

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL AVIATION UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
MARKETING DEPARTMENT

ADMIT TO PROTECTION
Head of the Graduate Department
_____ Tetiana KNIAZIEVA
«_____» _____ 2023

QUALIFICATION PAPER

(EXPLANATORY NOTE)

OF BACHELOR ACADEMIC DEGREE SEEKER
SPECIALTY 075 «MARKETING»
EDUCATIONAL AND PROFESSIONAL PROGRAM «MARKETING»

Topic: «Digital marketing strategy of advertising agency»

Executant: Baha-Eddine Afri

Supervisor: Doctor in Economics, Professor Kolbushkin Yuriy Petrovych

Normocontroller: Doctor in Economics, Professor Polous Olha Victorivna

KYIV 2023

NATIONAL AVIATION UNIVERSITY

Faculty of economics and business administration

Marketing Department

Specialty: 075 «Marketing»

Educational and professional program «Marketing»

APPROVED

Head of the Graduate Department

_____ Tetiana KNIAZIEVA
«____» _____ 2023

TASK

for Qualification Paper implementation

Baha-Eddine Afri

(full name. of the seeker)

1. Topic of the Qualification Paper: «Digital marketing strategy of advertising agency» approved by decree of the Rector from 30.03.2023 №433/st
2. Term of the Qualification Paper performance: from 22.05.2023 to 25.06.2023
3. Initial data of the Qualification Paper: statistical data, normative-legal base, electronic information sources, materials of periodicals
4. Content of the explanatory note: introduction; theoretical foundations of digital marketing strategy; marketing activity of "Webtris" advertising agency; conclusions
5. List of required illustrative material: essence of digital marketing strategy, advantages and threats of digital strategy, digital marketing complex, digital strategy tools of the enterprise, digital strategy evaluation indicators, services of the advertising agency "Webtris", advantages of the advertising agency "Webtris", organizational structure of "Webtris", SWOT analysis of "Webtris" activities, component strategies, channels in the digital marketing strategy of "Webtris"

6. Calendar schedule

№	Task	Deadline	Signature of the Supervisor
1.	Issuance of the task	22.05.2023	
2.	Collection and processing of statistical information	23.05.2023-24.05.2023	
3.	Study of the problem state, elaboration of sources	25.05.2023-26.05.2023	
4.	Writing the theoretical part	27.05.2023-29.05.2023	
5.	Writing an analytical part	30.05.2023-02.06.2023	
6.	Writing an introduction and conclusions	03.06.2023-04.06.2023	
7.	Making an explanatory note, visual and graphic material, preparation of a report	05.06.2023	
8.	Checking for plagiarism	06.06.2023-07.06.2023	
9.	Passing normcontrol	08.06.2023-11.06.2023	
10.	Predefence, registration of documents for defense, peer review, submission of Qualification Paper to the Department	12.06.2023-14.06.2023	

7. Date of the task issue: 22.05.2023

Supervisor of Qualification Paper _____ Kolbushkin Yurii Petrovych
(supervisor signature) (name)

Task accepted for performance _____ Baha-Eddine Afri
(seeker signature) (name)

ANNOTATION

Explanatory note to the Qualification Paper «Digital marketing strategy of advertising agency» 77 pages, 16 figures, 12 tables, 42 literary sources.

STRATEGY, DIGITAL, MARKETING STRATEGY, DIGITAL MARKETING, ADVERTISING AGENCY

The object of study is the process of developing the digital marketing strategy of the advertising agency and the subject is the factors of the formation of the digital marketing strategy of the advertising agency.

The purpose of the Qualification Paper is development of digital marketing strategy of advertising agency.

Research methods: abstract-logical and system-structural analysis, inductive and deductive methods of data summarization, quantitative and qualitative analysis, economic-statistical, comparative analysis, graphic and others.

