



Economics and Business Management

16(1), 126-144

Journal homepage: <https://economicscience.com.ua/en>

Received: 11.10.2024 Revised: 16.01.2025 Accepted: 27.02.2025

UDC 658.8:004.738.5

DOI: 10.31548/economics/1.2025.126

Oleksandr Posunjko*

Postgraduate student

Private Higher Educational Institution "European University"

03115, 16B Akademia Vernads'koho Blvd., Kyiv, Ukraine

<https://orcid.org/0009-0007-5632-1881>

Nataliia Ovsienko

PhD in Economic Sciences

Private Higher Educational Institution "European University"

03115, 16B Akademia Vernads'koho Blvd., Kyiv, Ukraine

<https://orcid.org/0000-0001-7694-7522>

Improving the competitiveness of enterprise through the introduction of Internet marketing

Abstract. The aim of the study was to investigate the impact of Internet marketing on the competitiveness of enterprises. The research used methods of secondary data analysis and case studies to study the successful use of Internet marketing tools in various industries. The research analysed the use of Search Engine Optimisation, contextual advertising, social media and web analytics among leading Ukrainian enterprises such as "Nova Poshta", "Rozetka", "Kyivstar" and "Foxtrot". The results of the study confirmed the importance of Internet marketing for increasing the competitiveness of enterprises. It was determined that tools such as search engine optimisation, Pay-per-click and social media can significantly increase brand visibility, attract new customers and increase sales. In 1-3 months, Pay-Per-Click can increase traffic by 50-100% and sales by 40-80%, while Search Engine Optimisation can increase traffic by 20-30% and sales by 15-25%. Email marketing and content marketing promote brand loyalty and increase conversions by 10-20%, respectively. The study showed that online marketing not only helps to increase brand visibility, but also helps to attract more customers through more precise targeted advertising and increased efficiency of interaction with them. The use of Search Engine Optimisation helps to improve the organic promotion of websites in search engines, which leads to an increase in traffic without significant advertising costs. The study also highlighted the importance of mobile marketing, as the growing use of mobile devices is becoming an important factor in improving access to customers and increasing conversion rates. The findings of the study confirm that the effective use of digital marketing tools is one of the main factors for increasing the competitiveness of enterprises in the current digitalisation environment. It is also important to integrate the latest

Suggested Citation:

Posunjko, O., & Ovsienko, N. (2025). Improving the competitiveness of enterprise through the introduction of Internet marketing. *Economics and Business Management*, 16(1), 126-144. doi: 10.31548/economics/1.2025.126.

*Corresponding author



Copyright © The Author(s). This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (<https://creativecommons.org/licenses/by/4.0/>)

technologies, such as artificial intelligence and big data analytics, to provide more personalised customer interaction and increase the overall effectiveness of marketing campaigns. The practical significance of the study lies in the development of effective strategies for using digital marketing tools to increase the competitiveness of enterprises in various industries

Keywords: digital technologies; web analytics; social networks; demand; content

INTRODUCTION

In the current environment of digital technologies and changes in consumer behaviour, businesses are forced to adapt their marketing strategies to new realities, where online marketing is becoming a key tool for increasing competitiveness and optimising advertising costs. Digital communication channels allow companies to interact with consumers more effectively, attract new customers, maintain the loyalty of existing ones and increase their visibility in the market. As online marketing allows for personalised approaches to each consumer, optimised advertising budgets and reduced costs for traditional marketing tools, its implementation is becoming a necessity for businesses of all sizes. In a highly competitive environment, the ability to effectively use digital tools to promote goods and services is becoming a key factor in market success.

The use of Internet technologies in the marketing activities of enterprises is necessary to adapt to the rapidly changing market environment. I. Ippolitova *et al.* (2024) studied the importance of introducing Internet technologies to improve communication with customers through digital channels. The authors justified the use of Internet marketing tools, such as corporate websites, search engine optimisation, social media, and email, to improve the effectiveness of marketing campaigns and increase conversion. However, they noted that the integration of various online tools and their adaptation to the specifics of enterprises requires further research and development.

The use of big data and the Internet of Things to improve the economic performance of enterprises in online marketing is an important area of development in the context of digitalisation. Y. Yang (2024) studied the impact of these technologies on the effectiveness of marketing strategies and sales. The author found that big data and the Internet of Things significantly improve business performance, but there are problems

with resources, technology, and data security. He suggests that businesses should optimise their use and update their technology, and develop policies to support these innovations.

Digital marketing has become a key tool for businesses in times of crisis, helping them to adapt to changes in the market. M. Oklander *et al.* (2024) studied how small and medium-sized enterprises in Ukraine use online marketing to overcome the challenges caused by the war. The authors note that digital marketing, in particular through social media, played an important role in maintaining customer relationships and expanding markets. However, businesses faced challenges due to limited resources and an unstable environment. The study points to the need for further research to improve digital marketing strategies for small and medium-sized enterprises in crisis situations.

P. Virani (2024) investigated the impact of internet marketing on small and medium-sized businesses. The author found that social media, in particular Facebook, significantly contributed to supporting sales and customer interaction, allowing businesses to remain competitive. The study showed a positive relationship between the use of digital marketing and financial performance, but also found that a lack of IT skills among entrepreneurs limits the effectiveness of their use. Digital marketing strategies are a key factor in strengthening the competitiveness of enterprises. N.I. Niyozova (2023) investigated how these strategies contribute to the development of enterprises, noting the role of Internet technologies such as social media and online shopping. The author emphasised that these tools help to reduce marketing costs and improve customer interaction. However, businesses face difficulties due to a limited understanding of technology, which requires additional training to effectively implement them in digital strategies.

Digital marketing is becoming crucial for strengthening the market position of enterprises and improving their competitiveness. The article by V. Morokhova *et al.* (2021) discusses modern marketing technologies as tools for shaping the competitive advantages of enterprises. The authors emphasise the importance of introducing innovative approaches to marketing activities to improve the efficiency of enterprises in a competitive market. V. Morokhova *et al.* analysed specific strategies, such as product differentiation, customer focus and the use of digital tools, which help to strengthen companies' market positions. This highlights the need for further research to develop tailored digital strategies that are specific to the sector.

The use of digital marketing is important for improving the performance of small and medium-sized enterprises in emerging markets. W. Apedo Deku *et al.* (2024) investigated how digital marketing technologies, such as social media and search engine marketing, can improve the business performance of small and medium-sized enterprises (SMEs). The authors found that technology orientation and customer relationship management (CRM) are important factors that influence the performance of enterprises. However, financial constraints and limited use of technology are significant barriers to the widespread adoption of these strategies. Further research is needed to explore how these technologies can be integrated into SME strategies, especially in underdeveloped regions. Strategic guidelines to ensure the competitiveness of enterprises in the context of digitalisation are important for their adaptation to change. N.P. Safonik (2024) noted that investment in technology and staff qualifications are the basis for adaptation, while external factors such as competition determine opportunities for development. The study showed that enterprises should formulate strategies that take into account digital transformation. However, there is still a need for further research on the integration of digital solutions into business processes.

The aim of this study was to analyse the impact of Internet marketing on the enterprise management strategy and its competitiveness. The objectives of the study were: to analyse the role of Internet marketing as a strategic element

of enterprise management that affects its efficiency and market position; to assess the impact of implementing Internet marketing strategies on increasing the competitiveness of an enterprise in the context of digitalisation.

MATERIALS AND METHODS

The research was empirical, including the analysis of secondary data and case studies to study the use of online marketing tools. The main sources were information from open sources (Marketing strategies..., n.d.; How does marketing..., n.d.; How does a business attract potential customers..., 2024), as well as market research on the introduction of digital technologies in the marketing strategies of enterprises (Foxtrot case..., n.d.). At the same time, materials on the latest trends in digital strategies and methods of their implementation were studied. The research works of F. Sabbagh (2021), Y.K. Dwivedi *et al.* (2021), O. Kitchenko & I. Koval (2021).

