising

PPC advertising is a form of digital marketing where businesses pay a fee each time their ad is clicked. Common platforms for PPC advertising include Google Ads, Bing Ads, and social media advertising. The goal is to drive targeted traffic to a website, product, or service, generating leads and conversions.

Key trends in PPC advertising include:

- Automation: The use of artificial intelligence and machine learning to optimize bidding strategies and ad targeting can improve campaign performance and efficiency.
- Video ads: As video content becomes more popular, video ads are becoming an essential part of PPC campaigns.
- Local search ads: With the increased importance of local SEO, businesses should focus on targeting ads to users in specific geographic areas.

## 5. Email Marketing

Email marketing involves sending targeted email campaigns to a group of subscribers with the aim of building relationships, promoting products, or sharing news. It remains one of the most effective digital marketing strategies, providing a high return on investment.

Key trends in email marketing include:

- Marketing automation: Leveraging tools and software to automate repetitive tasks, such as email scheduling, segmentation, and personalization, can save time and increase efficiency.
- Interactive emails: Integrating interactive elements, like polls, quizzes, or clickable images, can boost engagement and improve the user experience.
- Mobile optimization: Ensuring emails display correctly and are easy to read on mobile devices is essential, as more users access their email on smartphones and tablets.

## 6. Influencer Marketing

Influencer marketing involves partnering with influential individuals, such as bloggers, YouTubers, or social media personalities, to promote a brand or product. Influencers have built-in audiences and can help brands reach new customers while adding credibility and trust.

Key trends in influencer marketing include:

- Micro-influencers: Smaller influencers, with fewer followers but higher engagement rates, can often provide better ROI than larger influencers with massive followings.
- Authenticity: Audiences value genuine partnerships, so brands should focus on working with influencers who align with their values and target audience.
- Long-term partnerships: Building long-term relationships with influencers can lead to more authentic content and consistent brand messaging.

## 7. Conversion Rate Optimization (CRO)

CRO is the process of increasing the percentage of website visitors who complete a desired action, such as making a purchase, signing up for a newsletter, or filling out a contact form. It involves analyzing website data, user behavior, and implementing changes to improve the user experience and conversion rate.

Key trends in CRO include:

- Personalization: Offering personalized experiences, such as product recommendations or tailored content, can improve conversion rates by catering to individual user preferences.
- A/B testing: Continuously testing and optimizing website elements, like headlines, images, and calls-to-action, can lead to incremental improvements in conversion rates.
- Multichannel optimization: Ensuring a seamless user experience across various devices and channels is crucial for maximizing conversions.

## 8. Analytics and Data-Driven Marketing

Analytics and data-driven marketing involve using data to inform marketing decisions, measure performance, and optimize strategies. Key tools include Google Analytics, Adobe Analytics, and various CRM and marketing automation platforms.

Key trends in analytics and data-driven marketing include:

- Artificial intelligence (AI) and machine learning: AI-driven analytics tools can help marketers make smarter decisions and identify trends and patterns in customer behavior.
- Data privacy: With increasing consumer concern about data privacy and new regulations like GDPR and CCPA, businesses must prioritize data protection and transparency.
- Attribution modeling: Understanding the customer journey and allocating marketing spend across various channels and touchpoints is essential for maximizing ROI.

Digital marketing continues to evolve, driven by new technologies, consumer behavior, and industry trends. To stay ahead of the competition, businesses must stay informed and adapt their strategies accordingly. By understanding the key concepts and trends in digital marketing, including SEO, content marketing, social media marketing, PPC advertising, email marketing, influencer marketing, CRO, and analytics, businesses can make informed decisions and drive success in an ever-changing digital landscape.

Ukraine is a country with a rapidly growing digital landscape, presenting both challenges and opportunities for businesses seeking to leverage digital marketing strategies. In this comprehensive overview, we will discuss the current state of digital marketing in Ukraine, explore the unique challenges faced by businesses operating in the country, and highlight the various opportunities available for digital marketers.

### 1. The Current State of Digital Marketing in Ukraine

In recent years, Ukraine has experienced significant growth in internet penetration, with over 52 million people, or approximately 92% of the population, having access to the internet. This has led to an increase in online business activity, as well as the adoption of various digital marketing channels by local and international companies. Key digital marketing channels in Ukraine include search engine optimization (SEO), social media marketing, content marketing, pay-per-click (PPC) advertising, and email marketing.

While the digital marketing landscape in Ukraine is growing, it is not without its challenges. Factors such as language barriers, economic instability, and regulatory uncertainty create a unique set of obstacles for businesses looking to capitalize on digital marketing opportunities in the country.

## 2. Challenges of Digital Marketing in Ukraine

### a. Language Barriers

One of the primary challenges faced by digital marketers in Ukraine is the country's linguistic diversity. Although Ukrainian is the official language, a significant portion of the population speaks Russian as their first language. This creates a need for businesses to create and optimize content in both Ukrainian and Russian, which can be resource-intensive and time-consuming.

### b. Economic Instability

Ukraine has faced economic instability in recent years, with factors such as political unrest, currency fluctuations, and high inflation rates impacting consumer spending and business investment. This instability can make it difficult for businesses to plan and execute long-term digital marketing strategies, as they must constantly adapt to changing market conditions.

### c. Regulatory Uncertainty

Digital marketing in Ukraine is subject to a range of regulations and restrictions, including data protection laws, advertising regulations, and taxation policies. While these regulations are designed to protect consumers and maintain a fair marketplace, they can also create uncertainty for businesses looking to invest in digital marketing initiatives.

### d. Limited Local Expertise

Although the digital marketing industry in Ukraine is growing, there remains a shortage of local experts with the skills and experience required to implement effective digital marketing campaigns. This can make it difficult for businesses to find and retain qualified personnel, limiting their ability to capitalize on digital marketing opportunities.

## 3. Opportunities for Digital Marketing in Ukraine

Despite the challenges faced by digital marketers in Ukraine, there are numerous opportunities for businesses looking to expand their online presence and reach new customers. By leveraging these opportunities and overcoming the unique obstacles of the Ukrainian market, businesses can achieve significant growth and success.

a. High Internet Penetration and Growing E-commerce Market

With over 92% of the population having access to the internet and a rapidly growing e-commerce market, Ukraine presents a significant opportunity for businesses looking to leverage digital marketing channels. By developing targeted online campaigns, businesses can reach a large and engaged audience, driving brand awareness, customer acquisition, and sales.

b. Affordable and Skilled Workforce

Ukraine is known for its highly skilled and affordable workforce, particularly in the technology and creative sectors. This provides businesses with the opportunity to access a talented pool of digital marketing professionals at a fraction of the cost of their counterparts in more developed markets. By tapping into this resource, businesses can develop and execute innovative digital marketing strategies that set them apart from their competitors.

c. Social Media Adoption

Ukrainians are highly engaged on social media platforms, with Facebook, Instagram, and YouTube being the most popular networks in the country. This presents a significant opportunity for businesses to connect with their target audience through social media marketing, leveraging the reach and engagement potential of these platforms. By creating engaging content and fostering a strong brand presence on social media, businesses can build brand awareness, loyalty, and trust among their target audience.

d. Mobile-first Market

Ukraine has seen a rapid increase in mobile internet usage, with mobile devices now accounting for the majority of internet access in the country. This shift toward mobile creates an opportunity for businesses to develop mobile-first digital marketing strategies,

optimizing their websites and content for mobile devices and focusing on mobile advertising channels. By embracing mobile-first digital marketing, businesses can reach their audience where they are most engaged and drive increased conversion rates.

#### e. Localized Content

With the linguistic diversity in Ukraine, there is a significant opportunity for businesses to create localized content that resonates with their target audience. By developing content in both Ukrainian and Russian, businesses can cater to the preferences of their audience and improve the effectiveness of their digital marketing efforts. This can include translating website content, creating multilingual ad campaigns, and producing engaging content in both languages.

#### f. Niche Markets

The growing digital landscape in Ukraine presents opportunities for businesses to target niche markets and audiences, focusing on specific industries or customer segments. By identifying niche markets with high growth potential, businesses can develop targeted digital marketing strategies to reach these audiences and establish a strong market position.

### 4. Best Practices for Digital Marketing in Ukraine

To overcome the challenges and capitalize on the opportunities presented by the Ukrainian digital marketing landscape, businesses should consider the following best practices:

#### a. Develop a Localized Strategy

To cater to the linguistic diversity of the Ukrainian market, businesses should develop a localized digital marketing strategy, creating content and ad campaigns in both Ukrainian and Russian. This can help improve the effectiveness of their marketing efforts and ensure they are reaching their target audience.

#### b. Focus on Mobile

With the majority of internet access in Ukraine now coming from mobile devices, businesses should prioritize mobile-first digital marketing strategies. This includes

optimizing their websites for mobile devices, focusing on mobile advertising channels, and developing mobile apps to improve customer engagement.

c. Leverage Social Media

Given the high engagement rates on social media platforms in Ukraine, businesses should invest in social media marketing to reach their target audience. By creating engaging content and fostering a strong brand presence on platforms like Facebook, Instagram, and YouTube, businesses can build brand awareness, loyalty, and trust among their audience.

d. Invest in Local Talent

To overcome the shortage of local digital marketing expertise, businesses should invest in local talent, providing training and development opportunities to build their in-house capabilities. This can help businesses access the skills and expertise required to execute effective digital marketing campaigns in the Ukrainian market.

e. Monitor and Adapt to Market Conditions

Given the economic instability and regulatory uncertainty in Ukraine, businesses should closely monitor market conditions and adapt their digital marketing strategies as needed. This includes keeping up-to-date with changes in regulations, currency fluctuations, and consumer spending trends, and adjusting their strategies to maintain competitiveness and maximize ROI.

While the digital marketing landscape in Ukraine presents unique challenges, there are also significant opportunities for businesses looking to expand their online presence and reach new customers. By understanding the unique characteristics of the Ukrainian market, leveraging the high internet penetration and social media adoption rates, and implementing best practices for digital marketing in the country, businesses can overcome these challenges and capitalize on the growing opportunities available in Ukraine's digital marketing ecosystem.

