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PECULIARITIES AND TOOLS OF INTERNET ADVERTISING MANAGEMENT IN AGRICULTURAL ENGINEERING ENTERPRISES

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ОСОБЛИВОСТІ ТА ІНСТРУМЕНТИ УПРАВЛІННЯ ІНТЕРНЕТ-РЕКЛАМОЮ НА ПІДПРИЄМСТВАХ СІЛЬСЬКОГОСПОДАРСЬКОГО МАШИНОБУДУВАННЯ

The article examines modern approaches and specific features of Internet advertising management for machine-building enterprises operating in the agricultural sector. The study analyses scientific views of Ukrainian and foreign researchers on the interpretation of the essence, role, and content of advertising activities in the digital environment. Special attention is paid to identifying the main online promotion methods, tools, and communication platforms that ensure effective interaction with the target audience in the agricultural market. The article substantiates the importance of adapting Internet advertising to the specifics of business-to-business communication and the decision-making characteristics of agricultural enterprises.

An algorithm for managing Internet advertising activities is proposed, which includes market research, determination of enterprise goals, identification of the target audience, development of a marketing strategy, determination of necessary resources, creation of creative materials, media planning and launch of advertising campaigns, analysis of advertising campaign effectiveness, as well as continuous monitoring of the market situation and regular revision of the advertising strategy.

The research highlights key factors that companies targeting agricultural enterprises should consider, including difficulties reaching audiences with poor Internet connectivity, a preference for traditional promotion methods, age characteristics of the target audience, and pronounced seasonality. The purpose of the article is to determine the main theoretical principles necessary for the successful formation and implementation of an Internet advertising strategy for enterprises operating in the agricultural engineering market. The identified principles and conclusions can be used as a methodological basis for improving existing approaches to online promotion, increasing the efficiency of advertising campaigns, strengthening market positions, and developing innovative ways to achieve strategic business goals through Internet advertising.

У статті розглянуто сучасні підходи та специфічні особливості управління інтернет-рекламою для підприємств машинобудування, що функціонують в аграрному секторі. У дослідженні проаналізовано наукові погляди українських та зарубіжних дослідників щодо трактування сутнісних характеристик рекламної діяльності у цифровому середовищі. Особливу увагу приділено визначенню основних методів онлайн-просування, інструментів та комунікаційних платформ, що забезпечують ефективну взаємодію з цільовою аудиторією на аграрному ринку. Обґрунтовано важливість адаптації інтернет-реклами до специфіки B2B-комунікацій (бізнес для бізнесу) та особливостей прийняття рішень сільськогосподарськими підприємствами.

Запропоновано алгоритм управління діяльністю з інтернет-реклами, який включає дослідження ринку, визначення цілей підприємства, ідентифікацію цільової аудиторії, розробку маркетингової стратегії, визначення необхідних ресурсів, створення креативних матеріалів, медіапланування та запуск рекламних кампаній, аналіз ефективності рекламних кампаній, а також постійний моніторинг ринкової ситуації та регулярний перегляд рекламної стратегії.

У дослідженні виокремлено ключові фактори, які мають враховувати компанії, орієнтовані на сільськогосподарські підприємства, зокрема: труднощі з охопленням аудиторії через обмежений доступ до мережі Інтернет у регіонах, традиційність у виборі методів просування, вікові характеристики цільової аудиторії та виражену сезонність. Метою статті є визначення основних теоретичних засад, необхідних для успішного формування та впровадження стратегії інтернет-реклами для підприємств на ринку сільськогосподарського машинобудування. Визначені принципи та висновки можуть бути використані як методологічна основа для вдосконалення наявних підходів до онлайн-просування, підвищення ефективності рекламних кампаній, зміцнення ринкових позицій та розробки

інноваційних способів досягнення стратегічних бізнес-цілей за допомогою інтернет-реклами.