The study examined several open advertising platforms that provide a variety of tools for effective audience targeting and optimisation of advertising costs. Among the main platforms that were reviewed are Google Ads (Google ads offers many opportunities..., n.d.), Facebook Ads (About Facebook ads..., n.d.) and Instagram (Advertising on Instagram..., n.d.). Marketing automation platforms such as HubSpot (With HubSpot..., n.d.) or Adobe Marketo (Powerful marketing ..., n.d.), and their great potential for automating marketing campaigns, optimising customer experience, and improving the effectiveness of marketing efforts.

One of the main methods of collecting information was a case study, which involved a detailed analysis of specific examples of successful use of Internet marketing in enterprises in various industries, such as logistics and delivery, e-commerce, telecommunications and retail. This made it possible to collect practical data on the use of digital tools in real life and assess their effectiveness on the example of the largest Ukrainian companies. The sample for the analysis consisted of such enterprises as "Nova Poshta" (Marketing strategies..., n.d.), "Rozetka" (How Rozetka.ua does marketing..., n.d.), "Kyivstar" (How can businesses attract..., 2024), "Foxtrot" (Foxtrot case..., n.d.), which are actively

implementing online marketing strategies to strengthen their competitive position in the market. The study of their experience provided practical insights into the use of Internet marketing in the Ukrainian context, as well as identified features and trends that may be useful for other businesses. To assess the effectiveness of Internet marketing tools such as search engine optimisation (SEO), contextual advertising, social media, email marketing and web analytics in more detail, benchmarking methods were used to compare the effectiveness of these tools among businesses in different industries. The results were assessed by analysing such indicators as traffic growth, sales growth and conversion.

One of the main tools was a SWOT analysis, which was used to identify the strengths and weaknesses of the use of Internet marketing in enterprises, as well as opportunities and threats arising in the process of implementing digital strategies. This method helped not only to identify the key advantages and disadvantages of implementing online marketing tools, but also to analyse internal factors that may affect the success of their implementation, such as the level of digital maturity of the company, readiness for change and availability of necessary resources for the effective implementation of new technologies. In addition, the SWOT analysis made it possible to assess external opportunities, such as the development of new markets or changing trends in consumer behaviour, as well as potential threats from competitors, economic fluctuations or technological changes. PEST analysis was applied to provide a deeper analysis of external factors that could affect the effectiveness of online marketing strategies. This method helped to assess political, economic, social and technological changes that can significantly alter the marketing environment for businesses. This approach provided a comprehensive assessment of how digital technologies can affect the competitiveness of enterprises not only in the short term, but also in the long term.

RESULTS

Theoretical foundations of internet marketing

Internet marketing, or digital marketing, is a set of methods and tools used to promote goods and services via the Internet. This tool enables

businesses to interact with potential customers, create effective communication channels and increase customer loyalty. In today's highly competitive and rapidly changing business environment, Internet marketing has become an essential part of the strategy of every business seeking to achieve high results and maintain its competitive position. The use of online marketing allows companies not only to attract new customers but also to maintain effective relationships with existing ones, which ultimately helps to increase sales and strengthen the brand in the market.

Internet marketing consists of the following components: search engine optimisation, contextual advertising, email marketing, social media marketing (SMM), content marketing, customer interaction and web analytics. The goal of search engine optimisation (SEO) is to make a website more visible to search engines. Businesses can attract organic traffic, which is cost-effective because this process does not require paid advertising. However, contextual advertising allows advertisers to attract new customers through paid ads that appear on search engine pages and affiliate platforms. By using these platforms, advertisers are paid for each click on their adverts. This tool is well suited to quickly drive traffic and increase sales, especially for companies looking to respond quickly to changes in demand (Vikarchuk & Yushkevych, 2021).

Email marketing is one of the most effective tools for keeping in touch with customers. It allows enterprises to send out promotional materials, news, or personalised offers, which encourages customer loyalty and attracts new customers. Social media marketing (SMM) encompasses the use of platforms such as Facebook, Instagram, Twitter, and LinkedIn to promote products and services and to interact directly with the audience. With this tool, businesses can not only advertise their products but also build strong relationships with customers and engage them in active participation in the brand's life, which increases the level of trust and consumer loyalty (Sabbagh, 2021).

Content marketing is the process of creating and distributing valuable content that meets the interests and requirements of the target audience. It can be articles, blogs, videos, infographics,

and other types of content that help companies increase the number of customers and strengthen their market position. An affiliate marketing tool gives companies the opportunity to work with other organisations or individuals for a fee to attract customers or make sales through their platforms. This allows companies to avoid spending a lot of money on expanding their audience. Web analytics is another important online marketing tool that allows companies to evaluate the effectiveness of their marketing campaigns, track user behaviour on the site, and adapt strategies based on the data they receive. Companies can use programs such as Google Analytics to get accurate data on the channels that generate the most traffic and that need to be optimised (Vikarchuk & Yushkevych, 2021).

Internet marketing is an integral part of the overall business strategy, performing not only the function of advertising, but also contributing to brand development, attracting new customers, and strengthening the company's market position. This allows companies to effectively integrate digital strategies into their core business processes. It allows companies to be more flexible and innovative, and to respond more quickly to market changes. Product, pricing, distribution, and customer communication strategies are just some of the main business strategies that are interconnected with online marketing. Product strategy is closely related to online marketing. Companies can use digital channels to quickly bring new products to market, gauge demand, collect customer feedback, and quickly improve their offerings. The creation of online stores and sales platforms allows companies to expand their product range and reach more customers (Dwivedi *et al.* 2021). At the same time, companies can quickly change their pricing policy thanks to online marketing. With the help of digital marketing tools, businesses can flexibly change prices in real time, hold promotions, discounts, and offer promotional codes, which is important for stimulating demand and attracting customers.

Digital marketing also has a major impact on distribution strategy. It gives businesses the opportunity to expand their sales geography and enter new markets by working with global and local online platforms. This allows businesses

to ensure that their products are available to consumers anywhere in the world. In terms of communication strategy, online marketing enables constant contact with customers through social media, email newsletters, chatbots and other channels. This provides instant feedback, makes it possible to create personalised offers and respond to customer requests in real time (Denga *et al.*, 2022). Thus, Internet marketing allows not only to advertise products but also to increase the efficiency of business processes, strengthen market positions and ensure competitiveness in the global market. Integration of Internet marketing into the company's strategy helps to ensure flexibility and adaptability of the business in the face of constant market changes, which is an important condition for the company's successful development.

One of the main components of modern strategies for businesses seeking to increase productivity and competitiveness is the use of the Internet. But online marketing has two main functions. Firstly, it is used as an advertising tool that works on short-term results, and then as a strategic component of business management that covers all aspects of its activities. Distinguishing between these two approaches is important in order to use internet marketing correctly in the overall strategy of a company. Advertising that uses online marketing is usually aimed at attracting new customers and increasing sales in the short term. Contextual advertising, SEO, social media, email marketing and content marketing are the main tools of this approach. They allow companies to make ads that attract the attention of potential buyers and quickly increase sales or website traffic (Kitchenko *et al.*, 2021). This approach is focused on a quick impact, and while it can be very effective in driving sales, it does not always ensure sustainable growth and long-term competitiveness.

Internet marketing as a strategic component of business management is much broader. It is not limited to advertising or product promotion; it also includes the development of plans aimed at supporting sustainable business development, improving customer interaction, optimising business processes and strengthening the brand. Internet marketing in this context is not just a means of attracting customers, but

also an important part of the overall strategy, which includes communication, product management, pricing, and customer interaction at all stages of the process (Mshvidobadze, 2024). The difference between online marketing as an

advertising tool and as a strategic management element can be clearly demonstrated in Table 1. It shows the main differences in the purpose, duration of exposure, orientation, and tools used in each approach.

