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# SOCIAL MEDIA MARKETING AS A TOOL FOR PROMOTING SERVICES AND PRODUCTS ONLINE

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## SOCIAL MEDIA MARKETING ЯК ІНСТРУМЕНТ ПРОСУВАННЯ ПОСЛУГ ТА ТОВАРІВ У МЕРЕЖІ ІНТЕРНЕТ

**The authors have drawn attention to the fact that Social Media Marketing (or SMM), as a specific process of utilizing social media platforms, is gaining increasing significance in promoting services and products. Accordingly, within the scope of the outlined study, the examination of Social Media Marketing as a tool for promoting services and products on the Internet was carried out. Social Media Marketing was identified as a digitized, strategic process of utilizing social media platforms for remote product promotion. The study emphasizes the complexity of SMM, which has led to the development of a wide range of research methods. The authors specifically applied methods of analysis, synthesis, and general abstraction to investigate SMM. The results of the research have proven that Social Media Marketing is an effective tool for promoting services and products on the Internet for several reasons. These include: audience reach (social media enables businesses to reach a wide audience, allowing them to engage with a large number of people), targeted advertising (social media platforms provide businesses with the ability to effectively direct their advertising and messages to specific individuals, ensuring their content reaches the right people), interaction and communication with the audience (social media allows businesses to build relationships with their customers, enhance customer satisfaction, and contribute to a positive company image by facilitating interaction and communication), content dissemination (social media offers businesses the opportunity to efficiently distribute information about their services and products to a broad audience, attracting new customers in the process), measurement and analytics (social media provides businesses with the ability to understand audience behavior and optimize their content and advertising accordingly through measurement and analytics tools). According to the conclusions made, the prospects for further research in the field of SMM may include: studying the impact of SMM on sales and profitability (evaluating the influence of SMM strategies on increasing sales and**

*company profitability), analyzing the impact of advertising formats (assessing the effectiveness of different advertising formats in social media), investigating the influence of audience interaction (evaluating the impact of active audience interaction on customer acquisition and retention), analyzing the impact of influencer marketing (assessing the effectiveness of using influencers in SMM advertising campaigns).*

**Автори звернули увагу на той факт, що Social Media Marketing (SMM), як специфічний процес використання соціальних медіа платформ, набуває все більшої значущості у просуванні послуг та товарів.. Відтак, у межах окресленого дослідження розглядається Social Media Marketing як інструмент просування послуг та товарів у мережі Інтернет. SMM ідентифікується як диджиталізований, стратегічний процес використання соціальних медіа-платформ для віддаленого просування продукції.. У дослідженні була звернута увага на комплексність SMM, що породила широкий спектр методів її дослідження (використовувалися методи аналізу, синтезу та загального абстрагування). За результатами дослідження доведено, що SMM є ефективним інструментом просування послуг та товарів у мережі Інтернет з кількох причин, серед яких: орієнтованість на широке охоплення аудиторії (що надає бізнесу можливість залучати і взаємодіяти з великою аудиторією), орієнтованість на спрямовану рекламу (що надає бізнесу можливість ефективно спрямовувати рекламу та повідомлення), орієнтованість на взаємодію та спілкування з аудиторією (що надає бізнесу можливість побудувати взаємовідносини з клієнтами, підвищити задоволеність їхнім обслуговуванням, покращити імідж), орієнтованість на поширення контенту (що надає бізнесу можливість ефективно розповсюджувати інформацію про послуги та товари серед широкої аудиторії та залучати нових клієнтів); орієнтованість на вимірювання та аналітику (що надає бізнесу можливість зрозуміти поведінку аудиторії, налаштувати контент та рекламу). Відповідно до зроблених висновків, перспективи подальших досліджень у галузі SMM можуть включати: вивчення впливу SMM на продажі та прибутковість (за оцінкою впливу стратегій SMM на збільшення продажів і прибутковості компаній), аналіз впливу рекламних форматів (за оцінкою ефективності різних рекламних форматів у соціальних медіа), дослідження впливу взаємодії з аудиторією (за оцінкою впливу активної взаємодії з аудиторією на залучення та утримання клієнтів), аналіз впливу інфлюенсер-маркетингу (за оцінкою ефективності використання інфлюенсерів у рекламних кампаніях SMM).**

