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OPERATIONAL MANAGEMENT IN DIGITAL MARKETING: ENSURING UNINTERRUPTED OPERATION OF ONLINE PLATFORMS

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ОПЕРАЦІЙНИЙ МЕНЕДЖМЕНТ У СФЕРІ ЦИФРОВОГО МАРКЕТИНГУ: ЗАБЕЗПЕЧЕННЯ БЕЗПЕРЕБІЙНОЇ РОБОТИ ОНЛАЙН-ПЛАТФОРМ

In the rapid development of information technologies and the globalization of business processes, digital marketing is one of the key areas for ensuring the competitiveness of enterprises. It is precisely online platforms that play a crucial role in implementing marketing strategies, as they facilitate interaction with customers, shape brand image, and promote goods and services. Therefore, this article aims to analyze the main approaches and tools of operational management that contribute to ensuring the stability and efficiency of online platforms in digital marketing. The study demonstrates that operational management in digital marketing is a key element in ensuring the stable, effective, and uninterrupted functioning of online platforms. The study demonstrates that this field involves systematic management of daily processes, resources, and teams, enabling digital interaction channels — from websites and social media to advertising, analytics, and e-commerce platforms — to function cohesively. The analysis of the main tasks of operational management highlights its critical role in process optimization, team management, performance tracking, and flexible adaptation to changes in the digital environment, which together ensure the effectiveness of digital marketing strategies. It has been established that operational management in the field of digital marketing is crucial for establishing structured marketing processes that ensure the stable, uninterrupted, and effective operation of online platforms. Well-established operational processes encompass recurring and organized activities in areas such as content management, advertising launch and monitoring, web analytics, team collaboration, quality control, and technical support. It is precisely due to their systematic nature that digital tools function cohesively, meet user expectations, and effectively respond to the dynamics of the digital environment. In this context, the prospects for further research lie in developing operational management models adapted to the specifics of different types of online platforms, as well as in studying the impact of digital innovations on the effectiveness of marketing process management.

В умовах стрімкого розвитку інформаційних технологій та глобалізації бізнес-процесів цифровий маркетинг є одним із ключових напрямів забезпечення конкурентоспроможності підприємств. Саме онлайн-платформи відіграють вирішальну роль у реалізації маркетингових стратегій, оскільки через них відбувається взаємодія з клієнтами, формування іміджу бренду, просування товарів і послуг. Відтак, метою статті є аналіз основних підходів та інструментів операційного менеджменту, які сприяють забезпеченню стабільності та ефективності роботи онлайн-платформ у сфері цифрового маркетингу. Результати дослідження засвідчили, що операційний менеджмент у цифровому маркетингу відіграє вирішальну роль у забезпеченні стабільного, ефективного та безперебійного функціонування онлайн-платформ. Доведено, що йдеться про сферу, яка охоплює системне управління щоденними процесами, ресурсами та командами, що забезпечує узгоджене функціонування цифрових каналів взаємодії з аудиторією — від вебсайтів і соціальних мереж до рекламних, аналітичних та e-commerce платформ. Аналіз основних завдань операційного менеджменту засвідчує його ключову роль в оптимізації процесів, управлінні командами, моніторингу ефективності та гнучкій адаптації до змін цифрового середовища, що в сукупності забезпечує результативність цифрових маркетингових стратегій. Констатовано, що операційний менеджмент у сфері цифрового маркетингу є критично важливим для налагодження структурованих маркетингових процесів, які забезпечують стабільну, безперебійну та результативну роботу онлайн-платформ. Ефективно організовані операційні процеси охоплюють повторювані та чітко впорядковані дії у сферах управління контентом, запуску й моніторингу рекламних кампаній, веб-аналітики, командної взаємодії, контролю якості та технічної підтримки. Саме завдяки їхній системності цифрові інструменти функціонують узгоджено, відповідають очікуванням користувачів і демонструють здатність ефективно реагувати на динаміку цифрового середовища. У цьому

контексті перспективи подальших досліджень полягають у розробці моделей операційного менеджменту, адаптованих до специфіки різних типів онлайн-платформ, а також у вивченні впливу цифрових інновацій на ефективність управління маркетинговими процесами.

Keywords: *operational management models; effective performance; online platforms; marketing; process optimization; team management.*

Ключові слова: *моделі операційного менеджменту; результативна робота; онлайн-платформи; маркетинг; оптимізація процесів; управління командами,*

Problem statement. In the rapid development of information technologies and the globalization of business processes, digital marketing is one of the key directions for ensuring the competitiveness of enterprises. Online platforms play a crucial role in implementing marketing strategies, as they facilitate interaction with customers, shape brand image, and promote goods and services. At the same time, the effectiveness of digital marketing directly depends on high-quality operational management, which ensures the uninterrupted functioning of these platforms, optimization of business processes, and rapid adaptation to changing market conditions.