Table 1. Main differences between Internet marketing as an advertising tool and a strategic management element

Criterion	Internet marketing as an advertising tool	Internet marketing as a strategic management element
Main objective	Attracting new customers, increasing sales	Increasing efficiency, strengthening the brand, strategic planning
Duration of the impact	Short-term effect	Long-term effect aimed at sustainable development of the enterprise
Orientation	Promotion of products and services	Integration into the overall business management strategy
Role in the company's strategy	An auxiliary tool for increasing sales	Central element of strategic business management
Tools	SEO, PPC (Pay-Per-Click), SMM, email- marketing	Use of analytics, customer interaction, innovative strategies

Source: compiled by the authors based on O. Kitchenko & I. Koval (2021), T.I. Mshvidobadze (2024)

The Table 1 shows that Internet marketing, used as an advertising tool, is effective in achieving short-term results, such as attracting new customers and increasing sales. However, this approach has a limited impact on the long-term competitiveness of the enterprise. Whereas online marketing as a strategic management element allows businesses to integrate digital tools into the overall strategic management process, contributing not only to rapid customer acquisition, but also to strengthening the brand, improving business processes and ensuring sustainable development. Understanding this difference is important for businesses that want to use internet marketing not only as a tool for advertising campaigns, but also as part of their strategy to achieve long-term success and competitive advantage in the market.

The impact of Internet marketing on the efficiency, market position and competitiveness of an enterprise

Internet marketing as a tool is of great importance for modern businesses, as it can significantly improve the efficiency of their operations. The introduction of online marketing allows businesses to optimise numerous business processes, reduce the cost of traditional advertising campaigns and automate a number

of operations. The essence of this impact can be assessed in the context of several aspects: automation, precise targeting, reduced costs for traditional forms of advertising, and improved customer interaction.

One of the main advantages of online marketing is the ability to automate many business processes. Modern technologies can greatly simplify and speed up processes such as sending emails, generating personalised offers for customers, managing advertising campaigns, and even analysing the effectiveness of strategies. Marketing automation platforms, such as HubSpot (With HubSpot..., n.d.) or Adobe marketo (Powerful marketing..., n.d.), provide tools for automatically collecting data on customer interactions, which can be used to quickly adapt strategies. This approach reduces the workload of employees and makes processes more efficient, which is especially important for small and medium-sized enterprises. Internet marketing is a powerful tool for small and medium-sized enterprises (SMEs) to optimise advertising costs, increase profits and improve competitiveness. Audience targeting through Google Ads and Facebook Ads helps to reduce the cost of irrelevant audiences by targeting advertising campaigns to potentially interested customers. The use of SEO helps to attract organic traffic

without the additional cost of paid advertising, which reduces the cost of customer acquisition, as shown by HydroWorx, which increased organic applications by 131% (Storm, n.d.). Digital platforms provide effective real-time monitoring of campaign results, allowing for quick adjustments to strategies. This makes it possible to reduce costs and increase profits, in particular through email marketing, which stimulates repeat purchases. Online marketing increases the competitiveness of SMEs by enabling them to compete with large companies through relevant content and targeted advertising. Local SEO optimisation ensures high search engine rankings on a limited budget, as evidenced by the example of a bakery that has achieved leadership in the search results for “bakery nearby” (Saxon, 2023).

Online marketing makes it possible to precisely target your campaigns based on consumer behaviour data, which significantly increases the effectiveness of advertising campaigns. Open advertising platforms, such as Google Ads (Google ads offers many opportunities..., n.d.), Facebook Ads (About Facebook ads..., n.d.), Instagram (Advertising on Instagram..., n.d.), allow businesses to easily set up targeting for a specific audience, determining not only its demographic characteristics, but also interests, purchase history or interaction with the brand. Targeted advertising can significantly increase the efficiency of advertising spend, as advertisers can target their advertising messages only to the audience that has the greatest potential to make a purchase. If the advertising campaigns are set up correctly, this can lead to lower advertising costs while increasing the return on marketing investment. Specific numerical metrics and data such as Cost per Acquisition (CPA), Return on Investment (ROI), Conversion Rate (CR), Click-Through Rate (CTR), average check, and Cost per Click (CPC) can be used to prove the effectiveness of targeting. For example, if before targeting optimisation, CPA was 500 UAH per customer, and after setting up precision targeting, this figure dropped to 300 UAH, this could indicate a 40% reduction in costs. This indicates the potential effectiveness of targeting in reducing advertising costs. In terms of ROI, if it was 150% before optimisation and increased to 250% after targeting, this could indicate

a significant increase in ROI. In the case of CR, if the CR was 2% before optimisation and increased to 5% afterwards, this may indicate an increase in the effectiveness of targeted campaigns (Mistrakov, n.d.). An increase in CTR from 1% to 3% could indicate an improvement in the relevance of targeted ads and a more accurate targeting of the target audience. An increase in the average check from 1,000 UAH to 1,500 UAH due to upsell and cross-sell techniques can also confirm the effectiveness of targeting strategies (What is targeted advertising and how..., 2024). Finally, if CPCs have dropped from 10 UAH to 7 UAH, this could indicate a more efficient use of the advertising budget and cost optimisation (How to calculate the budget..., 2024). All of this data can be tracked using analytics tools such as Google Analytics, CRM systems, or targeted advertising platforms such as Facebook Ads or Google Ads (Sharabati *et al.* 2024).

The ability to significantly reduce the cost of traditional advertising tools is one of the most notable advantages of online advertising. Online marketing offers more affordable and effective alternatives than television, radio or print media. To significantly optimise advertising costs, contextual advertising platforms such as Google Ads allow advertisers to pay only for actual ad clicks. In addition, organic promotion through search engine optimisation helps to generate a large number of visitors without the need to spend money on paid ads. Search engine optimisation increases the visibility of your company in search engines, which leads to constant traffic at no additional cost. Internet marketing also greatly improves communication between companies and their customers. Companies can store and analyse all the information about the interaction with each customer thanks to customer relationship tools such as CRM systems. This allows companies to better understand the needs of their customers and adapt their marketing plans to increase loyalty. Chatbots and other interactive tools allow companies to respond to customer queries instantly, even on weekends. This allows for constant contact and quick responses to customer queries, which increases customer satisfaction and helps to maintain customer loyalty (Usmany *et al.*, 2024).

Another aspect of the impact of internet marketing on the operational efficiency of an enterprise is web analytics. Web analytics allows businesses not only to collect data about website visitors but also to analyse consumer behaviour in more depth, identify the most effective channels for driving traffic, study conversions, and tailor strategies to specific market needs. Analytics tools, such as Google Analytics (Get essential customer..., n.d.), provide an opportunity to measure the effectiveness of each campaign, monitor customer behaviour on the website, identify weaknesses in the strategy and promptly correct them. This allows businesses to be flexible and respond quickly to changes in the market, which is an important element in maintaining high operational efficiency. Businesses can effectively

engage with customers and take a leading position in the market through strategies such as search engine optimisation, content marketing and email marketing.

Internet marketing provides businesses with powerful tools to improve their competitiveness. Using various methods such as SEO, PPC, SMM, email marketing and content marketing, companies can achieve not only high results in driving traffic and increasing sales, but also increase their visibility, build trust among potential customers and retain loyal customers. To evaluate the effectiveness of these tools and their impact on the company's competitiveness, basic data on the costs and effectiveness of each tool were collected. The main online marketing tools, their costs, and effectiveness in increasing traffic and sales are presented in Table 2.

