

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
UKRAINIAN-AMERICAN CONCORDIA UNIVERSITY

Faculty of Management and Business

Department of International Economic Relations, Business & Management

Bachelor's Qualification Work

Digital/social media marketing and digital consumer behavior on global markets
(based on Business Media Network case)

Bachelor student of the 4th year of study
Field of Study 29 – International Relations
Specialty 292 – International Economic
Relations
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Abstract

This bachelor work delves into the correlation between digital marketing, social media marketing, and global consumer behavior, using Business Media Network (BMN) as an example. It explores the fundamentals of digital marketing, the impact of social networks on modern marketing strategies, and the changing landscape of digital consumer behavior, shaped by cultural, social, psychological factors, technological advancements, and evolving preferences. Through careful analysis of BMN's methods, we have uncovered valuable insights into the benefits and challenges that startups and entrepreneurs can consider for their own growth.

This study offers valuable insights into the strategies that drive successful digital marketing campaigns and how they influence markets worldwide. It delves into the connection between consumer behavior and the digital marketing industry, uncovers present and future trends, and examines successful companies as examples to offer practical guidance for navigating the ever-changing digital landscape.

Keywords: Digital marketing, Social media marketing, Consumer behavior, marketing strategies, Cultural factors, Technological advancements, Startups, Entrepreneurs, Future trends.

Анотація

У цій бакалаврській роботі вивчається взаємозв'язок між цифровим маркетингом, маркетингом соціальних медіа та глобальною поведінкою споживачів, використовуючи бізнес-медіа мережу (BMN) як приклад. Тут досліджуються основи цифрового маркетингу, вплив соціальних мереж на сучасні маркетингові стратегії та змінюючийся ландшафт цифрової поведінки споживачів, що формується культурними, соціальними, психологічними факторами, технологічними досягненнями та еволюцією переваг. Завдяки ретельному аналізу методів BMN, ми

виявили цінні уявлення про переваги та виклики, які стартапи та підприємці можуть розглядати для власного зростання.

Ця робота пропонує цінні уявлення про стратегії, які керують успішними цифровими маркетинговими кампаніями та про те, як вони впливають на ринки по всьому світу. У ньому досліджується зв'язок між поведінкою споживачів та галуззю цифрового маркетингу, розкриваються поточні та майбутні тенденції, а також досліджуються успішні компанії як приклади, щоб запропонувати практичне керівництво для навігації у постійно мінливому цифровому ландшафті.

Ключові слова: Цифровий маркетинг, Маркетинг в соціальних мережах, Поведінка споживачів, Маркетингові стратегії, Культурні чинники, Технологічний прогрес, Стартапи, Підприємці, Майбутні тенденції.

PHEE-institute «Ukrainian-American Concordia University»

Faculty of Management and Business

Department of International Economic Relations, Business and Management

Educational level: **Bachelor degree**
Specialty **292 “International Economic Relations”**
Educational program **“International Business”**

APPROVED

Head of Department _____

Prof. Zharova L.V.

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TASK

FOR BACHELOR’S QUALIFICATION WORK OF STUDENT

Mariia Tsepkova _____

(Name, Surname)

Topic of the bachelor’s qualification work: **Digital/social media marketing and digital consumer behavior on global markets (based on Business Media Network case)**

Supervisor of the bachelor’s qualification work: Lesya Leshchii Ph.D. in Economics,
(surname, name, degree, academic rank)

Which approved by Order of University from **“25” September 2023 № 25-09/2023-5к**

2. Deadline for bachelor’s qualification work submission **“25” April 2024.**

3. Data-out to the bachelor’s qualification work: the information and analytical basis of the study was formed by the works of both domestic and foreign authors, articles, materials of research institutions, scientific publications, data obtained from BMN, as well as data from open Internet resources

4. Contents of the explanatory note (list of issues to be developed)

These include studying the basics of digital/social media marketing and their role in contemporary marketing strategies. Monitoring digital consumer behavior in the light of cultural factors, technological advances and changes in preferences. Establishing a link between digital marketing and global consumer conduct. Studying the techniques used by BMN in its operations to identify the advantages and challenges faced by the BMN. Study the trends that are popular now and will evolve in the future, using the example of successful companies.

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

Tables: *“Comparison of traditional and digital marketing”, “Cross-tabulation between different social media sites used and Involvement in Decision Making”, “Key performance indicators in BMN (Tik Tok)”*

Figures: *“Top types of websites visited and apps used”, “ Social media users vs. total population”, “The four elements of content marketing”, “Example of buyer persona portrait”, “Social media statistics in Ukraine”, “E-mail marketing in universities in BMN. Results”, “Retail customer journey”, “Advertising preference survey what helps to make a decision”, “Calvin Klein commercials in the meta-universe”*

6. Date of issue of the assignment – 10.11.2023

Time Schedule

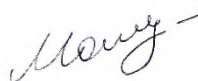
№	The title of the parts of the qualification paper (work)	Deadlines	Notes
1.	I part of bachelor thesis	10.12.2023	In time
2.	II part of bachelor thesis	27.02.2024	In time
3.	Introduction, conclusions, summary	25.04.2024	In time
4.	Pre-defense of the thesis	30.04.2024	In time

Student _____



(signature)

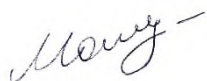
Supervisor



Conclusions (*general description of the work; participation in scientific conferences/ prepared scientific article; what grade does the student deserve*):

The student researched an important and modern topic, using an array of statistical data, as well as information from the activities of the company where she had an internship. The research was carried out at a high level. The student took part in two conferences and generally worked well during the year - she considered the supervisor's comments and was an present at previous defenses. The work contains all the necessary sections, meets the requirements, and can be admitted to the defense with a preliminary rating of "Excellent".

Supervisor



CONTENT

INTRODUCTION	2
CHAPTER 1. THEORETICAL AND METHODOICAL BASES OF DIGITAL MARKETING AND DIGITAL CONSUMER BEHAVIOR	6
1.1 Digital/Social Media Marketing: Concepts and Fundamentals	6
1.2 Understanding Digital Consumer Behavior	11
1.3 Methodological approaches in digital marketing to consumer engagement	16
CHAPTER 2. IMPLEMENTING DIGITAL/SOCIAL MEDIA MARKETING IN BUSINESS MEDIA NETWORK	27
2.1 Company background and using Digital/Social Media Marketing in practice	27
2.2 Target Market Analysis	36
2.3 Successes and Challenges Faced in Digital/Social Media Marketing.....	42
CHAPTER 3. DIGITAL/SOCIAL MEDIA MARKETING AND GLOBAL CONSUMER BEHAVIOR.....	46
3.1. Impact of Global Consumer Behavior on Digital Marketing	46
3.2. Digital Marketing Trends and Future Implications	54
3.3. Digital Marketing Success Stories in Global Markets.....	58
CONCLUSION AND PROPOSALS	63
REFERENCES	67

INTRODUCTION

In an era of globalization where boundaries are becoming less important, digital and social media marketing have evolved into strong tools that are redefining how businesses communicate with their target audience. Understanding the diversified and global character of a company's target audience is critical, especially for organizations competing in global marketplaces. Businesses can overcome geographical limits, tailor their message to specific cultural settings, and form strong relationships with clients all around the globe by using digital media expertly.

This thesis builds on the work of prominent researchers Kaplan and Haenlein and investigates a specific element of globalization's impact on company success. It focuses on how digital and social media marketing interact with digital customer behavior in global marketplaces. This research digs into the complex consumer dynamics, where digital channels have revolutionized how firms interact with their target customers across cultures and continents. While prior studies studied economic globalization in broad strokes, this study focused on the specifics of this phenomena.

Using the Business Media Network (BMN) as a case study, this research investigates the most effective use of digital marketing tactics to attract the company's worldwide consumer base. This thesis investigates the practical application of digital marketing by examining BMN's approach to tool selection, targeted market analysis, and internal content management. In addition, we will look at instances of multinational firms and how they employ various digital marketing tactics to influence worldwide consumer trends, purchase choices, and brand loyalty.

The **relevance** of this article is its examination of the complex relationship between digital/social media marketing and digital consumer behavior in worldwide marketplaces. Understanding how organizations communicate with their various target consumers is crucial in today's quickly globalizing environment of flexible borders and immediate connection. Digital and social media platforms enable companies to transcend geographical boundaries, adapt their message to different cultures, and engage with people across continents.

This paper's **purpose** is to examine this dynamic interaction and how organizations use digital marketing to engage their worldwide customer. The report uses Business Media Network (BMN) as a case study to explain how it has navigated digital marketing.

To achieve this purpose, the following tasks were solved in the work:

1. Examine the fundamentals of digital/social media marketing.
2. Examine the role of social media in contemporary marketing strategies.
3. Examine digital consumer behavior in light of cultural factors, technological advances, and changing preferences.
4. Examine the relationship between digital marketing and global consumer behavior.
5. To study the methods that BMN Company has used in its operations.
6. Identify the advantages and challenges faced by BMN.
7. Understand how consumer behavior affects the digital marketing industry.
8. Identify trends that are popular now and will develop in the future.
9. Examine examples of successful companies.

The **methodological basis** for this work encompasses a range of sources, including peer-reviewed literature, online publications, and personal analysis of data. By drawing on a diverse array of scholarly insights and practical observations, the research endeavors to provide a holistic understanding of the subject matter.

The research **subject** are Digital/Social Media Marketing and Digital Consumer Behavior. This part focuses on the strategies and tactics used to market through digital and social media channels and how consumers interact with these platforms.

The research **object** are Global Markets (based on the Business Media Network case study). Here the focus shifts to how digital marketing and consumer behavior manifests itself on a global scale. The Business Media Network case study will serve as an example of how a company can grow in a digital environment.

The thesis has been outlined in the chapters in the following order:

Chapter 1 of the study focuses on the theoretical and methodological aspects of digital and social media marketing. It investigates the theoretical foundations, concepts, strategies, and evolving landscape of this kind of marketing. Social media may improve brand awareness, community involvement, and customer relationship management in

marketing. The chapter investigates how cultural concerns, technological advancements, and changing customer preferences all influence digital consumer behavior. The chapter finishes with the study's rigorous methodology, which thoroughly examines the complex relationship between digital marketing and global consumer behavior.

Chapter 2 looks at the practices at BMN, showing its history, goals and strategies in digital marketing. It describes BMN's experience collaborating with digital marketing experts and using multiple channels such as SEO, social media marketing, content marketing, and email marketing to reach a large audience on a global scale. Special emphasis is placed on BMN's capacity to unify various target audiences around its service, taking into consideration diverse cultural backgrounds and tastes, allowing the firm to effectively adapt to certain market groups. In addition, the triumphs and challenges that BMN has faced on its digital marketing journey are discussed. As a consequence, this chapter serves as a case study for other startups and advises businesses on which actions to take and which to avoid in order to broaden their reach and enter foreign markets.

Chapter 3 investigates the influence of consumer behavior on digital/social media marketing, as well as methods for tracking trends and understanding consumers. It investigates how digital marketing affects worldwide consumer patterns, including expectations, purchase choices, and brand loyalty. Examples of successful digital marketing techniques implemented by different firms show how effective these methods are in raising brand recognition, recruiting consumers, and generating revenues. New digital marketing trends are also covered, including artificial intelligence, augmented reality, and customized marketing. This chapter delves at the ever-changing digital marketing environment and its influence on worldwide consumer behavior.

In conclusion, this thesis provides a comprehensive examination of the intricate relationship between digital/social media marketing and digital consumer behavior within the context of global markets. Through a detailed analysis of BMN's digital marketing strategies and the broader impact of digital marketing on global consumer trends, the research offers valuable insights and practical guidance for businesses seeking to leverage

the power of digital channels to connect with their target audiences, foster meaningful relationships, and achieve sustainable success in the ever-evolving global marketplace.

Bachelor thesis consists of an introduction, 3 chapters, conclusion, list of references. Work is containing 3 tables, and 13 figures. References include 67 literature sources.

CHAPTER 1. THEORETICAL AND METHODOLOGICAL BASES OF DIGITAL MARKETING AND DIGITAL CONSUMER BEHAVIOR

1.1 Digital/Social Media Marketing: Concepts and Fundamentals

As a result of a paradigm change in marketing brought about by the onset of the digital era, digital/social media marketing has arisen as a potent force that has fundamentally impacted how firms engage with their target audiences and accomplish their marketing objectives.

Social media is an essential tool for organizations of all sizes due to its constantly expanding reach and influence. Businesses may accomplish their marketing objectives and meaningfully engage with their target audience by grasping the potential of social media and effectively leveraging it (*Social Media Marketing - RevMantra, 2024*).

Digital/social media marketing encompasses a variety of strategies and tactics that effectively utilize digital and social media platforms to increase brand awareness, engage with potential and existing customers, and ultimately drive sales.

Core concepts of Digital/Social Media Marketing

By employing a special blend of tactics and methods, the dynamic and multidimensional field of digital/social media marketing sets itself apart from conventional marketing strategies. Digital/social media marketing makes use of the enormous reach of the digital domain to engage target audiences and accomplish marketing goals, in contrast to traditional marketing, which mostly depends on print and broadcast media.

Traditional marketing is a less productive and more costly marketing method compared to digital marketing. Another major disadvantage of traditional marketing is that it is geographically limited. However, due to its age, traditional marketing can be more effective in building a brand.(Special, 2023)

Table 1.1

Comparison of traditional and digital marketing

Characteristics	Traditional marketing	Digital marketing
Objective	To communicate information about a product or service to the target audience	Create and maintain a connection with the target audience
Channels	Television, radio, print media, outdoor advertising, direct sales	Internet, social media, email, mobile apps, contextual advertising, SEO
Target audience	Wide range of consumers	Segmented audience
Coverage	Limited	Global
Cost	High	Low
Measurability	Difficult to measure effectiveness	Easy to measure effectiveness
Interaction	Low	High
Orientation	One-way	Bilateral

Source: compiled by the author

At the heart of digital/social media marketing is the strategic use of digital channels - a variety of platforms that provide companies with unlimited opportunities to reach and engage their target audiences. These channels include search engines, social media, websites, email and mobile apps, and allow companies to tailor their messages and content to specific audience segments, ensuring that their marketing efforts resonate with the right people at the right time.