*Key words: strategic process; target clients; content; audience interaction channels; advertising campaigns; audience coverage.*

*Ключові слова: стратегічний процес; цільові клієнти; контент; канали взаємодії з аудиторією; рекламні компанії; охоплення аудиторії.*

## TARGET SETTING

Social Media Marketing (or SMM), as a specific process of utilizing social media platforms, is gaining increasing significance in promoting services and products. Specifically, due to its wide audience and powerful communication capabilities, social media serves as a key channel for businesses wishing to reach their target audiences and increase sales [1]. One of the main advantages of SMM is its scalability and affordability. Additionally, social media platforms such as Facebook, Instagram, Twitter, LinkedIn, YouTube, and others are attracting an increasing number of active users. Thanks to social media, businesses can already communicate with their customers, provide them with information about products and services, and respond to inquiries. Social media enables audience targeting. Thanks to detailed settings of advertising campaigns, businesses can accurately identify their target customers and their needs based on parameters such as age, location, interests, demographic characteristics, average income, and more. It allows for reducing ad dispersion and focusing efforts on the audience that is more likely to be interested in the product or service. With the outlined capabilities of social media marketing (SMM), businesses can not only facilitate interaction with consumers but also enhance their role in promoting various services and products online.

## ANALYSIS OF RESEARCH AND PUBLICATIONS

Today, the topic of Social Media Marketing (SMM) in the promotion of goods and services has attracted the attention of many researchers and practitioners. Among them are Holisheva, E.O., Kyrychenko, T.V., Kovalenko, Y.A., Smetanyuk, O.A., Prytsep, I.V., Mosiychuk, V.V., and others. However, the specificities of using Social Media Marketing in the promotion of products and services on social networks remain underexplored, and the rapid growth of the potential of this tool to make a specific product attractive to consumers underscores the relevance of further research on this issue.

## THE WORDING OF THE PURPOSES OF ARTICLE (PROBLEM)

The purpose of the article is to examine SMM as a tool for promoting services and products on the Internet.

## THE PAPER MAIN BODY WITH FULL REASONING OF ACADEMIC RESULTS

Within the scope of the outlined research, Social Media Marketing (SMM) is identified as a digitized, strategic process of utilizing social media platforms for remote product promotion. We take note of the fact that the product can be a physical good or a service, and its

**Table 1. Systematization and Characteristics of Social Media Marketing Component Complex**

| Component                                | Characteristics of a component                                                                                                                  | Features of component functionality                                                                                                                                                         |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Content                                  | Publications, articles, photographs, videos, infographics, and more.                                                                            | The content should be interesting, useful, and align with the marketing strategy of the business entity.                                                                                    |
| Audience interaction channels            | Responses to comments, questions, messages, conducting surveys or contests that provide an opportunity for direct communication with consumers. | Channels should include various social media platforms. Each platform has its own peculiarities that should be considered when forming audience interaction.                                |
| Advertising campaigns                    | Creation and launch of advertising campaigns on social media platforms.                                                                         | Advertising campaigns should precisely target the desired audience, attract new customers, and increase sales.                                                                              |
| Monitoring and analysis                  | Measurement of advertising campaign effectiveness, determining their success, and making changes to improve results.                            | Monitoring and analysis should ensure the examination of metrics from advertising campaigns and interaction channels, such as audience engagement, conversion, content sharing, and others. |
| Support and loyalty enhancement channels | Various blogs, internet business pages that collectively provide opportunities to support and increase customer loyalty.                        | Through regular communication, providing valuable resources and offers, channels strengthen relationships with customers of the business entity and create a positive long-term impact.     |
| Competitor monitoring                    | Systematic collection, analysis, and evaluation of information about competitors' activities.                                                   | Monitoring the strategy, content, and competitor interactions with the audience to identify opportunities for improving one's own strategies and standing out in the market.                |

Source: formed based on [1; 6].

promotion can be conducted both in the consumer market (B2C) and the business-to-business market (B2B) [1; 2].

In the consumer market (B2C), products are sold directly to end consumers. In this case, marketing efforts are focused on attracting the attention and interest of individual consumers, engaging them in purchases, and fostering loyalty.

In the business-to-business market (B2B), products are sold to other companies or organizations. Here, marketing efforts are aimed at capturing the attention of business clients, establishing long-term mutually beneficial relationships, and supporting collaboration.