Table 2. The impact of Internet marketing on the economic performance of enterprises

Internet marketing tool	Campaign cost (UAH thousand)	Increase traffic	Increase in sales
SEO	From 5000 UAH/month	20-30% in 6-12 months	15-25% in 6-12 months
PPC (Pay-Per-Click)	20000 UAH/month	50-100% in 1-3 months	40-80% in 1-3 months
SMM (Social Media Marketing)	From 4000 to 40000 UAH/month	30-50% in 3-6 months	20-40% in 3-6 months
Email- marketing	From 5000 UAH/month	10-20% in 1-3 months	10-15% in 1-3 months
Content marketing	From 10000 UAH/month	25-40% in 6-12 months	20-35% in 6-12 months

Source: compiled by the authors based on Cost of web studio... (n.d.), Overview and analysis of effective... (2023), The best advertising strategies for e-commerce... (2024)

The Table 2 shows that PPC advertising is the most effective tool, as it provides the highest growth in traffic and sales in a short period of time (1-3 months), although it is expensive (20,000 UAH/month). SMM is also quite effective, but the costs can be very different. SEO and content marketing are less efficient, but provide a steady increase in traffic (20-40%) and sales (15-35%) in the long run. The least effective is email marketing, which, at relatively low costs (from 5000 UAH/month), gives the lowest growth in traffic and sales. The use of online marketing tools helps to significantly increase the competitiveness of businesses, as it effectively attracts new customers, increases sales and improves market visibility. For example, SEO allows businesses to consistently rank high in search engines, which drives organic traffic and reduces

advertising costs, which is an important advantage in a competitive environment. PPC provides a quick effect by targeting potentially interested audiences, making it possible to respond quickly to changes in demand and oust competitors in a short time. SMM helps to build brand loyalty through interaction with the audience on social media, which helps to strengthen reputation and attract new customers. Email marketing provides personalised offers, increasing the effectiveness of interaction with existing customers, which drives repeat purchases and increases loyalty. Finally, content marketing helps to create valuable content that attracts the attention of the target audience, builds brand trust and strengthens the company's position in the market.

Combining these tools allows businesses not only to compete effectively with large

companies, but also to take a leading position in the market, reducing marketing costs and increasing their visibility in the eyes of consumers. As a result, the effective use of online marketing is an important factor that determines the competitiveness of a company in today's market. Increasing visibility and brand awareness is an important aspect that contributes to strengthening market positions through online marketing. The use of tools such as SEO allows businesses to improve their position in search engines, giving them access to a wider audience. At the same time, content marketing, as a strategy for creating and distributing useful content, helps to attract new customers and maintain interest in the brand.

“Nova Poshta” actively uses online marketing tools to maintain its market position, which is confirmed by statistical data. In particular, thanks to SMM (social media marketing), the company increased its audience reach by 25%, which attracted more than 500 thousand new customers (Marketing strategies..., n.d.). SEO-optimisation of the website led to a 40% increase in organic traffic, which resulted in a 15% increase in conversion. In addition, the use of email marketing has increased the number of repeat orders by 20%, which indicates an increase in customer loyalty. These figures demonstrate that online marketing is a key element in Nova Poshta's strategy to maintain its competitive advantage and expand its customer base (How Nova Post improves the efficiency..., n.d.).

Another important strategy for strengthening market positions is the use of PPC advertising. “Rozetka”, one of Ukraine's largest online retailers, actively uses contextual advertising through Google Ads and social media to reach a wider audience (How Rozetka.ua does marketing..., n.d.). This strategy allows not only to attract new customers, but also to stimulate repeat purchases

through precise targeting based on customer purchase history. “Foxtrot” demonstrates significant effectiveness in using email marketing to maintain customer loyalty. Personalised email campaigns have increased sales of accessories by 16% with the same level of traffic. This was made possible by introducing individual product offers that take into account the needs and purchase history of each customer. “Foxtrot” email marketing performance statistics show significant achievements: a 5% improvement in conversion rates due to optimised email campaigns and a 10% increase in website engagement due to effective product recommendations. In addition, general statistics show that segmented campaigns can increase revenue by 760%, and personalised subject lines increase open rates by 26%. This data confirms that “Foxtrot” strategy of using email marketing is effective in maintaining customer loyalty and encouraging repeat purchases (Foxtrot case..., n.d.).

Internet marketing also allows to reduce advertising costs. Using precise targeting through PPC and SMM can reduce the cost of ineffective advertising, while ensuring higher conversion rates. “Kyivstar”, a Ukrainian mobile operator, uses these tools to advertise its new services and products, particularly in the context of launching new tariff plans. Thanks to precise targeting of advertising to the target audience, which takes into account more than 100 Big Data parameters (age, gender, interests, location, etc.), the company was able not only to reduce advertising costs but also to significantly increase the number of subscribers, improve the effectiveness of advertising campaigns and achieve high market results (How businesses can attract potential customers..., 2024). Table 3 illustrates the main Internet marketing tools and their role in strengthening the market position of an enterprise.

Table 3. The impact of Internet marketing tools on the market performance of an enterprise

Tool	Role in strengthening market positions	Traffic growth (%)	Conversion (%)	Increase in sales (%)
SEO	Increase visibility in search engines, drive organic traffic, improve brand awareness	40	15	30
PPC	Targeting the target audience, reducing advertising costs, increasing the effectiveness of advertising campaigns	25	18	30

Table 3, Continued

Tool	Role in strengthening market positions	Traffic growth (%)	Conversion (%)	Increase in sales (%)
SMM	Interaction with customers in social networks, brand support, and new customer acquisition	300-400	-	39
Email-marketing	Personalising communications, maintaining customer loyalty, encouraging repeat purchases	10	5	16
Content marketing	Creating valuable content to attract new customers, increase loyalty, and strengthen the brand image	2000	1200	1200
Web analytics	Evaluating the effectiveness of marketing campaigns, adjusting strategies based on customer behaviour data	75	25	10

Source: compiled by the authors based on How Nova Post improves the efficiency... (n.d.), V. Girko (2023), V. Kovalov *et al.* (2024)

Table 3 shows that each of the online marketing tools plays an important role in strengthening the company's market position. The most effective tools are content marketing and SMM, which help to engage the audience. The choice of tool depends on the company's goals, and they help reduce advertising costs, attract new customers and retain old ones. Combined with the right strategy, these elements guarantee the company's stable growth in the market and strengthen its competitiveness.

The use of digital tools in marketing has significant advantages, but it also comes with certain risks that can negatively affect the business. The main risks include dependence on platform algorithms, technical failures, and cyberattacks. Digital platforms, such as Google Ads or social networks, are constantly changing their algorithms, which can affect the visibility of ads and organic traffic. For example, changes to Facebook's algorithms can lead to a decrease in reach without additional ad spend. In addition, algorithms are often based on historical data, which does not always allow for innovative approaches, which can lead to the repetition of standard strategies instead of finding new opportunities for business development (Managing algorithmic risks, n.d.).

Another significant risk is technical failures that can lead to financial losses. For example, a malfunction of a CRM system or marketing automation platform can disrupt customer service or delay marketing campaigns. The constant need to update software or train staff to work with new technologies requires additional resources and can increase the costs of the enterprise (The

dark side of digital marketing..., n.d.). In addition, cyber attacks that can lead to data loss are a significant risk. Digital platforms are an attractive target for phishing attacks, malware and ransomware attacks. This can lead to the leakage of confidential customer information and, as a result, fines for non-compliance with security regulations. Hacking into social media accounts or compromising customer data can also severely damage a brand's reputation, undermining trust in the company (Shaikh, 2024).

To reduce dependence on platform algorithms, marketing campaign strategies should be regularly adapted to changes in algorithms and a multi-channel approach should be used to reduce dependence on a single platform. To avoid technical failures, backup systems should be implemented to ensure uninterrupted operations and staff training should be invested in to ensure effective work with new technologies. In terms of cybersecurity, two-factor authentication, data encryption, and regular updates of security systems to check for vulnerabilities are recommended to reduce risks.

Internet marketing is an effective and important tool for improving a company's market position. Digital tools increase the effectiveness of marketing campaigns by optimising advertising costs and reaching target consumers. Companies can achieve significant results in attracting new customers, strengthening their brand image and increasing customer loyalty by using tools such as SEO, PPC, SMM, email marketing and content marketing. The strategic implementation of online marketing tools allows companies not only to strengthen their market

positions but also to adapt to the changing market environment, which is an important factor in achieving sustainable development and competitive advantage.

