

The work considers the problem of developing an approach to increase the motivation of employees of the company's marketing department to promote products (websites) to partners and consumers in the virtual space by using marketing tools of information interaction. Approaches to improving the enterprise management system and increasing its business activity were proposed. The first one is for the formation of well-founded proposals for the development of a system of motivation for marketers in the promotion of products according to the point evaluation system on a certain number of sites where information about the company's activities is posted. The second is to develop recommendations for product promotion by marketers in the virtual space to increase the business activity of the enterprise. Methodical recommendations were proposed, in contrast to the existing approaches, based on the implementation of the motivation system of marketers (link builders and attractors). Characteristic differences are the substantiation of the employees' motivation to promote the company's products (websites) and the improvement of the structure of the outriggers department. This is due to the introduction of a system of subgroups managed by outriggers under the chairmanship of a team leader. The features that made it possible to solve the mentioned problem are that according to the results of the work of each subgroup, all participants can receive bonuses, motivating each other to work more fruitfully. It was determined that such a system, using the example of outriggers, is the most successful for the sustainable development of the site. The motivation system is used in practice and consists in dividing all the indicators of the site and assigning them the corresponding points, according to the most important criteria. The results are explained by the fact that the better the site's indicators, the higher the score will be given, the higher the bonus will be for the fulfillment or over-fulfillment of the plan by the outreachers. On the other hand, the site will receive better and more diverse links, which is also an important factor for search engines

Keywords: marketing tools, information interaction, virtual space, website, marketer motivation system

DEVELOPMENT OF A SYSTEM OF MOTIVATION FOR EMPLOYEES OF THE MARKETING DEPARTMENT OF THE ENTERPRISE FOR PRODUCT PROMOTION USING TOOLS OF INFORMATIONAL INTERACTION OF VIRTUAL SPACE

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1. Introduction

The modern activity of enterprises requires an increase in the motivation of employees to receive wages, promote products (services), implement information technologies, develop a marketing communication strategy for distribution, etc. Solving problems requires optimal management solutions, the obtaining of which depends on improving the enterprise management system regarding the choice of organizational structures of the marketing department and increasing the motivation of marketing department employees during product promotion.

The latest events of 2019 regarding the emergence of Covid-19 and the beginning of military events in Ukraine in 2022 showed the relevance and effectiveness of changes in the management system of enterprises, taking into account the increase in the motivation of employees in conducting business activities and transferring them from the real to the virtual space, the use of new Internet marketing tools to promote goods and services.

Thus, today's relevance implies the substantiation of theoretical foundations and practical support for the development of a system of motivation for employees of the marketing department of the enterprise to promote products

(websites) in the virtual space to partners and consumers using marketing tools of information interaction.

That is why, under modern conditions, it is necessary to conduct scientific research on these issues. It is the application of new management structures of the marketing department (link builders and attrichers) and improvement of its activities (outrigger department) that gives enterprises an unlimited opportunity to conduct business activities to promote their products to partners, consumers, and manage business processes in accordance with the improvement of the enterprise management system and increase its business activities. This is ensured by implementing a system of subgroups managed by outriggers under the chairmanship of a team leader at the enterprise, with a correspondingly developed employee motivation system in combination with new information interaction tools.

The first problem that needs to be solved is the enterprise's management system, which has the greatest impact on its activities. Its peculiarity is, first of all, the structure of enterprise management regarding the construction of the organizational structure of the marketing department under modern conditions for enterprises regarding the promotion of products in the virtual space with the help of marketing communication tools of information interaction. Secondly, its feature is the development of a system of motivation for employees of the marketing department regarding the promotion of these products. If the management does not reach a certain level, then the enterprise faces the problem of instability and ineffectiveness of activity, which indicates the imperfection of the management process.

At the same time, there are many procedures for evaluating the activities of marketers, developing a system for increasing their motivation, which are based on various indicators that show the level of stability on the date of the study and are absolute indicators. This approach does not show the quality of development management, but only the level of achievement. Therefore, the most important practical task is to build a system of their motivation based on point evaluations to determine the level of enterprise management as the effectiveness of management decisions.

In practice, the results of these studies can provide recommendations on the choice of the organizational structure of the enterprise management, namely the marketing department (link builders and attrichers) regarding the promotion of the enterprise's products to partners and consumers in the virtual space and the formation of reasonable proposals for the development of a system of motivating employees (marketers) to improve the management system.

As a result of the active development of technologies and the Internet, traditional marketing communications acquire new features and properties, in addition, new marketing communications using new information technologies appear. When promoting the company's products in the virtual space to partners and consumers by employees of the marketing department, a problem arises that must be identified when forming an approach to communication interaction between enterprises, partners, and consumers with the help of new information technologies. It is the development of information technologies that can become the basis for the emergence of new marketing communication tools when promoting the products of enterprises in the modern concept of marketing - the Internet, that is, virtual space.