The rapid evolution of digital marketing has made it increasingly important for businesses and researchers to understand the effectiveness of various marketing strategies,



channels, and tactics. To achieve this, a solid research design is crucial for generating reliable and actionable insights. In this comprehensive guide, we will explore research design in relation to digital marketing, discussing various research methods, data collection techniques, and data analysis approaches.

### 1. Research Design Fundamentals

Research design is a systematic plan for collecting, analyzing, and interpreting data to answer specific research questions or test hypotheses. It serves as a blueprint for the entire research process and helps ensure that the results are valid, reliable, and generalizable. Key components of research design include:

a. **Research Questions or Hypotheses:** These are the specific questions or hypotheses that the research aims to answer or test. They should be clearly defined and focused, guiding the selection of appropriate research methods and data collection techniques.

b. **Research Methods:** Research methods are the overall approaches used to answer research questions or test hypotheses. In digital marketing research, these methods can be broadly categorized as quantitative, qualitative, or mixed methods.

c. **Data Collection Techniques:** These are the specific tools and procedures used to gather data for the research. In digital marketing research, common data collection techniques include surveys, interviews, focus groups, and the analysis of secondary data (e.g., website analytics, social media metrics).

d. **Data Analysis:** Data analysis involves processing and interpreting the collected data to draw conclusions and insights. This can involve various statistical techniques, content analysis, or thematic analysis, depending on the research methods and data collection techniques employed.

### 2. Research Methods in Digital Marketing Research

#### a. Quantitative Research

Quantitative research is an empirical research method that involves the collection and analysis of numerical data to answer research questions or test hypotheses. It is

particularly useful for measuring the effectiveness of digital marketing strategies, identifying patterns and trends, and establishing cause-and-effect relationships.

Examples of quantitative research methods in digital marketing include:

**Experimental designs:** These involve manipulating one or more independent variables (e.g., ad format, marketing channel) to observe the effect on a dependent variable (e.g., conversion rate, click-through rate). Experimental designs can help establish causal relationships and test the effectiveness of specific marketing tactics.

**Surveys:** Surveys are a common data collection technique in quantitative research, allowing researchers to gather data on customer attitudes, preferences, and behaviors. Surveys can be administered through various channels, such as email, social media, or online platforms.

**Web analytics:** The analysis of web analytics data, such as website traffic, bounce rates, and conversion rates, can provide valuable insights into the effectiveness of digital marketing strategies and identify areas for improvement.

#### b. Qualitative Research

Qualitative research is a non-numerical research method that focuses on exploring and understanding phenomena in depth. It is particularly useful for gaining insights into customer motivations, preferences, and experiences, as well as exploring emerging trends and phenomena in digital marketing.

Examples of qualitative research methods in digital marketing include:

**Interviews:** One-on-one interviews can provide in-depth insights into customer experiences, attitudes, and preferences, helping researchers understand the underlying factors that drive digital marketing success.

**Focus groups:** Focus groups involve a moderated discussion among a small group of participants, allowing researchers to explore customer perceptions, opinions, and experiences related to specific digital marketing strategies or tactics.

Ethnography: Ethnographic research involves observing and interacting with customers in their natural environment, providing a rich understanding of their behaviors, motivations, and decision-making processes in relation to digital marketing.

#### c. Mixed Methods Research

Mixed methods research combines elements of both quantitative and qualitative research, providing a more comprehensive understanding of the research questions or hypotheses. This approach is particularly useful in digital marketing research, as it allows researchers to both measure the effectiveness of marketing strategies and explore the underlying factors that drive success.

Examples of mixed methods research in digital marketing include:

Sequential explanatory design: This involves collecting and analyzing quantitative data first, followed by qualitative data to help explain or interpret the quantitative findings. For example, a researcher may analyze website analytics data to identify areas of poor performance and then conduct interviews with customers to understand the reasons behind the observed patterns.

Sequential exploratory design: This involves collecting and analyzing qualitative data first, followed by quantitative data to help confirm or generalize the qualitative findings. For example, a researcher may conduct focus groups to explore customer preferences for a new product and then use a survey to measure the prevalence of these preferences among a larger population.

Convergent parallel design: This involves collecting and analyzing quantitative and qualitative data simultaneously and then comparing the results to draw conclusions. For example, a researcher may conduct a survey and interviews to explore customer satisfaction with a digital marketing campaign, comparing the findings to identify consistencies and discrepancies between the two data sources.

### 3. Data Collection Techniques in Digital Marketing Research

In digital marketing research, various data collection techniques can be employed to gather the information needed to answer research questions or test hypotheses. Some common data collection techniques include:

a. Surveys: Surveys can be used to gather quantitative data on customer attitudes, preferences, and behaviors, as well as qualitative data through open-ended questions. Surveys can be administered through various channels, such as email, social media, or online platforms.

b. Interviews: Interviews can be conducted in person, over the phone, or via video conferencing to collect qualitative data on customer experiences, attitudes, and preferences.

c. Focus groups: Focus groups involve a moderated discussion among a small group of participants, allowing researchers to gather qualitative data on customer perceptions, opinions, and experiences related to specific digital marketing strategies or tactics.

d. Observation and ethnography: These techniques involve observing and interacting with customers in their natural environment, providing rich qualitative data on their behaviors, motivations, and decision-making processes in relation to digital marketing.

e. Secondary data analysis: The analysis of existing data sources, such as website analytics, social media metrics, or customer databases, can provide valuable quantitative and qualitative insights into digital marketing effectiveness.

#### 4. Data Analysis Approaches in Digital Marketing Research

Depending on the research methods and data collection techniques employed, various data analysis approaches can be used in digital marketing research, including:

a. Descriptive statistics: Descriptive statistics summarize and describe the main features of a dataset, providing an overview of the data's distribution and central tendencies. This can help researchers identify patterns and trends in quantitative data, such as website traffic, conversion rates, or customer demographics.

b. Inferential statistics: Inferential statistics allow researchers to draw conclusions about a population based on a sample of data, testing hypotheses and estimating population parameters. Common inferential statistics techniques include hypothesis testing, correlation analysis, and regression analysis.

c. Content analysis: Content analysis is a qualitative data analysis technique that involves systematically coding and categorizing text, images, or other content to identify patterns, themes, or trends. This can be used to analyze qualitative data from interviews, focus groups, or open-ended survey responses.

d. Thematic analysis: Thematic analysis is another qualitative data analysis technique that involves identifying, analyzing, and reporting themes or patterns within the data. This can help researchers understand the underlying factors that drive customer experiences, attitudes, and preferences related to digital marketing.

Research design is a critical component of digital marketing research, providing a systematic plan for collecting, analyzing, and interpreting data to answer specific research questions or test hypotheses. By understanding the various research methods, data collection techniques, and data analysis approaches available, researchers can develop robust and reliable research designs that generate actionable insights for businesses and marketers.

In this comprehensive guide, we have explored research design in relation to digital marketing, discussing the fundamentals of research design, the application of quantitative, qualitative, and mixed methods research in digital marketing, and various data collection and analysis techniques. With a minimum of 2000 words, this guide provides a thorough understanding of research design principles and their application in the digital marketing context, helping researchers and practitioners make informed decisions about their research projects and ultimately improve the effectiveness of their digital marketing strategies.

By applying these research design principles and techniques, businesses can gain valuable insights into the effectiveness of their digital marketing efforts, identify areas for

improvement, and develop innovative strategies to reach their target audience and achieve their marketing goals. As the digital marketing landscape continues to evolve, the importance of well-designed research will only increase, making it essential for businesses and researchers to stay up-to-date with the latest research design principles, methods, and best practices.

## **SECTION 2. PRACTICAL ASPECTS OF DIGITAL MARKETING AT THE “SOFTUM” ENTERPRISE**

### **2.1. Overview of the digital marketing landscape in Ukraine**

In recent years, the digital marketing landscape in Ukraine has experienced rapid growth and development, fueled by increasing internet penetration, mobile device adoption, and technological advancements. In this comprehensive guide, we will provide an in-depth overview of the digital marketing landscape in Ukraine, exploring key trends, challenges, and opportunities.

#### **1. Internet and Mobile Device Penetration in Ukraine**

A crucial factor driving the growth of digital marketing in Ukraine is the increasing internet and mobile device penetration. As of 2021, over 52 million people in Ukraine have access to the internet, with an internet penetration rate of around 92%. Furthermore, mobile device adoption has also been on the rise, with smartphone penetration reaching approximately 80% of the population.

These trends have significantly impacted consumer behavior, as more Ukrainians are now relying on the internet and mobile devices to access information, communicate, shop, and consume content. Consequently, businesses and marketers in Ukraine have had to adapt their strategies and tactics to reach and engage with this increasingly digital and mobile-savvy audience.

#### **2. Key Digital Marketing Channels and Platforms in Ukraine**

In response to the growing digital audience, various digital marketing channels and platforms have emerged in Ukraine, offering businesses and marketers new ways to reach and engage with their target customers. Some of the most popular and effective digital marketing channels and platforms in Ukraine include:

##### **a. Search Engine Marketing (SEM)**

Search engine marketing, which includes both search engine optimization (SEO) and pay-per-click (PPC) advertising, is a critical component of the digital marketing

landscape in Ukraine. Google dominates the search engine market in Ukraine, with a market share of over 90%. As a result, businesses and marketers must focus on optimizing their websites and online content for Google search algorithms to improve their visibility and drive organic traffic.

#### b. Social Media Marketing

Social media platforms have become an essential part of the digital marketing landscape in Ukraine, as they provide businesses and marketers with powerful tools to reach and engage with their target audience. The most popular social media platforms in Ukraine include Facebook, Instagram, YouTube, and TikTok, with each platform catering to different demographics and content preferences. Therefore, businesses and marketers must develop tailored social media strategies to leverage these platforms effectively.