Improving Internet marketing strategies to increase market position and efficiency

Internet marketing is an important part of modern business strategies, as it allows businesses not only to interact effectively with customers,

but also to strengthen their market positions, increase competitiveness and efficiency. To more accurately identify areas for improving your online marketing strategy, it is important to use strategic analysis tools such as SWOT and PEST analyses. They help identify strengths and weaknesses, opportunities and threats, as well as external factors that may affect your business. Table 4 shows a SWOT analysis of the use of Internet marketing in enterprises.

Table 4. SWOT analysis: the use of Internet marketing at enterprises

Strengths	Weaknesses
1. High efficiency of targeted advertising (PPC, SMM). 2. The ability to accurately assess the effectiveness of campaigns through analytics. 3. Flexibility to change marketing strategies in real time. 4. Reducing the cost of traditional advertising through the use of digital channels.	1. Insufficient use of personalised strategies. 2. Limitations in integrating online marketing with other strategies. 3. High level of competition in the online environment. 4. Limited knowledge and use of new tools such as Big Data.
Opportunities	Threats
1. Expanding the market through global online channels. 2. Use of new technologies for targeting (Big Data, AI). 3. Personalisation of marketing campaigns for greater customer loyalty. 4. Development of mobile marketing and new content formats.	1. Changes in search engine algorithms that may affect SEO. 2. Intense competition and declining efficiency of traditional channels. 3. Increase in advertising costs due to competition in the online space. 4. Legal restrictions on the use of personal data.

Source: compiled by the authors based on E. Shcherban (2022)

Based on this analysis, it is clear that businesses have significant room for improvement in their online marketing strategies. However, there are also some weaknesses that need to be addressed. For example, insufficient use of personalised strategies can reduce the effectiveness of campaigns, and the high level of competition in the online environment threatens to undermine the achievement of desired results. In addition, businesses often face the problem of a lack of qualified marketers who can effectively use modern tools and technologies, which limits the potential for optimising marketing campaigns. In addition, difficulties with the implementation of CRM systems due to a lack of understanding of their potential or the lack of appropriate software can slow down the process of marketing automation and customer relationship management, which in turn affects the effectiveness of marketing strategies. PEST analysis is useful for a detailed understanding

of external factors that affect online marketing. This analysis helps to assess the economic, social, political and technological elements that can influence a company's marketing strategies. Table 5 shows the PEST analysis of the use of Internet marketing in enterprises.

Based on the SWOT and PEST analyses, several important steps can be taken to improve the use of online advertising, which will increase the company's efficiency and market position. First of all, companies should increase the personalisation of their marketing campaigns. Companies can now segment their audiences more accurately thanks to the development of technologies such as Big Data and artificial intelligence (AI). Personalisation of communications enables the creation of targeted advertising campaigns aimed at the most interested customers. This approach will ensure higher conversion rates and reduce advertising costs. Both of these factors are important for increasing a company's productivity.

Table 5. PEST-analysis: use of Internet marketing at enterprises

Political factors	Economic factors	Social factors	Technological factors
<ol style="list-style-type: none"> 1. Changes in personal data protection legislation may affect marketing strategies. 2. Regulation of advertising on social media. 3. Legislative initiatives to expand access to the Internet in the regions. 	<ol style="list-style-type: none"> 1. Increased advertising spending due to competition in the online space. 2. Economic instability may affect marketing spending. 3. Currency fluctuations can affect the cost of international campaigns. 	<ol style="list-style-type: none"> 1. Changing consumer preferences towards online shopping. 2. Growing popularity of mobile apps and online shopping platforms. 3. Development of social media, which opens up new channels of communication. 	<ol style="list-style-type: none"> 1. Rapid development of new technologies such as AI and Big Data provides new opportunities for targeted advertising. 2. Innovative tools such as chatbots and automation can increase the effectiveness of marketing campaigns. 3. Constantly updating search engine algorithms, which requires adapting marketing strategies.

Source: compiled by the authors

Integration of online marketing with other strategic areas of the company is another important area. Internet marketing should be part of the company's development strategy, not a separate tool. This will help to achieve greater coherence between different business processes, maximising results and more efficient use of resources. Enterprises should consider online marketing in product planning, pricing, and customer communication. Ensuring that all digital channels are unified is an important part of this strategy, as it will create a unified strategy to increase efficiency.

Reducing advertising costs through precise targeting is another important recommendation. Modern online marketing tools, such as PPC and SMM, are much more precise in identifying the target audience for each advertising campaign. When companies use targeted advertising campaigns, they can focus on customers who already show interest in products or services, which reduces the cost of ineffective advertising and increases the likelihood of conversion. Such technologies can reduce the cost of mass advertising campaigns and focus on the most attractive market segments, which can significantly optimise the marketing budget.

As the popularity of social media and mobile platforms continues to grow, companies should focus on using these communication channels. Given the steady growth in the use of mobile apps and social media, marketing strategies focused on these platforms are vital to expanding their customer base and strengthening their market position. Companies can build a brand

identity, create engagement with their audience, and receive customer feedback through effective media marketing. It is important not only to use social media to promote products, but also to optimise the strategy with the help of the data they collect.

Online marketing is impossible without the use of the latest technologies, such as automation and chatbots. Such tools can significantly increase the efficiency of marketing campaigns, reduce the time spent with customers, and provide them with real-time, personalised offers. By automating processes, companies can adapt their marketing campaigns to changing conditions and deliver targeted messages only when needed, which greatly increases the effectiveness of communication. Chatbots allow companies to quickly respond to customer queries by providing them with relevant information, assisting in the purchase process, or providing support.

Implementing these recommendations will allow companies to continue to grow and be competitive in the market, as well as increase the effectiveness of their online marketing campaigns. Companies can achieve a significant increase in efficiency and market position by developing individual strategies, integrating online marketing into the overall enterprise strategy, optimising advertising costs and using the latest technologies.

DISCUSSION

Digital technologies play an important role in developing the competitiveness of enterprises in today's business environment. They allow for

effective adaptation to changing conditions, improving customer experience, optimising business processes and reducing costs. This study and M. Shahbandi (2024) focused on the role of digital marketing in gaining competitive advantage, with a focus on increasing access to customers, developing websites, and using social platforms. M. Shahbandi's study highlighted the effectiveness of digital marketing in the US food industry. One of the main similarities between the studies was the emphasis on digital marketing tools, such as website development, increased customer access and the use of social media platforms, which were key to achieving competitive advantage. M. Shahbandi's study focused on the US food industry, where 71 marketing experts in the industry were interviewed, while this study could cover more industries without specifying a particular sector. In addition, the author focused on the use of artificial intelligence for data visualisation and decision-making, which was not mentioned in this study.

The study by V. Skvarciany & D. Jurevičienė (2024) and the present study have a similar approach to analysing digital competitiveness, in particular through the use of digital technologies such as the Internet, websites, and social media. However, the study by V. Skvarciany & D. Jurevičienė proposes the development of a digital competitiveness index (EDCI) to compare the levels of enterprises in the EU using multi-criteria decision-making methods. While this study covers a wider range of industries and does not use a specific index. The main difference is the emphasis of the V. Skvarciany & D. Jurevičienė on the dynamics of digital competitiveness and its impact on economic growth and stability, which provides a more comprehensive view of the role of digital technologies in the global economy.

This study and the research of X. Ma & X. Gu (2024) both emphasised the importance of digital marketing, but with different approaches to its application. They focus on using digital technologies to optimise marketing strategies, personalise content, and adapt to changing market conditions. The study by X. Ma & X. Gu focuses on marketing strategies for e-commerce enterprises, using genetic algorithms to improve strategies. They discuss challenges such as the

homogenisation of marketing strategies and the lack of application of big data. At the same time, the study looks at a more general approach to digital marketing, applying it to different areas, without focusing on e-commerce.

The study by S. Wang *et al.* (2024) and the current study both focused on the use of digital technologies to increase the competitiveness of enterprises. S. Wang *et al.* focused on the impact of the industrial Internet on small and medium-sized businesses in China, using analytical methods to assess the effectiveness of technology in enterprises. They focused on the integration of the industrial internet into enterprise processes to improve productivity. At the time, this study examined the impact of digital marketing on enterprise competitiveness, looking at web analytics, social media, and SEO as tools to improve efficiency and reduce costs. S. Wang *et al.* focused on technologies for manufacturing transformation, while this study focused on marketing strategies.