Content marketing involves the strategic creation and distribution of high-quality, relevant and consistent content designed to attract and retain a well-defined audience. This content includes informative blog posts, compelling infographics, engaging videos and interactive social media posts, and serves multiple purposes. It strengthens customer relationships, builds brand authority, positions the company as a thought leader, and

ultimately drives profitable customer action. By consistently providing valuable content, companies can build brand loyalty, attract potential customers, and drive sales growth.

Social media engagement, an integral component of digital/social media marketing, aims to make meaningful connections and build strong relationships with customers. Active engagement comes in many forms, including active participation on interactive platforms such as Facebook, Twitter and Instagram, two-way communication with customers, prompt responses to inquiries and effective problem solving. By actively engaging with their audience on social media, companies can improve brand perception, drive customer loyalty and support, and build a loyal audience.

Digital marketing is inherently data-driven and relies heavily on analytics and data analytics to inform and optimize marketing strategies. Using sophisticated tools and techniques, marketers carefully track and analyze the effectiveness of campaigns, gaining valuable insights into online customer behaviors, preferences, and interaction patterns. This data allows marketers to identify areas for improvement, refine strategies, and make informed decisions that drive better results. Data-driven marketing ensures that digital marketing efforts are not only effective, but also scalable and sustainable, allowing businesses to adapt and thrive in an ever-changing digital landscape.

Fundamental Principles of Digital/Social Media Marketing

In order to be successful in the ever-changing realm of digital and social media marketing, you must abide by some essential principles (Shinde et al., 2023):

- **Understanding your target audience:** A deep understanding of your target audience, including their demographics, interests, online behavior and pain points, is critical to crafting customized messages, selecting the most appropriate channels and developing effective strategies that resonate with your target audience.
- **Strategic Planning:** A well-defined digital marketing strategy that aligns with overall business and marketing goals is essential for success. This strategy should contain specific goals to be achieved, identify the target audience, and the tactics to be employed.
- **Content Strategy:** Creating high quality, engaging and informative content that resonates with the target audience is fundamental to attracting and retaining

customers. Content should be consistent with the brand identity, provide value to the audience and align with the overall marketing strategy.

- **Channel Optimization:** Selecting and optimizing the most appropriate digital channels based on the demographics, interests and online behavior of your target audience is critical to maximizing reach and impact. For example, if the target audience primarily uses Facebook, optimizing content and strategies for this platform will yield more effective results.
- **Continuous measurement and analysis:** Regular monitoring and analysis of campaign performance through analytical data is essential to identify areas for improvement, optimize strategies and make informed decisions. This ongoing evaluation process ensures that campaigns are on track and achieving their objectives, and that necessary adjustments are made in a timely manner.

Digital/Social Media Marketing Tools and Techniques

Successful digital/social media marketing campaigns utilize a wide range of tools and techniques, each contributing to specific marketing goals. These include search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing and mobile marketing (Solutions, 2023).

Search Engine Optimization (SEO) is the process of optimizing a website's content, structure, and metadata to increase search engine rankings and attract organic traffic to a website. It involves keyword research, on-page optimization, and backlink building.

Pay-per-click (PPC) advertising is the practice of placing paid ads on search engines and social media platforms to reach a wide audience and attract targeted traffic to specific landing pages. This method allows you to pinpoint your target audience based on demographics, interests, and online behavior (*Pay-Per-Click (PPC) Guidebook: Maximize Your Online Advertising ROI*, n.d.).

Social media marketing (SMM) is the practice of engaging with customers, building communities and promoting brands through social media platforms. It involves creating engaging content, interacting with followers, and running targeted ads on social media.

Content marketing is the practice of creating and distributing valuable content such as blog posts, infographics, videos, and podcasts to attract and engage your target audience.

Content marketing creates thought leadership, drives customer engagement and increases website traffic.

Email marketing is the practice of maintaining relationships with existing customers and attracting new ones through targeted email campaigns. This includes segmenting email lists, creating personalized content, and tracking email effectiveness.

Mobile marketing is the practice of tailoring marketing messages and strategies to reach and engage mobile users. This includes optimizing websites and emails for mobile devices, SMS and MMS messaging, mobile apps, and mobile advertising.

Using a combination of these tools and digital/social media marketing techniques, companies can effectively reach their target audience, generate leads and achieve their marketing goals.

1.2 Understanding Digital Consumer Behavior

Consumer behavior is the set of actions that a buyer or customer performs when choosing and using goods or services. It is a whole science that includes economic, psychological and emotional factors that lead a consumer to a purchase decision (Bhat, 2023).

When buying a product or service, consumers go through many stages that sometimes they do not notice. By studying consumer behavior, companies can get But companies need to do research, look for the most convenient solutions and think about how to attract the customer to the product. This information helps companies to determine the reasons for buying or rejecting a product or service. Since customer preferences and needs are constantly changing and evolving, understanding customer behavior is a constant and ongoing effort (*What Is Consumer Behavior and Why Is It so Important?*, n.d.).

There are several factors that influence buying behavior, but the four most important ones are cultural, social, personal, and psychological. Let's take a closer look at each of them.

Cultural factors

Companies around the world are very sensitive to changing consumer behavior and must adapt to the preferences in each country where they are located.

Consumer behavior and preferences are significantly influenced by cultural differences. One of the key aspects of these differences is the attitude toward individualism and collectivism.

In North America and in a number of Western countries, individualism is at the core of the culture. Many people value personal freedom, self-expression, and the pursuit of personal goals. This is reflected in consumer behavior, where individual preferences and personal goals are at the forefront of people's purchasing decisions. Advertisement campaigns and marketing strategies are frequently designed to highlight the individual and unique nature of a product.

In Asian countries, on the other hand, collectivism plays a more important role. The emphasis is on group interests, family values and social harmony. Purchase decisions are

usually based on the opinions and needs of the entire family or even the social community. Successful marketing strategies in these regions must therefore take into account the importance of collective values, including a focus on family values, community ties and social status (Vance, 2023).

These cultural differences may also be reflected in the preferences for product design, the modes of communication, and the presentation of the brand. For a successful international marketing strategy, it is therefore important to take these cultural differences into account and adapt your approach accordingly.

Companies that successfully adapt to these changes and offer customers personalized and satisfying customer experiences are more likely to succeed and keep their customers loyal in the long run.

Social factors

It is important to recognize the influence of social factors on our behavior and decision-making processes. While individual preferences and behaviors are important, we must also consider the broader societal context in which they exist. Society comprises individuals with diverse preferences and behaviors, which influence the preferences of others.

An individual's role in society also influences their behavior. For instance, a person in a high position may have their buying behavior greatly influenced by their status.

Personal factors

The purchasing decisions of consumers might be impacted by individual factors. Age can exert a substantial impact on the evaluation of products and services. The purchasing habits of elderly individuals may differ from those of middle-aged adults, whereas younger individuals might have distinct preferences. Income is a significant element that might impact consumer purchasing behavior by giving customers greater options to purchase luxury products.

Individual purchasing behavior may be influenced by lifestyle-related factors. Those who prefer to engage in more sedentary pastimes might spend less on sports and fitness apparatus compared to those who lead more active lifestyles.

Psychological factors

Psychological factors may have a significant impact on a customer's purchasing decision. Advertisements, promotions, and customer reviews are all factors that can shape a customer's perception of a product.

Therefore, it is important to consider the impact of motivation, perception, and persuasion on the conscious and subconscious thought processes that a consumer goes through before making a purchase. Understanding these factors can aid in revealing consumer behavior for successful interactions.

Every company endeavors for continued success in the current competitive business environment by identifying and gratifying consumer requirements. The management of the process of comprehending customer behavior can be achieved through the collection of customer feedback via surveys and other methods. This can aid businesses in product development, innovation, and the creation of goods that meet the desires and requirements of customers.

Understanding Digital Consumer Behavior in the world

In every social network, promotion should begin with inquiries about the target audience's location, preferred content, and areas of interest. After all, a variety of factors, such as internet connectivity, technology knowledge, cultural traits, and economic standing, influence digital consumer behavior.

Because so many people utilize social media, a wide range of apps are being developed: LinkedIn serves as a channel of communication between prospective employees and employers; Facebook and Telegram are platforms for easy and quick communication; Instagram and TikTok are opportunities for easy viewing of media materials; Twitter is a platform for text-post opinion exchange with a large public audience, etc.

When looking at the global usage of digital marketing, it is important to understand where people are using it, and what sources internet users are using.

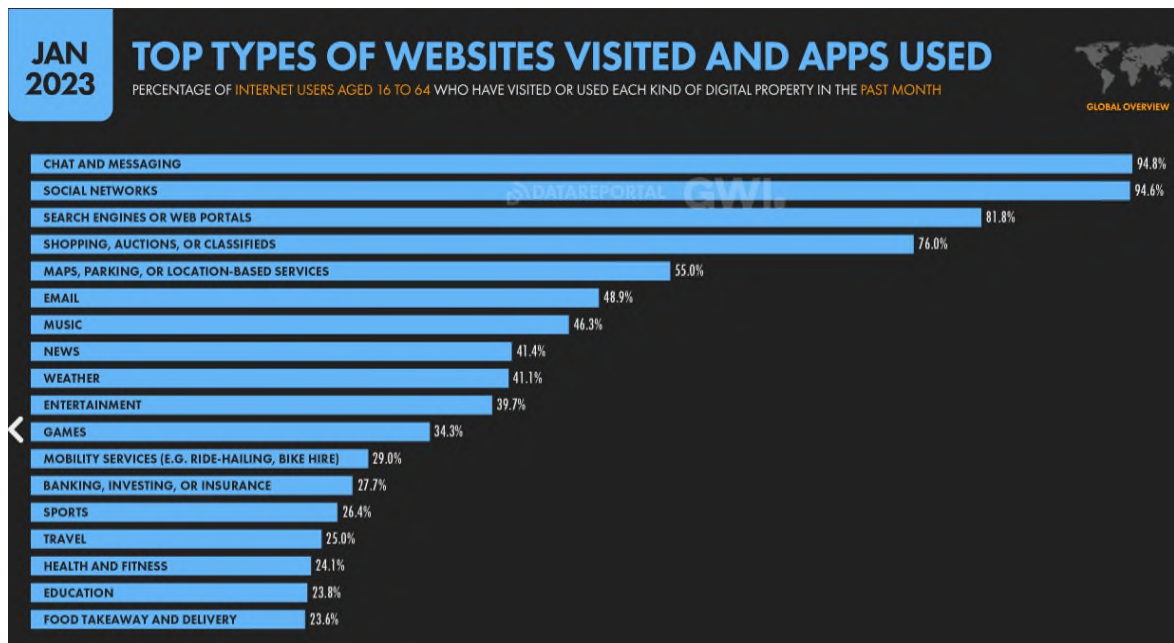


Fig 1.1: Top types of websites visited and apps used (Kemp, 2023)

The numbers that are provided lead to a number of important conclusions. First, with 94.6% of internet users between the ages of 16 and 64 using social media in January 2023, it is the most popular digital marketing medium. This suggests that the best way to reach a large audience is through social media.

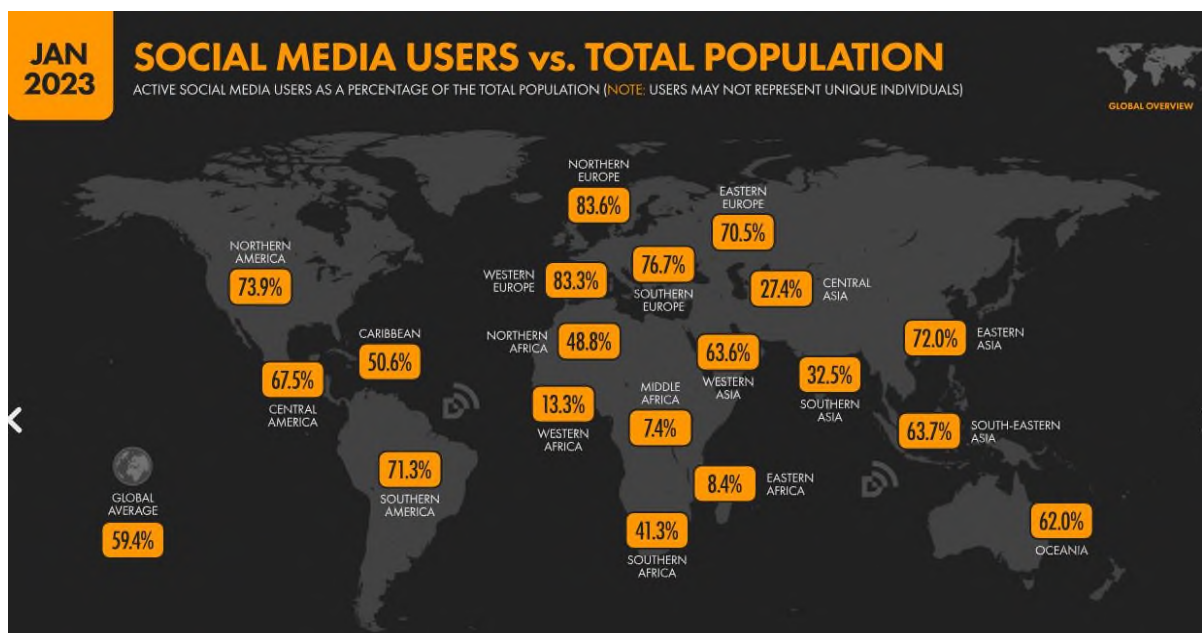


Fig 1.2: Social media users vs. total population (Kemp, 2023)

Europe (83.6%) and North America (73.9%) have the greatest rates of social media usage. For the general public in these areas, social media is becoming significant.

The least amount of people utilize social media in Africa, however this is changing annually. However, businesses find that advertising their goods in these areas is not profitable.

In 2023, search engines accounted for 81.8% of internet users, making them the second significant medium. As a result, they become an even more valuable tool for drawing in new users by highlighting the significance of providing information about goods and services to prospective clients.

With 48.9% of internet users utilizing it in January 2023, email continues to play a significant role in digital marketing despite the rapid advancement of new technologies. This channel is still crucial for providing helpful information and customisation, which support the development and maintenance of client relationships.

