

Платформа 4. ПЕРЕДОВІ ПРАКТИКИ ПІДПРИЄМНИЦЬКОЇ ОСВІТИ ТА ЇХ РОЛЬ У ПОВОСННОМУ ВІДНОВЛЕННІ УКРАЇНИ

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I. Gryshchenko, Doctor of Science in Economics, Professor, Academician of the National Academy of Pedagogical Sciences of Ukraine

D. Shkoda, Postgraduate

Kyiv National University of Technologies and Design, Kyiv

THE SPECIFICS OF ORGANIZING AN END-TO-END MARKETING INTERNET ANALYTICS SYSTEM

One of the in-demand management mechanisms today aimed at improving the efficiency of sales and promoting products on the market is Internet marketing, which involves the use of a personalized approach to the potential consumer. Internet marketing includes the following elements:

1. Strategy and goals serve as an important element in building a system for attracting customers through the Internet and implementing effective Internet marketing into your business.

2. A site on the Internet is, for example, a company website, a page in directories and portals, a profile in various communities and exchanges - everything where the potential audience will be attracted in the future.

Traffic generation is the attraction of visitors to the website (Internet resource) or landing page.

4. Lead generation is the activity of attracting traffic and converting it into leads (potential customer requests). Lead generation presupposes some target action by the visitor of the site. Target action is a call, an application in the contact form, registration on the site, etc. Basically, everything that makes it possible to continue to communicate with the potential client.

5. Customer generation is "turning visitors into customers." In other words, making a sale or closing a deal. In this, depending on the type of business, it is no longer the Internet marketing, but the sales department that is largely involved.

Sometimes this happens smoothly, almost without lead generation, and sometimes you need "lead management", for example working with potential customers - this is precisely the function of the aforementioned sales department.

Effective use of Internet marketing is only possible if advanced technologies are added to its mix to develop a competitive strategy. With the development of digital technology, the following elements have been added by Internet marketing experts:

1. Digital sales funnel - principle of distribution of clients on stages of sales process from the first contact up to fulfillment of the target action [1].

2. Search engine optimization - a complex of measures on the internal and external development of the site to raise the position of the resource in the results of search engines for certain user queries in order to increase network traffic, the number of potential customers and further generate income [4].

3. Web-analytics is the collection and analysis of statistical data on visits and visitors to the site in order to improve and optimize the web resource and ongoing advertising campaigns [5].

Web-analytics site is an analysis of user behavior in order to increase conversions. The task of web analytics is to work with the sales funnel: optimizing each stage of the sales funnel and increasing conversions. According to M. Borovyk, end-to-end analytics is "analyzing the effectiveness of advertising campaigns based on sales data by tracking each customer through the entire sales funnel" [1]. A sales funnel is a visual representation of the movement of a potential customer of a company from first contact with the company to the purchase of a product or service. The name "funnel" is not accidental, the fact is that the sales funnel is traditionally depicted as an upside down triangle. New customer requests go to the wide part of the funnel, then, passing through the stages of treatment of the request (consultation, measurement, cost calculation, sending a commercial offer), some customers, for whatever reason, decide not to cooperate with the company, visually this flow of customers appears narrowing of the funnel. The company's clients come from the bottom of the funnel. That is, those companies and individuals who have successfully passed all stages of the funnel, made a positive decision regarding cooperation, and purchased the company's products or services. The specific stages of the sales funnel depend on the specifics of the company and how sales are organized in it.

Website conversion is affected by price, seasonality, competitors, etc., but analytics affects only advertising traffic and the interface of the site.

Let's divide web analytics tasks into two groups:

1. Solving a specific problem. Suppose there is a unique product at the best price, but there are no sales from the site. The task of analytics - to understand and solve the problem of lack of sales.

2. End-to-end analytics - a system that allows you to analyze the effectiveness of advertising based on a large pool of data: advertising sources, user socio-demographic profile, the path to the site, etc. in conjunction with the

CRM-system. End-to-end analytics makes it possible to look at an advertising campaign as a whole, determine the effectiveness of individual advertising sources and search phrases and, accordingly, optimize the entire sales funnel.

Large companies such as private medical clinics, automotive retailers, and developers and real estate developers were among the first to implement end-to-end analytics. In these market segments, marketing budgets are huge, while the cost of attracting a lead (application) is often high. That is why it is important for them to understand which communication channel brings them the most clients [4].

There is no clear date in the world when the system of end-to-end analytics appeared. The process was gradual, solving problems for businesses over a period of 10 years.

In the early 2010s, entrepreneurs began looking for a service that would tie together all the advertising, marketing, and business metrics. And enterprising people, catching the market demand, took the idea and began to monetize it. This is how the first end-to-end analytics systems emerged.

However, in 2013, end-to-end analytics was only talked about at conferences. They only started implementing it a couple of years ago. By now it has become quite clear that in almost 100% of cases the use of end-to-end analytics helps reduce advertising costs and the cost of attracting a client.

End-to-end analytics is a system or method that allows to analyze the path of the client "through" the sales funnel. And it means linking the stages that are difficult to connect [2].

Overseas it is customary to call end-to-end analytics "Big Data Analytics", and marketing management using the integration of information systems and data analysis "Big Data-Driven marketing" and include in this term the collection, processing and analysis of marketing information to increase the effectiveness of marketing [5].

Such a system should be able to produce a chronology of customer touches to the brand at all brand-controlled points.

It should be noted that we shows only the basic components of the system, the list of steps and analyzed data will vary under specific theoretical or practical problems. For the realization of practical tasks, the composition is directly influenced not only by the type of company and market in which it operates, but also by its size and specificity of the existing marketing information-technological architecture. Including the structure of the marketing department, information systems, used online services and traffic sources, as well as the structure of the company's sites.

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Т. Беялов

KNUTD@edu.ua

Київський національний університет технологій та дизайну, Київ

МЕХАНІЗМ КОМЕРЦІАЛІЗАЦІЇ ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ УНІВЕРСИТЕТУ

У світі швидких технологічних змін та глобальної конкуренції комерціалізація інноваційних розробок університетів залишається важливою стратегією для забезпечення розвитку та виживання університетської сфери та сприяє загальному суспільному добробуту через створення нових технологій й бізнес-можливостей.

Комерціалізація результатів інноваційної діяльності університетів сприяє:

1. Економічному розвитку країни, оскільки університети є центрами наукового дослідження та розробок, а комерціалізація інновацій сприяє перетворенню наукових досягнень у вигідні бізнес-проекти, з поступовим створенням нових робочих місць та зростанням виробництва.
2. Глобальній конкуренції, оскільки саме університети можуть бути ключовими гравцями у створенні та комерціалізації нових технологій в тих країнах, що інвестують у науковий розвиток та інновації.