The methodological basis of the study: reviews of marketing agencies, reports and statistical data of the advertising agency "Webtris", normative and legal documents of legislative bodies, data from scientific periodicals, scientific resources of the Internet.

The scientific novelty of the obtained results: summarized theoretical foundations of the development of the digital marketing strategy of the enterprise, the peculiarities of the functioning of the digital market of Ukraine, the development of the digital marketing strategy of the "Webtris" advertising agency.

Recommendations for using: can be used during training sessions, in the process of scientific developments, in the direct activity of the "Webtris" advertising agency.

CONTENT

INTRODUCTION	6
PART 1. THEORETICAL FOUNDATIONS OF DIGITAL MARKETING STRATEGY	8
1.1. The essence and content of digital strategy	8
1.2. Methods and tools of digital strategy	17
1.3. Formation stages and indicators of digital strategy	26
Conclusions to the first part	36
PART 2. MARKETING ACTIVITY OF "WEBTRIS" ADVERTISING AGENCY.....	38
2.1. Analysis of digital marketing services in Ukraine.....	38
2.2. General characteristics and organizational structure of the "Webtris" advertising agency.....	46
2.3. Development of "Webtris" digital marketing strategy	56
2.4. Recommendations for digital strategy usage	63
Conclusions to the second part	67
CONCLUSIONS	70
REFERENCES	74

INTRODUCTION

Almost any activity to attract customers via the Internet brings results. It became possible to launch advertising campaigns and receiving applications. Sometimes, it was enough to optimize the site and buy links to be at the top of the search results. It was enough for some business to start a group on a social network and take a share of the online market.

Introducing a business to the Internet, it is necessary to clearly imagine the goals, how to achieve them and when to wait for the first results to adjust the initial plans. Without a well-developed digital marketing strategy, it can be wasted time and resources. As long as it isn't used the channels of attracting traffic, competitors will get leads and increase sales.

The coronavirus pandemic has changed the rules of doing business. To maintain their market share, companies have to build processes, develop skills and change their approach to strategy. Transforming businesses to demand adaptation and changes in consumer behavior has become more important than ever before.

The relevance of the paper is due to the dynamic development of the market of digital marketing services, which stimulates the development of business in Ukraine. Attention was paid to the activities of the advertising agency "Webtris" in the territory of Ukraine.

The purpose is to develop a digital marketing strategy of the advertising agency "Webtris". To achieve this goal, the number of tasks were formed and solved:

- characterization the essence and content of digital strategy;
- systematization the methods and tools of digital strategy;
- researching the stages of forming the company's digital strategy and its evaluation indicators;
- analyzing the market of digital marketing services;
- describing the activity and organizational structure of the "Webtris" advertising agency;
- providing recommendations on the application of digital strategy.

There were used such research methods as abstract-logical and system-structural analysis, inductive and deductive methods of data summarization, quantitative and qualitative analysis, economic-statistical, comparative analysis, graphic and others.

The methodological basis of the study is made up by reviews of marketing agencies, reports and statistical data of the advertising agency "Webtris", normative and legal documents of legislative bodies, data from scientific periodicals, scientific resources of the Internet.

The scientific novelty of the obtained results includes summarized theoretical foundations of the development of the digital marketing strategy of the enterprise, the peculiarities of the functioning of the digital market of Ukraine, the development of the digital marketing strategy of the "Webtris" advertising agency.

The paper can be used during training sessions, in the process of scientific developments, in the direct activity of the "Webtris" advertising agency.

CONCLUSIONS

The digital strategy is the marketing plan, the purpose of which is general business development, product or brand promotion. The digital strategy connects business goals with all online channels and helps increase business profits. The advantages of the digital strategy include low costs and speed of communication on the Internet, availability of target groups, large exchange of information, clear fixation of customer preferences. In the digital strategy, the products include real and virtual goods and services, the price in the digital strategy has become the most open element for comparison, all boundaries have been removed for distribution (geographical, linguistic, etc.), the development of new communication channels, such as the website, social networks, blogs, e-mail, banner advertising, contextual advertising, targeting in social networks, search engine optimization. Digital strategy is part of the company's overall marketing strategy, as digital alone cannot be isolated from the overall marketing base.