Keywords: *Internet advertising, advertising management, agricultural engineering enterprises, digital marketing, online promotion, target audience, advertising strategy, agricultural sector, marketing tools*

Ключові слова: *інтернет-реклама, управління рекламою, підприємства сільськогосподарського машинобудування, цифровий маркетинг, онлайн-просування, цільова аудиторія, рекламна стратегія, аграрний сектор, маркетингові інструменти.*

Problem statement. With the rise of the digital age, a variety of aspects of life have become closely connected to the internet. To capture consumer attention in this information-saturated era, enterprises were forced to transform their processes and adjust their strategies to attract new customers and retain existing ones. Manufacturers are now selling their goods and services through websites, brands are raising awareness using social media, and people with a strong online presence have become opinion leaders.

Due to the rapid growth of the Internet's role, the need to promote organisations and their products online has become particularly important. The relevance of the article's topic is determined by the need to effectively manage online advertising to ensure faster achievement of companies' goals: increasing sales, raising awareness among the target audience, and obtaining additional subscriptions or website visits. Therefore, the need to develop effective approaches and tools for managing Internet advertising becomes especially relevant for enterprises seeking to strengthen their competitive positions and achieve sustainable development in the digital environment.

Analysis of research and publications. Certain aspects of this issue are covered in the scientific works of researchers around the world. For example, Leland Pitt and Richard Watson have published several works on internet

marketing. In collaboration with Pierre Berthon, they wrote a paper entitled “The World Wide Web as an Advertising Medium,” in which they first considered the role of a website as a means of mass communication and a model for attracting customers through content [8]. Later, working with George Zytchan, they published an article entitled “Integrated Internet Marketing,” which described how online presence strategy combines with the traditional marketing mix [24]. Other scholars have also addressed the issue of advertising on the Internet in their research. For example, Morris Holbrook described the creation of consumer value and experience in the context of rapid technological development [12], while George Zinkhan published an individual study on promoting services via the Internet, emphasising the importance of the interface and user interaction [27]. However, despite the availability of various studies on online promotion, these scientific works focus only on a general description of Internet marketing and do not consider the specifics of this issue in a particular industry, namely the agricultural sector.

Formulation of the article's objectives. The purpose of this scientific article is to identify methods for developing an effective strategy for managing advertising activities on the Internet. To achieve this, a number of tasks were set, including: defining the nature of advertising and highlighting its place in the marketing communications system of enterprises; describing the main types of online advertising and the digital platforms used to launch it; summarising existing approaches to managing advertising in the digital environment; and outlining the specific features of advertising for agricultural enterprises. However, some issues, such as the specifics of advertising launch strategies on different online platforms, approaches to bidding, and campaign optimisation methods, may be explored in more detail in future studies.

Presentation of the main research material. Over the past few decades, online advertising has become particularly important for modern companies. This is primarily due to the growing number of people spending more time online each

day. The internet has become the main source of information and a platform for communication in modern society, motivating companies around the world to use it as an advertising platform.

The growing popularity of online promotion has also sparked scientific interest in Internet advertising. Ukrainian and foreign theorists and practitioners have studied this concept and offered interpretive definitions. Some of the interpretations are given in Table 1.

Table 1. Interpretations of the essence of advertising activities on the Internet by domestic and foreign scientists

Authors	Definition of advertising activity on the Internet
Foreign scientific publications	
F. Kotler and G. Armstrong	These are initiatives to promote goods and services and build customer relationships on the Internet.
P. Verma	It is a marketing strategy that involves using the Internet as a means of attracting visitors to a website, as well as targeting and delivering marketing messages to the right customers.
S. Mohamed , N. Ahmed	It is a form of marketing and advertising that uses the Internet to deliver promotional marketing messages to consumers.
Veleva P.	This is a type of communication message created by companies to inform, motivate, and increase consumer interest in goods or services offered on the Internet.
Ukrainian scientific publications	
T. Arkhipova	It is a digital form of traditional advertising that involves the use of digital means to disseminate information
S. Ilyashenko	is a new type of marketing that involves the use of traditional and innovative tools and technologies on the Internet to identify and satisfy consumer needs and demand through exchange or other benefits
A. Dosenko	This is the dissemination of online advertisements, which provides opportunities for cooperation and communication with consumers, thereby accelerating the process of selling the product itself.
A. R. Gaykova, T. V. Dniprovskaya	It is the dissemination of information that contains contextual/intertextual references to a product or service that needs to be promoted, carefully disguised as non-advertising messages that are valuable to the consumer.