Considering these differences, social media marketing (SMM) is a process-oriented towards attracting the attention of the target audience, interacting with them, and creating a positive business image in specific or multiple markets.

SMM includes the development and implementation of content strategies, user interaction, monitoring, and analysis of results using a complex set of components systematized and characterized by actors in Table 1.

According to the provided information, Social Media Marketing encompasses a range of components (including content, advertising campaigns, overall monitoring and analysis, competition monitoring, support channels, and loyalty enhancement [1; 6]). It is these components, together, that transform Social Media Marketing into a tool for any business entity seeking to

effectively promote their services and products on the Internet.

In terms of the content of the action features of each component of Social Media Marketing, it produces a system of roles in promoting services and goods, including [1; 2; 6]:

- 1) regarding brand creation and awareness;
- 2) concerning the generation of potential clients;

**Table 2. Elements of creating specialized content that reflects the values, uniqueness, and advantages of the business services and products**

| Component                           | Characteristics of a component                                                                                                                                                                                                                                              | Features of component functionality                                                                                                                                                                                                                                                                                            |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Informative articles and blog posts | A business entity can create interesting and informative articles that provide expert information or offer tips on how to use their services or products.                                                                                                                   | For example, a high-quality clothing brand can publish articles about the latest fashion trends or provide tips on clothing care.                                                                                                                                                                                              |
| Video reviews and demonstrations    | Creating videos that showcase real-life testing and usage of the company's services or products.                                                                                                                                                                            | For example, a cosmetic company can create videos where professionals talk about the benefits of their products and demonstrate how to properly apply them.                                                                                                                                                                    |
| User-generated content              | Engaging customers in creating content where they demonstrate their experience using the company's services or products.                                                                                                                                                    | For example, a restaurant can ask its customers to share photos of the dishes they ordered and talk about their experiences.                                                                                                                                                                                                   |
| Contests and promotions             | Organizing various contests, giveaways, or promotions where participants have the opportunity to win gifts or receive special offers on the company's services or products. This not only incentivizes audience participation but also attracts the attention of new users. | For example, a company can encourage customers to share a post or a photo with their favorite product, using a specific hashtag or mentioning the company's account. Everyone who participates automatically becomes eligible to enter a giveaway, where they have a chance to win a gift or a special offer from the company. |

Source: formed based on [1; 4; 5].

**Table 3. Elements of creating a branded visual style and tone of communication that help differentiate the business from its competitors**

| Component             | Characteristics of a component                                                                                                                   | Features of component functionality                                                                           |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Logo                  | Development of a unique logo. For a business entity, it is important to create a logo that reflects the uniqueness of its products and services. | For example, using natural colors, leaves, or flowers in the graphic representation.                          |
| Color palette         | To create a branded visual style, it is important to choose an appropriate color palette.                                                        | For instance, one can choose natural shades such as green, beige, or earth tones.                             |
| Visual elements       | Incorporating natural elements in the design, such as flowers, leaves, seashells, or natural textures, can be part of the branded visual style.  | For example, these elements can be used in background images, packaging, or graphic elements on social media. |
| Tone of communication | The branded tone of communication should reflect the values and uniqueness of the company.                                                       | For example, using positive, natural, and emotionally evocative words in communication.                       |

Source: formed based on [2; 6].

3) regarding the formation of an interaction system with consumers.

Social Media Marketing plays a fundamental role in brand creation and awareness. SMM enables businesses to build and strengthen brand awareness among potential clients. This is achieved through:

1. Creating specialized content that reflects the values, uniqueness, and advantages of the business services and products. It can include informative articles and blog posts, video reviews and demonstrations, user-generated content, contests, and promotions, according to the specifics outlined in Table 2.

2. Ensuring continuous interaction with the audience (through which a business can build a positive image and establish strong collaboration with its clients [4; 5]). One example of ensuring continuous interaction with the audience in the context of SMM can be the creation and management of a community on social media platforms. For instance, if a business sells eco-friendly home

products, it can create a community on Facebook or Instagram that brings together fans of a healthy lifestyle and environmentally conscious consumers. Within this community, the business entity can share useful tips on living an eco-friendly lifestyle, their product updates provide, and ask participants about their preferences and needs.