1.3 Methodological approaches in digital marketing to consumer engagement

Role of Social Media in Marketing

Social media has blended seamlessly into our daily lives, becoming an indispensable tool for communication, entertainment and information gathering. From the moment we wake up to the ringing of notifications on our smartphones to the last scroll of our social media feed before bed, these platforms have become an integral part of our digital lives. This ubiquitous presence has not gone unnoticed by marketers. Recognizing the reach potential of social media, companies have rushed to these platforms to engage with their target consumers. Whether it's sharing engaging content, answering customer queries or organizing targeted advertising campaigns, social media has become a vital component of any integrated marketing strategy.

In the dynamic field of marketing, social media has become a transformative force, revolutionizing the way brands interact with their target audiences. Their ubiquitous presence in our daily lives, woven into the fabric of our interactions and communication, has made them an indispensable tool for marketers looking to effectively engage with their consumers. Social media provides direct access to a vast online community, enabling businesses to interact with potential customers on a dynamic and cost-effective platform, in contrast to traditional marketing channels such as television, radio, and print advertising, which have experienced a decline in consumer engagement.

International studies have been conducted on how often people use social media to search for products they are interested in, and the results have been very revealing (Loitongbam, 2023):

Table 1.2:

Cross-tabulation between different social media sites used and Involvement in Decision Making.

		Never		To moderate extent		To greate extent		Completely		
		count	%	count	%	count	%	count	%	Total
Facebook	Very rarely	1	1.3	24	31.6	36	47.4	15	19	76
	Rarely	1	1.7	30	50	20	33.3	9	15	60
	Average	5	4.1	46	38	59	48.8	11	9.1	121
	Frequently	7	9.5	28	37.8	27	36.5	12	16.2	74
	Very frequently	1	3.1	6	18.8	15	46.9	10	31.3	32
Instagram	Very rarely	0	0	13	37.1	18	51.5	4	11.4	35
	Rarely	3	7.5	19	47.5	11	27.5	7	17.5	40
	Average	4	4.4	35	38.5	34	37.4	18	19.8	91
	Frequently	6	4.6	50	38.2	55	42	20	15.3	131
	Very frequently	2	3	17	25.8	39	59.1	8	12.1	66
LinkedIn	Very rarely	10	4	100	40.2	104	41.8	34	13.7	249
	Rarely	2	3.9	21	41.2	21	41.2	7	13.7	51
	Average	2	4.5	12	27.3	1	2.3	19	43.2	44
	Frequently	1	7.7	1	7.7	7	53.8	4	30.8	13
	Very frequently	0	0	0	0	4	66.7	2	33.3	6
Twitter	Very rarely	12	4.8	100	39.7	98	38.8	42	16.7	252

		Never		To moderate extent		To greater extent		Completely		
		count	%	count	%	count	%	count	%	Total
	Rarely	0	0	17	31.5	30	55.6	7	13	54
	Average	2	4.9	13	31.7	22	53.7	4	9.8	41
	Frequently	1	7.7	4	30.8	4	30.8	4	30.8	13
	Very frequently	0	0	0	0	3	100	0	0	3

Source: Loitongbam, Sajani & Sorokhaibam, Robita & Singh, Salam. (2023). Social Media as a Marketing Tool.

From this table, you can see that Instagram and Facebook are quite popular social media platforms for purchasing decisions in the world.

Social media platforms, with their huge reach and diverse demographics of users, provide companies with a unique opportunity to build brand awareness and a meaningful relationship with their customers. By leveraging the power of these virtual communities, marketers can tailor their messages to resonate with specific audience segments, fostering a sense of connection and loyalty that transcends traditional marketing channels.

Furthermore, social media drives customers to a business' website or e-commerce platform, which immediately boosts sales growth. Furthermore, social networking sites like Facebook and Instagram provide a direct-to-consumer purchasing experience that facilitates smooth transactions for both buying and selling, closing the gap between virtual and in-person encounters. Social media also improves consumer relations by enabling two-way contact between businesses and their clients. Companies may increase customer loyalty, engage consumers, and generate good word-of-mouth feedback by immediately answering customer queries, offering product assistance, and promptly resolving difficulties. These actions can also significantly improve brand reputation and spur organic growth.

Social media also provides invaluable insights into consumer behavior, preferences and emerging trends. Companies can track social media conversations, analyze user engagement patterns and collect feedback to improve their marketing strategies, product offerings and customer service approaches. This data-driven approach allows companies to keep pace with competitors, adapt to the ever-changing needs of their target audience, and maintain a competitive advantage in an ever-changing digital marketplace.

New platforms are continuously emerging, and established platforms are adjusting to shifts in user behavior to create a dynamic social media environment. Marketing professionals must remain abreast of technological advancements and adapt their approaches correspondingly in order to sustain a competitive edge.

For example, the rise of influencer marketing has created new opportunities for brands to engage their target audiences by partnering with influencers who have an impact on specific demographics. In addition, the growing popularity of live streaming and ephemeral content has offered marketers innovative ways to engage audiences in real time and capture fleeting moments.

In essence, social media has changed marketing by providing companies with unprecedented opportunities for growth. By harnessing the power of social media, companies can effectively navigate the dynamic digital landscape, achieve their marketing goals, and ultimately drive sustainable growth in the ever-changing world of commerce.

Methodological approaches

To stay visible, brands are competing fiercely in the vast online arena, the essence of which is to utilize successful marketing strategies to preternaturally engage with consumers. This goes beyond mere interaction, delving into the complex web of emotional, psychological and utilitarian connections consumers make with brands throughout their time in contact with them.

Why is engagement so important? First, it helps build brand loyalty. Engaged consumers are more likely to become loyal customers, advocate for the brand, and even act as brand ambassadors. This leads to increased sales, market share and brand value. Second, engagement provides valuable data and insights into consumer behavior,

preferences, and sentiment. Businesses can use this data to tailor their marketing efforts, personalize content, and ultimately improve the customer experience.

Still, there are several obstacles in the way of precisely quantifying and evaluating involvement. Because customers engage with companies on a variety of channels, the digital world is fragmented, making it challenging to monitor and measure engagement across touchpoints. Determining and assessing engagement metrics can also be influenced by the campaign's objectives, brand goals, and industry.

Digital marketing tactics aimed at boosting engagement also heavily weigh ethical issues. Concerns about data privacy are critical, and companies must be open and honest about how they gather, utilize, and safeguard customer information. Furthermore, companies need to be aware of fraudulent practices and manipulative strategies that take advantage of customer weaknesses or inflate expectations.

Content Marketing:

In the attention-demanding digital space, content marketing has become a powerful tool for brands to connect with their target audience. But creating content that cuts through the noise and truly resonates with consumers requires a strategic and multi-pronged approach.

A content marketing strategy should include four pillars: positioning, value, business objectives and strategic plan.



Fig 1.3: The four elements of content marketing (Roman Ivanina, 2022)

Positioning is the process of determining how companies want their brand to be perceived by their target audience. It determines how they will differentiate themselves from competitors and why consumers should choose them.

In the context of content marketing, positioning determines what value companies offer to their readers. This means determining what problems or needs the company can solve with its content.

For example, *vernerfit*, a company that sells weight loss courses, might position itself as experts in the field and prove its expertise. In its content, it could focus on providing information about different research, exercises, eating behavior tips, and the result of its customers (*Fitme*, n.d.).

Value is what the content offers to the target audience. It can be information, education, entertainment, or anything else. It is important that the content offers real value to the target audience. If it is not useful or interesting, the company may not be visible to consumers or may get a bad reputation.

Using the same company as an example, they are able to create content to help women look and feel better about themselves. In their content, they focus on providing examples of inspiring stories about real women who are confident in their bodies, and changing the way they look is important to love themselves at any stage, and evolve in different directions (style, sexuality, hobbies, psychology, learning).

Business goals are what the company wants to achieve with content marketing. It could be to increase brand awareness, attract new customers, or increase sales.

When determining the business goals of content marketing, it is important to consider the following factors:

- Target audience
- Industry
- Competitors
- Marketing strategy as a whole

A strategic plan is an overall plan of action to achieve business goals. It should include elements such as target audience, content formats, distribution channels, and tracking

metrics. It will help organize content marketing efforts and make sure the company is moving in the right direction.

When developing a strategic content marketing plan, it is important to consider the following factors:

- Business goals
- Budget
- Resources

Recommendations for creating a successful content marketing plan:

In order to succeed in today's market, businesses must not only provide high-quality goods or services but also communicate with customers in an efficient manner. Since there is a lot of competition for their attention, content marketing becomes a vital weapon in the toolbox of a profitable business. But in order to make the most of its efficacy in this domain, a comprehensive approach is needed, beginning with determining the intended audience.

Analyzing the target audience's traits is the first and most crucial stage in creating a content marketing strategy. Analyzing demographics like age, gender, location, income, and education is part of this. These elements will contribute to the development of a fundamental comprehension of the target audience and their typical traits.

To better understand the target audience, it is necessary to identify their needs, problems and interests. This can be achieved by conducting questionnaires, interviews and analyzing feedback. Identifying areas where the audience is struggling or looking for solutions will allow you to create content that is actually useful and interesting to them.

A useful practice for identifying your target audience and their needs, is to create a persona portrait. Creating personas requires gathering information about the character, behavior, habits, and even fantasy elements of potential customers' lives.

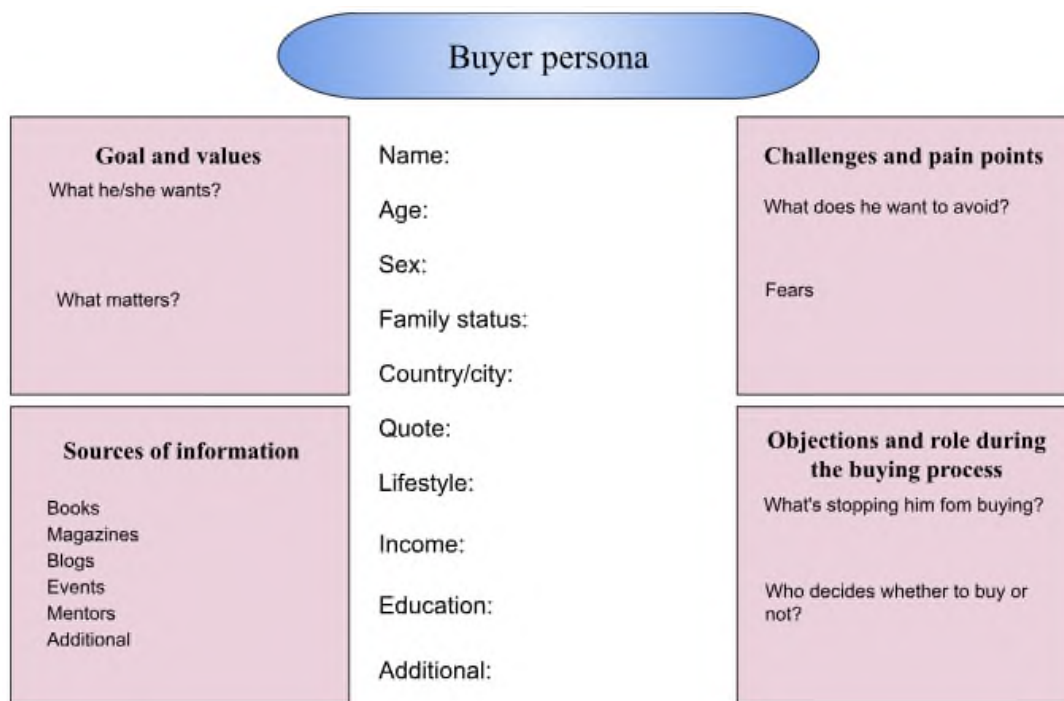


Fig 1.4: Example of buyer persona portrait

Source: complied by the author

There are several advantages to creating client portraits when creating a content marketing strategy. Prioritizing the most important elements that the audience finds truly compelling is beneficial. Second, by giving everyone in the organization a common knowledge of the target audience, personas improve communication inside the organization. Third, material is created with personalities in mind, which makes it more appealing to certain customer groups and more customized.

Setting goals is the next stage. It's critical to begin by identifying and matching the company's objectives with the overarching corporate objectives. Setting goals correctly is crucial, and a number of strategies have been created to help with this (Hossain, 2023):

Step 1: Clearly define your business objectives derived from your overall strategic directions. Link them to the company's mission, vision and values for better alignment.

Step 2. Conduct thorough market research by studying your target audience, competitors and industry trends. Understanding customer needs and analyzing competitors' strategies will give you a basis for setting realistic goals.

Step 3. Formulate SMART goals so that they are:

Specific - they should be clearly stated and easily measurable.

Measurable - they can be measured with specific metrics such as number of website visits, number of conversions, or number of social media followers.

Achievable - they should be realistic and achievable within a given budget and timeframe.

Relevant - they should be related to the overall business goals of the company.

Timely - they should be set in line with specific marketing campaigns.

This will provide clarity and the ability to effectively track progress.

Step 4. Identify KPIs that align with your goals. These KPIs will provide quantitative data to measure the success of campaigns and make informed decisions.

Step 5. Consider the different stages of the marketing funnel, prioritize short-term and long-term goals. Segmentation will help you effectively manage resources and track progress.

Step 6. Develop a comprehensive strategy to achieve your goals, breaking each down into specific tactics. Identify the necessary channels and tools to realize the objectives.

Step 7. Regularly track and measure digital marketing efforts using analytics tools. Analyze data to identify strengths and weaknesses.

Step 8: Make regular adjustments to your goals given the dynamics of digital marketing. Keep an eye on trends and changes in the industry to keep your goals relevant.

Setting goals goes beyond following a set of rules. This is a potent instrument for maintaining concentration, concentrating on what matters, and determining the actual effect of content marketing. In the fast-paced world of digital marketing, having well-defined goals is essential to both hitting your targets and building a solid plan.

And content is by far the most valuable instrument available to marketers. Articles, videos, and infographics are just a few of the forms you may use to give your audience engaging and adaptable material. Content must not just adhere to search engine optimization guidelines, but also provide the audience with value and utility.

In the ever-evolving realm of social media, new trends emerge every year. Marketers that are able to foresee these shifts and adapt their tactics accordingly, however, continue to be at the forefront of innovation. By adjusting to changing social media trends, you can

interact with your target audience more successfully, foster brand loyalty, and expand your business.

Keeping an eye on the trends, marketers in 2024 want to remain ahead of the curve as well as follow them. Within this dynamic, short-form video content serves as an essential tool for drawing viewers in and advancing brand awareness.

