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*Dzhura M.O.,
Roienko L.V.,
Kyiv National University of Technologies and Design*

THE PECULIARITIES OF REMOTE PROJECT MANAGEMENT IN THE SPHERE OF ADVERTISING

After Covid-19, project management has undergone changes. Business is formed on the basis of constant advertising. If in the past we could see more postcards, booklets, or newspapers, now customers are searched for on the Internet, encouraging them with various videos and texts. Our attention is not only to companies and their profits, but also it refers to bloggers, designers and other people in this field.

If we talk about bloggers and their remote work, it should be noted how their earnings vary in different well-known social networks. Thanks to the Tik Tok application, a person earns from 0.02 to 0.04 dollars for every 1000 views. But if we talk about a contract between a famous person and a company, then they receive from 500 to 1000 dollars for sponsorship. The site omgagency.me says this. YouTube itself notes that it pays its users \$1 to \$2 per 1,000 views. Not including integration of

advertisements and subscriber support. In the interview on the Ukrainian Radio channel, Lesya Mykhalenko told Natalia Paratsi that she earns from 3,000 to 10,000 dollars a month on Instagram [3].

In particular, people working remotely in the field of advertising must constantly be interested in trends and create something creative and new. It depends on how many people will search and be fascinated by the products. For example, bloggers use popular music, but it may not be associated with the product they are promoting. Because of this, a person loses vigilance, concentration and becomes uninterested. Usually, in order not to make such a mistake, most people just talk about one thing or another, including instrumental melodies in the background. This increases the client's concentration level if the delivery is correct and balanced.

Now it has also become popular to advertise yourself. This turned into a whole built scheme of how to get live followers. Olena Spektor allows individuals to find a job and their life path according to their preference. She developed a scheme that brings her several hundred subscribers. First, the girl puts up what she thinks is a winning video and pays Instagram for advertising. It tells that people do not have time for themselves, and there is even more of it outside. Thus, most viewers go to her page and the first post they see is about a dream and how to turn it into reality. When Olena realizes that the audience is interested in it, she shows these records again in Instagram stories. Now the main task is to leave these people and tell them why they should ask her for advice and pay money [2].

In the second stage, she shows her path and painful family history. They did not have enough money and were repressed, after that she realized that she did not want to repeat their mistakes. It hurts people to hear such stories, so under such a video, she receives many pleasant comments. The next day, the girl posts stories on Instagram where she is an opinion leader. If she is a leader, she can help others. In this way, she gained a large audience for herself and earned money.

If we talk about creative work, graphic, UI/UX, and web designers have gained popularity in recent years. They create a visual, harmonious picture that is acceptable

to society. On average, in this field, a person can earn from UAH 25,000 or more per month. In addition, their tools have also changed. Now, digital artists use artificial intelligence to improve their projects and search for ideas, some of them use it as a means of obtaining a ready-made identity or illustration.

It is worth noting that communication between employees has also changed. People who work remotely have meetings online, in applications such as Slack, Zoom and Microsoft Teams. This affects the work of the group and in some cases, even worsens it. We also have distracting factors that can be at home, access to the internet, technology and light. With certain periods of mass blackouts starting in 2022, not only communication between people, but also work efficiency has decreased in Ukraine.

In this regard, back in 2012, Nicholas Bloom conducted a study at Stanford University about remote work. He said that efficiency had increased by 13 percent, which is almost like an extra day of work per week. People who work in the field of advertising, they have a more flexible schedule. Some of them have job based on orders, communicating only with customers and not having a coherent team with many employees. In such a case designers create connections with the help of offline meetings, or go to cafes and various events.

But not all people work in the field of advertising as independent individuals looking for customers on various sites. Most designers prefer to work remotely on a freelance basis rather than in a company, but there are also those who are more comfortable having a team and doing their work for one business.

Managing a group requires creative approaches and strategies. The main task is to build trust. Improving team spirit and atmosphere allows employees to understand how important their work is and that they themselves are valuable. Regular updates of the project status and active participation in the creation of different tasks that can improve morale.

In particular, Agile and Scrum are considered innovative approaches to effective management. They have become popular because they provide more flexible project management and quick adaptation to changes.

According to Agile methodology, employees have the right to make mistakes, because there are risks that cannot be predicted. The final goal of this approach is to minimize miscalculations that are left out of consideration. Therefore, the best option is to add ideas gradually that arise during the creation of the main project. Here they focus on the result. This gives the probability of favorable achievement of high results. The group itself becomes self-organized and is oriented to the importance of the task in the flow of requirements and requests. This technique is beneficial for people who work remotely. Agile approach has not only advantages, but also disadvantages, which brainrain.com.ua writes about. They said that this approach has irreversible changes in the organization, duration and cost, the need to empower the team with different powers. The main disadvantage, which concerns remote work related to advertising is meeting the deadlines [1].

There is also the Waterfall approach. It reflects traditional methodology, it talks about the sequence of stages, from requirements analysis, to development, testing and implementation. The main characteristics are linear structure, documentation and stability [1].

There are many approaches that are characterized in one way or another. It is the company that chooses which one is the best for them.

Remote work in advertising has affected projects in the service sector. Due to this, many aspects have changed, such as communication, efficiency, adaptation of the management strategy, innovative approaches. This helps to change the forms. People who work in such sphere can have more opportunities and a chance to demonstrate themselves, in particular, find companies that can guarantee the flow of new regular customers. Thus, remote work in the field of advertising can be the beginning of the development of more effective project management.

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*Haichenia S.S.,
student,
Vyshnevskia M.O.,
associate professor,
Kyiv National University of Technologies and Design*

PROJECT MARKETING: FROM STRATEGY DEVELOPMENT TO MARKET LAUNCH

Project marketing is the process of planning, creating, promoting, and selling a product or service in the market. The successful implementation of any project depends not only on the innovation and quality of the product but also on its correct positioning and communication with the target audience. Marketing plays an even more critical role in today's globalized and digital world, where markets are increasingly saturated, and consumers have a wide range of choices. Project marketing aims to create a unique value proposition that distinguishes a product from competitors and identifies the best ways to implement it.