3. Creating a branded visual style and tone of communication helps distinguish the business entity from its competitors. Specifically, the business can develop a logo, color palette, visual elements, and communication tone under the specifics outlined in Table 3.

4. Collaborating with influential personalities and bloggers is essential for spreading a positive perception of the brand (helps to disseminate a positive brand perception among their audience). For example, a business can enter into partnership agreements with popular influential vloggers who have a wide audience interested in specific topics (such as beauty and skincare,

**Table 4. Elements of conducting advertising campaigns targeted at a specific audience**

| Component                         | Characteristics of a component                                                                                                              | Features of component functionality                                                                     |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| Definition of goals               | Definition of goals, such as increasing brand awareness, attracting new customers, or boosting sales of a specific product or service.      | Creation of attractive, interesting, and accessible content that meets the needs of the target audience |
| Definition of target audience     | Analysis of the target audience, including their demographic characteristics, interests, social media behavior, and other relevant factors. |                                                                                                         |
| Strategy development              | Selection of social media platforms, advertising formats (e.g., text, video, carousel), budget, and campaign duration.                      |                                                                                                         |
| Creation of advertising content   | Creation of videos, graphic posts, advertising announcements, etc.                                                                          |                                                                                                         |
| Targeting configuration           | Configuration of targeting parameters to ensure that the ads are shown to users who match the target audience.                              | Selection of geographic regions, age groups, interests, and other filters.                              |
| Launching an advertising campaign | Launching an advertising campaign on the chosen social media platform.                                                                      | Ads start appearing in users' news feeds or side panels.                                                |

Source: formed based on [1; 5].

healthy lifestyle, travel, etc.) [2]. As part of the collaboration, the vlogger can regularly publish video reviews of products, showcasing them in action and discussing their benefits. They can also provide tips on using these products and share their positive impressions.

5. Utilizing videos, live streams, and interactive formats to build an authentic brand image and engage the audience is crucial. Specifically, a business entity can initiate behind-the-scenes video tours of the company or the production process of goods. For instance, a clothing brand can conduct live streams from its studio, showcasing the process of creating new collections [6]. They can demonstrate the design process, interview fashion designers and tailors, and share insider tips on fashion and style. These videos can be streamed live on platforms that support this feature, such as Instagram or Facebook. During the live streams, viewers can ask questions and comment, creating a more personalized and interactive interaction with the audience.

Implementing Social Media Marketing within the outlined role allows a business to achieve wide audience reach, attract more attention to the brand, and increase awareness of its products and services. Additionally, it enables the business entity to understand the audience's behavior, interests, and needs, thereby facilitating better customization of content and advertisements.

Social Media Marketing plays a significant role in generating potential clients. SMM allows businesses to attract new customers by promoting specific services and products. This is achieved through:

1. Conducting advertising campaigns targeted at a specific audience. In particular, businesses can implement: goal setting, defining the target audience, advertising campaign strategies, determining content, targeting specifics, and launching the advertising campaign, according to the specifics outlined in Table 4.

2. Creation of sponsored posts, contests. In particular, a business can implement a paid advertising campaign on social media platforms (such as Facebook or Instagram), contests on the company's social media page, in accordance with the specifics provided in Table 5.

3. Capturing the attention of potential customers with the aim of converting them into leads (potential sales). Specifically, a business entity can implement: creating landing pages or dedicated pages, according to the specifics outlined in Table 6.

The application of Social Media Marketing within the defined role allows a business entity to effectively target advertising to an audience that is more likely to become customers.

Social Media Marketing plays a significant role in establishing a system of interactions with consumers. SMM enables businesses to maintain direct communication with consumers. It is achieved through:

1. Feedback system creation (through answering questions, clarifying details about services and products, resolving issues through comments).

**Table 5. Elements of creating sponsored posts, contests targeting a specific audience**

| Component                                                    | Characteristics of a component                                                                                                                                                                                                                           | Features of component functionality                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Paid advertising campaign on social media platforms          | It is possible to utilize targeted settings to direct this advertising to a specific audience with their interests and needs. It allows the company to capture the attention of the target audience and increase awareness of its services and products. | It can be appealing to use photos or videos that showcase the advantages of a product or service and include a call to action, such as "Buy Now" or "Learn More."                                                                                                                                                                                      |
| Contests on the company's own page on social media networks. | The business can conduct contests on its social media page, which generates interest among users and attracts new followers. This allows the company to garner more attention to its offerings and engage a new audience.                                | For example, it could be a contest for the best photo demonstrating the use of their product. Another idea is a contest where users are required to leave a comment with their ideas or impressions about the service. Participation in the contest could be associated with sharing posts together, tagging friends, or using the company's hashtags. |

Source: formed based on [1; 3; 4].