It is important to recognize the benefits of brief video material. Short-form video formats like YouTube, TikTok, and Instagram Reels are becoming key participants in the social media sphere as attention span lengthening becomes a problem. Vertical short-form video content unifies a place for visual engagement by extending beyond platform limits.

In the current world, marketers need to be able to draw in, hold on to, and involve audiences in order to create content that is successful. Sincerity becomes a crucial component of the plan, fostering a strong emotional bond with subscribers. Real impressions and experiences captured in user-generated content are more valuable than manufactured stuff.

On the other hand, many factors than only format matter. The prioritization of content quality above quantity is growing. Marketing professionals want to provide content in 2024 that not only engages viewers, but also changes their perspective over time.

The importance of influencer marketing in social media strategy will not diminish in 2024. Working with influencers that have large followings and sway over particular communities or places is the foundation of its strategy.

The capacity of influencer marketing to build a more genuine and trustworthy relationship with your audience is one of its key advantages. Recommendations from someone they like or respect are more likely to be trusted by consumers than commercials. Positive audience reaction is more likely when influencers suggest goods or services since they frequently behave as "friends" to their followers.

Companies may reach a larger audience and increase their awareness with their target demographics by utilizing influencer marketing. Influencers are excellent avenues for promoting brands or products since they frequently have a sizable following on social media and other platforms.

Last but not least, the outcomes of influencer marketing are quite quantifiable. Measurements of conversions and return on investment, as well as audience engagement and campaign performance, may all be done with analytical tools (Somova, 2023).

Businesses may create a high-quality content marketing strategy that will help them better understand their audience and connect with them through digital media resources by methodically using all of these vetted data.

CHAPTER 2. IMPLEMENTING DIGITAL/SOCIAL MEDIA MARKETING IN BUSINESS MEDIA NETWORK

2.1 Company background and using Digital/Social Media Marketing in practice

Business Media Network (BMN) was established as a limited liability company (LLC) in January 2022, and its authorized capital was divided among the key participants, namely Henry Sterenberg, Alex Scheiner, and United Students of Ukraine. The company's structure as an LLC shields its members from personal liability for the debts of the business, limiting their risk to the value of their individual shares.

With the help of an Initial Public Offering (IPO), BMN became a publicly listed company. In order to enable the shares to be traded on public markets, this calculated action comprises registering the shares with the Securities and Exchange Commission. The startup's workers are its primary stakeholders, and the company's dedication to its stockholders is clear. Employees that dedicated a significant amount of time and effort throughout the company's conception phase will get 20% of the shares. Growth in the share price and dividends appeal to investors as they are directly related to the company's performance.

Since it is still in its infancy, the business employs Ukrainian students, which enables it to comply with American and Ukrainian standards even if it is not yet profitable. Compliance include elements like corporate taxation and internal procedures.

The unification of the business community, the government, and the Ukrainian people is the main objective that drives Business Media Network. The primary goal is to organize, link, and oversee local material in order to promote Ukrainian companies and cities around the world. BMN provides a comprehensive variety of services for small and medium-sized enterprises in Ukraine.

In order to do this, BMN has created four platforms that are intricately connected.

1. The Marketplace serves as a searchable directory for businesses seeking cooperation both domestically and internationally. Focused on B2B, EoT Marketplace leverages Trust Battery™ technology to build trust through legal transparency, financial stability, and

customer reviews. The platform connects businesses around the world, spanning over 320+ World Trade Centers and 10,000+ represented businesses.

2. City Showcase creates websites dedicated to Ukrainian cities and municipalities, with a focus on commercial and infrastructure facilities. The project seeks to unite 1,472 cities and municipalities, ranking them by business density and website quality.

3. Deal Flow is a global online publication hub that serves as the public face of BMN, generating a significant audience for business development. Articles such as "CEO of the Week" and "Company of the Week" promote Ukrainian trade abroad and feature prominent individuals and projects.

4. The Mayors' Club unites former and current mayors, and aims to address local self-governance issues, promote the rule of law, democratic society and international cooperation for regional development.

As a result, BMN platforms create a complete network of support for the growth of SMEs by providing networking opportunities, organizational help, promotion, and direct access to government agencies.

Social Media Marketing in Ukraine

The increase in Internet users has had a substantial impact on consumer contact methods in Ukraine and many other nations. The increasing usage of social networks and mobile applications in Ukrainian society presents new prospects for digital marketing.

When examining the social networks utilized in Ukraine, it is evident that while Facebook has a very high usage rate (34.7%), YouTube has the highest user base (42.65%) as of December 2023. This implies that companies may now focus on this platform and produce informative films that draw in dancers and direct them to a product or service. Since YouTube is a quite old site with plenty of competition, you need to make sure that your videos and editing are of high quality and that the content you provide will attract viewers' interest for a long period.

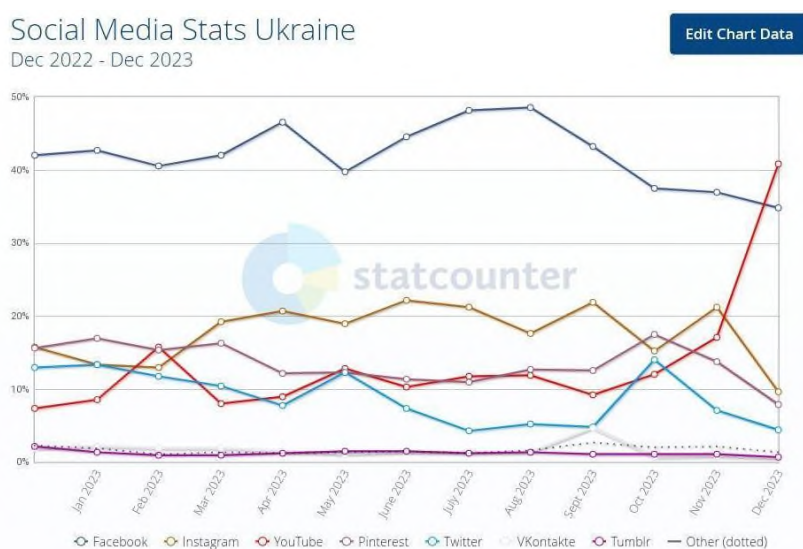


Fig 2.1: Social media ststistic in Ukraine (*Social Media Stats Ukraine* / *Statcounter Global Stats*, n.d.)

Advertisers can reach billions of prospective clients globally thanks to the massive user base of social media platforms like Facebook and Instagram. Aside from the numerous advantages of using social media platforms for business, company owners especially like the enhanced visibility of their products and brands, as well as the increased traffic to their websites. The second and third most popular platforms are Facebook and Instagram. It is important to note that Facebook now has 13.7 million Ukrainian members, while Instagram has 11.6 million, and that the two platforms offer information in somewhat different ways.

Through collaboration with several partners, Business Media Network was able to manage outcomes and effectively arrange work processes across all departments.

About Logic Digital Agency

Logic Digital Agency was one of the key collaborators involved in digital marketing (*Logic - Digital Agency*, 2023)

. This business is expert in leveraging digital marketing to boost its customers' revenues. Businesses like Impress, Lomanini, Meblövo, and others are among those to which Logic Digital Agency offers its services.

Researching the product or service is a crucial element in Logic Digital Agency's implementation of an efficient marketing plan. Diving into the subject, the firm notes the benefits and drawbacks of the offered product. It is possible to identify potential clients by doing an analysis of the target audience. Logic Digital Agency offers suggestions that are intended to convert clients into devoted supporters of the product, based on the data that was collected.

Understanding the market and rivals is part of the second step. In order to evaluate the size of the market, the corporation measures the product's demand and examines seasonality. They determine which marketing instruments, media outlets, and tactics can assist clients reach their objectives right away by using competitive data.

Establishing objectives and key performance indicators is necessary for the third step of developing a promotional plan, which allows for the selection of the best marketing materials.

The creation of websites with high conversion rates is one of the main services provided by Logic Digital Agency to its clients. In addition to producing visually beautiful and useful websites, this tool concentrates on optimizing the advantages and capabilities of the given goods and services. By developing design and marketing components that highlight a firm's distinctiveness and help it stand out in the eyes of customers, the company aims to address any inquiries and allay any concerns of potential clients.

Another important tool is Google's full range of services. Logic Digital Agency offers search advertising, banner advertising on partner sites, trade advertising, email advertising, YouTube advertising and the use of Google Analytics. This allows the company to cover various aspects of digital marketing, attracting customer traffic and

ensuring effective monitoring of advertising campaigns. This approach helps to adapt strategies in real time, improving the overall effectiveness of advertising.

SEO marketing is also an important tool for Logic Digital Agency. And it was one of BMN's promotional strategies. Optimizing your website for search engine requirements helps you attract more of your target audience without spending more on advertising. It involves keyword research, SEO text writing and getting backlinks. This allows a business to be more visible in search engine results and attract targeted visitors.

Additionally, the Logic Digital Agency team has effectively included social media into its plans. Brands that have experience producing captivating content for well-known social media sites like Facebook, Instagram, and TikTok are more appealing to a larger audience. On these platforms, targeted advertising gives the target audience extensive exposure and sparks interest in the good or service.

The beginning of a project is a very intricate and responsible phase in which Logic Digital Agency creates a media plan and suggestions to improve the efficacy of advertising requests, as well as sets up analytics to monitor the success of advertising channels and social network and CRM system access.

There could be a few glitches during the initial launch phase, thus a number of testing will be required. As a result, scale advertising and ongoing outcomes improvement are part of the final stage. By streamlining advertising campaigns, growing profitable combinations, and creating reports on the outcomes along with future plans, Logic Digital Agency dramatically lowers risks and starts to generate income for its customers.

Implementation of experience in Business Media Network

The content department of Business Media Network was primarily in charge of digital marketing. They employed SMM and SEO as their two promotional strategies. However, the technical and content departments simultaneously had authority over the SEO department.

The deliberate process of enhancing a website to increase its exposure and ranking in search engine results like Google, Bing, and Yahoo is known as SEO (Search Engine Optimization) promotion (*What Is SEO - Search Engine Optimization?*, 2024). Enhancing

a website's ranking in search results is the primary objective of SEO, which aims to draw free, natural traffic to the page.

For Business Media Network (BMN), a company that owns four key platforms including Mayor's Club, Marketplace, Deal Flow and City Showcase with over 1,500 websites, SEO promotion becomes a key tool to maximize audience reach and increase conversions.

The main goal of SEO promotion for BMN is to improve the position of the company's websites in search results for key queries. This helps to attract more organic traffic, build authority in their niche and increase brand awareness.

To successfully implement SEO promotion, BMN's department conducts a comprehensive analysis of the current state of all platforms and websites. This includes keyword research, traffic analysis, assessment of the competitive situation and evaluation of the technical condition of web resources. Based on this data, individualized strategies can be developed for each platform, taking into account their unique features and goals.

The Department worked diligently on optimizing material as well. Higher search engine results are a result of producing original, excellent, and pertinent content that satisfies audience demands. This involves producing educational material in the form of reviews, articles, videos, and other media that users and search engine robots may find interesting.

In order to create high-quality backlinks to its resources, BMN also kept up an active link-building campaign. This validates the authority of the material in addition to helping pages rank higher in search results.

The use of metrics and analytics such as Google Analytics is an integral part of successful SEO implementation. Regular tracking of the effectiveness of activities allows to adjust strategies and build long-term plans for dynamic development.

BMN used SMM as a second method of promotion, using TIKTOCK and Instagram platforms. On behalf of the United Students of Ukraine, SMM strategies of the Business Media Network are being implemented. This initiative is a student organization that promotes Ukrainian culture, charity funds, and also has a strategic opportunity to promote the BMN brand.

First of all, the content department assumes the task of creating content that attracts the audience and at the same time reflects the activities of BMN. In their posts, the team emphasizes the importance of helping Ukraine, using bright stories from the lives of Ukrainians. Such content not only provokes emotional reaction, but also draws attention to the initiative of United Students of Ukraine and, therefore, to BMN as the initiator of the project.

Roles in the content department are assigned in such a way that each team member contributes to the overall picture. Copywriters are responsible for the creation of texts that reproduce the voice and style of the United Students of Ukraine. Designers translate ideas into visual content, making messages attractive and memorable. Social media managers track trends and audience reactions, allowing content to adapt to changing interests and preferences. The effectiveness of the Department was measured using key performance indicators (KPI). They mainly took indicators such as subscribers, interactions, displays and coverage. It is important to mention that the team tried to promote posts by free methods. The results can be assessed below.

Table 2.1:

Key performance indicators in BMN (Tik Tok)

	July- August 2022	September - October 2022	November - December 2022
Coverage of publications	24536	20975	28905
Extract %	+56%	-15%	+37%
Followers	256	632	1060
Extract	+200	+376	+428
Likes	3678	2789	5849
Comments	90	64	189
Shares	5	2	9
Leads	3	6	14
Engagement Rate Reactions/Coverage	$(200+3678+90+5+3)/24536=0.16*100=16\%$	$3237/20975=0.15*100=15\%$	$6849/28905=0.22*100=22\%$

Source: compiled by the author

So we saw that with the help of tick current you can promote your content for free and attract dance partners, but it should be taken into account that with this arrangement real leads will be few, and for visible results you need to systematically generate quality content for a long time, so that algorithms promote it in the recommendations, and the target audience could be interested in the company.

The content team regularly interacted with the audience, responding to their questions. This personalized approach strengthens the connection with the audience, making “United Students of Ukraine” not only a charity project, but also a voice of the community.

Maintaining a balance between charity and demonstration is also an important part of the SMM strategy. The content department creates posts that not only talk about helping Ukraine, but also show what exactly BMN is doing. This may include information about partnerships, results achieved and other aspects of the company's activities.

But in addition to a regular active audience, it is also important to be able to attract a new audience to the initiative, but due to the company's low budget they were forced to use budget-targeting methods.

In this case, cooperation with similar student organizations was one of the best ways. They sometimes have a wider and more loyal audience, and after hearing about another organization that is close to their beliefs and goals, they can join the community.