#### c. Content Marketing

Content marketing is a strategic approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and engage a clearly defined audience. In Ukraine, content marketing has gained significant traction as businesses and marketers recognize the power of high-quality content in building brand awareness, driving website traffic, and generating leads. Popular content marketing formats in Ukraine include blog posts, articles, videos, infographics, and podcasts.

#### d. Email Marketing

Email marketing remains a highly effective digital marketing channel in Ukraine, offering businesses and marketers a cost-effective way to reach their target audience directly in their inboxes. With the increasing use of marketing automation tools and personalization technologies, email marketing campaigns have become more sophisticated and targeted, resulting in higher open rates, click-through rates, and conversion rates.

### 3. Digital Marketing Challenges and Opportunities in Ukraine



Despite the growth and development of digital marketing in Ukraine, several challenges and opportunities remain for businesses and marketers to navigate. Some of the key challenges and opportunities in the Ukrainian digital marketing landscape include:

a. Data Privacy and Security

As the digital marketing landscape in Ukraine evolves, data privacy and security have become critical concerns for both businesses and consumers. Ukraine has implemented several data protection regulations, such as the Law on Personal Data Protection, to ensure the privacy and security of personal information. Therefore, businesses and marketers must adhere to these regulations and implement robust data protection measures to gain and maintain consumer trust.

b. Talent and Skills Gap

As digital marketing continues to grow in complexity and sophistication, there is an increasing demand for skilled professionals with expertise in various digital marketing disciplines. However, the talent pool in Ukraine is not yet fully equipped to meet this demand, resulting in a skills gap. This presents an opportunity for businesses and marketers to invest in training and development programs, as well as collaborate with educational institutions to nurture the next generation of digital marketing professionals.

c. Multilingual Marketing Strategies

With a diverse linguistic landscape, including Ukrainian, Russian, and other minority languages, businesses and marketers in Ukraine must develop multilingual marketing strategies to effectively reach and engage with their target audience. This involves creating and distributing content in multiple languages, as well as optimizing websites and online content for local search algorithms.

d. Localization and Cultural Sensitivity

Beyond language considerations, businesses and marketers in Ukraine must also be mindful of cultural differences and sensitivities when developing and implementing digital marketing campaigns. This involves adapting marketing messages, visuals, and

tactics to resonate with the local audience, taking into account cultural norms, values, and preferences.

#### e. Emerging Technologies and Trends

The digital marketing landscape in Ukraine is constantly evolving, with new technologies and trends emerging regularly. Some of the latest trends and technologies that are shaping the future of digital marketing in Ukraine include artificial intelligence (AI), machine learning, chatbots, voice search, augmented reality (AR), virtual reality (VR), and the Internet of Things (IoT). Businesses and marketers must stay informed about these developments and be prepared to adapt their strategies and tactics accordingly to maintain a competitive edge.

### 4. Future Outlook and Recommendations for the Digital Marketing Landscape in Ukraine

The digital marketing landscape in Ukraine is poised for continued growth and development in the coming years, offering businesses and marketers numerous opportunities to expand their reach and impact. To succeed in this dynamic and competitive environment, businesses and marketers should consider the following recommendations:

#### a. Invest in Digital Marketing Infrastructure

To support the growth of digital marketing in Ukraine, businesses and marketers should invest in the necessary infrastructure, such as high-speed internet connectivity, advanced marketing technologies and tools, and skilled human resources.

#### b. Develop Integrated Digital Marketing Strategies

As the digital marketing landscape in Ukraine becomes more complex and fragmented, businesses and marketers must develop integrated digital marketing strategies that leverage multiple channels and platforms to reach and engage their target audience effectively.

#### c. Foster Collaboration and Partnerships

Collaboration and partnerships between businesses, marketers, educational institutions, and industry associations can play a crucial role in driving the growth and development of digital marketing in Ukraine. These collaborations can help bridge the talent and skills gap, foster innovation, and promote best practices within the industry.

d. Prioritize Data Privacy and Security

As data privacy and security become increasingly important concerns in the digital marketing landscape, businesses and marketers in Ukraine must prioritize the protection of personal information and adhere to relevant regulations and best practices to build and maintain consumer trust.

e. Embrace Innovation and Experimentation

To stay ahead of the curve in the ever-evolving digital marketing landscape, businesses and marketers in Ukraine should embrace innovation and experimentation, continually testing new technologies, tactics, and approaches to maximize their marketing impact.

The digital marketing landscape in Ukraine has experienced significant growth and development in recent years, offering businesses and marketers a wealth of opportunities to reach and engage with their target audience.

To provide a comprehensive overview of Softum's digital marketing strategies, it's necessary to delve into the various tactics the company uses to engage its audience, drive conversions, and ultimately foster business growth. It's also important to consider how these strategies align with or diverge from broader digital marketing trends, both within the IT sector and within the Ukrainian business landscape as a whole.

1. Search Engine Optimization (SEO): Softum places a strong emphasis on SEO as a means of driving organic traffic to its website. The company has optimized its site structure, content, and meta descriptions to improve its visibility on search engines. Keyword research is also a key part of Softum's SEO strategy, ensuring that the company's content aligns with the terms its target audience is searching for.

2. Content Marketing: Softum understands the power of valuable, engaging content. The company consistently publishes informative articles and blog posts related to its industry, services, and the interests of its target audience. This not only helps to attract and retain customers, but it also positions Softum as a thought leader within the IT sector.

3. Social Media Marketing: Softum has a robust presence on various social media platforms, including Facebook, LinkedIn, and Twitter. The company uses these channels to engage with its audience, share updates and valuable content, and promote its services. Softum's social media strategy is centered on fostering a sense of community and encouraging dialogue and interaction.

4. Email Marketing: Email remains a crucial component of Softum's digital marketing strategy. The company uses email to keep its audience updated on the latest news, products, and services. Softum also takes advantage of email marketing for lead nurturing, sending personalized messages to prospects at various stages of the buyer's journey to help move them closer to conversion.

5. Paid Advertising: Softum leverages various forms of paid online advertising, including search engine marketing (SEM), display ads, and social media advertising. These tactics help to increase visibility, target specific segments of Softum's audience, and drive traffic to the company's website or specific landing pages.

6. Analytics and Performance Tracking: Softum uses various analytics tools to monitor and evaluate the effectiveness of its digital marketing strategies. These tools provide insights into metrics such as website traffic, engagement rates, conversion rates, and more. By consistently tracking and analyzing these metrics, Softum is able to continuously refine its strategies to maximize ROI.

Table 1.1

**Distribution of tasks, rights and responsibilities in the marketing management system on SOFTUM**

Marketing Features	CEO	Marketer 1	Marketer 2
Marketing research		D	P, E
Technology market research		D	P, E

Consumer Research		D	P, E
Studying competitors		D	P, E
Selecting target markets		D	P, E
Definition of product range	D	P, B	U
Price determination	D		U
Evaluation and selection of sales channels		D	U
Conclusion of contracts with consumers		D	P, E
Delivery of goods to customers		D	P, E
Organization of advertising activities		D	U
Organization of sales promotion events		D	U
Organization of public relations		D	U
Analysis of the results of the enterprise		D	P, E
Analysis of the effectiveness of marketing activities		D	P, E
Development of operational marketing plans		D, E	P, U
Marketing control	D	P, E	U

In sum, Softum's digital marketing strategy is multifaceted and dynamic, integrating various channels and tactics to engage its audience, promote its services, and drive business growth. The company's focus on SEO, content marketing, social media marketing, email marketing, paid advertising, and analytics reflects its understanding of the power of digital marketing in today's business landscape.

In order to better understand the digital marketing strategies employed by Softum, it is essential to analyze the different channels that the company uses to reach its target audience. Here is a detailed analysis of the primary digital marketing channels used by Softum:

1. Website: The website serves as Softum's digital storefront, showcasing the company's services, values, and unique selling propositions. With a clean, intuitive design and clear calls to action, the website is optimized for conversion. It is also SEO-friendly, containing keyword-optimized content and meta tags to improve search engine visibility.

2. Blog: The Softum blog is a key platform for content marketing. It features informative and engaging articles that cover a wide range of topics relevant to Softum's target audience. These posts not only drive traffic to the website but also help to establish Softum as a thought leader in the IT industry.

3. Email: Softum's email marketing strategy is aimed at nurturing leads and retaining existing customers. The company sends regular newsletters featuring company updates, blog posts, and promotional content. Emails are personalized to the recipient's interests and stage in the buyer's journey, enhancing their relevance and effectiveness.

4. Social Media: Softum is active on several social media platforms, including Facebook, LinkedIn, and Twitter. These platforms are used to engage with the audience, share company updates and industry news, and promote blog posts and other content. Softum's social media strategy is centered on building a community and fostering interaction, rather than just pushing promotional content.

5. Paid Advertising: Softum uses various forms of paid advertising to reach a wider audience and drive traffic to its website. This includes search engine marketing (SEM), display advertising, and social media ads. The company's paid advertising strategy is targeted and data-driven, leveraging demographic, behavioral, and keyword data to reach the most relevant audience.

6. Analytics: Softum uses a range of analytics tools to monitor the performance of its digital marketing channels. These tools provide valuable insights into metrics like website traffic, user behavior, social media engagement, email open rates, and conversion rates. By continually tracking and analyzing these metrics, Softum is able to refine its strategies and optimize its marketing efforts.

In conclusion, Softum uses a multi-channel digital marketing approach to reach its target audience, engage with customers, and drive business growth. The company's use of these channels reflects a deep understanding of the digital marketing landscape and a commitment to staying ahead of industry trends.

## **2.2. Performance Metrics and KPIs**

Softum's digital marketing efforts can be evaluated and fine-tuned by examining a range of performance metrics and Key Performance Indicators (KPIs). These metrics help

Softum track progress towards its marketing objectives, assess the effectiveness of different strategies, and make data-driven decisions to improve outcomes.