There are many tools and channels for product promotion on the Internet. These include: contextual, banner, media and teaser advertising, advertising in social networks, optimization of the company's website, contextual advertising, etc. However, one cannot use all the tools and think that this will undoubtedly guarantee the success of the company's promotion on the Internet. Digital strategy methods are traditionally divided into market research methods and promotion and sales methods. The use of digital strategy in the organization must be clearly planned, otherwise even the strongest promotion tools will not be able to bring the desired result to the company. The most important tool of digital strategy is the corporate website. The site is the core of all the company's online activity. Pages on "Instagram", "Facebook", traditional and video blogs are auxiliary and should lead to the main site of the company.

During the development of marketing strategy goals, it is necessary to follow the basics of the "SMART" methodology. The goal of the strategy according to "SMART" should be specific, thus increasing the probability of its achievement;

measurable, at the goal setting stage it is necessary to establish specific criteria for measuring the process of goal fulfillment. Goals must be achievable, because the realism of the task affects the motivation of the executor. To determine the significance of the goal, it is important to understand what contribution it makes to the solution of a specific problem to the achievement of the company's global strategic goals. Setting time frames and limits for the completion of the goal allows you to make the management process controlled.

The strategy fixes the basic goals of promoting the product for certain period, the target audience of the advertising campaign, indicators that will evaluate the effectiveness of the promotion strategy, the overall advertising budget and brief plan to support key launches. Internet marketing strategy is based on "What?": what do we have at the moment, what is the disposition, and what do we want to achieve (what are the goals), and answers the question "How?": how, due to which key actions and changes do we want to achieve the goals. The main goal is to obtain a coherent, clear and well-founded plan for achieving the set business goals. It is important to choose the performance indicators used to evaluate the achievement of the goals in order to adjust the advertising campaign during the work.

Growth factors of digital market in Ukraine include: search and video advertising prevail in terms of growth rates; Programmatic is the dominant form of procurement; growing popularity of OTT services and banner advertising. In general, the digital market of Ukraine felt by 36% in 2022 under the influence of external factors, including the impact of the pandemic crisis and political situation in Ukraine. All-Ukrainian advertising coalition carried out the study of the digital development market in Ukraine. Information on team building and motivation, development technologies and project management methodologies was analyzed. To analyze the competitive environment of advertising agencies, data from "The Interactive Advertising Bureau", which Ukraine became a member of in 2018, were used. According to the rating of advertising agencies "Advertiser's Choice", which is conducted by the All-Ukrainian Advertising Coalition (VRK), the leader among communication agencies in 2022 was the agency "Banda".

Digital agency "Webtris" specializes in the development of implementation of complex personalized programs for business promotion on the Internet. The company creates content of any complexity using the most effective and modern tools for solving the company's communication tasks: printed and electronic publications, digital products and video content. Buyers of advertising agency services are legal entities and individual entrepreneurs who need to promote their own product to the market. The main services are marketing, design, optimization. Marketing services include SEO, PPC, complex advertising. The advantages of the "Webtris" functionality are the development of an SEO strategy for the promotion of sites in Kyiv, the regions or throughout Ukraine, work with an unlimited pool of requests, payment only for the fact that requests are displayed in the TOP-10, transfers, calls and Internet orders from branded traffic are free, pay only for additional traffic, calls and online orders, only targeted visitors with payment for conversions. The "Webtris" team consists of 10 specialists.