Source: developed by the author based on [1, c. 64; 2; 4; 5, p. 92; 17; 22, p. 883; 23; 26].

Considering the perspectives of both domestic and international researchers on the concept and specifics of online advertising, it is clear that online advertising plays an important role in modern business strategies. Its use not only increases brand awareness and sales but also creates new opportunities for innovation and deepening customer relationships [14, p. 254].

There are three main objectives of online advertising:

- informing consumers: demonstrating new products or services, improving brand awareness, presenting promotional offers;
- convincing consumers of the need to make a purchase: highlighting the advantages of products and arguments for their purchase in advertising messages;
- reminding consumers about the product: re-promoting an existing product or service, motivating consumers to remember the brand and order old or new products [21].

Companies that effectively use internet marketing tools and constantly adapt to changes in the digital environment can achieve a sustainable competitive advantage and long-term success in the market [14, p. 254].

The main types of online advertising most commonly used by modern companies are shown in Fig. 1.

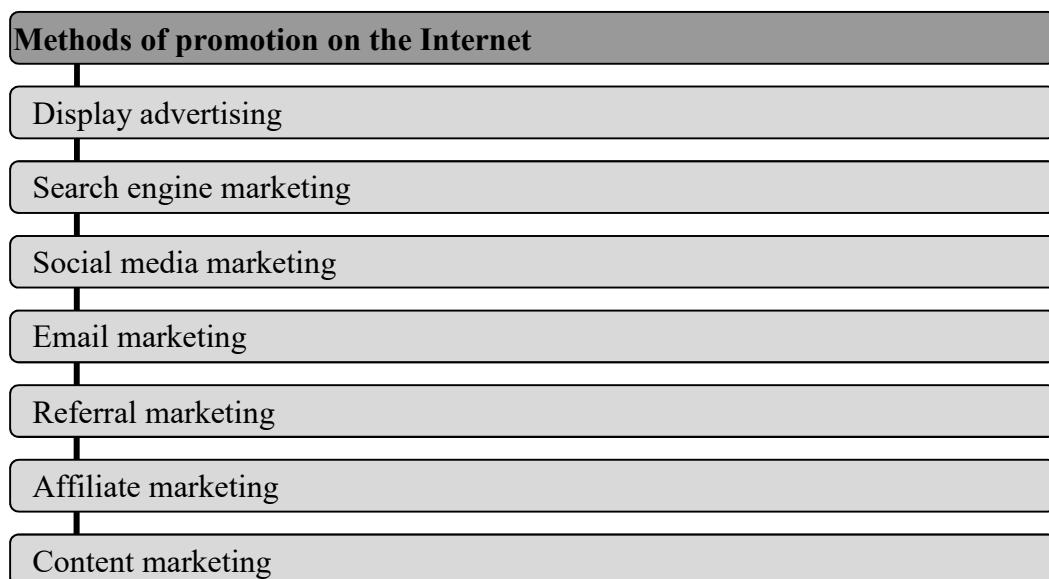


Fig. 1. Methods of promotion on the Internet

Source: created by the authors based on [19, p. 30-31].

Each of the methods of online promotion has its own specific implementation. Referral advertising is distributed directly through consumers, affiliate advertising is distributed through social media pages or partner websites, content marketing is optimised and distributed through various online channels of the company, and an email service (such as Gmail) can be used to launch email advertising with a small contact base.

At the same time, launching advertising on social networks is impossible without the use of specialised advertising platforms. Each of them has unique tools for promotion, creating reports on its effectiveness, and regularly measuring the effectiveness of the distributed message [20]. The main platforms for promotion on social networks and their characteristics are shown in Table 2.