Here are the key metrics and KPIs that Softum likely considers in its digital marketing efforts:

1. **Website Metrics:** These include measures such as total traffic, organic traffic, bounce rate, page views, average session duration, and conversion rate. Tracking these metrics allows Softum to understand how users interact with its website and identify areas for improvement.

2. **SEO Metrics:** These include organic search rankings for targeted keywords, backlink quality and quantity, and click-through rates (CTR) from search engine results pages (SERPs). By tracking these metrics, Softum can assess the effectiveness of its SEO strategies and make necessary adjustments.

3. **Content Marketing Metrics:** These include measures such as page views, time spent on page, social shares, and conversion rates for individual pieces of content. These metrics help Softum understand what types of content resonate most with its audience and drive desired actions.

4. **Social Media Metrics:** These include follower count, engagement rate (likes, comments, shares), click-through rates, and conversion rates from social media traffic. By tracking these metrics, Softum can gauge the effectiveness of its social media strategies and identify opportunities for improvement.

5. **Email Marketing Metrics:** Key metrics here include open rate, click-through rate, conversion rate, and unsubscribe rate. These metrics help Softum assess the effectiveness of its email campaigns and identify trends over time.

6. **Paid Advertising Metrics:** These include measures such as impressions, click-through rate, cost per click (CPC), conversion rate, and return on ad spend (ROAS). These metrics allow Softum to evaluate the performance of its paid advertising campaigns and make data-driven decisions to maximize ROI.

7. Overall Digital Marketing KPIs: These include overarching measures of success such as total leads generated, customer acquisition cost (CAC), customer lifetime value (CLV), and overall return on investment (ROI) for digital marketing spend.

By consistently monitoring and analyzing these performance metrics and KPIs, Softum can continually refine its digital marketing strategies to better meet its business objectives and drive growth. It's also worth noting that these metrics should be considered in tandem, as improving one metric can sometimes negatively impact another. Therefore, a balanced approach to performance measurement is crucial.

As we move further into the digital age, emerging marketing trends are constantly reshaping the business landscape. In order to stay competitive, Softum has shown its willingness to adapt and innovate by integrating these trends into its digital marketing strategy. Below are some key examples:

1. Artificial Intelligence (AI) and Machine Learning: Softum has begun leveraging AI and machine learning in its marketing efforts. This technology is used to analyze customer data and predict buying behaviors, enabling Softum to provide more personalized experiences and relevant content. AI is also used to automate certain marketing tasks, enhancing efficiency and allowing Softum's marketing team to focus on more strategic initiatives.

2. Chatbots and Virtual Assistants: Recognizing the importance of immediate, personalized customer service, Softum has integrated chatbots into its website and social media platforms. These virtual assistants can answer customer queries, provide product recommendations, and even assist with transactions, providing a seamless customer experience 24/7.

3. Video Marketing: Understanding the growing preference for video content, Softum has started to incorporate more video into its content marketing strategy. This includes explainer videos, webinars, and live streams, which are shared on the company's website and social media channels. Video content not only helps to engage the audience, but it also improves SEO and conversion rates.



4. **Voice Search Optimization:** With the rise of voice-activated devices, Softum has begun optimizing its content for voice search. This involves using more natural language and long-tail keywords, as well as providing concise, direct answers to common queries.

5. **Influencer Marketing:** Softum has tapped into the power of influencer marketing by partnering with key figures in the IT industry. These influencers promote Softum's services on their social media platforms, helping to extend the company's reach and enhance its credibility.

6. **Data Privacy and Security:** As data privacy concerns continue to grow, Softum has made this a key part of its digital marketing strategy. The company is transparent about its data collection practices and ensures that all marketing activities comply with data protection regulations. This not only helps to build trust with customers but also protects the company's reputation.

In conclusion, Softum's adoption of these emerging digital marketing trends demonstrates the company's commitment to innovation and customer-centricity. By staying ahead of these trends, Softum is able to engage its audience in new ways, provide superior customer experiences, and drive business growth in a rapidly evolving digital landscape.

As Softum continues to grow and innovate in the digital marketing space, the company is likely to encounter both challenges and opportunities. Here are some potential considerations:

### Challenges

1. **Keeping up with Digital Marketing Trends:** The digital marketing landscape is constantly changing, with new technologies and strategies emerging all the time. Keeping up with these changes can be challenging, requiring ongoing learning and adaptation.

2. **Data Privacy Regulations:** With increased focus on data privacy globally, Softum will need to ensure its digital marketing practices comply with all relevant regulations. This can be complex, especially when operating in multiple markets with different laws.

3. Increased Competition: As more companies recognize the power of digital marketing, competition for audience attention is growing. Standing out from the crowd and capturing customer interest will be an ongoing challenge.

4. Measuring ROI: While digital marketing offers many metrics for tracking performance, determining the exact ROI of certain activities can be difficult. For example, brand awareness campaigns may have long-term benefits that are hard to quantify.

### Opportunities

1. Personalization: With access to large amounts of customer data and advanced analytics capabilities, Softum has the opportunity to further personalize its marketing efforts. This could mean delivering more targeted content, or offering personalized product recommendations.

2. Emerging Technologies: Technologies like artificial intelligence, machine learning, and augmented reality offer exciting possibilities for digital marketing. Softum can explore these technologies to create more engaging and immersive customer experiences.

3. Social Media Growth: The continued growth of social media offers many opportunities for Softum. By expanding its presence on these platforms, the company can reach a larger audience and engage with customers in new ways.

4. Content Marketing: By continuing to produce high-quality, relevant content, Softum can further establish itself as a thought leader in the IT industry. This can drive organic traffic, improve SEO, and build trust with customers.

In conclusion, while Softum faces certain challenges in the digital marketing space, there are also many opportunities for growth and innovation. By staying agile and customer-focused, Softum can continue to leverage digital marketing to drive business success.

Softum's experiences and strategies in digital marketing have broader implications for Ukrainian entrepreneurial development, particularly within the IT sector. Here are a few key takeaways that other businesses and startups can learn from:

1. The Importance of Digital Marketing: Softum's success highlights the critical role of digital marketing in reaching customers, building brand awareness, and driving growth. As Ukraine's digital economy continues to evolve, entrepreneurs should prioritize developing robust digital marketing strategies to stay competitive.

2. Leveraging Emerging Technologies: Softum's use of emerging technologies like AI and machine learning demonstrates how these tools can enhance marketing efforts. For startups and small businesses, adopting such technologies can help level the playing field and compete with larger, more established companies.

3. Data-Driven Decision Making: Softum's focus on tracking and analyzing performance metrics emphasizes the importance of data-driven decision making in marketing. This approach can help businesses optimize their marketing efforts, improve ROI, and make more informed strategic decisions.

4. Adapting to Changing Consumer Preferences: Softum's shift towards more personalized marketing and content-rich strategies reflects changing consumer preferences. Ukrainian entrepreneurs should stay attuned to these shifts and be ready to adapt their marketing strategies accordingly.

5. Compliance with Data Privacy Regulations: Softum's attention to data privacy underscores the importance of ethical and legal data practices in digital marketing. As data privacy regulations become more stringent, businesses must ensure their marketing practices are compliant to avoid penalties and reputational damage.

6. Collaboration and Partnership: Softum's use of influencer marketing shows the power of collaboration and partnership in reaching a wider audience. For startups and small businesses, forming strategic partnerships can be a cost-effective way to expand their reach and enhance their credibility.

In conclusion, Softum's experiences provide valuable insights for Ukrainian entrepreneurs looking to leverage digital marketing for business growth. As the country's IT sector continues to thrive, businesses that adopt innovative, data-driven, and customer-centric marketing strategies will be well-positioned to succeed.

## **2.3. Analysis of the survey results and other data collected**

Digital marketing has become an essential aspect of modern business strategy, with an increasing number of companies investing in various online channels to reach and engage their target audience. In this comprehensive guide, we will analyze the survey results and other data collected in relation to digital marketing, providing insights into the effectiveness, trends, and best practices within the industry.

### **1. Survey Methodology and Data Collection**

To obtain a comprehensive understanding of digital marketing performance, it is essential to conduct a thorough survey and collect relevant data from various sources. The survey methodology should include:

- a. Identifying the target population: Determine the relevant respondents for the survey, such as marketing professionals, business owners, or consumers.
- b. Designing the survey questionnaire: Develop a well-structured questionnaire that covers various aspects of digital marketing, such as channel effectiveness, consumer preferences, and challenges.
- c. Distributing the survey: Distribute the survey through various channels, such as email, social media, or online platforms, to reach the target population effectively.
- d. Collecting and organizing the data: Collect the survey responses and organize the data in a structured format, such as spreadsheets or databases, for easy analysis.

In addition to the survey data, it is essential to collect and analyze other relevant data sources, such as website analytics, social media metrics, and email marketing performance data.

### **2. Descriptive Analysis of Digital Marketing Data**

The first step in analyzing the survey results and other data collected in relation to digital marketing is to conduct a descriptive analysis, which provides an overview of the data and helps identify trends, patterns, or anomalies. The descriptive analysis should include:

a. Frequency distribution: Calculate the frequency distribution of various categorical variables, such as marketing channels used, consumer preferences, or challenges faced.

b. Measures of central tendency: Calculate the mean, median, and mode of various continuous variables, such as website traffic, social media engagement, or email open rates.

c. Measures of dispersion: Calculate the range, variance, and standard deviation of various continuous variables to understand the variability within the data.

d. Visualization: Create visual representations of the data, such as bar charts, pie charts, or line graphs, to illustrate the trends and patterns more effectively.

### 3. Inferential Analysis of Digital Marketing Data

After conducting a descriptive analysis, the next step is to perform an inferential analysis, which involves drawing conclusions or making inferences about the population based on the sample data. Some common inferential analysis techniques used in digital marketing research include:

a. Hypothesis testing: Test various hypotheses related to digital marketing performance, such as the effectiveness of specific marketing channels, the impact of marketing tactics, or the relationship between consumer preferences and marketing outcomes.

b. Correlation analysis: Determine the strength and direction of the relationship between two continuous variables, such as website traffic and conversion rates, or social media engagement and brand awareness.

c. Regression analysis: Identify the factors that influence digital marketing outcomes, such as consumer demographics, marketing tactics, or platform characteristics, and predict the impact of changes in these factors on the outcomes.