In practice, the results of these studies can provide recommendations for the promotion of the company's products

to partners and consumers by employees of the marketing department in the virtual space with the help of marketing tools of information interaction to improve the business activities of the company.

2. Literature review and problem statement

In scientific articles, the problems of developing a system of motivating employees of enterprises to promote goods with the help of information interaction tools of virtual commerce are highlighted in literary sources [1–19] and outline the next directions for research.

The results of studies of literary sources [1–4] are an analysis of the existence of a new direction in marketing – virtual promotion of the company's products. Research [1], firstly, is extremely general in nature; secondly, it does not reproduce the specifics of the subject of the research presented in the work.

The authors of study [2] determine the need to develop standard recommendations for studying the most effective promotion tools and communication channels with the audience in the virtual space.

Work [3] is a continuation of consideration of virtual space. The authors emphasize that it is the high-quality content of the virtual space that provides potential consumers with information about the services and products offered by the company. An analysis of their advantages in relation to the services and goods of other manufacturers was carried out. New trends in events used in digital marketing communications consist of both real-time and virtual events [4]. The work also focuses attention on the presence of a number of problems related to the development of basic concepts, but mainly their consideration is reduced to ascertaining their presence and the need to take certain measures to eliminate them.

Work [5] studies the factors that influence the behavior of buyers on the Internet, such as trust in the brand, online sales, consumer personality, delivery service, quality assurance, information search and consumer satisfaction, and should take into account the quality-of-service provision. Factors that restrain the development of the market or prevent its effective functioning are not considered by these researchers, focusing their attention only on the fact that the market is just beginning its active development.

In the aforementioned works [6, 7], it is indicated that Digital marketing has both a direct and an indirect effect on the fulfillment of consumer orders and their satisfaction with online shopping, especially after the outbreak of Covid-19 in the virtual space. The works focus attention on the presence of a number of problems with the development of opportunities, but mainly their consideration is reduced to ascertaining their existence and the need to take certain measures to eliminate them.

More specifics to this definition are provided by researchers of market characteristics and problems regarding the relevance of advertising content for a specific business or service to attract visitors to the website [6, 7] and satisfy customer attention [8]. Noting that this process is a complex and multidimensional task for every decision maker in the digital marketing sector. Thus, the authors of [9] suggest combining the fragmented parts of usability and traffic levels that a website has, based on the usefulness of the search engine optimization process to improve website usability

and traffic. But even in these conclusions, the use of the SEO optimization process is not entirely clear. It is shown that SEO is considered as the usability of a website in design, architecture, and content of volume and quality of information to improve even more website visits by online users through search engines.

It is necessary to agree with the statement in work [10] that search marketing is an important practice for the development and improvement of any business for the successful operation of the enterprise. Web search and promotion tools are SEO and SEM. The authors believe that the most ideal approach to using a SEM web search tool is the online demonstration method, which involves using web crawler results pages to promote business sites. The authors of works [11, 12] claim that platforms for online promotion must be adapted to the specifics of products or services. That is why it is necessary to implement one's own proprietary techniques for developing one's business strategies, stimulating the work of marketers and the specifics of regional and national markets.

In [13], it is indicated that when using information technology, companies try to reach their target markets using their own or third-party websites. Thus, proving the point that social media is an effective marketing tool in today's business environment, confirming the need for research.

One of the important reasons for adapting to the requirements of modern socio-economic development is that the enterprise needs to take into account the value of the human capital incentive system [14], taking into account the influence of external and internal environmental factors. The factors of the external environment should include globalization processes, the impact of Covid-19 on barriers, the creation of conditions for effective remote work [15]. The factors of the internal environment include the formation of a personnel policy aimed at developing the creative abilities of employees, meeting their personal needs and training during working life, motivation. All this allows us to state that it is appropriate to conduct a study dedicated to the development of a motivation system for marketers.

The translation of human capital, namely knowledge, skills, and the degree of involvement of employees, into positive organizational results is the goal of management to improve the business activity of the enterprise. The correct assessment of the level of employees and their involvement in increasing the general level of knowledge of the enterprise will have a positive and direct impact [16, 17], which confirms the importance of conducting further research by the authors of this work. It was concluded that the development of the motivation system significantly affects all components of the enterprise's activities.