Therefore, research in the field of operational management in digital marketing is becoming particularly relevant due to the significant complexity and dynamism of modern online environments. Contemporary online platforms operate in real-time, processing vast amounts of data while simultaneously interacting with millions of users. Even a minor disruption in their operation—such as a page loading delay, an error in the payment system, or service unavailability—can lead to the loss of potential customers, reduce conversion rates, and result in significant financial losses. According to research, each second of delay in website performance can reduce sales by 7-12% (for example, data from Amazon and Google confirm that loading speed significantly affects user behavior) [2].

Moreover, the unavailability or unpredictability of a platform's performance lowers consumer trust, which is especially critical in the competitive environment of digital marketing. Loss of customer trust not only negatively impacts current sales but also complicates the building of long-term relationships with the audience, ultimately leading to a decline in market share and reputational damage.

Analysis of research and publications. Operational management has traditionally been considered in the context of manufacturing or logistics, so its application to the field of digital marketing is currently in the developmental stage. Most scientific and applied research in the digital sphere is limited to studying specific aspects of digital marketing—such as content, consumer behavior, SEO, advertising, or analytics (as evidenced, in particular, by the works of Babukh I.B. [1], Berezovska L., and Kyrychenko A. [2]).

Attempts to delineate the boundaries of operational management in digital marketing have been partially made in the studies of Dzhur O. and Gulman D. [4], where it's emphasized that the boundaries between strategic, tactical, and operational levels in this field are often blurred. The authors acknowledge the possibility of distinguishing operational management as an independent functional area for focused study. They note, however, that both scientific and applied literature currently lack clearly defined approaches and standard tools that could serve as a foundation for operational management in a digital environment. This includes aspects such as quality control systems, task management integration, automation, and similar areas.

Given the existing fragmentation and limited scope of research, this area remains relevant and requires further scientific investigation, especially concerning the main approaches and tools of operational management that contribute to ensuring the stability and efficiency of online platforms in the field of digital marketing.

Formulation of the article's objectives. The purpose of this article is to analyze the main approaches and tools of operational management that contribute

to ensuring the stability and efficiency of online platforms in the field of digital marketing.

The paper main body. The authors agree with Smotrova D.V. [7] that operational management in the field of digital marketing is a system for managing daily processes, resources, and teams that ensure the stable, effective, and uninterrupted functioning of online platforms. It follows that operational management in digital marketing plays a decisive role in business development through digital tools and environments.

For example, Dzhur O. and Gulman D. [4] have demonstrated that these elements form the foundation for ensuring effective, targeted interaction between businesses and their audiences, as well as conducting advertising activities, sales, analytics, and more, by fulfilling the following tasks:

1. Ensuring the uninterrupted operation of online platforms. Online platforms must operate 24/7 without failures, as any delay or technical error can lead to loss of customers and revenue.

2. Process optimization. Efficiently organized processes of planning, automation, and control of daily operations—such as content publication, ad launches, campaign analytics, and more—are essential.

3. Resource and team management. Properly distributing tasks among marketers, designers, and technical specialists while coordinating their efforts, is vital for achieving common objectives.

4. Systematic tracking of task completion, KPIs, and deadlines. Practices aimed at minimizing or preventing errors, improving performance, and adapting the business to customer requirements are essential.

5. Flexibility and adaptability in conditions of rapid changes in the digital environment. Establishing practices that incorporate new trends, algorithm changes, and platform updates is essential for operational management to swiftly adapt to changes.

Based on the detailed analysis of the tasks outlined above (Table 1), it is evident that operational management in digital marketing is the key to the stable,

well-organized, and effective functioning of all digital platforms and their associated channels (including websites and landing pages, social media, advertising platforms such as Meta Ads Manager, Google Ads, TikTok Ads, LinkedIn Ads, email marketing and analytics platforms, e-commerce platforms like Shopify, WooCommerce, Rozetka Marketplace, Prom.ua, Amazon, and content management platforms [5-6]). At the same time, all online platforms require established operational processes to function cohesively, stably, and effectively.

Table 1. Analysis of the main tasks of operational management in digital marketing

Tasks	Implementation features	Expected results
Ensuring uninterrupted operation of online platforms	Monitoring of websites, services, and ad accounts; regular software updates; 24/7 technical support.	Minimization of downtime; high service availability; increased user trust
Process optimization	Implementation of automated systems (CRM, email marketing, analytics); clear task planning.	Reduction of time and resource expenditures; improved campaign efficiency
Resource and team management	Role distribution, delegation, use of team collaboration tools (Trello, Asana, Slack)	Well-coordinated teamwork; increased productivity and accountability
Systematic tracking of task completion, KPIs, and deadlines	Establishing clear performance indicators, regular reporting, use of dashboards.	Timely task completion; achievement of strategic goals; process transparency
Flexibility and adaptability in a rapidly changing digital environment	Rapid adaptation to new trends and algorithm changes; continuous team training.	Competitiveness; effective response to market changes; resilience to risks.

Source: compiled based on [2-3]

Thus, operational management in the field of digital marketing is critically essential for establishing marketing processes aimed at ensuring the stable, uninterrupted, and effective functioning of online platforms.

The authors emphasize that well-established operational processes in digital marketing should be understood as clearly organized, repeatable actions and procedures that ensure the coordinated and sustainable functioning of digital marketing across the following areas:

1. Content management. This area involves planning, creating, approving, and publishing content for online platforms according to a content calendar, as well as

automating publications using tools such as Buffer, Hootsuite, and Meta Business Suite [4-5].