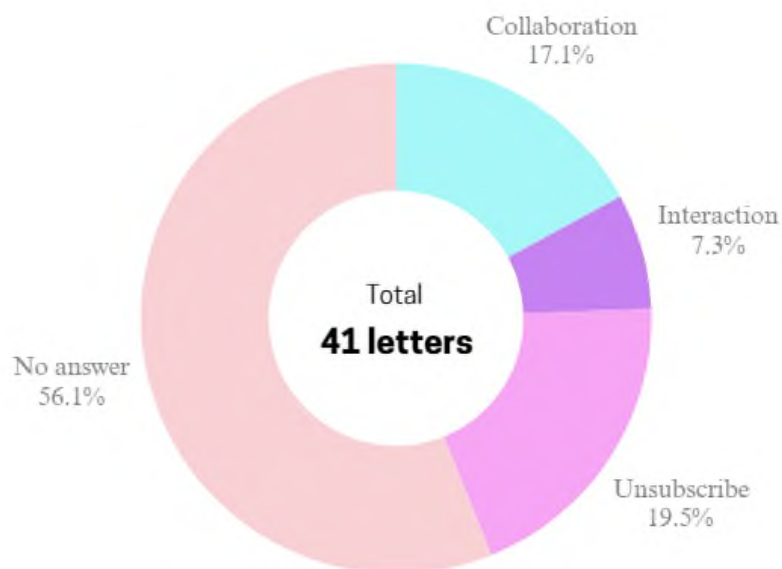
Using organic content is one of the main strategies used by the content department. Through content plans and news tracking, interaction and audience involvement were supported.

Creating viral content has also become an effective tool for attracting new audiences without significant financial costs. With the tick tock platform, it is easy to promote content that arouses emotions, inspires discussion and encourages sharing among users. Such content can spread quickly, attracting the attention of a wide audience.

And the third, the most effective way in terms of the work of BMN interaction with the audience, is E-mail marketing. For this method of promotion, the databases of potential

partners were collected, and then targeted letters were sent with a specific offer. Below you can look at the results of mailing to universities:

Fig 2.2: E-mail marketing in universities in BMN. Results



Source: compiled by the author

From this chart we can see that out of 41 letters to universities, BMN was able to directly contact 7 deanery representatives to contract with them.

Often the results of mailings can be worse, for example, for 1000 letters there are only 2-4 responses, but it should be understood that these are interested clients that have made mutual contact.

2.2 Target Market Analysis

In section 1.4 we mentioned the target audience and how to define it, so in this section we will analyze the target audience of BMN, and create portraits of users who may be interested in the services of this company.

Business Media Network (BMN) is an innovative company created to bring together the business community, the government and the population of Ukraine. Its platforms, such as Marketplace, City Showcase, Deal Flow and Mayors Club, form a comprehensive system of support for the development of small and medium-sized businesses, as well as solve the tasks of promoting local self-government and international cooperation. So the target audience for BMN opens up a variety of interest parties and strategic directions that will help the company achieve its goals.

The small and medium-sized businesses in Ukraine are the main target demographic for BMN. These companies are seeking assistance with marketing, forming alliances, and luring in investments. The Marketplace platform gives them the chance to locate partners both locally and abroad. By using the cutting-edge Trust Battery™ technology, it builds a network of trust that promotes trust across enterprises.

An substantial segment of BMN's readership consists of investors and startup workers. Since their salary is directly correlated with BMN's profitability, employees who hold 20% of the company's shares have an interest in its continued success. Due to the fact that dividend payments and share price rise are what generate their income, investors are also concerned with the company's successful development.

Companies seeking global collaboration may broaden their operations outside Ukraine by partnering with BMN. Through the marketplace, they may interact with companies and global trade hubs, facilitating the development of significant international relationships.

A forum that unites mayors and local government leaders is called the Mayors Club. It deals with topics pertaining to local administration and advances global collaboration as well as democracy. This group is concerned in regional growth, development of legality, and experience sharing.

Lastly, through the Deal Flow and City Showcase platforms, BMN draws in interest from both domestic and international firms. Their engaging material features notable individuals, initiatives, and businesses that might be of interest to a broad readership interested in the evolution of Ukrainian business.

Let us create a persona for every category of BMN's audience and explore how the firm might support these individuals:

1. Small and medium-sized enterprises in the Ukrainian market:

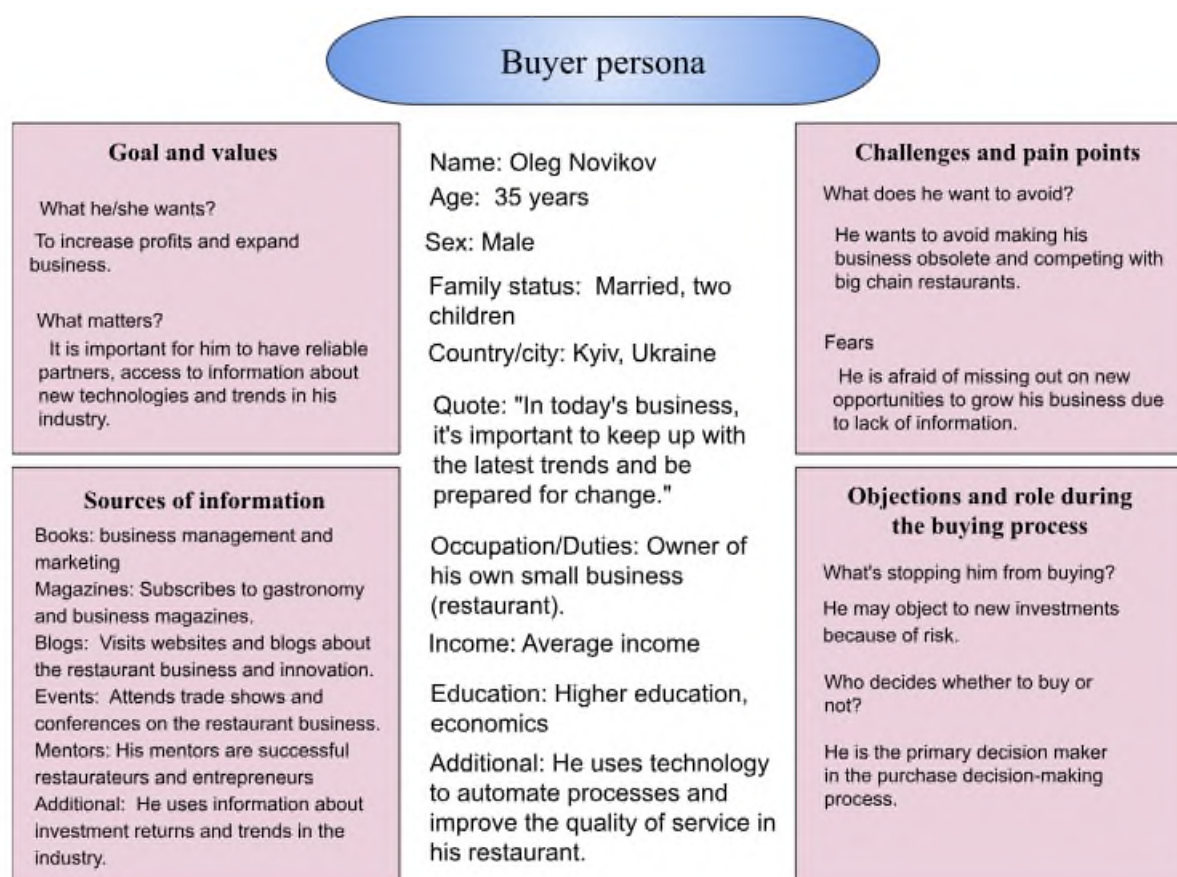


Fig 2.3: Small and medium sized enterprises buyer persona

Source: complied by the author

In this example we have a business owner who wants to develop and promote his restaurant and needs support in investments from other partners. It is important for him to use new technologies and he is studying methods of introducing them into the work of the establishment. Openness and minimal risks are important to him. BMN can help Oleg to promote his business through the Marketplace platform. He can enter his data, provide documents, testimonials, photos and indicate his goals while increasing his credibility so that investors can verify all the information and become interested in his project.

2. Startup employees:

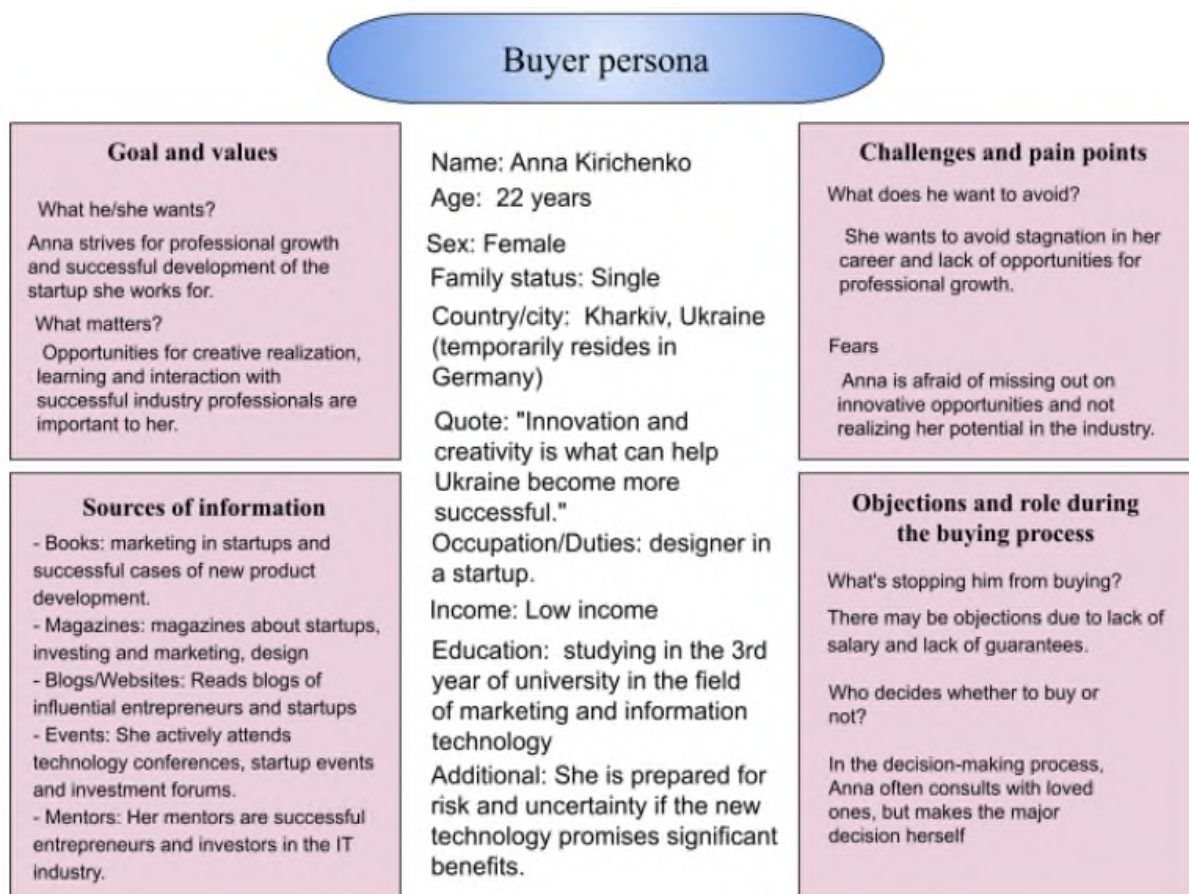


Fig 2.4: Startup employees buyer persona

Source: complied by the author

Here is an example of a BMN employee who is actively working to make the project a success. It is in her interest for the company to make a profit in order to have a stable salary and also to receive interest from the shares.

3. Businesses looking for international cooperation (B2B):

Dmitry is looking for new partnerships and suppliers. It is important to him that the companies he works with are open, that he can track their activities, and that he can contact them as soon as possible. By visiting the marketplace site, Dmitry can study the companies that are registered in his desired industry, and assess their level of trust. That is, to fully familiarize himself with all the information and data that can be proof that the company can be trusted and cooperate with it.

4. Mayors and representatives of local government:

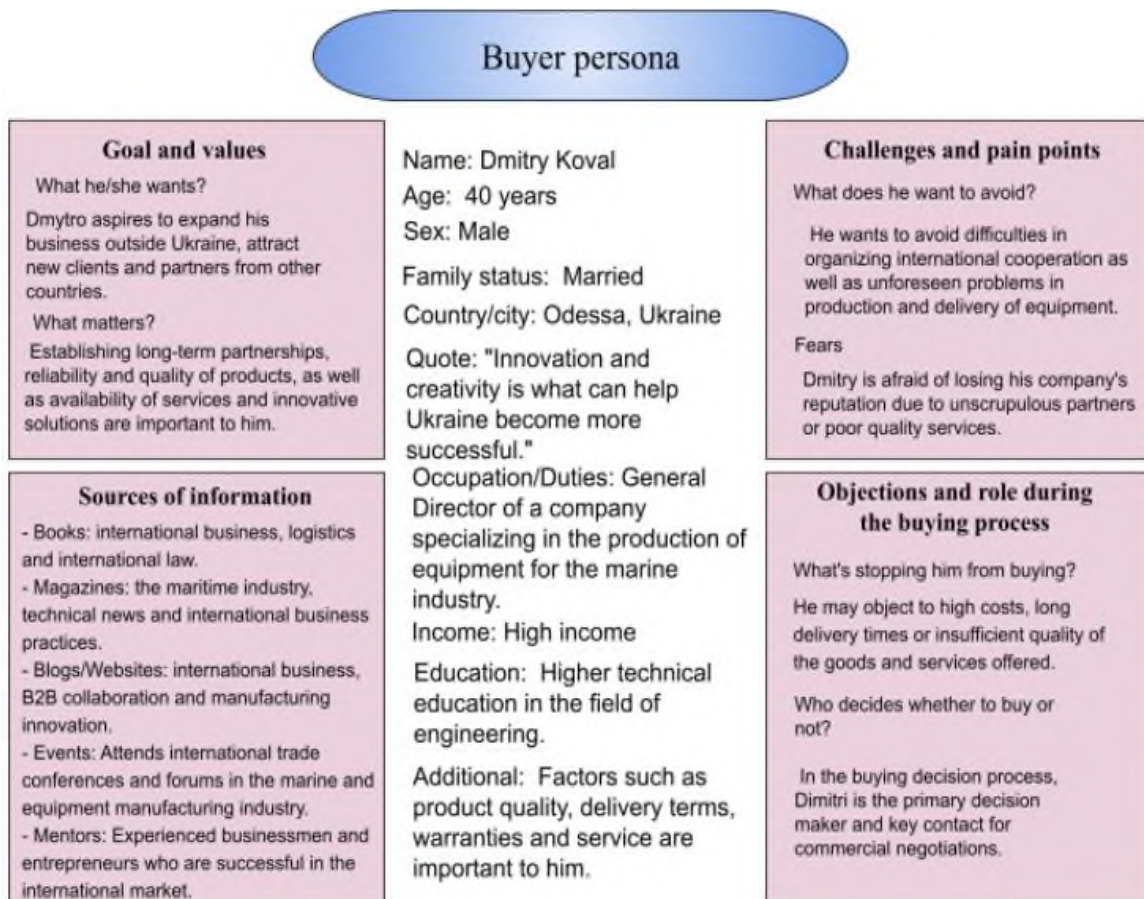


Fig 2.5: Businesses looking for international cooperation buyer persona

Source: complied by the author

Let's imagine that the consumer of the BMN product is the mayor of the city of Khor'kova. It is very important for such a person to correctly allocate the budget for the benefit of the city and to develop the city evenly in all sectors. It will be very useful for the mayor to see all the projects that would like to develop in the city and support their development.