The results of study [18] showed the formation of the interaction of sales incentives and the share of variable remuneration. That is, when service incentives are high, the proportion of variable reward exhibits an inverse U-shaped effect on salesperson problem-solving behavior, which is important for selling innovative services. The authors of research papers [19, 20] found that HRM practices that increase motivation are more effective for those with low levels of conscientiousness, while people with high conscientiousness perform better under the influence of HRM practices that empower. That is, when developing a system of motivation for employees of the marketing department of the enterprise, it is necessary to clearly understand the amount of the reward.

At the same time, the authors of the research did not pay attention to the question of determining the company's capabilities to overcome existing problems in the market, which makes this research relevant:

- increasing the motivation of employees of the marketing department to promote the company's products (websites) with the help of marketing information tools of interaction according to the proposed indicators for improving the company's management system;
- development of recommendations for the promotion by employees of the company's marketing department of products (websites) to partners and consumers in the virtual space using marketing tools of information interaction as a means of increasing its business activity.

Thus, it is proposed to develop an approach that is considered in totality and combines the solution of the two problems defined below. Firstly, increasing the motivation of the employees of the marketing department on the example of a real working enterprise regarding the promotion of the enterprise's products (websites) in the virtual space in order to improve the enterprise's management system, where the rating system is based on points. Secondly, recommendations on the promotion of the company's products (websites) to partners and consumers by employees of the marketing department in the virtual space using marketing tools of information interaction as a means of increasing its business activity.

3. The aim and objectives of the study

The purpose of this study is to develop an approach to increase the motivation of employees of the company's marketing department to promote products (websites) to partners and consumers in the virtual space using marketing tools of information interaction. This will provide a real opportunity to apply the obtained results in practice, to regulate and manage processes to improve the enterprise's management system and increase its business activity.

To accomplish the aim, the following tasks have been set:

- to develop a system of motivating employees of the marketing department of the enterprise to promote the products (websites) of the enterprise in the virtual space using marketing tools of information interaction, the difference of which is: firstly, the application of new management structures of the marketing department (link builders and attrichers) and improvement of its activities (department of outriggers) due to the introduction of a system of subgroups managed by outriggers under the chairmanship of a team leader; secondly, a scoring system, which is based on a certain number of sites where information about the company's activities is posted, to improve the company's management system;
- to offer methodological recommendations for the promotion of the company's products (websites) to partners and consumers by employees of the marketing department in the virtual space with the help of marketing tools of information interaction, the difference is the justification and use of the virtual space for the promotion of services (websites), the formation of a conceptual apparatus for marketing of communications, highlighting the information interaction of the enterprise with partners and consumers and defining marketing communications as a component of information interaction, to increase its business activity.

4. The study materials and methods

The main hypothesis of the study is an assumption about solving the problem of developing an approach to increase the motivation of employees of the marketing department of the enterprise to promote products (websites) to partners and consumers in the virtual space by using marketing tools of information interaction in accordance with the improvement of the enterprise management system and increasing its business activity

An explanation of the implementation of the hypothetical research method is put forward – approaches to solving the problem are proposed. The first is the formation of reasonable proposals for the development of a system of motivation for marketers based on a point-based evaluation system on a certain number of sites where information about the company's activities is posted to improve the company's management system to improve the management system. The second is the development of practical recommendations for the implementation of marketing tools of information interaction in the virtual space for the promotion of the company's websites to improve its business activities.

The feature of the first approach is:

- firstly, the application of new types of organizational structures of the enterprise for the promotion of products in the virtual space (link builders and attrichers) and improvement of the structure of the outrigger department due to the introduction of a system of subgroups managed by outriggers under the chairmanship of a team leader;

- secondly, the fact that it is based on a certain number of sites where information about the company's activities is posted using marketing tools of information interaction. The motivation system consists in dividing the site's indicators, assigning the corresponding points according to the criteria: the better the site's indicators, the higher the score and the bonus, while the link to the site will receive higher quality and more diverse clicks.

The feature of the second approach is:

- firstly, taking into account the development of information technologies, the nature of its emergence, the active use of Internet tools, which will combine the integrated nature of communications and promotion of the company's products (websites);

- secondly, substantiation of marketing communications with the selection of the concept of virtual space and with the selection of information interaction, determination of the narrowness of the concept of communication in relation to their understanding, taking into account the fact that they are a component of information interaction. It is assumed that there is an exchange, and not only of communications, but also of information regarding the promotion of products (websites) between the enterprise and its partners and consumers. Moreover, the last type of exchange is informational interaction. That is, marketing communications are one of the tools of information interaction.

The system-structural analysis of the organizational structure of the enterprise will make it possible to determine the system of subgroups, the characteristics of which are the results of the work of each subgroup in terms of motivating each other and receiving bonuses.