2. Launching and monitoring advertising campaigns on online platforms. This area requires clear procedures for ad creation, testing, approval, and launch. It also involves the use of templates, A/B testing, budget control, and continuous performance monitoring [6].

3. Traffic Management and web analytics on online platforms. This involves setting up tools like Google Analytics and Facebook Pixel, as well as regularly tracking key performance indicators (KPIs) such as conversions, click-through rate (CTR), bounce rate, and time spent on the site [6].

4. Team collaboration within online platforms. This area focuses on clearly defined roles (such as SMM specialist, copywriter, designer, PPC specialist, and technical support), structured use of task management tools (like Trello, Asana, and Notion), regular stand-up meetings, and strict adherence to deadlines [3-4; 6].

5. Quality control systems for online platforms. This area focuses on creating and using checklists for ad launches, landing page reviews, email campaigns, and testing all aspects of online platform functionality, including links, buttons, and responsiveness [6].

6. Backup and technical support for online platform operations. This area involves establishing regular backups of platforms, developing contingency procedures in case of failures, and ensuring technical support from developers or IT teams for prompt error resolution [2; 6].

It should be noted that for the effective establishment of operational processes in the field of digital marketing along the outlined directions (see Table 1), it is necessary to implement the following key steps [5]:

1. Document all stages of the relevant work.
2. Automate monotonous and repetitive tasks.
3. Implement a unified project management system.
4. Hold regular team meetings to coordinate actions.
5. Define and implement key performance indicators (KPIs).

6. Conduct continuous testing and improvement of operational activities.

The content of these processes in the field of digital marketing is presented in more detail in Table 2.

Table 2. Content of operational process setup in digital marketing

Processes facilitating setup	Features of setting up operational processes in digital marketing	Example of setting up operational processes
Documentation of all stages of relevant work	Creating instructions, checklists, and templates for typical tasks; defining roles and responsibilities	Developing a guideline for preparing and launching a Facebook advertising campaign
Automation of routine tasks	Using specialized platforms for planning, email campaigns, and analytics	Setting up automated email campaigns through Mailchimp or SendPulse.
Unified project management system	Integrating task managers (Trello, Asana, Notion) for managing teams and projects	Creating a content calendar in Asana with task distribution among team members.
Regular team meetings	Establishing a schedule for joint discussions (daily stand-ups, weekly summaries)	Holding weekly Zoom meetings to discuss campaign progress and adjust plans.
Establishment of KPIs	Defining and monitoring key performance indicators related to goals	Tracking CPL (cost per lead), CTR, and conversions in Google Analytics and ad accounts.
Testing and improvement of processes	Continuous analysis of results, A/B testing, and implementation of improvements	Conducting A/B testing of landing page variants to optimize conversion rates.

Source: compiled based on [1-2; 5-6]

According to the outlined provisions, it's emphasized that with well-established operational processes, online platforms:

1. Function cohesively, meaning all digital components (website, advertising campaigns, content, email newsletters, analytics, etc. [7]) operate in coordination, without duplication, delays, or disruptions. Teams coordinate their tasks according to the plan, and data is transmitted between systems without errors. For example, Facebook ads direct users to a landing page that automatically records data in the CRM, and a confirmation email is sent immediately after the application is submitted;

2. Meaningfully meet user expectations, meaning the platform provides relevant, timely, and convenient content; the interface is intuitive, fast, and mobile-

friendly; and communication is personalized. For example, a user sees on the website or in the mailing exactly the products or services they showed interest in before and can easily complete a purchase.

3. Quickly adapt to changes in the digital environment, meaning online systems promptly respond to algorithm updates, trends, consumer behavior, or new platforms. The team rapidly implements new tools, changes strategies or interaction formats. For example, when organic reach on Instagram decreases, there is a swift shift to Reels, targeted advertising, or TikTok.

Conclusions. Operational management in digital marketing serves as a key element in ensuring the stable, efficient, and uninterrupted functioning of online platforms. The study demonstrates that this area encompasses the systematic management of daily processes, resources, and teams, enabling coordinated operation of digital channels for audience engagement — from websites and social networks to advertising, analytics, and e-commerce platforms. The analysis of the main tasks of operational management highlights its critical role in process optimization, team management, performance monitoring, and flexible adaptation to changes in the digital environment, which together ensure the effectiveness of digital marketing strategies.

Operational management in digital marketing is critically important for establishing structured marketing processes that ensure the stable, uninterrupted, and effective functioning of online platforms. Well-organized operational processes encompass recurring and clearly structured actions in content management, advertising launch and monitoring, web analytics, team collaboration, quality control, and technical support. It is precisely due to their systematic implementation that digital tools operate coherently, meet user expectations, and respond effectively to the dynamics of the digital environment.

In this context, the prospects for further research lie in developing operational management models adapted to the specifics of different types of online platforms, as well as studying the impact of digital innovations on the effectiveness of marketing process management. In this context, the prospects for further research

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