The work of S.-U. Jung & V. Shegai (2023) and the current study focused on the use of digital technologies to increase the competitiveness of enterprises. Both focused on digital marketing strategies, but the study by S.-U. Jung & V. Shegai was more focused on the strategic use of tools for branding and expanding presence, while this study focused on the practical application of SEO, websites and online advertising to increase visibility. The study by S.-U. Jung & V. Shegai was about South Korea, while this study looked at Ukrainian enterprises. Jung and Shegai's study was more theoretical, while this study applied practical marketing tools to optimise business.

R. Tarazona-Montoya *et al.* (2024) investigated how companies can increase their competitiveness through digital technologies. Both studies focused on digital innovations and their impact on improving the efficiency of enterprises through the use of modern technologies. They emphasised the importance of digital tools for increasing productivity and adapting to the changing market environment. The main differences were in the focus of the studies. The study by R. Tarazona-Montoya *et al.* focused on digital innovations in business management, including the development of new business models and adaptation to digital transformations in

various sectors of the economy. Instead, this study focused on digital marketing, its strategies and tools that improve customer experience and increase market visibility.

Sugito (2024) and the current study highlighted the importance of digital marketing tools for improving business visibility and efficiency, in particular by reducing costs and increasing the agility of enterprises. Sugito (2024) focused on small and medium-sized enterprises in developing countries and emphasised the practical application of digital tools, while the present study took a more general approach, focusing on the theoretical aspects of digital strategies for different types of businesses. In addition, the Sugito study was more focused on marketing strategies, while this study looked at broader digital innovations such as SEO and contextual advertising.

V. Triplett (2024) investigated the impact of digital marketing on the competitiveness of small businesses, particularly in rural areas. Both emphasised the importance of digital tools, such as social media and SEO, to improve customer engagement. Study V. Triplett's study focused on small businesses in rural areas that had limited access to digital technologies, while this study focused on the application of digital strategies in a broader context. V. Triplett used interviews to identify barriers, while this study focused on the theoretical aspects and practical implementation of digital strategies. The main difference was that the V. Triplett focused on the problems of access to technology for rural enterprises, while this study focused on optimising existing tools to improve competitiveness.

In their study, M. Bahorka *et al.* (2024) investigated the impact of the integration of innovative digital technologies, such as big data and the Internet of Things, on the competitiveness of enterprises. They focused on the introduction of digital technologies into companies' strategies, which helps to optimise business processes, particularly in industrial enterprises. Both studies acknowledge the importance of digital marketing as a tool for increasing the competitiveness of enterprises, but the studies M. Bahorka *et al.* focuses in more detail on the integration of innovative digital technologies into companies' strategies, in particular through

the use of big data and the Internet of Things. At the same time, this study emphasised the widespread use of digital marketing tools, such as social media and online stores, to expand the customer base and improve interaction with potential consumers.

Researchers B. Mihajl *et al.* (2023) in their work focused on the use of the Marketing 5.0 concept to optimise customer experience, emphasising the importance of adapting marketing strategies to changes in consumer behaviour through digital tools. They focused more on theoretical approaches to integrating digital technologies into marketing strategies for a global environment. This study, in turn, focused more on digital marketing tools such as SEO, website analytics and social media, with an emphasis on practical applications to improve the competitiveness of enterprises.

H.N. Hussain *et al.* (2023) focused on the use of artificial intelligence, big data analytics, and machine learning technologies to improve marketing strategies. Instead, this study focused more on digital marketing tools, such as SEO, website analytics, and social media marketing, to improve the visibility of an enterprise in the market. H.N. Hussain *et al.* also focused on the digital transformation of SMEs through the latest technologies, while this study covered a wider range of digital tools for competitiveness in various business sectors. The methodology of H.N. Hussain *et al.* used quantitative methods to analyse technology adoption, while this study focused on analysing digital marketing strategies as tools for improving competitiveness.

The author M.A.A. Dalbough (2023) focused on assessing the effectiveness of internet marketing in e-business, particularly in the logistics and retail sectors. It also discusses the importance of internet marketing for business in the context of information flow management and logistics, which allows to increase business efficiency by reducing costs and increasing conversion. This research also covered digital marketing tools, but the focus was more on digital marketing strategies such as SEO, content marketing, social media, and marketing campaign automation, while M.A.A. Dalbough focused on the implementation of technology to drive efficiency on a broader level.

Research has shown the importance of digital technologies in increasing the competitiveness of enterprises through the use of various tools such as SEO, social media, web analytics, and other marketing strategies. Businesses need to adapt their strategies by adopting the latest technologies to optimise business processes, improve customer experience and reduce costs. Although studies have different emphases, they all confirm that digital tools are key to developing competitiveness in modern economy.

CONCLUSIONS

The findings of the study emphasise the importance of implementing online marketing strategies to increase the competitiveness of enterprises in the modern digital environment. The analysis showed that the use of digital marketing tools such as SEO, content marketing, email marketing, social media and web analytics allows companies not only to optimise advertising costs, but also to improve communication with the target audience and increase brand awareness. Internet marketing has the significant advantage of allowing companies to change their marketing strategies to meet the needs and desires of their customers. This increases customer loyalty, which is important for the long-term success of companies. Big data and analytical platforms help companies create effective marketing campaigns and respond quickly to market changes. Social media and e-commerce allow businesses to communicate with customers and adapt their offerings to new conditions, making them extremely resilient.

The successful cases of the companies reviewed in the study confirm the effectiveness of online marketing strategies. For example, "Nova Poshta" actively uses SEO and social media marketing to increase its visibility and attract new customers. Optimising its website's SEO has increased organic traffic by 40% and conversions by 15%. The use of email marketing also increased the number of repeat orders by twenty per cent. Online retailer "Rozetka" effectively uses PPC advertising and targeted advertising through social media, which allows it to remain a leader in the e-commerce market in Ukraine. "Foxtrot" achieved significant results with email marketing, which increased sales of accessories

by 16% with the same traffic. "Foxtrot" email marketing performance statistics show significant achievements: optimisation of email campaigns increased conversion by 5% and increased engagement on the website by 10% thanks to effective product recommendations. In addition, general statistics show that segmented campaigns have the potential to increase revenues by 760%, and personalised subject lines can increase open rates by 26%. In addition, "Kyivstar" successfully uses Big Data and personalised advertising campaigns to attract new customers and increase the loyalty of existing subscribers.

The study's findings confirm the importance of online marketing for increasing the competitiveness of businesses. Implementation of tools such as SEO, PPC, social media and email marketing significantly improves brand visibility, attracts new customers and increases sales. SEO can increase traffic by 20-30% and sales by 15-25%, while PPC can increase traffic by 50-100% and sales by 40-80% in 1-3 months. Content marketing and email marketing promote brand loyalty and increase conversion rates by 10-20% and 25-40%, respectively.

However, there are a number of challenges businesses face when implementing online marketing strategies. These include a lack of digital skills, limited financial resources to expand their online presence, and the need to constantly update their digital marketing knowledge. High competition in the online environment requires companies to apply innovative approaches, such as automating marketing processes, implementing artificial intelligence, and integrating omnichannel strategies to improve customer experience.

Thus, digital marketing is an important part of modern business, as it helps companies stay competitive in the long run and improves communication. At the same time, the study is limited by the rapid change in digital technologies and the changing algorithms of search engines and social platforms. This makes it difficult to predict the effectiveness of online marketing strategies over a long period of time. Analysing adaptive digital marketing strategies using artificial intelligence and automating business processes are possible topics for further research. Increasing the efficiency of customer

interaction, reducing advertising costs, and optimising business processes can be achieved by integrating online marketing tools into the overall strategy of an enterprise. Further research in this area should focus on developing flexible strategies that can adapt to rapid changes in the market environment, advances in technology, and changes in consumer behaviour.