Table 2 Leading online platforms for advertising on social media in 2025

Advertising platform	Audience size, number of users	Types of advertisements	Features of the advertising platform
Google Ads	4.77 billion	Google shopping ads, text, search and display ads, video ads	A variety of ad formats and placements, intelligent automatic bidding strategies available
Meta Ads	3.07 billion	Static and video ads, collection ads, and carousel ads	Visual appeal to users, low cost per click, detailed targeting features
LinkedIn Ads	1 billion	Sponsored content, in-feed ads, text and dynamic ads	Focus on the B2B sector, ability to target specific professionals by job title, industry, work experience, etc.
YouTube Ads	2.53 billion	Ads that can or cannot be skipped at the beginning of a video, ads in Shorts, ads in the middle of a video	Focus on video format, global reach, pay-per-click or pay-per-view models (CPC/CPV)
X Ads	449.5 million	Promoted tweets, vertical video ads, collection ads	More active promotion of content that corresponds to trends

Source: created by the authors based on [16; 20].

When developing a marketing strategy and selecting advertising channels, organisations should rely on the goals they want to achieve through their

advertising campaigns, as well as the characteristics of their target audience (behavioural factors, age, interests, etc.). By analysing this information and aligning it with marketing objectives, a company can choose the most relevant online promotion methods and effectively use advertising platforms to attract new customers or retain existing ones.

However, regardless of the industry in which a company operates, its advertising activities will not bring the desired results without effective campaign management from planning to launch and tracking results. For the organisation's marketing efforts to pay off and increase profits, managers should follow a clear algorithm of actions, shown in Fig. 2.