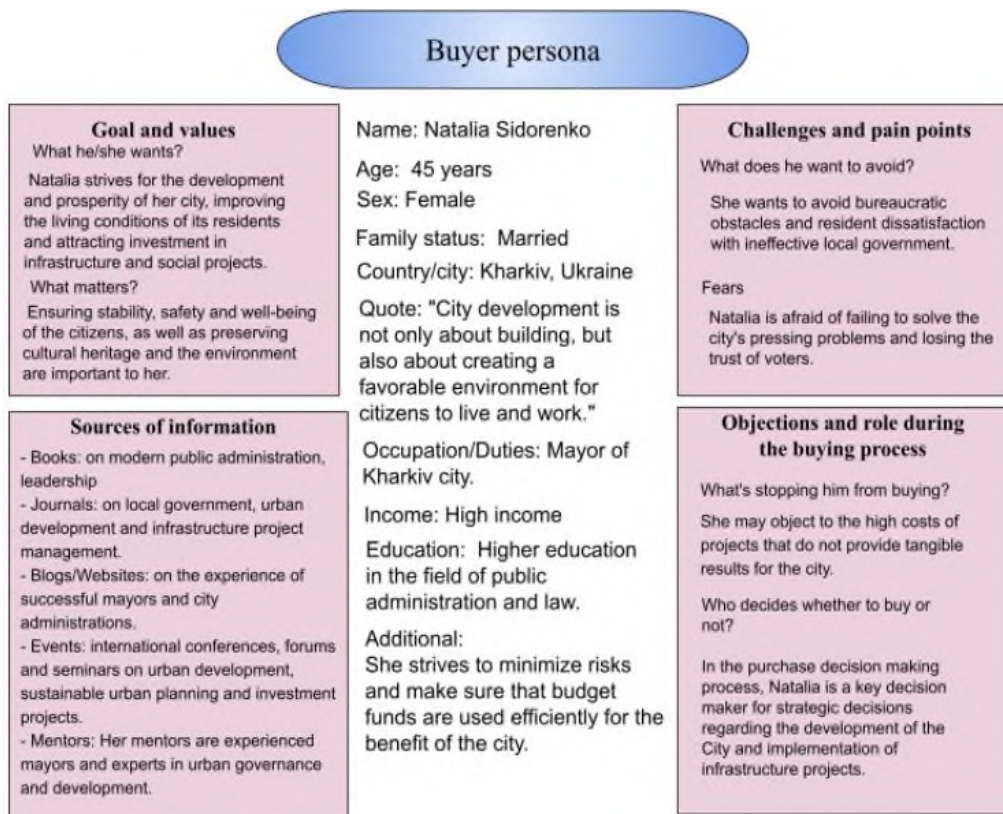


Fig 2.6: Mayors and representatives of local government buyer persona

Source: complied by the author

5. Companies interested in Ukrainian business and cities (B2B):

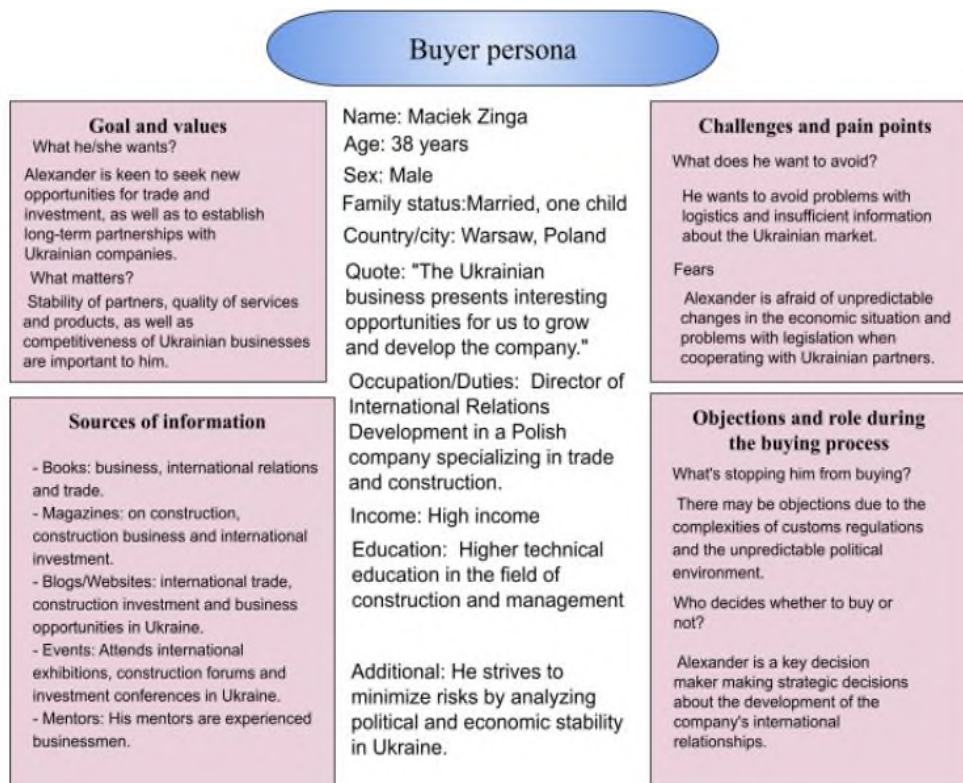


Fig 2.7: Companies interested in Ukrainian business and cities buyer persona

Source: complied by the author

Foreign partners are a very important audience segment for the company. Such people thoroughly study the Ukrainian market and are ready to look for new partners and invest in new projects with the expectation of future profit. Therefore, it is important for them to have all information about the company to choose the most favorable project for them.

We have considered the target audience of BMN, and when building a marketing program should be based on these portraits, and understand how to influence this or that segment of the audience. Each segment should be approached individually. BMN's target audience analysis emphasizes its broad reach and strategic importance. The company aims to create an ecosystem that supports the development of business and local government in Ukraine, as well as to promote its integration into the global community. The diversity of platforms and activities makes BMN a key player in promoting sustainable development in Ukraine.

2.3 Successes and Challenges Faced in Digital/Social Media Marketing

Digital and social media marketing stand out as highly effective tools for promoting businesses, transcending the boundaries of size and scale. Like many businesses navigating the digital landscape, Business Media Network (BMN) experiences a spectrum of achievements and setbacks in its social media and digital marketing initiatives.

Let's delve into the achievements first. One of BMN's primary strengths lies in its effective and well-organized staff, unafraid to venture into uncharted territories and explore innovative ways to leverage social media and digital marketing. The student team at BMN not only demonstrates a willingness to experiment but also actively seeks out creative approaches to captivate their target audience.

Moreover, the effectiveness of the BMN team extends beyond their ability to experiment; it thrives on cohesion and teamwork. Each team member contributes their unique skills and experiences, fostering a collaborative environment that ensures the overall success of projects. Copywriters, designers, and storytellers work synergistically under the guidance of the manager to effectively communicate information. The team's commitment to continuous learning and self-development is a pivotal element of BMN's success, as they vigilantly monitor the latest marketing trends, embrace new tools, and refine their techniques, thereby enhancing their skills in this dynamic field.

BMN's success is further exemplified by its adept construction of a well-thought-out content plan. This strategic approach allows the team to respond promptly to current events, seamlessly incorporating breaking news into their marketing campaigns. This agility ensures the company remains relevant and engaging to its audience by consistently providing timely and pertinent content.

A standout feature in BMN's implementation of digital channels is its precise targeting of the audience. The company distinguishes itself not only through the delivery of quality content but also through its profound understanding of consumers. This understanding is rooted in comprehensive research and analysis of behavioral data, social trends, and audience feedback.

BMN's endeavor to forge deeper connections with its customers involves a commitment to better understand them individually. Personalized content becomes a

reality through the identification of distinctive qualities within various user groups, achieved via audience segmentation and active analytics. This strategic approach not only elevates engagement but also fosters brand loyalty by aligning with and exceeding audience expectations.

The quality of content on BMN's platforms is consistently exceptional. To provide informative, engaging, and helpful material to their audience, the team conducts extensive research on emerging trends and technological advancements. This commitment to delivering high-caliber content ensures that BMN remains a valuable resource for its audience, establishing the company as a reliable and authoritative presence in the digital landscape.

However, BMN also faces its share of challenges in digital and social media marketing. One of the primary hurdles encountered by the company is low reach across digital channels. Despite the provision of quality content and focused efforts, BMN struggles to attract sufficient attention from its target audience.

The prevalence of intense competition within the digital space serves as one reason for BMN's low reach. In a landscape where numerous companies and organizations vie for the attention of the same audience, standing out amidst a deluge of messages and content becomes increasingly arduous. The resultant high level of noise impedes BMN's ability to capture the attention of its consumers effectively.

Moreover, the ever-changing algorithms of social media platforms contribute to the challenge of low reach. Platforms like Facebook and Instagram continually tweak their algorithms, impacting the organic reach of content. Recent trends indicate a decline in organic reach in favor of paid advertising campaigns, posing a significant obstacle for companies, particularly startups, striving to achieve broad reach without substantial investments in advertising.

Inadequate content marketing and distribution techniques may also contribute to poor awareness. BMN might not have harnessed the optimal tools and strategies to expand its reach, or it might have underutilized its digital marketing strategies by overlooking the unique characteristics of its audience.

Resource scarcity emerges as a major challenge for BMN in its quest to effectively market its content and brand on digital and social media platforms. As a startup, BMN frequently operates within tight budget constraints, limiting its ability to compete with larger and more established competitors in the industry.

Limited funding for advertising campaigns and investment in marketing tools poses a significant obstacle. Digital marketing often demands substantial financial investment for creating quality content, launching advertising campaigns, and leveraging analytics and monitoring tools effectively.

Furthermore, resource limitations may result in insufficient staffing or a lack of digital marketing expertise. Consequently, BMN may struggle to manage its marketing efforts effectively and achieve optimal results. Despite efforts to stay abreast of trends and experiment with new formats, navigating algorithms without proper training and expertise proves challenging.

To overcome these obstacles, BMN could consider prioritizing and concentrating on marketing campaigns with the highest potential return on investment. Employing attention-grabbing techniques, refining communication channels, and focusing on target audiences may yield favorable outcomes.

Exploring less expensive and alternative forms of advertising, such as social media, content marketing, and PR initiatives, could prove fruitful. While these techniques are comparatively less expensive, when employed judiciously, they can still yield significant results.

Finally, BMN might explore avenues for outside investment or partnerships with other organizations to fund and expand its marketing initiatives. Such collaborations can augment BMN's resources and capabilities in digital and social media marketing, notwithstanding its limited budget.

In conclusion, while BMN has achieved notable successes in its digital and social media marketing endeavors, the company faces challenges such as low reach, intense competition, and limited resources that necessitate further exploration and refinement of marketing strategies.

CHAPTER 3. DIGITAL/SOCIAL MEDIA MARKETING AND GLOBAL CONSUMER BEHAVIOR

3.1. Impact of Global Consumer Behavior on Digital Marketing

Today's customers have become more internet conscious and accordingly their demands have increased manifold. They expect a personalized approach and a high level of service throughout the entire journey. This has a huge impact on the marketing industry, where digital technology has taken a leading role in attracting and retaining customers. So, companies need to properly combine marketing moves with honesty and also consider the emotional impact of their messages on the potential customer.

A few years ago, customer interactions with brands were scrappy. They might initially see an advertisement in one source, hear a review from friends, go to a store to check it out, and then buy. However, with the development of new communication channels, customers prefer to interact with companies through the phone, where they can get all the information they need in one place in a small amount of time. They are no longer limited to traditional channels such as stores or offices. Customers can get information about products or services, make purchases and communicate with a brand online and through social media.

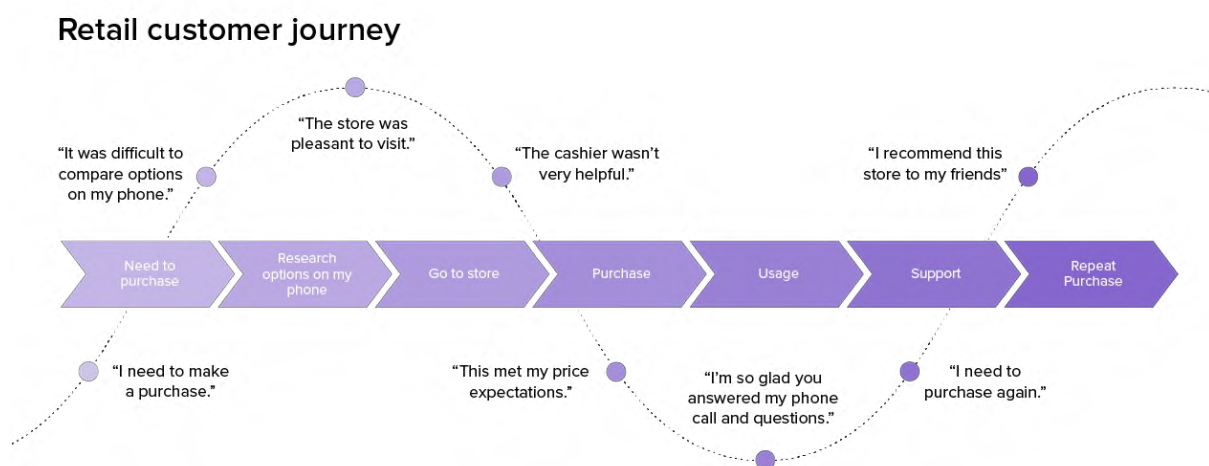


Fig 3.1: Retail customer journey (Bischoff, 2024)

Just because it is easier and faster for a customer to make a decision, it does not mean that there are fewer steps. There are many stages that customers go through without

noticing, starting with the first introduction to a brand through social media or targeted advertising, then researching the company by evaluating everything including visuals, values, reviews, etc. and ending with direct interaction with the product, website or support staff. It is important to walk the customer through each of these steps so that they are interested and comfortable and want to stay with you.