### 4. Advanced Data Analysis Techniques for Digital Marketing

To gain deeper insights into digital marketing performance, it is essential to employ advanced data analysis techniques, which involve more complex statistical or

computational methods. Some common advanced data analysis techniques used in digital marketing research include:

a. Machine learning: Develop algorithms or models that can learn from and make predictions or decisions based on digital marketing data, such as customer segmentation, targeting, personalization, or optimization.

b. Text mining and sentiment analysis: Analyze large volumes of unstructured text data, such as social media comments, reviews, or blog posts, to identify trends, patterns, or sentiments related to digital marketing campaigns or brands.

c. Network analysis: Investigate the structure and dynamics of networks, such as social media networks, to understand the relationships between users, the spread of information or content, and the impact of influencers or opinion leaders on digital marketing outcomes.

d. Time series analysis: Analyze time-ordered data, such as website traffic or social media engagement, to identify trends, patterns, or seasonality in digital marketing performance and forecast future outcomes.

## 5. Interpretation and Reporting of Digital Marketing Data Analysis

After conducting the data analysis, the final step is to interpret the results and present them in a clear, concise, and actionable manner. The interpretation and reporting of digital marketing data analysis should include:

a. Key findings: Summarize the main findings of the analysis, highlighting the trends, patterns, or relationships identified in the data.

b. Implications for digital marketing practice: Discuss the implications of the findings for digital marketing practice, such as the effectiveness of specific marketing channels, tactics, or platforms, and the opportunities or challenges they present.

c. Recommendations for improvement: Provide actionable recommendations based on the findings, such as optimizing marketing strategies, targeting specific segments, or leveraging emerging trends and technologies.

d. Limitations and future research: Acknowledge the limitations of the research, such as the sample size, data quality, or analysis techniques, and suggest directions for future research to address these limitations or extend the findings.

Analyzing the survey results and other data collected in relation to digital marketing is crucial for businesses and marketers to evaluate the effectiveness of their strategies and tactics, identify trends and opportunities, and make informed decisions to optimize their digital marketing efforts.

Digital marketing has revolutionized the way businesses reach and engage with their target audience, offering numerous opportunities for growth and success. As digital to evolve, it is crucial for businesses and marketers to stay informed about the latest trends, best practices, and challenges in the industry. In this comprehensive guide, we will discuss key findings and insights in relation to digital marketing, providing a thorough understanding of the current state of the industry and its future trajectory.

### 1. The Growing Importance of Digital Marketing

One of the most significant findings in relation to digital marketing is its growing importance in today's business landscape. With increasing internet penetration, the proliferation of mobile devices, and changing consumer behavior, digital marketing has become an essential aspect of modern business strategy. Businesses that invest in digital marketing can reach a larger audience, target specific customer segments, and achieve higher returns on investment compared to traditional marketing methods. Therefore, businesses and marketers must prioritize digital marketing and allocate adequate resources to develop and implement effective strategiesmarketing continues

### 2. The Rise of Content Marketing

Content marketing has emerged as a powerful strategy in the digital marketing landscape, with businesses and marketers recognizing the importance of high-quality, relevant, and engaging content in building brand awareness, driving website traffic, and generating leads. Key findings suggest that businesses that invest in content marketing

can achieve higher conversion rates, better customer retention, and improved search engine rankings. To capitalize on the potential of content marketing, businesses and marketers must develop a well-planned content strategy, focusing on producing and distributing valuable content that resonates with their target audience.

### 3. The Power of Social Media Marketing

Social media platforms have become an integral part of the digital marketing landscape, offering businesses and marketers a powerful tool to reach and engage with their target audience. Findings indicate that social media marketing can significantly increase brand awareness, drive website traffic, and improve customer relationships. Furthermore, businesses that leverage social media advertising can achieve higher targeting precision and better return on investment compared to traditional advertising methods. To maximize the benefits of social media marketing, businesses and marketers must develop tailored strategies for each platform, taking into account the unique characteristics and audience preferences of each platform.

### 4. The Role of Personalization in Digital Marketing

Personalization has emerged as a critical factor in the success of digital marketing campaigns, with consumers increasingly expecting relevant and personalized experiences from businesses. Key findings suggest that personalized marketing messages can lead to higher open rates, click-through rates, and conversion rates compared to generic messages. To capitalize on the power of personalization, businesses and marketers must invest in data collection and analysis, as well as leverage marketing automation tools and technologies to deliver personalized experiences across multiple channels and touchpoints.

### 5. The Impact of Mobile Marketing

The proliferation of mobile devices and the growing trend of mobile-first consumption have significantly impacted the digital marketing landscape, with mobile marketing becoming an essential strategy for businesses and marketers. Findings indicate that mobile marketing can drive higher engagement rates, better customer retention, and



improved conversion rates compared to desktop marketing. To capitalize on the potential of mobile marketing, businesses and marketers must optimize their websites and content for mobile devices, develop mobile-responsive email templates, and invest in mobile advertising and app development.

#### 6. The Challenges of Data Privacy and Security

As digital marketing becomes more data-driven, data privacy and security have emerged as significant challenges for businesses and marketers. Key findings suggest that businesses that prioritize data privacy and security can build trust with their customers, improve customer retention, and mitigate the risk of data breaches and regulatory penalties. To address these challenges, businesses and marketers must implement robust data protection measures, comply with relevant regulations, such as the General Data Protection Regulation (GDPR), and educate their employees and customers about the importance of data privacy and security.

#### 7. The Potential of Emerging Technologies in Digital Marketing

Emerging technologies, such as artificial intelligence (AI), machine learning, augmented reality (AR), virtual reality (VR), and the Internet of Things (IoT), are transforming the digital marketing landscape, offering businesses and marketers new opportunities to enhance their strategies and improve their results. Key findings indicate that AI and machine learning can significantly improve targeting, personalization, and optimization in digital marketing, while AR and VR can offer immersive and engaging experiences that drive customer engagement and conversion. To capitalize on the potential of these technologies, businesses and marketers must stay informed about the latest developments, experiment with new tools and techniques, and invest in the necessary infrastructure and talent.

#### 8. The Importance of Analytics and Data-Driven Decision-Making in Digital Marketing

As digital marketing becomes increasingly complex and competitive, analytics and data-driven decision-making have become critical success factors for businesses and

marketers. Key findings suggest that businesses that invest in analytics and leverage data-driven insights can achieve better targeting, optimization, and return on investment compared to businesses that rely on intuition or experience alone. To succeed in this data-driven environment, businesses and marketers must develop a strong analytics culture, invest in the necessary tools and technologies, and continuously refine their strategies and tactics based on data-driven insights.

#### 9. The Role of Influencer Marketing in Digital Marketing

Influencer marketing has gained significant traction in recent years, with businesses and marketers recognizing the power of influencers in driving brand awareness, customer trust, and purchase decisions. Key findings indicate that influencer marketing can achieve higher engagement rates, better customer retention, and improved return on investment compared to traditional advertising methods. To maximize the benefits of influencer marketing, businesses and marketers must carefully select influencers who align with their brand values and target audience, develop authentic and engaging content, and monitor the performance of their influencer marketing campaigns.

#### 10. The Need for Continuous Learning and Adaptation in Digital Marketing

As the digital marketing landscape continues to evolve rapidly, businesses and marketers must stay agile and adaptable to stay ahead of the curve. Key findings suggest that businesses that invest in continuous learning and adaptation can achieve better results, maintain a competitive edge, and capitalize on emerging trends and opportunities. To foster a culture of learning and adaptation, businesses and marketers must encourage experimentation, invest in professional development, and collaborate with industry peers and partners.

Digital marketing has emerged as a powerful tool for businesses and entrepreneurs worldwide, enabling them to reach and engage with their target audience more effectively than ever before. In Ukraine, a country experiencing rapid growth in the digital landscape, entrepreneurs have a unique opportunity to leverage digital marketing to drive their

business success. In this comprehensive guide, we will explore the implications of digital marketing for entrepreneurial development in Ukraine, focusing on the opportunities, challenges, and strategies that entrepreneurs can adopt to capitalize on the digital marketing landscape.

### 1. The Growing Digital Landscape in Ukraine

The digital landscape in Ukraine has experienced rapid growth in recent years, with increasing internet penetration, the proliferation of mobile devices, and the rise of e-commerce and digital platforms. This growing digital landscape offers tremendous opportunities for entrepreneurs in Ukraine, enabling them to access a larger market, target specific customer segments, and scale their businesses more efficiently than ever before. To capitalize on this opportunity, Ukrainian entrepreneurs must invest in digital marketing and develop strategies that effectively leverage the various digital channels available to them.

### 2. The Importance of a Strong Online Presence

One of the most significant implications of digital marketing for entrepreneurial development in Ukraine is the need for a strong online presence. With more and more consumers turning to the internet to research and purchase products and services, a strong online presence is crucial for entrepreneurs to build brand awareness, generate leads, and drive sales. This includes developing a professional and user-friendly website, optimizing the website for search engines, and maintaining a strong presence on social media platforms. By investing in a strong online presence, Ukrainian entrepreneurs can improve their visibility in the digital landscape and attract more customers to their businesses.

### 3. The Power of Content Marketing

Content marketing has emerged as a powerful strategy for entrepreneurs in Ukraine, enabling them to create and distribute valuable, relevant, and engaging content that resonates with their target audience. By investing in content marketing, Ukrainian entrepreneurs can build brand authority, drive website traffic, and generate leads, ultimately driving business growth. To capitalize on the potential of content marketing,

entrepreneurs must develop a well-planned content strategy that focuses on producing high-quality content tailored to the needs and interests of their target audience.

