

OPERATING TRENDS TECHNOLOGIES IN INTERNATIONAL MARKETING

Аннотация. В научной работе рассматриваются современные тенденции в международном маркетинге, которые повлияли на развитие традиционного и современного использования маркетинговых технологий. В статье показано, что оперативные тенденции могут давать быстрые и значимые результаты в процессе развития проекта или компании в целом.

Annotation. In a scientific work discusses the current trends in international marketing, which influenced the development of traditional and modern use of marketing technologies. The work shows that the operational trends can provide quick and significant results in the development of the project or the company as a whole.

Ключевые слова: Аутсорсинг, маркетинговые технологии, интернет-технологии, контент-маркетинг, аудит маркетинг, цифровой маркетинг.

Keywords: Outsourcing marketing, Internet technology, content marketing, marketing audit, digital marketing.

Постановка проблемы. Правильное понимание и разработка маркетинговых концепций компаниями, является необходимой основой эффективного продвижения своего бренда. Использование современных технологий операционного маркетинга дает возможность правильно достигать поставленных целей компании, более качественно удовлетворять потребности покупателей и при этом эффективно распределять бюджет компании.

Цель и задачи исследования. Целью данного исследования является систематизация современных маркетинговых технологий для правильного

понимания и использования различных маркетинговых платформ, а также эффективное их внедрение в развитие компании и привлечение клиентов.

Задачей научного исследования является раскрыть практические аспекты использования международных маркетинговых технологий и их внедрение в повседневную жизнь потребителя. Продемонстрировать необходимость использования маркетинговых услуг и в каких случаях это необходимо.

Научная новизна. Систематизация использования различных маркетинговых платформ, а также эффективное их внедрение в развитие компании и привлечение клиентов.

The main material. Operating trends in international marketing associated with the practical aspects of the implementation of international marketing operations, including Outsourcing, Digital Marketing, Content Marketing and Internet Technology. A growing number of companies are creating new high-level jobs to ready themselves for engagement with social media and monitor what is being said about their companies on the Internet. Traditional marketing instruments are useless and not so effective in promotion goods and services. Nowadays, companies take its customers feedback seriously.

Outsourced Marketing is implementation of all or part of the functions of marketing specialists to other companies. Outsourcing refers to the use of mediators' resources. Outsourced Marketing is the transfer functions to the marketing companies that specialize in this area. By outsourcing marketing resorted in the case if the company is more profitable to solve marketing problems using the services of an outside specialist company [1].

Every organization aims to become the most successful and gain high profit, while not increasing costs. The benefits of using outsourced marketing are:

- Outsourcing allows companies to save costs of maintaining and managing the marketing department of the company and focus on core business processes.

- Rational benefits: reducing the cost of renting office; using social insurance; paying taxes and etc. No need to control: if the task is fulfilled, it will be the result and payments.

- Greatly reduced likelihood of receiving a low-quality solution. Reducing the risk at the stage of selection, during reading the achievements and successes of marketing campaigns.

- Customer service (in development outsourced marketing) is a monthly consulting by a professional marketer at a cost less than the salary of the employee. This marketing service can support the company. A few hours of consultation per month will allow to significantly increase company's sales.

- Outsourced Marketing will give the company more competitive advantages. Hiring a professional marketing agency to consult for a few hours or a subscription service for weeks and months will repeatedly increase the return on marketing investments and increase profit in the result.

There are three most commonly cases where outsourcing marketing is used:

1. The company is just beginning to work in the marketplace by implementing one or more promising projects. There is creating a problem as a marketing function and a problem of marketing "from scratch". In this case, marketing functions transfer to the external maintains. It helps to reduce the cost of creating its own marketing department.

2. There are new projects in the company that require temporary expansion of marketing department or creating a temporary team for the rapid development of the project to the planned level. In this situation, outsourcing allows company to attract additional qualified resources to solve the new volume of specific tasks.

3. The company has long worked in the market and its marketing department suffers because of overloading with increasing workload. In this case, the company has to review the functions of the marketing department in order to pass a series functions to external service.

Companies transfer to the external maintenance the following marketing functions: Marketing audit; Collecting, processing and analyzing marketing

information; making a research; monitoring a market; Development and implementation of advertising campaigns; Develop and introduce measures to promote sales; Internet marketing (website promotion, online advertising campaigns); Direct Marketing; Other internal and external marketing projects that require the participation of experienced professionals.

As an example of successful full marketing outsourcing can provide long-term cooperation of Enterasys Networks company, a leading manufacturer of networking equipment, and Business Communications agency of complete cycle. In accordance with the objectives and the agreement had reached earlier, the agency took over all aspects of marketing activities: PR-consulting; implementation of the current PR-support activities of the client; all types of news events; supporting of partnerships; preparation online and offline advertising campaigns; event management; supporting the official site and development and production of printing promotional materials and souvenirs.

Content Marketing is a common practice in modern marketing technology to attract attention and attract the target audience for the brand by creating and distributing the associated relevant and valuable information. Today the most common communication channels of content marketing are websites and social networks. Content marketing is widely used not only the most successful global companies but also small and medium businesses [2].

International Agency «Econsultancy» conducted a survey among 1,000 specialists in the field of content marketing to identify the main objectives of this key technology marketing. The main goal of content marketing, most experts answered - engaging the audience (52%), the second most popular answer was to drive traffic to the company website (42%), the third place got the following point to inform users about the company and the brand [3].