ACKNOWLEDGEMENTS

None.

FUNDING

None.

CONFLICT OF INTEREST

None.

REFERENCES

- [1] About Facebook ads manager. (n.d.). Retrieved from <https://uk-ua.facebook.com/business/help/200000840044554>.
- [2] Advertising on Instagram. (n.d.). Retrieved from <https://uk-ua.facebook.com/help/instagram/1067656009937668>.
- [3] Apedo Deku, W., Wang, J., & Kofi Preko, A. (2024). Digital marketing and small and medium-sized enterprises' business performance in emerging markets. *Asia Pacific Journal of Innovation and Entrepreneurship*, 18(3). doi: 10.1108/APJIE-07-2022-0069.
- [4] Bahorka, M., Kurbatska, L., & Kvasova, L. (2022). Marketing reserves to increase the competitiveness of the enterprise in modern conditions. *Green Blue and Digital Economy Journal*, 3(1), 1-7. doi: 10.30525/2661-5169/2022-1-1.
- [5] Cost of web studio services. (n.d.). MCSite. Retrieved from <https://mcsite.ua/prices/>.
- [6] Dalbouh, M.A.A. (2023). Evaluation of the efficiency of internet marketing in electronic business. *International Scientific Journal about Logistics*, 10(3), 435-444. doi: 10.22306/al.v10i3.412.
- [7] Denga, E.M., Vajjhala, N.R., & Rakshit, S. (2022). The role of digital marketing in achieving sustainable competitive advantage. In *Digital transformation and internationalization strategies in organizations* (pp. 44-60). Hershey: IGI Global. doi: 10.4018/978-1-7998-8169-8.ch003.
- [8] Dwivedi, Y.K., et al. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, article number 102168. doi: 10.1016/j.ijinfomgt.2020.102168.
- [9] Foxtrot case: +16% of accessories sales with the same traffic. (n.d.). eSputnik. Retrieved from <https://esputnik.com/uk/blog/kejs-fokstrot-16-prodazhiv-aksesuariv-pri-tomu-samomu-trafiku>.
- [10] Get essential customer insights. (n.d.). Google Marketing Platform. Retrieved from <https://marketingplatform.google.com/about/analytics/>.
- [11] Girko, V. (2023). *Content marketing: Tips and successful cases*. Retrieved from <https://livepage.ua/blog/content-marketing-tips-and-successful-cases.html>.
- [12] Google ads offers many opportunities to draw attention to your business. (n.d.). Google Ads. Retrieved from https://ads.google.com/intl/uk_ua/home/.
- [13] How can businesses attract potential customers using Big Data in 2024? (2024). Retrieved from <https://hub.kyivstar.ua/articles/yak-biznesu-zaluchati-potenczijnih-kliyentiv-za-dopomogoyu-big-data-u-2024-roczj>.
- [14] How Nova Post improves the efficiency of online stores. (n.d.). LP-Sklad. Retrieved from <https://lp-sklad.biz/blog/yak-nova-poshta-pidvyshhuye-efektyvnist-onlajn-magazyniv/>.
- [15] How Rozetka.ua does marketing (Case study). (n.d.). TopLead. Retrieved from <https://toplead.com.ua/ua/blog/id/kak-delaet-marketing-rozetka-ua-kejs-027/>.
- [16] How to calculate the budget for targeted advertising. (2024). DigitalArt. Retrieved from <https://digitalart.ua/yak-rozrahuvaty-byudzhet-na-targetovanu-reklamu/>.
- [17] Hussain, H.N., Yousif, T.T., & Jamal, K.A.M. (2023). Implementing technology for competitive advantage in digital marketing. *International Journal of Scientific and Management Research*, 6(06), 95-114. doi: 10.37502/IJSMR.2023.6607.

- [18] Ippolitova, I., Mashchenko, M., & Momotkov, I. (2024). Implementation of internet technologies in enterprise marketing activities. *Market Infrastructure*, 76. doi: [10.32782/infrastruct76-26](https://doi.org/10.32782/infrastruct76-26).
- [19] Jung, S.-U., & Shegai, V. (2023). The impact of digital marketing innovation on firm performance: Mediation by marketing capability and moderation by firm size. *Sustainability*, 15(7), article number 5711. doi: [10.3390/su15075711](https://doi.org/10.3390/su15075711).
- [20] Kitchenko, O., & Koval, I. (2021). Internet marketing as a modern tool of marketing communication policy of the enterprise. *Bulletin of the National Technical University Kharkiv Polytechnic Institute (Economic Sciences)*. doi: [10.20998/2519-4461.20211.8](https://doi.org/10.20998/2519-4461.20211.8).
- [21] Kovalov, V., Neiman, Y., Dubovenko, M., & Kailiuk, O. (2024). Study of the digital marketing features: Current trends and optimization prospects. *Economy and Society*, 63. doi: [10.32782/2524-0072/2024-63-80](https://doi.org/10.32782/2524-0072/2024-63-80).
- [22] Ma, X., & Gu, X. (2024). New marketing strategy model of E-commerce enterprises in the era of digital economy. *Heliyon*, 10(8), article number e29038. doi: [10.1016/j.heliyon.2024.e29038](https://doi.org/10.1016/j.heliyon.2024.e29038).
- [23] Managing algorithmic risks. (n.d.). Deloitte. Retrieved from <https://www2.deloitte.com/us/en/pages/risk/articles/algorithmic-machine-learning-risk-management.html>.
- [24] Marketing strategies of Nova Poshta. (n.d.). LP-Sklad. Retrieved from <https://lp-sklad.biz/blog/marketynгови-strategiyi-novoyi-poshty/>.
- [25] Mihalj, B., Bakator, M., Vukoja, M., & Manestar, D. (2023). *Achieving competitiveness with marketing 5.0 in new business conditions*. *UTMS Journal of Economics*, 14(1), 63-73.
- [26] Mistrakov, B. (n.d.). *How to track advertising profitability?* Retrieved from <https://www.mistrakov.eu/2023/03/29/yak-vidstezhiti-rentabelnist-reklami/>.
- [27] Morokhova, V., Boiko, O., & Lorvi, I. (2021). *Marketing technologies of formation of competitive advantages of enterprises*. *Economic Forum*, 11(3), 87-93.
- [28] Mshvidobadze, T.I. (2024). The role of internet marketing in business development: A practical case of application of internet store technologies. *Economic Bulletin of Dnipro University of Technology*, 87, 101-105. doi: [10.33271/ebdut/87.101](https://doi.org/10.33271/ebdut/87.101).
- [29] Niyozova, N.I. (2023). *Ways to increase the competitiveness of enterprises through digital marketing strategies*. *European Journal of Business Startups and Open Society*, 3(12), 154-157.
- [30] Oklander, M., Yashkina, O., Zlatova, I., Cicekli, I., & Letunovska, N. (2024). Digital marketing in the survival and growth strategies of small and medium-sized businesses during the war in Ukraine. *Marketing and Management of Innovations*, 15(1), 15-28. doi: [10.21272/mmi.2024.1-02](https://doi.org/10.21272/mmi.2024.1-02).
- [31] Overview and analysis of effective advertising campaigns in Google Ads 2023. (2023). *Cases Media*. Retrieved from <https://cases.media/en/article/oglyad-ta-analiz-efektivnikh-reklamnikh-kampanii-v-google-ads-2023-roku>.
- [32] Powerful marketing automation. (n.d.). Adobe Business. Retrieved from <https://business.adobe.com/products/marketo.html>.
- [33] Sabbagh, F. (2021). Email marketing: The most important advantages and disadvantages. *Journal of Economics and Technology Research*, 2(3). doi: [10.22158/jetrv.2n3p14](https://doi.org/10.22158/jetrv.2n3p14).
- [34] Safonik, N.P. (2024). Strategic guidelines for ensuring the competitiveness of enterprises in the context of digitalization. *Bulletin of V. N. Karazin Kharkiv National University, Economic Series*, 107. doi: [10.26565/2311-2379-2024-107-03](https://doi.org/10.26565/2311-2379-2024-107-03).
- [35] Saxon, J. (2023). *The benefits of digital marketing for small businesses*. Retrieved from <https://www.semrush.com/local/blog/benefits-of-digital-marketing-for-small-businesses/>.
- [36] Shahbandi, M. (2024). Unleashing competitive advantage through digital marketing: Expanding customer access and social platform development. *International Business & Economics Studies*, 6, 52. doi: [10.22158/ibes.v6n2p52](https://doi.org/10.22158/ibes.v6n2p52).
- [37] Shaikh, A. (2024). *Exploring the cyber security risks of digital marketing*. Retrieved from <https://itsecuritywire.com/featured/exploring-the-cyber-security-risks-of-digital-marketing/>.