2. Customer support providing. Specifically, businesses can use social media platforms to respond to inquiries, solve problems, and support their customers. For example, if a customer posts a comment on a company's Facebook page expressing issues with a particular product, the SMM team responds to the comment, asking for details about the problem and offering assistance [2]. Further communication can take place through private messages or even over the phone, depending on the communication channels used with the customer. The support team needs to understand the issue and provide specific recommendations or solutions aimed at resolving the customer's problem.

3. Formation of a personalized messaging system (using automated tools for managing distribution and audience segmentation [1]). An example of such a system could be email marketing combined with social media [4]. In particular, a business entity can implement data collection, audience segmentation, and personalized email campaigns according to the specifics provided in Table 7.

**Table 6. Elements of attracting the attention of potential customers with the aim of converting them into leads**

| Component                 | Characteristics of a component                                                                                                                                      | Features of component functionality                                                                                                                                                                                          |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Creation of landing pages | Specially designed pages that aim to engage visitors and convert them into potential customers through filling out a contact information form or making a purchase. | Special pages creating describes benefits or unique features of a product or service. This page may include visual materials, videos, testimonials from satisfied customers, reviews, and other elements to engage visitors. |
| Creation of target pages  | Specially created web pages intended to attract and convert visitors into leads or customers.                                                                       | Creating a specialized page optimized for the target audience, where users will be directed after clicking an advertisement post or banner.                                                                                  |

Source: formed based on [1; 2].

The application of Social Media Marketing within the defined role provides an opportunity to create a platform for direct communication with the audience, strengthen consumer trust, fulfill their needs, and demonstrate that the business responds to their inquiries.

### CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER EXPLORATION IN THIS AREA

According to research findings, SMM has been proven to be an effective tool for promoting services and products on the Internet for several reasons:

1. Wide audience reach: SMM allows businesses to target and engage with a large audience, expanding their reach and attracting new customers.

2. Targeted advertising orientation enables businesses to effectively direct their advertising and messages to relevant individuals, thereby increasing the chances of success.

3. Orientation towards interaction and communication with the audience, providing businesses with the opportunity to build relationships with customers, enhance their satisfaction with the service, and contribute to a positive company image.

4. Content distribution orientation allows business entities to effectively disseminate information about their services and products among a wide audience and attract new customers.

5. Measurement and analytics orientation, which provides business entities with the ability to understand audience behavior, interests, and needs, allowing for better customization of content and advertising.

According to the conclusions drawn, the prospects for further research in the field of SMM may include:

1. Studying the impact of SMM on sales and profitability. Specifically, based on the obtained results, it is possible to assess the influence of SMM strategies on increasing sales and profitability of companies.

2. Analyzing the impact of advertising formats. Specifically, based on the obtained results, it is possible to evaluate the effectiveness of different advertising formats in social media.

3. Investigating the influence of audience engagement. Specifically, based on the obtained results, it is possible to assess the impact of active audience engagement on customer acquisition and retention.

4. Analyzing the impact of influencer marketing. Specifically, based on the obtained results, it is possible to evaluate the effectiveness of using influencers in SMM advertising campaigns.

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**Table 7. Elements of personalized messaging system**

| Component              | Characteristics of a component                                                                                                          | Features of component functionality                                                                                                                                           |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Data collection        | Collecting customer data, including information such as name, age, gender, sports interests, purchases, and other important parameters. | Data can be collected through online forms, registration processes, or loyalty programs.                                                                                      |
| Audience segmentation  | Segmenting the business entity's audience into groups with similar characteristics.                                                     | Segments can be created for men and women, fans of different age groups, or selectively targeting customers who have already purchased certain types of products or services. |
| Personalized messaging | Developing personalized messages that align with the interests and needs of each group.                                                 | Special offers on products and services can be sent to women, while loyal customers can receive notifications about new models.                                               |

Source: formed based on [1; 4; 6].

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