AIDA (Awareness, Interest, Desire, Action) model

In advertising, especially in the age of digitalization, the AIDA (Awareness, Interest, Desire, Action) formula plays a key role in shaping effective marketing strategies. Each of its stages carries an important function aimed at influencing the consumer and moving him or her from simple attention to the product to a specific action, such as a purchase or subscription (Tikhonyuk, 2023).

In the first stage, attracting attention (A), the ad must do the incredible: stand out from the thousands of other ads that flash before the user's eyes every day. According to research, it takes the average user only 2-3 seconds to decide whether to pay attention to an ad message or click past it. This implies the use of evocative headlines, vivid images or the first screen of a landing page that can instantly evoke an emotional response from a potential client.

The second stage involves generating interest (I) in the user, encouraging them to learn more about the offer. It is important to highlight the product or service's unique features, values, and potential for customization to specific audience segments.

Desire Formation (D) is the stage where advertising aims to persuade the consumer that this product or service will effectively satisfy their needs or wants. This can be further reinforced by offering temporary discounts, limited promotions, or additional benefits that make the customer realize they want it immediately.

The final stage of the AIDA formula is the inducement to buy (A). Here, the advertisement could be improved by presenting the customer with a clear and concise call to action, such as purchasing the product, subscribing to a newsletter, or providing contact information. It is recommended to use appropriate tools, such as an order button or a shopping cart in an online store, to support the call to action.

AIDA marketing aims to create positive emotions and anticipation of pleasure, rather than focusing on the customer's problems or needs.

Customer Experience (CX)

Customers' experience, or CX, is becoming more important to businesses in an effort to enhance their comfort level throughout the process. They acknowledge that happy consumers are more likely to suggest and make additional purchases. Consequently, it becomes essential to provide a satisfying consumer experience throughout the whole brand contact process, from information retrieval to post-purchase assistance (Utsi, 2023).

So what does it take to have a quality customer experience?

A quality customer experience in online business is not just a metaphor or an abstract concept. It is a complex combination of factors that interact to create a harmonious, convenient and reliable interaction between a company and its customers. At the heart of this experience is a continuous commitment to improvement and customer satisfaction.

The first thing to consider is the user interface (UI) and user experience (UX). The UI is responsible for the visual component of the site, i.e. color scheme, content, composition, design of all graphical elements. The result of UI-designer's work is an eye-pleasing website or application. But the site should also be easy to use, with clear categories and subcategories, so that the client can easily find the information he needs for a couple of clicks, for this is responsible UX.

In addition, fast loading of the website plays a key role, image optimization, caching and CDN connectivity help to ensure minimum loading time, which is important for user experience. However, UI/UX is only a small step towards consumer satisfaction. Useful and informative content plays a key role in attracting and retaining customers. Texts written in clear language, accompanied by quality images and videos, as well as testimonials from real customers, build trust and convince users of product quality.

Communication is another integral aspect of a quality customer experience. Prompt response to inquiries through various communication channels, personalized approach and transparency in communication create a sense of care and attention to each customer.

Security and reliability are also fundamental aspects. Ensuring data and payment

security, accurate fulfillment of promises and prompt resolution of problems create a sense of security and confidence in users' choice of products and company.

Finally, continuous improvement is a key element of a successful online business. Companies must constantly analyze feedback from customers, look for new ways to improve their product and service, and keep up with industry trends to stay relevant and competitive.

Only the interaction of all these factors can create a quality customer experience in an online business that attracts, retains and satisfies customers, contributing to the growth and success of the company.

Key drivers of digital consumer behavior

Digital transformation has had a profound impact on consumer behavior, changing their expectations, preferences and the way they interact with brands. As a result, new key drivers of digital consumer behavior have emerged.

One of the key drivers of digital consumer behavior is accessibility and convenience. Consumers have 24/7 access to information and products, allowing them to shop from anywhere at any time. They also have a wealth of product information, reviews, comparisons and expert opinions. This abundance of information has raised consumer expectations and demand for transparency from brands.

PwC surveyed 8,975 people about the most influential types of advertising when making a purchase decision. And it turns out that most people prefer ads with a direct link to the brand and product they prefer.

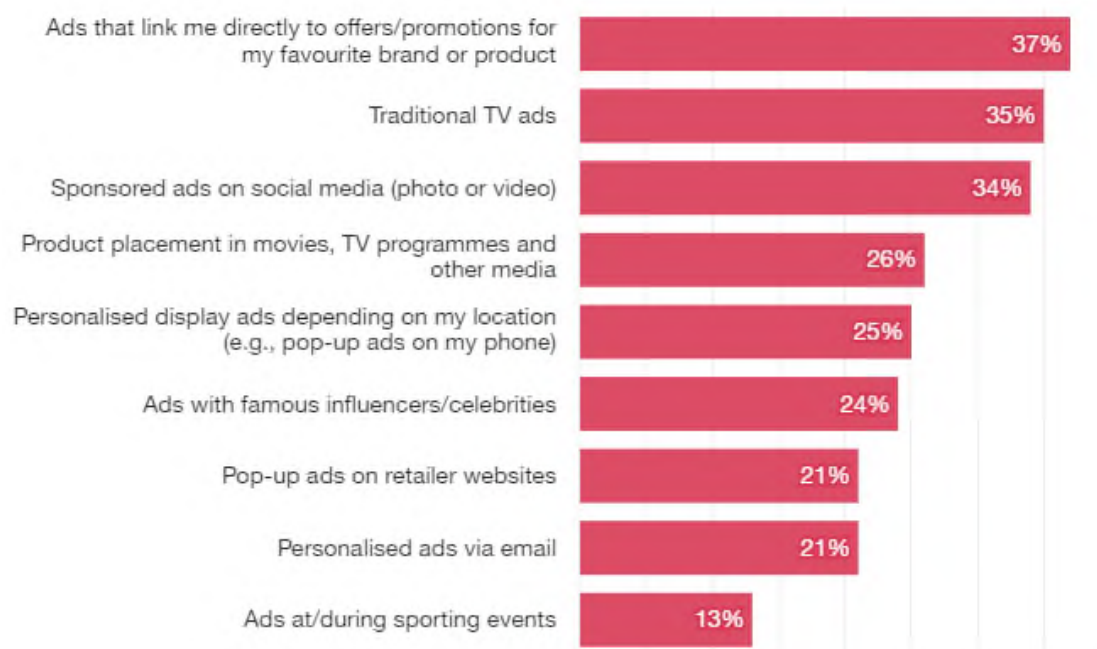


Fig 3.2: Advertising preference survey what helps to make a decision (*Global Consumer Insights Pulse Survey June 2023*, n.d.)

However, consumers frequently engage in research before making a purchase, carefully studying product details, user reviews, and brand reputation. As per a study conducted by PwC, a significant majority of consumers, 55% to be precise, rely on search as their main source of information when it comes to making purchasing decisions. Convenience has become a crucial aspect of contemporary consumer behavior, driving the expansion of e-commerce and online shopping. (*Global Consumer Insights Pulse Survey June 2023*, n.d.)

Based on research from Statista, it is projected that the revenue in the e-commerce market will reach a staggering USD 3,090.00 billion by 2023. Based on forecasts, the market is anticipated to reach a size of USD 4,991.00 billion by 2028, with an annual revenue growth rate of 10.06% (CAGR 2023-2028). The growth of e-commerce is driven by a variety of factors, such as the rising number of consumers with internet access, the expanding the field of mobile commerce, and continuing developments in delivery technologies (*eCommerce - Worldwide / Statista Market Forecast*, n.d.).

In terms of consumer behavior, perception, trend development, and purchasing decisions, social media platforms are assuming an increasingly influential role. Peer,

influencer, and brand community endorsements and recommendations have a substantial impact on consumer purchasing decisions.

Based on a survey conducted by Influencer Marketing Hub, it was found that 21% of social media users aged 18 to 54 made a purchase based on the recommendation of an influencer. Among those aged 18-25 who use social media, this percentage rises to 32%. This demonstrates that individuals belonging to the current generation are far more open to the impact of influencer opinions compared to those from previous generations (Santora, 2024).

Customers anticipate customized service and suggestions based on their unique interests. Businesses can provide individualized experiences thanks to data analytics and artificial intelligence, which boosts consumer happiness and engagement.

Understanding Digital Consumer Behavior: Key Research Methods

Consumers are becoming increasingly informed, engaged and demanding. These changes have far-reaching implications for businesses, which must adapt to the new realities. To understand the digital behavior of consumers, companies are using various research methods.

Web analytics:

One of the most popular techniques for studying digital customer behavior is web analytics. Understanding the routes by which people access a website is made easier with the use of web analytics. By analyzing average time spent on pages and user behavior (i.e., which pages drive visitors away), you may determine what material is popular on a website. Web analytics solutions offer useful information about user behavior, site traffic, and conversion rates" (Gandhi, 2024).

This data can be used to understand the following aspects of digital consumer behavior:

- How consumers find and interact with a website or app
- Which pages are most popular
- What design and content elements capture users' attention
- What actions users take on the site

Web analytics can show that most of the traffic to a company's website comes from mobile devices. This means that a company should make sure that its website is optimized for mobile devices.

Social media analytics:

Social media analytics allows companies to track brand mentions, analyze audience sentiment and demographics, revealing consumer perceptions and preferences related to the brand.

This data can be used to understand the following aspects of consumers' digital behavior:

- How consumers interact with the brand on social media
- What topics and content generate the most interest
- What sentiments and opinions prevail about the brand

A study of social media analytics can uncover what consumers often complain about. This means that the company should take steps to improve the customer experience.

Customer Surveys:

Customer surveys provide direct feedback from consumers, providing insight into their satisfaction levels, pain points and expectations. Surveys can be conducted via online forms, emails, or in-app questionnaires, providing valuable insights into customer preferences and areas for improvement.

A/B testing:

A/B testing involves comparing different versions of a website or marketing campaign to determine which elements resonate most with consumers. A company may conduct A/B testing to see which color of call to action button elicits a greater response from consumers. In this case, the company will randomly assign users between two versions of the button. The company then tracks the results to determine which version has a higher conversion rate.

A/B testing is an effective way to improve a company's digital presence. It helps companies increase conversion rates and customer satisfaction.

Eye tracking studies:

Eye tracking studies observe how consumers visually navigate websites and digital content, which can provide valuable insights into attention patterns and decision-making processes. By tracking eye movements, companies can identify areas of focus, understand visual hierarchies, and optimize website layouts to increase engagement (*What Is Eye-Tracking? Benefits of Eye-Tracking in Research*, n.d.).

As a result, it is evident that consumer behavior and digital marketing are strongly correlated and impact each other. Customers have high expectations for quality, and businesses need to meet these expectations every year in order to remain competitive. Teams of programmers, designers, and marketers carry out the necessary research and evaluate the findings for this goal.

3.2. Digital Marketing Trends and Future Implications

Digital marketing is a constantly evolving field that is becoming more diverse and technologically advanced every year. Technologies such as various artificial intelligence tools, virtual reality (VR) or extended reality (XR) are emerging. For now, these may be a wow effect for the consumer, but over time they may become an integral part of our daily lives. To stay ahead of the curve, you need to keep up with the latest trends, incorporate them into your marketing strategies and create new ones.

In 2023 - 2024, digital marketing will make a big leap from the usual methods, so it's important to understand what trends are gaining popularity now and how they will be utilized in the future.

S-commerce

The main benefit of social commerce is its ability to simplify the shopping process by allowing consumers to purchase directly from the social media platforms they already spend most of their time on. According to Forbes, 97% of Generation Z consumers use social media as their primary source of shopping inspiration. This means that companies that integrate social commerce into their marketing strategies may lose fewer customers in the sales funnel.

One important aspect of social commerce is its interactivity and the ability to share shopping posts with friends and family members. As people often like to consult each other, discuss opinions and ultimately make a decision, and due to the versatility of social media, it is very convenient to do this within one app.

But there are disadvantages to this method, as there can be a lot of fraudsters on the platforms, who can get full prepayment, and the goods are not delivered, so this direction is not trustworthy, and often double-check the information, which already causes discomfort to the client (Gallegos, 2022).

Conversational marketing

This trend is also quite popular now, and it mainly starts with targeted advertising, and already with the presence of an active action from the buyer. For example, if an interested person has entered his data in the questionnaire.

Conversational marketing - a strategy that involves communicating with customers using live chats, chatbots and voice assistants. In these chats can often be embedded AI assistants that are programmed for certain questions. Consumers can contact a company through these forms of communication when visiting a brand's website, social media or paid advertising.

The benefits of conversational marketing for companies are obvious: improved user experience, better qualification of potential customers and moving them through the sales funnel.

Surveys indicate that 52% of customers will buy from a brand again if its team provides chat support, as it inspires trust and loyalty to the company (*What Is Conversational Marketing: Basics* / *SendPulse*, n.d.).

Marketing in the meta-universe

Previously, the meta-universe seemed like something fantastic, but now it is becoming a reality thanks to new technologies. In 2024 the meta-universe is not yet fully explored in its possibilities, but the firms that have already been able to try it out are very distinguished as it opens up unique opportunities for them to develop and interact with their audiences.

One of the main characteristics of the meta-universe is its ability to combine the virtual and real worlds, providing users with new opportunities for shopping, traveling, communication and interaction. This is most often seen in computer games, where a person can have their own character and control it. Companies, in turn, use this environment to create various marketing campaigns.

In 2021, Calvin Klien used a promotional strategy in the Ocean Outdoors meta-universe game by placing billboards inside the program itself. Similar techniques can be seen in movies, when famous companies randomly appear in the background of the main action.