The components of the digital marketing strategy of "Webtris" are positioning of the agency, target audience, channels and instruments, market and competitors, budget. One of the components of the digital strategy of "Webtris" is marketing channels, among which the main place is occupied by social networks, which are widely used among the population. The market leader "Facebook" became the first social network that exceeded one billion registered accounts of active users per month. In Ukraine in 2021, "Facebook", "YouTube" and "Instagram" were the most actively used social networks. According to the "SMART" method, the goals that are the basis of the effective strategy of "Webtris" were determined, namely to increase sales in Ukraine by the end of 2022 by 25%, to reach the level of knowledge about the agency's services among the business audience at the level of 51% after 3 years, to be among the TOP-10 leading agencies by July 2024.

So that the digital strategy of the advertising agency "Webtris" does not turn into another project buried in the desk drawer, it is necessary to always think from the position of the target audience and carefully consider the problems that the service solves. If necessary, it is possible to adjust the strategy to achieve its goals. The basis

for making a decision to adjust the strategy may be the significant change in internal and external conditions, significant change in the current activities of the company, the adoption of new (or new editions of) corporate strategic planning documents, the implementation of which changes the terms of achieving the goals of the strategy, the absence of strategy adjustment within 3 years from the day of its approval.

It was proposed to develop the number of measures aimed on increasing the competitiveness of the "Webtris" advertising agency. One of the measures is the reduction of prices for services. Also, such measure as application of flexible system of discounts contributes to deeper penetration into the market.

REFERENCES

1. Leontiev A.E. How to build a marketing strategy on the Internet A.E. Leontiev. Internet marketing. 2018. No. 01(67). P. 51-61.
2. E. Kryukova. 100+ practical hacks for Internet marketers. Electronic resource. URL:[http: texterra.ru upload img/e-book-100-prakticheskikh-khakov-dlya-Sntemetmartetlog/pdf](http://texterra.ru/upload/img/e-book-100-prakticheskikh-khakov-dlya-Sntemetmartetlog/pdf).
3. Senators A. The battle for the VKontakte subscriber. SMM management. Alpin publisher. M. 2019. 114 p.
4. Bagiev G.L. Interaction marketing: a textbook for universities. Asterion, 2019. 332 p.
5. Zarella D. Digital marketing by science. What, where and when to do to get the maximum effect. M.: Dialectics. 2018. 192 p.
6. Teleutova A. Development of the digital strategy of the enterprise. Marketing in trade activity. 2019. P.4.
7. Development of an Internet marketing strategy. Admarket. URL:<https://admarket.pro/services/>.
8. Mingazov D. Digital marketing strategy: goals and stages of development. IQ online. URL: <https://iq-adv.ru/blog/digital-strategiya-kak-my-ee-razrabatyvaem/>.
9. Digital marketing strategy. The official website of Context. URL:https://www.icontext.ru/digital_marketing_strategy/.
10. Kotyak E. How to develop a digital strategy. VC. URL:<https://vc.ru/marketing/295454-kak-razrabotat-digital-strategiyu-tri-keysa-kotorye-podtverzhdut-cto-etim-stoit-zanyatsya-pryamo-seychas>.
11. Analytics. URL:<https://runet.news/pulse>.
12. Burne J, Mornarti S. Marketing Communications: An Integrated Approach. St. Petersburg: Peter. 2018. 269 p.
13. Gavrykov A. V. Effective site: success algorithm / Internet marketing. 2018. No. 1. P. 18-29.

14. Zagrebelny G. Performance-marketing: make the Internet work for you / Zagrebelny G., Borovyk M., Merkulovich T. M.: Alpina Publisher, 2019. 270 p.

15. Davydov V. V. Step-by-step guide to creating a digital marketing strategy in the B-2-B sphere/ Internet marketing. 2019. No. 2. P. 66.

16. Bagiev G.L., Yuldasheva O.U. Bobrova EA. How to buy the soul of the buyer? The marketing concept of involving the buyer in the interaction between Cosmos and the brand. Creative. 2018. No. 8. P.70-79.