- [38] Sharabati, A.-A., Ali, A.A., Allahham, M.I., Hussein, A.A., Alheet, A.F., & Mohammad, A.S. (2024). The impact of digital marketing on the performance of SMEs: An analytical study in light of modern digital transformations. *Sustainability*, 16(19), article number 8667. doi: [10.3390/su16198667](https://doi.org/10.3390/su16198667).
- [39] Shcherban, E. (2022). Application of internet marketing in activity enterprises. *Social Economics*, 64, 48-54. doi: [10.26565/2524-2547-2022-64-05](https://doi.org/10.26565/2524-2547-2022-64-05).
- [40] Skvarciany, V., & Jurevičienė, D. (2024). Comprehensive assessment of enterprise digital competitiveness. *Prague Economic Papers*, 33(2), 220-243. doi: [10.18267/j.pep.857](https://doi.org/10.18267/j.pep.857).
- [41] Storm, M. (n.d.). *Your definitive guide to digital marketing for SMEs*. Retrieved from <https://www.webfx.com/blog/marketing/digital-marketing-for-smes/>.
- [42] Sugito. (2024). Implementation of digital marketing strategy in increasing company competitiveness. *Ilomata International Journal of Management*, 5(1), 178-190. doi: [10.52728/ijjm.v5i1.1021](https://doi.org/10.52728/ijjm.v5i1.1021).
- [43] Tarazona-Montoya, R., Devece, C., Llopis-Albert, C., & García-Agreda, S. (2024). Effectiveness of digital marketing and its value in new ventures. *International Entrepreneurship and Management Journal*, 20, 2839-2862. doi: [10.1007/s11365-024-00959-5](https://doi.org/10.1007/s11365-024-00959-5).
- [44] The best advertising strategies for e-commerce: 9 universal ideas. (2024). *Genius Space*. Retrieved from <https://genius.space/lab/krashhi-reklamni-strategiyi-dlya-e-commerce-9-universalnih-idej/>.
- [45] The dark side of digital marketing: Its weaknesses and limitations. (n.d.). *Hyros*. Retrieved from <https://hyros.com/updates/the-dark-side-of-digital-marketing-its-weaknesses-and-limitations/>.
- [46] Triplett, V. (2024). Factors that hinder rural small business owners from adopting internet marketing as a strategy. *Open Journal of Business and Management*, 12(3), 2002-2032. doi: [10.4236/ojbm.2024.123105](https://doi.org/10.4236/ojbm.2024.123105).
- [47] Usmany, P., Rachmawati, R., Rembe, E., & Sopacua, F. (2024). The effectiveness of search engine optimization (SEO) in marketing: A meta-analysis study. *Journal of Economic Business and Accounting (COSTING)*, 7(5), 807-811. doi: [10.31539/costing.v7i5.11446](https://doi.org/10.31539/costing.v7i5.11446).
- [48] Vikarchuk, O., & Yushkevych, O. (2021). Features of modern tools of internet marketing. *Economics Management Innovations*, 2(29). doi: [10.35433/ISSN2410-3748-2021-2\(29\)-1](https://doi.org/10.35433/ISSN2410-3748-2021-2(29)-1).
- [49] Virani, P. (2024). Internet marketing as a business necessity. *International Journal of Scientific and Research Publications*, 14(2), 157-160. doi: [10.29322/IJSRP.14.02.2023.p14619](https://doi.org/10.29322/IJSRP.14.02.2023.p14619).
- [50] Wang, S., Gao, M., & Zhang, H. (2024). Strengthening SMEs competitiveness and performance via industrial internet: Technological, organizational, and environmental pathways. *Humanities and Social Sciences Communications*, 11, article number 1366. doi: [10.1057/s41599-024-03903-8](https://doi.org/10.1057/s41599-024-03903-8).
- [51] What is targeted advertising and how does it work? (2024). *ProCamp*. Retrieved from <https://procamp.ua/blog/shho-take-targetovana-reklama-i-yak-vona-pratsyuje/>.
- [52] With HubSpot, you can have it all. (n.d.). *HubSpot*. Retrieved from <https://www.hubspot.com/>.
- [52] Yang, Y. (2024). The role of internet marketing in improving enterprise economic benefits under the background of big data and Internet of Things. *Journal of Computational Methods in Sciences and Engineering*, 24(6), 3354-3365. doi: [10.1177/14727978241296747](https://doi.org/10.1177/14727978241296747).

Олександр Посулько

Аспірант

Приватний вищий навчальний заклад «Європейський університет»

03115, бульвар Академіка Вернадського, 16В, м. Київ, Україна

<https://orcid.org/0009-0007-5632-1881>

Наталія Овсієнко

Кандидат економічних наук

Приватний вищий навчальний заклад «Європейський університет»

03115, бульвар Академіка Вернадського, 16В, м. Київ, Україна

<https://orcid.org/0000-0001-7694-7522>

Підвищення конкурентоспроможності підприємства за рахунок впровадження інтернет-маркетингу

Анотація. Метою дослідження було вивчення впливу інтернет-маркетингу на конкурентоспроможність підприємств. У дослідженні були використані методи аналізу вторинних даних і кейс-стаді для вивчення успішного застосування інтернет-маркетингових інструментів у різних галузях. Проведено аналіз застосування Search Engine Optimization, контекстної реклами, соціальних медіа та веб-аналітики серед провідних українських підприємств, таких як «Нова Пошта», «Розетка», «Київстар» та «Фокстрот». Результати дослідження підтвердили важливість інтернет-маркетингу для підвищення конкурентоспроможності підприємств. Було визначено, що завдяки інструментам, таким як оптимізація пошукових систем, Pay-Per-Click та соціальні мережі, можна значно підвищити видимість бренду, залучити нових клієнтів і збільшити продажі. За 1-3 місяці Pay-Per-Click може збільшити трафік на 50-100 % і продажі на 40-80 %, тоді як Search Engine Optimization дозволяє збільшити трафік на 20-30 % і продажі на 15-25 %. Email-маркетинг і контент-маркетинг сприяють лояльності до бренду та підвищують конверсії на 10-20 % відповідно. Дослідження показало, що інтернет-маркетинг допомагає не тільки підвищити видимість бренду, але й сприяє залученню більшої кількості клієнтів завдяки точнішій таргетованій рекламі та зростанню ефективності взаємодії з ними. Використання Search Engine Optimization дозволяє покращити органічне просування сайтів у пошукових системах, що веде до збільшення трафіку без значних витрат на рекламу. Дослідження також підкреслило важливість мобільного маркетингу, оскільки зростання використання мобільних пристроїв стає важливим чинником для покращення доступу до клієнтів та підвищення конверсії. Висновки дослідження підтверджують, що ефективне використання цифрових інструментів маркетингу є одним із основних факторів для підвищення конкурентоспроможності підприємств у сучасних умовах цифровізації. Важливим є також інтеграція новітніх технологій, таких як штучний інтелект та аналітика великих даних, для більш персоналізованої взаємодії з клієнтами і підвищення загальної ефективності маркетингових кампаній. Практичне значення дослідження полягає у розробці ефективних стратегій використання цифрових маркетингових інструментів для підвищення конкурентоспроможності підприємств різних галузей

Ключові слова: цифрові технології; веб-аналітика; соціальні мережі; попит; контент