Fig 3.3: Calvin Klein commercials in the meta-universe (*Ocean Outdoor Wants to 'Send Brands Into Metaverse' With Admix Tie-up - the Media Leader*, 2021).

But the idea began to evolve, and Gucci decided to take it a step further. The company launched an exclusive pair of Gucci Virtual 25 digital sneakers, which were available for purchase in the virtual world, and then it was possible to get them in the real world. This campaign allowed Gucci to capture the attention of the audience, to create a unique product that used to sell in the real world.

Another example is Balenciaga's collaboration with the gaming platform Fortnite. The brand offered players to buy digital clothes for their avatars in the game, which helped to increase brand awareness and promote its products.

An important aspect of the meta-universe is the ability to create parallel marketing, where companies can replicate their existing marketing strategies in a virtual environment. This allows them to effectively use already existing methods of promotion and interaction with the audience, adapting them to new conditions.

For example, McDonald's is already planning to use the meta-universe to create virtual restaurants where users can order food for their avatars and have the real product delivered to their homes. This is a great example of how a company can use the meta-universe to increase sales and attract new audiences (Garmash, 2023).

Extended Reality (XR)

Extended Reality (XR) technology, combines virtual and real environments to create interactive and innovative customer interactions with products on websites or apps. Mixed Reality (MR), Augmented Reality (AR) and Virtual Reality (VR) are its main components. XR is a distinctive digital marketing tool that gives businesses new opportunities to increase sales, engage consumers and improve customer experience (*What Is Extended Reality (XR)?*, 2024).

One of the main ways to use XR in marketing is to create 3D and live picture advertising campaigns. For example, if you point the camera, you see something that is moving, which is not present in the real world. For example, IKEA offers its customers with the help of such technologies application IKEA Place, which allows you to virtually put the furniture in the house, to choose a suitable style, color and material option before buying. This not only simplifies the process of choosing products, but also makes it more fun and interactive (Kulesh, 2017).

XR can also be used to create interactive lessons about a company's products or services. For example, companies for electronics, cars or other devices can create VR tours for customers with instructions on how to properly use a particular item.

All of these trends will be popular both in the near future and for several more years in the future, presumably until the 2030s. But with the rapid development of technology in 2024, we can expect digital marketing strategies and technologies to evolve and change very quickly, so marketers should keep a close eye on the market and competitors.

3.3. Digital Marketing Success Stories in Global Markets

Calvin Klein

Digital marketing is indeed a very powerful tool, and many famous, global companies actively use it in their promotion. In this section we can consider and analyze in detail one of the world's largest and most famous companies - Calvin Klein (Calvin Klein. Main page)

Calvin Klein is one of the world's leading brands in the fashion industry, which was founded in 1968 by American designer Calvin Richard Klein. He became famous thanks to his revolutionary approach to clothing design, which made everyday clothes unisex and stylish, and also thanks to numerous scandals that attracted more and more new customers. So the company started to use this strategy, but without going over the line, while changing people's standards and attitudes (*Calvin Klein (Fashion House)*, 2024).

One of the key features of Calvin Klein is its commitment to minimalism and unisex design. The brand promotes simplicity and elegance, offering customers stylish and modern collections of clothing, accessories and perfumes. Calvin Klein is known for its bold and innovative solutions in the world of fashion, such as the creation of versatile denim models, boxer briefs for women, giving the world new standards in style and comfort.

Calvin Klein focuses on capturing the attention of the younger demographic, specifically individuals aged 18 to 40. Nevertheless, the brand strategically incorporates higher prices into its marketing approach, appealing to individuals from the middle and upper class. Brands like Hugo Boss, Giorgio Armani, and Ralph Lauren, who are in direct competition with Calvin Klein, also have premium price points. Calvin Klein strategically focuses on cost reduction to outperform its competitors and capture a larger market share (Espinoza, 2023).

It's worth remembering that customers follow the customer journey, and if we consider the AIDA model in the context of Calvin Klein, we can identify the formula for the brand's success.

To attract attention (A) in the digital environment, Calvin Klein actively engages with audiences through popular social platforms such as Instagram and TikTok, and uses email

and online advertising to promote its products. For example, on Instagram, the company creates stylish and aesthetically pleasing posts showcasing new collections of clothing and accessories.

The company uses different marketing channels including traditional marketing channels. One of the key elements of Calvin Klein's successful marketing strategy is cooperation with celebrities. For example, the brand has previously partnered with celebrities such as Scarlett Johansson, Eva Mendes and Justin Bieber to promote its products. Partnerships with famous stars help Calvin Klein to strengthen its image, attract attention to its collections and expand its audience. But it is the digital environment that brings the biggest reach to the target audience.

In TikTok, the company posts natural videos of new collections, often with the participation of famous media personalities. But quite often there are some provocative videos in the trends, which arouse the interest of the public (Calvin Klein. Tik tok).

In 2024 Calvin Klein launched an ambitious advertising campaign in TikTok with the participation of famous actor Jeremy Allen White. The campaign featured creative and engaging videos featuring Jeremy showcasing the brand's new collection of men's underwear against a New York City cityscape. These videos went viral on TikTok due to the eye-catching content and Jeremy's striking image, which drew a lot of attention to Calvin Klein among the young audience (Vogue, 2024).

All these actions awaken interest (I) redirect traffic to the company's website or online store, where the main commercial activity of the brand takes place. As previously mentioned, the site must be convenient and understandable for the user, and the first thing that catches the eye is the adaptation of the language of the site, the address of stores, hours of operation and assortment by region. That is, it is configured automatically by the IP address of the user, so the client has no problem understanding the content. This function can be done with the help of VPN, and depending on what country the IP address will be, such language and locality will be set. In the second place, the site is characterized by its visual design, which is easy to understand, contains a rich assortment, while not burdening the user. This is where the stage of desire (D) formation is mainly formed.

In addition, Calvin Klein actively uses e-commerce to sell its products. The brand offers customers a convenient online shopping experience and often runs special promotions and sales through its website and app. For example, the company offers discounts on certain products, during certain seasons of the year, or free shipping for orders of a certain amount, which encourages customers to make purchases and is the main purpose of the action (A).

All of these marketing strategies help Calvin Klein stay at the forefront of the fashion industry, attracting new customers and retaining existing ones. Through creative and innovative marketing, the company continues to strengthen its market position and remain one of the most sought-after brands in the fashion world.

IKEA

Another good example of a large company that has been in the market for over 80 years and has successfully implemented Digital Marketing and SMM technologies in its layout is IKEA.

This company was founded by Ingvar Kamprad in Sweden. IKEA offers high-quality, functional and stylish furniture at affordable prices and caring about the comfort of customers. IKEA's international presence covers 59 countries and has more than 462 stores. Such a market presence requires great awareness in all areas of marketing, and to introduce new technologies and innovations (IKEA, 2024).

The company had long been looking for ways to actively engage with customers, and globally, it was not easy. With the emergence of new platforms for selling products, the company realized that their product is not just a physical business, but also a race for new experiences and impressions for customers (Khan, 2024)

Analyzing the target audience of IKEA we can see that they are mainly addressed by young people aged 18-30 years old, with an average budget. They are oriented more on people with such characteristics: bachelors, students that rent a flat for the first time, young couples, and parents of children under 6 years old, they prefer simplicity, coziness and minimalism, as well as elements of Scandinavian style. Their clients lead happy lifestyles, appreciate the environment and have good taste (Huang, 2016).

IKEA is now using all possible platforms and utilizing new technologies becoming an innovator in many digital offshoots: social media, virtual reality, augmented reality and content marketing. Let's take a closer look at each point (Cezim, 2023).

IKEA actively maintains their social networks on all platforms, Facebook, Instagram, Pinterest where they post new collections of their products, promotional offers, home improvement designs, hold challenges among subscribers, and share their charity and sustainability results. They use different accounts for different regions, such as IkeaUSA, IkeaUK, IkeaJapan, thus adapting the assortment of products and strategies of promotion to different cultures and mentality.

IKEA is also introducing virtual reality technology. People can download the IKEA Virtual Interior Designer program at home or in a showroom with VR glasses and arrange their home to their liking. Thanks to the intuitive user interface, users can choose furniture, place it in the desired location, select different materials, change the color of the walls and study the functions and characteristics of products. Shoppers can even change the time of day and control the lights to look at materials and colors in different lighting options. This interactive technology allows the user to fully consider and evaluate the design before purchasing, and helping them make the necessary choices before going to the store and renovating, minimizing the chances of "expectation-reality" mismatch (*Loftshift*, n.d.).

Equally interesting is the augmented reality technology of IKEA Place. This feature is more accessible to the ordinary consumer as they can simply download an app on their phone. Essentially the functions are almost the same as VR, it just doesn't require any special equipment. A person can select the desired product in the catalog and see how it will look like in his apartment. All items in IKEA Place are 3D and true to scale, so each selection is properly sized, designed and functional (*Launch of New IKEA Place App – IKEA Global*, n.d.).

As mentioned above, IKEA also likes to conduct various challenges, thereby engaging the audience and customers. One such content marketing challenge was the "Square meter challenge". People had to use IKEA products to make an interior design in the size of a

square meter. Then IKEA would pick winners and give prizes to the best entries, but for themselves they got a lot of content and quality case studies from customers.

These strategies serve as a good example of how worthwhile it is to engage with customers to keep their attention, and encourage them to make an informed purchase. Such care and attention to audience preferences, often does not go unnoticed and is admirable.

CONCLUSION AND PROPOSALS

This work on "Digital/Social Media Marketing and Digital Consumer Behaviour in Global Markets" provided an opportunity to explore further the field of marketing and interaction with customers, while showing different stages and opportunities as well as development prospects. Using online platforms such as social networks, sites and apps has become an integral part of our lives, and marketing in digital and social media has given companies a modern approach to promoting goods and services. This kind of marketing has enabled companies to enter the global arena and reach a global audience, with the opportunity to develop completely in the online space, adapt to different cultures and provide unique opportunities to interact with consumers in real time anywhere in the world.

Digital/social media marketing has many advantages, and one of the main ones is the ability to select the target audience and customize advertising campaigns by targeting given the preferences of individual groups of people who would be dance customers. This allows companies to find a personal approach to each client, develop quality promotion strategies, and easily track the results and analyze them with the help of embedded and external resources. Such tools allow to optimize marketing campaigns, increasing their efficiency and profitability.

However, in digital marketing you can find some drawbacks that can significantly affect business results. First, the online space is already highly competitive, which creates a high bar for marketers to stand out in the market of services and goods among the many offers. Second, by studying consumer behavior in social networks, it was found that users' attention is very scattered, and the main purpose of staying in the online space is to rest, so marketers should be able to capture the interest of the audience in the first 25 seconds to hold the attention and interest the customer to go further on the consumer. This requires a qualitative and creative approach to content, as well as innovative approaches to content creation.

Also in this paper, trends have been studied that are only now gaining popularity and that will be relevant in the near future. First, now you should pay attention to new

platforms and technologies such as the Metauniverse, augmented reality and virtual reality. People are keenly reacting to the new and want to try new impressions, so such platforms should be developed and implemented. Secondly, you should pay attention to personalization, which will allow companies to create unique offers for each category of consumers. The more a company worries about the welfare and convenience of a particular customer/ the more it will be in demand. Third, increasing the role of interactive formats, such as surveys, quizzes and contests, will facilitate greater interaction with and engagement with audiences.

The research of work at BMN, which collaborated with partners such as Logic Digital Agency, gave valuable practical experience in the field of digital marketing, namely in the creation of quality content and its promotion in global markets. The company's Content Department worked closely with an agency that directed and trained the team to create quality content tailored to business goals and target audiences.

Various professionals from different fields, such as copywriters, designers, video makers, models, and storytellers, work together under the guidance of experienced leaders to create a comprehensive picture that can engage the audience. This was also the case at BMN. The division of labor and teamwork has resulted in productive work on the development and implementation of a well-thought-out content plan. This enables the company to communicate its products and services correctly to the target audience.

Many companies in the field of digital marketing face similar challenges, which BMN faced. One such challenge has been to reduce the reach and engagement of audiences, which may be due to growing competition and ever-changing algorithms on social media platforms. As a result, companies had to adapt their strategies and approaches to successfully overcome these obstacles.

Another challenge was the limited budget, which made it difficult to achieve the objectives. This required careful planning and optimization of resources to make the most of available opportunities. Continuous training and development of specialists also proved essential to stay at the forefront of the rapidly changing digital landscape.

BMN's experience with Logic Digital Agency has demonstrated the importance of

flexibility, innovation and continuous improvement in digital marketing. Such an approach is critical to succeeding in global markets despite the challenges.

Recommendations for action:

- Companies must move to digital space. They should regularly publish high-quality materials and actively interact with audiences on social media, showing their product, principles, goals and feedback. This means that the brand must be open to its customers.
- Use different platforms and methods to distribute content. In order to adapt the content to the specifics of each platform, all rules and features must be taken into account.
- It is worth optimizing content for mobile devices, as many consumers use it to access content.
- You should pay attention to video content. Actively use platforms with an emphasis on videos such as YouTube, Instagram and TikTok.
- Do not be afraid to experiment with different content formats: Texts, videos, images, podcasts, webinars, etc. will help to attract the attention of the audience and satisfy the different preferences of users.
- Monitoring changes in platform algorithms. Social networking algorithms are constantly changing, and this is a key feature of visual content in application recommendations. Companies should monitor these changes and adapt their promotion strategies.
- Creating personalized content. It is necessary to draw a portrait of the dancers in detail and adjust the targeted advertising correctly so that the company can attract its customers.
- Thorough market research and analysis of competitors and industry success stories. This will help to choose the most effective strategies and apply them.

This diploma uses a comprehensive approach to research marketing in digital/social media and its impact on digital consumer behavior in global markets. The study combines a theoretical understanding of the main concepts and tendencies of digital marketing with

real experience in the company BMN. It lists research methods, mobility techniques, necessary platforms and knowledge. Analyzes the behavior and cultural characteristics of consumers, and all possible factors that may affect the decision to buy. This integrated approach provides a better understanding of the opportunities and challenges faced by companies in this area.

The work differs from other studies in that it addresses not only the global aspects of digital marketing, but also issues arising at the level of a particular company, including collaboration with the agency Logic Digital Agency and work with the content department. This helps identify practical aspects that are key to success in digital marketing in global markets.

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