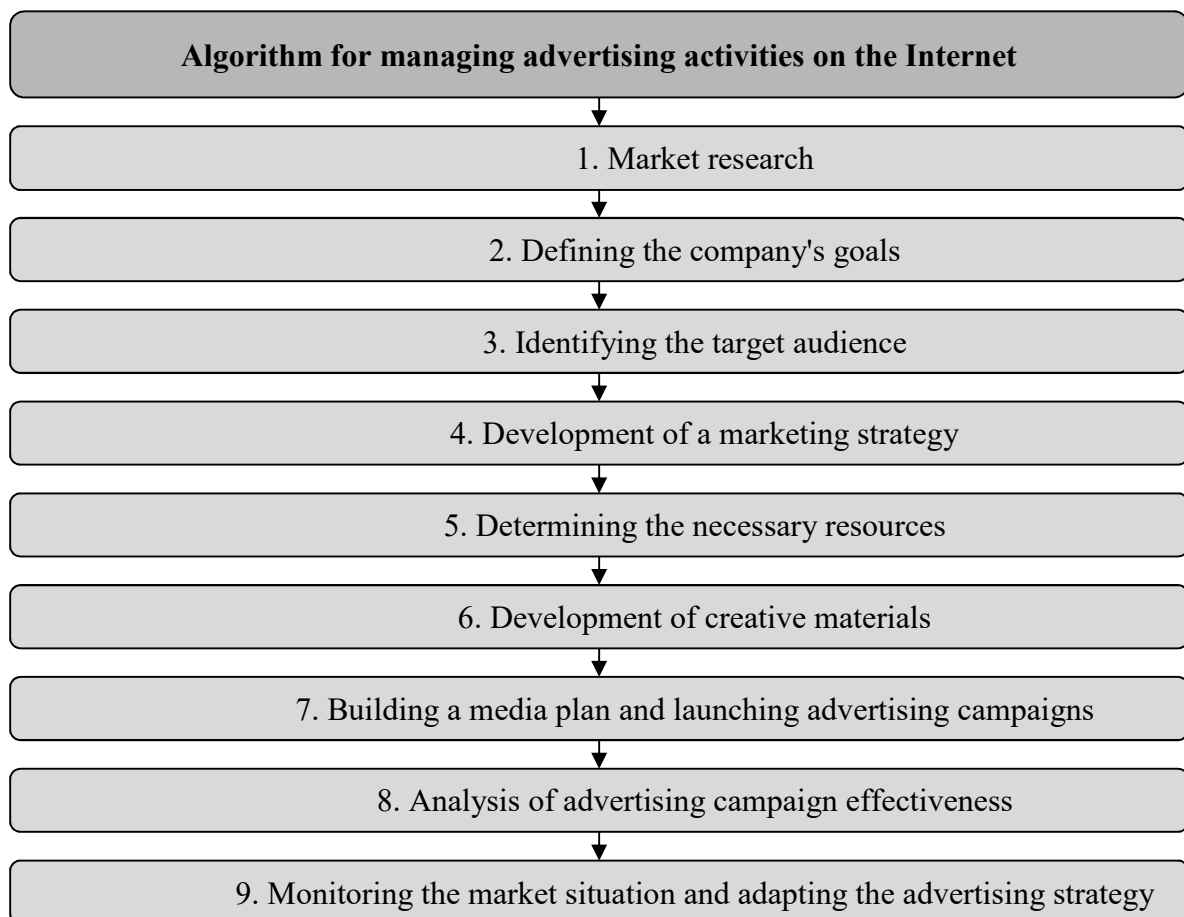


Fig. 2. Algorithm for managing advertising activities on the Internet

Source: developed by the authors based on [7; 9; 10; 13; 18; 24].

Managing advertising activities in the digital environment requires a strategic approach, consistency, and flexibility. By following the algorithm above, regularly testing new ad formats and launch approaches, and adapting existing

approaches to market conditions and current trends, managers will be able to achieve the company's goals and maximise the number of targeted actions [15].

Despite the existence of a general sequence of actions that increases the likelihood of success for an organisation's Internet advertising campaigns, each company must take into account the specifics of its field of activity. Thus, the agricultural market has several specific features that managers must take into account when developing a marketing strategy. These include:

- seasonality: demand for services and goods related to the agricultural business is inextricably linked to the seasons of sowing, growing, and harvesting, so the effectiveness of marketing efforts may vary depending on the period of advertising message distribution.
- age of the target audience: the majority of both individual agricultural producers and management of large enterprises authorised to make decisions are representatives of the older age group, so the advertising strategy must take into account the specifics of how this consumer segment perceives information [6];
- preference for traditional marketing methods: businesses operating in the agricultural sector or providing services to consumers or organisations in this field often prefer traditional forms of advertising, while refusing or minimising the volume of online advertising [3];
- difficulties in reaching audiences with poor internet connections: some consumers who are involved in farming and are interested in goods and services offered to farmers live in rural areas, so they may have poorer access to the internet and face barriers to receiving advertising messages [6].

Despite the specific nature of advertising in the agricultural sector, both B2B and B2C businesses benefit from promoting their products and services online. First, they have the opportunity to reach a wide audience and attract customers beyond local borders. Second, the use of social media, search engine optimisation (SEO), and content marketing can improve brand awareness and help the company position itself in the market. Another advantage for organisations targeting the

agricultural sector is the ability to track consumer responses to advertisements and interact with consumers to build loyalty and encourage repeat purchases [11].

Thus, by following the algorithm for developing, launching, and analysing advertising campaigns and by adapting their marketing strategy to the specifics of the market, managers will be able to effectively promote their company and its products online, help the organisation achieve its short- and long-term goals, and maximise profits.

Conclusions. So, within the framework of the study, approaches to the interpretation of advertising activities on the Internet by foreign and domestic scientists were analysed, and our own definition of this concept as a form of Internet marketing aimed at disseminating advertising messages, promoting goods and services, and attracting new customers through the use of innovative tools and technologies on the Internet. The main tasks of Internet advertising include informing consumers, persuading them to purchase, and reminding them of a product or service. These tasks are achieved through various promotion methods, such as display advertising, search engine marketing, social media marketing, email marketing, as well as referral, affiliate, and content marketing. Some of these types of advertising are implemented through partnerships and online channels. In contrast, others require specialised platforms such as Google Ads, Meta Ads, LinkedIn Ads, YouTube Ads, and X Ads.

To effectively choose methods of online promotion and use advertising platforms, managers responsible for online promotion must follow a clear sequence of actions, namely: research the market, define the company's goals, identify the target audience, develop a marketing strategy, determine the necessary financial and human resources, develop creative materials, build a media plan and launch campaigns, analyze the effectiveness of advertising campaigns, as well as monitor the market situation and regularly review the advertising strategy. Organisations targeting individual consumers or businesses operating in this area must also take into account the specific characteristics of this market, namely: seasonality, the predominance of older age groups, companies' preference for traditional

promotional methods, and the difficulty of reaching audiences with poor internet connections.

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