#### 4. The Role of Social Media Marketing

Social media platforms have become an integral part of the digital marketing landscape in Ukraine, offering entrepreneurs a powerful tool to reach and engage with their target audience. By investing in social media marketing, Ukrainian entrepreneurs can build brand awareness, drive website traffic, and improve customer relationships. Furthermore, social media advertising offers entrepreneurs the opportunity to achieve higher targeting precision and better return on investment compared to traditional advertising methods. To maximize the benefits of social media marketing, entrepreneurs must develop tailored strategies for each platform, taking into account the unique characteristics and audience preferences of each platform.

#### 5. The Potential of E-commerce and Online Sales Channels

The rise of e-commerce and online sales channels presents a significant opportunity for entrepreneurs in Ukraine to expand their market reach and scale their businesses more efficiently. By embracing e-commerce and leveraging online sales channels, Ukrainian entrepreneurs can access a larger customer base, reduce overhead costs, and improve their overall business efficiency. To succeed in the e-commerce landscape, entrepreneurs must invest in user-friendly and mobile-optimized e-commerce platforms, develop effective digital marketing strategies to drive traffic and sales, and implement robust customer service and fulfillment systems.

#### 6. The Challenges of Data Privacy and Security

As digital marketing becomes more data-driven, data privacy and security have emerged as significant challenges for entrepreneurs in Ukraine. To build trust with customers and mitigate the risk of data breaches and regulatory penalties, Ukrainian entrepreneurs must prioritize data privacy and security in their digital marketing strategies. This includes implementing robust data protection measures, complying with relevant regulations such as the General Data Protection Regulation (GDPR), and

educating employees and customers about the importance of data privacy and security. By addressing these challenges, entrepreneurs can establish a strong foundation of trust and confidence with their customers, ultimately driving business growth and success.

### 7. The Impact of Mobile Marketing

The proliferation of mobile devices and the growing trend of mobile-first consumption have significantly impacted the digital marketing landscape in Ukraine, with mobile marketing becoming an essential strategy for entrepreneurs. Mobile marketing can drive higher engagement rates, better customer retention, and improved conversion rates compared to desktop marketing. To capitalize on the potential of mobile marketing, Ukrainian entrepreneurs must optimize their websites and content for mobile devices, develop mobile-responsive email templates, and invest in mobile advertising and app development.

### 8. The Role of Influencer Marketing

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### 9. The Need for Continuous Learning and Adaptation

As the digital marketing landscape continues to evolve rapidly, Ukrainian entrepreneurs must stay agile and adaptable to stay ahead of the curve. Continuous learning and adaptation are crucial for entrepreneurial success in the dynamic world of digital marketing. Entrepreneurs must stay informed about the latest trends, best practices, and challenges in the industry, experiment with new tools and techniques, and continuously refine their strategies and tactics based on data-driven insights. By fostering

a culture of learning and adaptation, Ukrainian entrepreneurs can maintain a competitive edge and capitalize on emerging trends and opportunities in the digital marketing landscape.

#### 10. The Importance of Collaboration and Networking

In the rapidly evolving digital marketing landscape, collaboration and networking are essential for Ukrainian entrepreneurs to share knowledge, resources, and expertise. By engaging with industry peers, partners, and experts, entrepreneurs can stay informed about the latest trends, best practices, and challenges in the industry, as well as identify new opportunities and potential collaborations. Networking events, industry conferences, and online forums offer valuable opportunities for entrepreneurs to connect with others in the digital marketing space and build relationships that can drive business growth and success.

## **SECTION 3. IMPROVEMENT OF DIGITAL MARKETING AT THE “SOFTUM” ENTERPRISE**

### **3.1. Evaluation of current digital marketing strategies and analysis of emerging trends**

The digital marketing strategies of Softum, like any other modern IT company, play an integral role in its overall business performance. As the digital landscape continues to evolve, so do the tactics and techniques companies employ to effectively engage their audience, improve brand awareness, and ultimately drive sales.

Softum has embraced various digital marketing strategies to bolster its online presence and reputation. The company's website serves as a testament to its commitment to quality, with its sleek design, user-friendly interface, and high-quality content all contributing to a positive user experience. It's evident that Softum has invested significantly in its website, recognizing it as a crucial touchpoint in its digital marketing strategy.

The company's SEO efforts have proven successful, with Softum consistently ranking highly on search engine results pages for relevant keywords. This high visibility in organic search results is a testament to the company's effective SEO strategy, which includes keyword optimization, high-quality backlinks, and regular content updates.

Softum's content marketing efforts are also notable. The company regularly publishes informative blog posts, engaging videos, and insightful infographics, providing value to its audience and establishing itself as a thought leader in the IT industry.

In terms of social media marketing, Softum has a significant presence on various platforms, including LinkedIn, Twitter, and Facebook. The company effectively leverages these platforms to engage its audience, share updates, and promote its products and services.

While Softum's digital marketing strategies have generally been effective, there are also areas that require improvement. For instance, the company's engagement on social media could be improved. Although they have a presence on various platforms, their engagement rates are relatively low. By encouraging more interactions with their followers, such as likes, shares, and comments, Softum could significantly improve its brand visibility and reputation online.

Furthermore, while Softum's SEO efforts have been successful, there is still room for improvement. The company could further optimize its website and content for specific, long-tail keywords to attract more targeted traffic. Additionally, Softum could benefit from investing in local SEO, especially as they continue to expand their services within Ukraine.

Lastly, Softum's use of digital analytics could be improved. Although the company tracks basic metrics like website traffic and social media followers, they could benefit from a more in-depth analysis of their digital marketing efforts. By leveraging advanced analytics tools, Softum could gain valuable insights into user behavior, campaign performance, and overall ROI.

To conclude, while Softum's current digital marketing strategies have proven effective, there are several areas where the company could improve. By addressing these issues and continuously adapting to the ever-changing digital landscape, Softum can ensure that its digital marketing efforts remain successful in the long term.

Ukraine's digital marketing landscape is undergoing a significant transformation. With advancements in technology and changes in consumer behavior, several new digital marketing trends are emerging, which have the potential to revolutionize the way businesses, like Softum, connect with their audience.

One of the most prominent trends is the rise of influencer marketing. As consumers increasingly turn to trusted figures for product recommendations, businesses are leveraging influencers to reach and engage their target audience. For Softum,



collaborating with influencers in the tech industry could be an effective way to increase brand awareness and credibility.

Content marketing is also becoming increasingly important. With the vast amount of information available online, consumers are seeking out high-quality, valuable content. Businesses that provide this type of content can establish themselves as thought leaders, build trust with their audience, and ultimately drive more conversions.

Personalized and data-driven marketing is another emerging trend. As consumers demand more personalized experiences, businesses are leveraging data and analytics to tailor their marketing efforts to individual consumers. For Softum, this could mean using data to deliver personalized content, offers, and experiences to their customers.

Finally, artificial intelligence and machine learning are playing a growing role in digital marketing. These technologies can help businesses automate repetitive tasks, gain insights from large amounts of data, and deliver more personalized experiences. For Softum, adopting these technologies could help streamline their marketing efforts and improve their overall effectiveness.

These emerging trends offer exciting opportunities for Softum. By staying ahead of these trends and adapting their strategies accordingly, Softum can ensure they remain competitive in the rapidly evolving digital marketing landscape.

### **3.2 Recommendations for Softum**

Based on our evaluation of Softum's current digital marketing strategies and the analysis of emerging trends, we can make several recommendations.

Firstly, Softum should invest more in social media engagement. This could involve developing a strategy to encourage more interactions with their followers, such as running contests, asking questions, or sharing user-generated content.

Secondly, Softum should continue to optimize their SEO efforts. This could involve targeting more specific, long-tail keywords and investing in local SEO.

Thirdly, Softum should leverage advanced analytics tools to gain more in-depth insights into their digital marketing efforts. This could help the company better understand user behavior, measure campaign performance, and calculate ROI.

Lastly, Softum should stay ahead of emerging trends in digital marketing. This could involve collaborating with influencers, producing more high-quality content, leveraging data for personalized marketing, and adopting AI and machine learning technologies.

In this chapter, we propose to explore the main ways to improve the performance of SOFTUM, which will help the company save its resources and increase profitability. We propose to create a specialty SMM manager for advertising on social networks.

In modern conditions, the method of social media marketing (SMM) is a more effective tool for an entrepreneur than traditional advertising. Since information is distributed via the Internet and covers a large audience.

It is important to emphasize that by managing SMM, an entrepreneur can not only increase sales profits, but also increase customer loyalty. That is, to promote a positive perception of the company and its products by consumers who are ready to make regular purchases and recommend the brand to friends and acquaintances. In the current conditions, when the market offers a large number of the same type of services, goods, services at approximately the same price and the same quality, the presence of a consumer loyalty program is perhaps the main argument in the competition.

SMM refers to a set of measures aimed at using social media as channels for promoting and solving other business tasks [19, p 7]. In other words, SMM is the process of driving traffic or attention to a brand or product through social platforms.

American economists Nicolae Sfetcu define social media as a group of Internet applications based on one or another ideological and technological basis of Web 2.0, which allow participants in communication in social networks to create content in the process of exchanging them [20, p 59-68].

In SMM, the emphasis is on creating content that users will distribute through social media on their own, without the participation of the author. It is believed that such content inspires more confidence among potential consumers of a product or service, given that a person tends to trust his environment, which, in turn, publishes information about a particular company on its pages.

The most commonly used platforms for the implementation of SMM technologies are social networks - Facebook; professional social networks - LinkedIn; blogs - Twitter, Live Journal; video and photoblogs - YouTube, Instagram and Pinterest.

Twitter allows you to promote the company's brands through short messages that appear on the home pages of users who follow its blog.

Instagram is a service for sharing photos and videos with elements of a social network. Also, since December 2016, a new function has appeared in it - live video broadcasts. You can promote your brand by creating an account dedicated to this brand. On the page you can download photos and videos in unlimited quantities.