Content marketing helps websites a strong organic search ranking and crucially produces sustainable results. Social media and high-quality content work hand-in-hand to not only increase engagement with the brand, but also drive traffic back to the profit-making areas of your website. There are the most successful use

of such social-media platforms like Facebook, Twitter, Foursquare, Blog, LinkedIn and YouTube. Every day around 2 billions people watch videos on Youtube, 100 thousands visitors upload their videos, 7 million people are blogging and 60 million people use Twitter. This is a well-known fact, that customers and companies can find all detail information on the social-media platforms. The benefits of content marketing are:

- Intelligent Resource Brand. Content marketing helps companies collect "feedback" from customers, observe how their brands are perceived and discussed. Also, using social-media platforms, companies can follow the latest trends in tastes and preferences of consumers, manage loyalty and implement marketing segmentation.

- New marketing channel. According to many marketing experts, a new marketing channel has to be integrated with traditional channels of marketing strategy and considered as part of the marketing mix.

- Cost savings. Content marketing is a low-cost means of promoting products and services globally.

- Establishing links. Content marketing can be a great way to find vendors or employees using social networking sites such as LinkedIn, where people are registered for the purpose of exchange of professional information.

- Working with any industry. Any company, in any industry, can have a successful content marketing strategy and can truly win business because of the information it shares.

The most creative ideas of content marketing is described in the 100 Content Marketing Examples guide. It is rounded up 100 awesome examples from companies of various sizes, locations and industries. IBM Company has long been a leader in gaming-as-content, breaking new ground with its business simulation game, called "CityOne." In this game, players solve problems in four key areas – banking, retail, energy and water. Each scenario offers opportunities to understand real-world implications of business decision-making in a "Sim City"- style simulation. To date, "CityOne" has racked up to 18,000 players from more than

130 countries since its launch in 2010, proving simulation gaming may be a powerful new content initiative that can engage, educate and influence [4].

Digital marketing became the main weapon in the battle for the customer. According to eMarketer, in 2014 companies around the world are planning to spend on digital marketing \$135 billion in online advertising. The main trend of the year will be necessary to use a visual marketing. Today buyers do not want to read long texts describing the product - they need a short clear message. According to a survey conducted by Mynewsdesk, 73% of respondents believed that press releases should have pictures. Global trends in online marketing suggest that today the video on the main page can get more conversions on site by 86% (data Hubspot, Lead Generation Lessons from 4,000 companies) [5].

Ukrainian companies in B2C segment also began to actively use this tool. For example, AVK company allows visitors to watch the video about company on the homepage.

To promote the enterprise can also use free services for sharing photos and video. Photos are the most popular content on social networks: 65% of the Internet audience perceives the information on them, as a visual message of read 60 000 times faster according to the data of WebDAM Decision. The solution could be to use Instagram as a platform for sharing photos and videos. Application sharing photos and videos will form a unique base of fresh, live images that the company can use on social networks.

The second trend in 2014 is the desire of customers to become part of the brand. Consumers are not only interested in the products, they want to receive interesting information about the business, the brand and the manager of the company. Create a complete social network will allow to communicate with customers. According to HubSpot, the budget allocated for marketing through social networks would be doubled in the next 5 years. Nowadays, B2B companies that maintain blogs can find their potential customers at 67% more than those companies which publish their materials on the site. Blogging allows customers feel a personal connection with the company. The element of increasing brand

loyalty can be a personal presence the business owner, managers, management in social networks. Thus, according to data of HubSpot: 52% of companies have increased demand for their products and services via Facebook, 43% - through LinkedIn. The successful example is the PrivatBank. On the official website in Facebook, managers answer questions and place their own posts [5].

On the activities of each enterprise and the economy in general have a significant impact various processes, including the introduction of new information technologies. Internet serves as a new market, introducing the new system of economic relations in a new space. The modern view of the means of advertising and communication has been changed fundamentally after the emergence and further development of the Internet. The possibility of constructing individual interaction, interactive communications is combined in the Internet. The network appeared the market with millions of potential customers, and the new medium of communication simultaneously. It is important to know with whom you communicate and how this should be done. Qualitative and quantitative characteristics of Internet users, such as needs, preferences, desires and behaviors can be provided by research agencies.

Doing e-business transformation involves using the Internet - technologies of key business processes. Accordingly, any business activity, which uses the possibilities of global information networks in order to provide both external and internal connections for profit is an electronic or online business. The most important element of online business is e-commerce. E-commerce is trading in products or services conducted via computer networks such as the Internet. The combination of factors that have an impact on a company, which is implementing the Internet technologies in its operations, is internet environment. A typical set of factors: the Internet audience and its characteristics; infrastructure protection; feasibility level of transactions; level of telecommunications infrastructure; level of the legal framework of the online business [6].

Table 1

Internet Technologies and Information Systems

Company - Developer	System	Functional purpose
SAS, the USA	Marketing Optimization	Automating external analysis
ABC Technologies inc., the USA	Oros Analytics	Processing of data coming from ERP and CRM systems and their consolidation.
High Performance Systems, the USA	Ithink	Design and simulation analysis of business models.
Decisive Tools, the USA	iDecide	Building models in the form of graphs. Risk analysis of decision-making using Monte Carlo method.
Essential Software, the USA	Advanced Financial Statement Analysis	Analysis of financial statements with the possibility of building financial projections.

Conclusion. Summing up, it should be noted that the scope of international marketing is strategically important for organizations of any brand and promoted it at the transnational level. If the company does not pay of marketing activities as other processes of business, it is impossible to build a stable effective organization. Therefore, companies should gradually introduce new technologies to monitor current trends that can change the internal rules and harmonize them to market situations. Corporate have radically changed. It is no longer just companies talking to the press and the press talking to customers. All these show up in the middle. Digital and content marketing help companies collect customers` feedbacks and it is bigger than the traditional channels. It has definitely shifted how companies have done communications. Their executives are blogging every day and everybody`s job is now social media. Social media is much more than getting out there and having conversations. It can transform a business if companies use it correctly.

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