17. What is targeted advertising. Promodo. URL: <https://promodo.ua/service/tarhetyrovannaya-reklama/>.

18. Semenov A. Unit economics: how to evaluate business success. Uplab URL:<https://www.uplab.ru/blog/unit-economics-how-to-evaluate-the-success-of-the-business/>.

19. Lobodenko L.K., Okolnishnikova I.Yu. Theoretical approaches to determining the essence and classification of advertising services // Visnyk South-Ural State. university Sir: Economics and Management. 2016. No. 21 (238). P. 123-130.

20. Smith B. Pietay marketing - Trans. with English / B. Smith, F. Catalano. M.: Izdatelsky dom Williams, 2017. 304 p.

21. Bagiev G.L. Interaction marketing: a textbook for universities. St. Petersburg Asterion, 2017. 332 p.

22. Vyrin F. Internet marketing: a complete collection of practical tools. M.: Eksmo, 2017. 160 p.

23. Shevchenko D. A. The market of digital communications in Russia: situation and main trends. System technologies. 2018. No. 26. P. 84-88.

24. Meyer P. J., Slecta R. 5 pillars of leadership. How to overcome the leadership crisis. 2018. 176 p.

25. The most popular digital marketing strategies for 2021. Criteo Official Site. URL:<https://www.criteo.com/ru/blog/>.

26. Share of individuals who have access to a smart TV in their household in 2020. Statista. URL: <https://www.statista.com/statistics/1107844/access-to-smart-tv-in-households-worldwid>.

27. Written S. Disney. CNBC/ URL: <https://www.cnn.com/2021/02/11/disney-says-it-now-has-94point9-million-disney-plus-subscribers.html>.

28. Benes R. US Connected TV Advertising 2020. Content. URL: <https://content-na1.emarketer.com/us-connected-tv-advertising-2020>.

29. Kokrum D. Internet marketing: the best free tools: trans. with English Moscow: Many, 2018. 367 p.

30. Danchenok L. A. The concept and significance of complex digital marketing in enterprise activity. Marketing. 2017. No. 1. P. 109.

31. Leontiev A.E. How to build an internet marketing strategy. Internet marketing. 2017. No. 01(67). P. 51-61.

32. Results of the year 2022. VRK. URL: <https://vrk.org.ua/news-events/2022/ad-volume-2022.html>.

33. Market of web development in Ukraine. VRK. URL: https://vrk.org.ua/images/Research_of_digital_development_market_in_Ukraine_2020.pdf.

34. Official website of "The Interactive Advertising Bureau". URL: <https://www.iab.com/>.

35. The largest players of the Ukrainian Internet market united in the Bureau of Interactive Advertising. Kantar. URL: <https://tns-ua.com/news/naybilshi-gravtsi-ukrayinskogo-internet-rinku-ob-yednalisya-v-byuro-interaktivnoyi-reklami-iab-ukraine>.

36. Rating of digital agencies and companies providing digital services for 2022. Iab Ukraine. URL: https://iab.com.ua/wp-content/uploads/2023/03/IAB_Ukraine_Digital_Rating_2022_eng-1.pdf49.

37. Advertiser's Choice 2021-2022. URL: <https://vrk.org.ua/news-events/2022/ad-choice-2021-2022.html>.

38. The official website of the "Webtris" advertising agency. URL: webtris.com.ua.

39. What is SEO site promotion. I-media. URL: <https://www.i-media.ru/seo/searchengineoptimization/>.

40. Dictionary of marketer. PPC (pay per click). URL: <https://www.calltouch.ru/glossary/ppc-pay-per-click/>.

41. S.Smerichevskyi, N. Kasianova, O.Klimova, Y. Kolbushkin. Digital transformation management of Ukraine's economy // International Journal of Advanced Science and Technology. Vol. 29, No. 8s, (2020), pp. 2391-2398.

42. Most popular social networks worldwide as of October 2021, ranked by number of active users. Statista. URL: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>.