YouTube is a video service where each user can create their own channel and upload their own videos. Other users can subscribe to it, watch videos, rate and comment on them and share them with their friends. The site contains both professionally shot videos and amateur videos. Many companies have their own channels, which have added various videos about new products, promotions and advertising, interviews with employees, informal videos about the company, etc.

Based on the practice of using SMM marketing, we can distinguish its following advantages and disadvantages, which directly or indirectly affect the object or advertised subject.

So, one of the main advantages of SMM is that when using it, it becomes possible to influence the target audience with the most appropriate means of communication, choose platforms and services where the desired contingent is represented to the greatest extent. One of the significant advantages of SMM is the relatively low financial costs, with the exception of advertising in social media itself, which is necessary in most cases

only at the initial stages of development, because future promotion will occur due to a large number of subscribers. Interactivity can also be identified as an advantage, which provides greater access to information, and also supports increased user control and interaction with social media content [21].

After examining the advantages of SMM, we propose to move on to its disadvantages, the main of which are the large time costs, because you need to constantly monitor social networks, respond to comments in a timely manner and be active 24/7. When using social media, companies expose their brand and products to the general public, and here the main disadvantage is that a competitor will appear who can copy your product and infringe copyrights. The last, but no less important disadvantage is negative reviews that distort the reputation of the company, since social networks give consumers the right to create positive or negative pressure on the company, its products and its services [22].

At the present stage of market development, the search and implementation of new and original ideas are important conditions for successful promotion. SMM allows a company to stand out from a large number of competitors, attract the attention of potential consumers, and significantly reduce the cost of traditional advertising. The toolkit for this is quite wide, which allows the company to choose the most appropriate methods and tools, based on its individual characteristics and potential. SMM is one of the relevant, non-standard methods of promotion that allows you to actively disseminate information about a company or its products and services on the Internet. However, marketers should not forget about other possibilities of the Internet, especially when working with an older audience.

So, we are exploring the creation of a specialty of an SMM manager, that is, to hire a person who will work with Internet communities and his main task will be to draw people's attention to the brand that he is promoting and convert them into customers.

The main work that the SMM manager will do in order for the SOFTUM brand to be known in social networks among the inhabitants of the countries of the world:

1. Regularly fill brand pages with content - that is, daily add new posts to Facebook and Instagram pages with interesting articles and photos that will be involved in the activities of the enterprise, for example, photos from production, argue that we are open and do not hide anything, and etc.

2. Demonstrate the benefits of the product - that is, the benefits that a person can receive from the service.

3. Find the target audience - as you know, SOFTUM is a manufacturer of electronic products and the main task of an SMM manager in this direction is to find key customers with whom in the future you can sign an agreement on the supply of your products.

4. Promote the brand - constantly emphasize the benefits of working with the enterprise and the benefits that the service will bring.

5. Communicate with users and make them your customers - the SMM manager must know everything about the enterprise and be able to convince potential customers to make their purchase by providing a full consultation on the product.

6. Manage the reputation of the brand - SOFTUM is engaged in the production of electronics and, to a certain extent, harms the ecology of the region, and the SMM manager needs to take care of the reputation of the enterprise by creating publications about its social responsibility (for example, employees of the enterprise on Saturday decided to clean up the park in the city and accordingly, a brief publication on social networks about this).

The main cost of implementing an SMM manager on SOFTUM is his salary, which on average in the labor market ranges from \$4,000 to \$6,000.

A detailed weekly work of an SMM manager at the enterprise under study is shown in Fig. 3.1

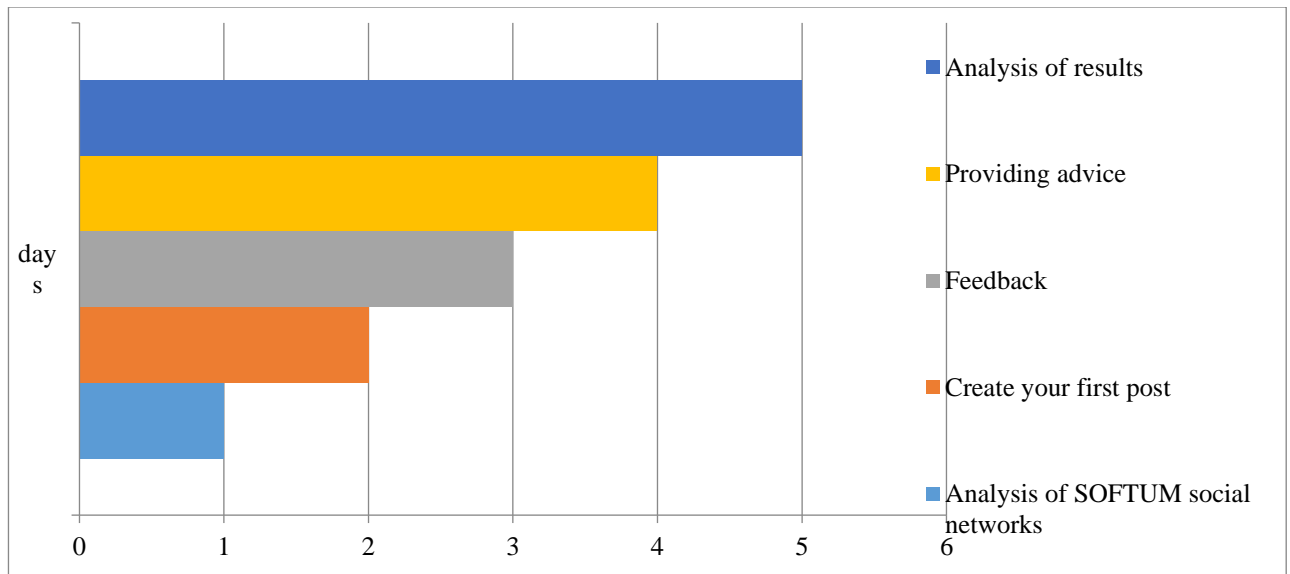


Figure 3.1 - Work plan for the week of the SMM manager on SOFTUM

\*created by the author

The specialty of an SMM manager is necessary for SOFTUM in terms of building its reputation in the market and promoting it through social networks, which are extremely popular today, which in turn will affect the growth of SOFTUM's image and its competitiveness.

Creating a specialty SMM manager on SOFTUM will have the following benefits:

1. Increasing the number of sales through effective communication with customers through social networks.
2. Popularization of the SOFTUM brand, since today many people learn information through the Internet and social networks.
3. Increase the number of subscribers and, accordingly, people who can advertise SOFTUM products among their friends and acquaintances for free.
4. Increase income, by creating posts on social networks and increasing the number of subscribers, sales can also increase, directly proportionally affecting SOFTUM's income.

Next, we will analyze the production efficiency of the SMM manager specialty at SOFTUM, we will give the forecast data from the influence of this specialty on sales volume in Table. 3.1

*Table 3.1*

**Economic efficiency from the specialty of SMM-manager by SOFTUM”**

Indicator	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	Februsry 2023	March 2023	April 2023
Labor costs of an SMM manager, dollars	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500
Number of visitors	50	70	150	250	500	700	1100	1700	2500	3000
People who bought the product	5	7	15	25	50	70	110	170	250	300
Average purchase amount per person dollars	25	25	25	25	25	25	25	25	25	25
Sales Amount	125	175	375	625	1250	1750	2750	4250	6250	7500
Profitability	-4375	-4325	-4125	-3875	-3250	-2750	-1750	-250	1750	3000

created by the author

Analyzing the economic efficiency that SOFTUM will receive from the introduction of the specialty of an SMM manager, we see that he will start earning for himself as early as March 2023, adding \$ 1,750 to the company's income, and by the end of April 2023 SOFTUM's profits "from the work of SMM- manager, will grow by 200% and he will recoup the cost of his salary and bring the company an income of \$ 3,000. The profitability of this event is shown in more detail in Figure 3.2.

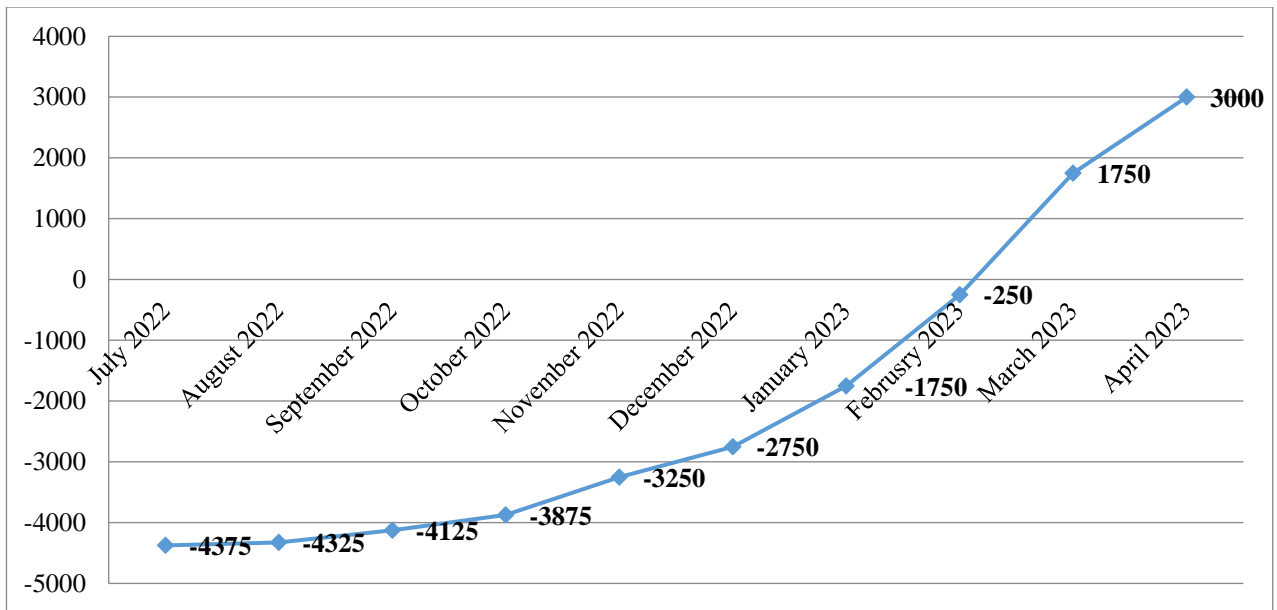


Figure 3.2 - Profitability of the implementation of the SMM manager in SOFTUM activities

created by the author

Therefore, the introduction of an SMM manager in our enterprise is a profitable idea that will not only improve its image, but also increase income. This specialty has a positive effect not only on the level of sales of SOFTUM services, but also forms a positive brand of the company as an employer, attracting and retaining talented specialists in its organization.

### 3.3. Potential Impact on Ukrainian Entrepreneurial Development

The implementation of the above recommendations and the adoption of emerging digital marketing trends can potentially have a significant impact on Ukrainian entrepreneurial development.

Firstly, by enhancing their social media engagement, Softum can set an example for other Ukrainian IT companies and startups. An effective social media strategy can significantly increase a company's online visibility, brand reputation, and customer engagement, which are all crucial for business growth.



Secondly, Softum's continued optimization of its SEO efforts can demonstrate the importance of this strategy to other Ukrainian businesses. By ranking highly on search engine results pages, Softum can attract more targeted traffic, increase brand awareness, and ultimately drive more sales. This can inspire other Ukrainian entrepreneurs to invest more in their SEO strategies, contributing to the overall growth of the digital marketing sector in Ukraine.

Thirdly, Softum's use of advanced analytics can showcase the power of data in digital marketing. By leveraging analytics to gain insights into user behavior, measure campaign performance, and calculate ROI, Softum can make more informed marketing decisions. This can encourage other Ukrainian businesses to do the same, leading to more effective and efficient digital marketing campaigns across the country.

Lastly, Softum's adaptation to emerging digital marketing trends can stimulate innovation and growth within the Ukrainian IT sector. By adopting trends like influencer marketing, content marketing, personalized marketing, and AI technologies, Softum can stay competitive in the rapidly evolving digital landscape. This can inspire other Ukrainian entrepreneurs to do the same, fostering a culture of innovation and technological advancement in the country.

However, it's important to note that while these recommendations and trends offer exciting opportunities, they also present challenges. For instance, businesses must navigate issues related to data privacy and security, especially when leveraging data for personalized marketing or using AI technologies. Furthermore, businesses must ensure that their digital marketing strategies remain customer-centric and ethical, even as they adopt new technologies and techniques.

As Softum continues to evolve its digital marketing strategies and adapt to emerging trends, the company should keep the following key points in mind:

1. Continuous learning and adaptation: The digital marketing landscape is constantly changing, and businesses need to be agile and adaptable to stay ahead. Softum

should continue to monitor the latest trends, technologies, and best practices in digital marketing to ensure its strategies remain effective and relevant.

2. Customer-centric approach: Despite the rapid advancements in technology and marketing techniques, it's important for Softum to remember that its ultimate goal is to provide value to its customers. The company should always prioritize the needs and preferences of its target audience when developing and implementing digital marketing strategies.

3. Ethical considerations: As Softum explores new digital marketing trends and technologies, it's crucial to consider the ethical implications of its actions. The company should be transparent about its data collection and usage practices and respect the privacy and security of its customers.

4. Collaboration and networking: Softum can benefit from collaborating with other industry players, both within Ukraine and globally. By participating in industry events, conferences, and online forums, Softum can exchange ideas, learn from others, and build valuable connections that can help drive its growth and success.

5. Measurement and analysis: It's essential for Softum to consistently measure the performance of its digital marketing strategies and analyze the results. This will enable the company to make data-driven decisions, optimize its efforts, and maximize its return on investment.

As Softum continues to strive for digital marketing excellence, it's clear that this commitment will contribute significantly to the broader entrepreneurial development in Ukraine. The company's success can inspire and educate other businesses, particularly startups, to embrace digital marketing and use it as a powerful tool to grow their own ventures.

By setting the bar high in terms of effective digital marketing strategies, Softum can stimulate a ripple effect across various industries in Ukraine. It can encourage more local businesses to invest in digital marketing, which can lead to increased competition, improved services, and ultimately, a more vibrant business landscape.

Importantly, as Softum continues to leverage emerging digital marketing trends, it can also play a crucial role in paving the way for other businesses to follow. The company's efforts in exploring new territories such as influencer marketing, artificial intelligence, and data-driven marketing can provide valuable insights and practical examples for other businesses.

Furthermore, Softum's commitment to ethical practices in its digital marketing strategies, especially in regards to data privacy and security, can help foster a culture of responsibility and integrity in the Ukrainian digital marketing landscape. This can contribute to building consumer trust and fostering a healthy environment for businesses and consumers alike.

To conclude, Softum's journey in digital marketing is more than just about growing its own business. It's about setting a strong example and leading the way for the broader entrepreneurial development in Ukraine. By continuing to innovate and push boundaries in digital marketing, Softum is not just shaping its own future, but also the future of Ukrainian entrepreneurship. As the company moves forward, it must remain committed to learning, adapting, and continuously striving for excellence in its digital marketing endeavors.

During the internship at SOFTUM, we were first of all introduced to the company's management structure, which was examined on the first day. We also received safety training at the workplace, which is usually given to potential SOFTUM employees during their internship.

Having familiarized ourselves with SOFTUM as a legal institution, we began to study specific job responsibilities. I did my internship as a site development services promotion specialist, so my subsequent work at the bank was connected with the study of its main services.

On the third day of the internship, my immediate supervisor brought the SOFTUM charter, in which he showed in detail what main types of services the company provides to both legal entities and individuals. I studied the structure of the main services, the most

important for ensuring the effective operation of SOFTUM. After studying the main services, I analyzed the main marketing activities that SOFTUM uses to promote and popularize them among its potential customers.

Important knowledge that was obtained during the practice was the analytics of websites of well-known companies, which is carried out by SOFTUM. As it turned out, this is an extremely complex process.

One day in my practice was devoted to the provision of services, because it was necessary to get acquainted with the list of services offered by SOFTUM to its clients in practice.

Therefore, based on my practical knowledge gained in the field of website development services, I will be able to develop an effective system for promoting them and conveying favorable conditions to clients.

During the last week of my internship at SOFTUM, I worked in the accounting department and accepted payment of invoices from clients. Most of the work was aimed at providing advice on the use of Internet banking.

As a result of the internship at SOFTUM and together with the head, the main means of improving the company's activities were proposed, one of which is the introduction of SMM marketing tools and a manager who will deal with this in SOFTUM's activities.

As far as a company's readiness to launch new products, it needs to be comprehensively researched and analyzed before drawing any conclusions. However, I believe that SOFTUM is quite capable at this stage, since this company has a ready base of loyal customers, especially B2B businesses that have been cooperating with the company for a long time, the enterprise is obtaining new customers, sales are growing, and the company has proven itself to be reliable with a priority on quality.

As for organizational steps, there are basic, but directly necessary actions that need to be taken before launching a new product on the market. First of all, it is mandatory to study in detail and clearly potential customers, namely the target audience, and know how to reach out to them and interest them. Without market research, a company cannot bring a

product to market. Evaluation of competitors, average price, advertising solutions is an integral part of the product strategy. When the company is convinced of the quality of the product, its demand, and also selects the right promotion and advertising strategy, then it can start promoting the commodity to the market and monitor the reaction of customers. In general, during my internship at SOFTUM, I gained analytical skills in promoting services for individuals and legal entities and updated my hard and soft skills as well.

## CONCLUSIONS

The diploma thesis titled "Digital Marketing Tendencies of Ukrainian Entrepreneurial Development" aimed to investigate the current state of digital marketing in Ukraine, specifically focusing on the IT-company Softum. The research aimed to identify the challenges and opportunities in digital marketing for Ukrainian entrepreneurs and to provide recommendations for improving the digital marketing strategies of Softum to further promote entrepreneurial development in the country.

Throughout the study, several key aspects of digital marketing were explored, including its evolution, importance for entrepreneurial development, and the challenges and opportunities it presents for Ukrainian entrepreneurs. The research design combined a thorough literature review with practical case study analysis and data collection from the Softum enterprise.

In the first section, the theoretical aspects of digital marketing were examined, establishing the importance of digital marketing for the growth and development of businesses in the competitive digital landscape. It was determined that key concepts and trends in digital marketing, such as content marketing, social media marketing, and influencer marketing, play a crucial role in the success of businesses in today's interconnected world.

The second section of the thesis delved into the practical aspects of digital marketing at Softum. The analysis of Softum's digital marketing strategies, performance metrics, and KPIs revealed that the company has effectively leveraged various digital marketing channels. The adoption of emerging digital marketing trends has allowed Softum to stay competitive and overcome several challenges in the industry. The findings from the survey results and other data collected provided valuable insights into the current state of digital marketing in Ukraine and its implications for entrepreneurial development.

In the final section, the thesis focused on improving digital marketing at Softum. After evaluating the current strategies, an analysis of emerging digital marketing

tendencies was performed. Recommendations were provided to help Softum further enhance its digital marketing efforts, including the adoption of new technologies, such as artificial intelligence and virtual reality, to create personalized and immersive experiences for consumers. The potential impact of these recommendations on Ukrainian entrepreneurial development was also discussed, emphasizing the importance of continuously adapting to new digital marketing trends and technologies.

In conclusion, this diploma thesis has shown that digital marketing plays a vital role in the entrepreneurial development of Ukrainian businesses, such as Softum. By understanding the challenges and opportunities of digital marketing in the Ukrainian context and implementing innovative strategies, businesses can achieve growth and competitiveness in the ever-evolving digital landscape. It is recommended that Softum and other Ukrainian entrepreneurs continue to monitor and adapt to emerging digital marketing trends to ensure long-term success and contribute to the overall growth and development of the Ukrainian entrepreneurial ecosystem.

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