Based on the results of the system analysis, a system of indicators will be formed regarding the motivation of marketers. This will increase the business activity of the enterprise, in particular in the field of formation and use

of market concepts of marketing tools of information interaction.

On the basis of a critical analysis of sources, the prerequisites for the implementation of marketing communication tools of enterprises were determined. In particular, the publications related to the determination of the conditions for active exchange between the enterprise and its partners and the enterprise and consumers will be analyzed. Moreover, not only communications, but also information, where the last type of exchange is informational interaction. Using the method of logical generalization of the analysis results, taking into account the essence of the development of marketing communications, it was determined that marketing communications will be one of the tools of information interaction. Systematization of the differences in information interaction of the enterprise and marketing communications was carried out. It was also determined that the interaction of the enterprise with its consumers and partners can be carried out not only in real space, but also in virtual space.

To reproduce the results and their practical application, the following should be taken into account:

- shortcomings of the organizational nature of the company's marketing department;
- shortcomings related to the organization of the company's website;
- difficulties associated with the promotion of the site;
- use of simple mathematical apparatus, formalized assessment procedure.

Approbation of the developed approach, which is considered as a whole and combines the solution to the above-defined problems, was carried out on the example of a real working enterprise regarding the promotion of the enterprise's products (websites) in the virtual space.

5. Results of developing an approach to increase the motivation of employees of the company's marketing department

5.1. Development of a motivation system for employees of the company's marketing department

The enterprise at which the study is conducted is engaged in the promotion of its own products (websites) in the virtual space to partners and consumers with the help of employees of the marketing department. One of the working tools is posting the necessary links to the company's products (site) on other sites. Each site has its own indicators: attendance, subject matter, etc. Therefore, the link that is placed on different sites has different "weight", both in terms of visibility for different numbers of users, and "clickability", value for search engines. The company aims to increase the motivation of marketers who fulfill the plan (10 articles per month), as well as for those who do not fulfill the plan, with bonuses, based on the analysis of recent research and publications [21–23]. However, it should be noted that this topic is relevant for the promotion of products (websites) of each published publication (article) with a "link". And also find out if there is an opportunity to encourage with the help of bonuses, if a smaller number of links were made, but of better quality.

To do this, you need to assign points for each platform on which a publication (article) was placed with a link to each marketer for further encouragement with bonuses. This work can be divided into several stages:

1) a collection of sites on which articles were posted with links indicating the managers who posted them for a certain period (six months). As well as the collection of the most important data indicators of sites and links (visits, % of visits from search engines, type of link (dufollow or nofollow), anchored or unanchored text, and others);

2) definition of indicators, points for which can be automatically calculated based on current requirements for sites, their calculation, as well as calculation of total points for each article with a link;

3) data analysis by month, marketers, dynamics;

4) identification of the most motivated marketers in order to encourage them with bonuses, as well as the most lagging employees for a detailed review of the effectiveness of their work.

In the work at the enterprise to improve process monitoring, training and better time management, it was proposed to create an extensive management network and recommendations were made to improve the management structure (Fig. 1). The special feature is that the team leader who previously managed all in-office and remote workers will now manage only in-office outreach. In turn, the outreach workers in the office will manage already remote workers from 3 to 5 people in one team, this is the most optimal choice of the number of workers without harming the performance of the main work. Thus, in addition to motivation in the form of bonuses for a managerial position, the outreach worker in the office will still have the opportunity to gain management experience and transfer knowledge and skills. Those outreach workers in the office who will work best (this will be visible from the group's performance) will be able to replace the team leader in the future. This will happen in case the team leader gets sick, goes on vacation, is on maternity leave, or resigns. At the same time, teleworkers who have shown the best result will be able to work in the office and manage their group of teleworkers. This will prevent the risk of difficulty in finding a new person if one employee from the group becomes unable to work for a while.

Next, the paper analyzed the reasons "for" and "against" options for going to the office for full-time work.

That is, in contrast to existing approaches in the proposed methodological recommendations, which are based on the implementation of the system of motivation of marketers (link builders and outreachers), the justification of the motivation of employees and the improvement of the structure of the outreach department was carried out. This happened due to the introduction of a system of subgroups managed by outriggers under the chairmanship of a team leader. Unlike other works, the features of the proposed methodical recommendation are that according to the results of the work of each subgroup, all participants can receive bonuses, motivating each other to work more fruitfully.

However, when analyzing the situation, it is currently not effective to immediately bring remote outreachers into the office.

The reasons for inefficiency are:

- work does not require special work experience;
- it is possible to accept any people who meet the additional competencies. For example, they know the relevant language (English, if the projects are directed to the UK location);
- other criteria do not very effectively highlight how specifically this candidate is suitable for this job.

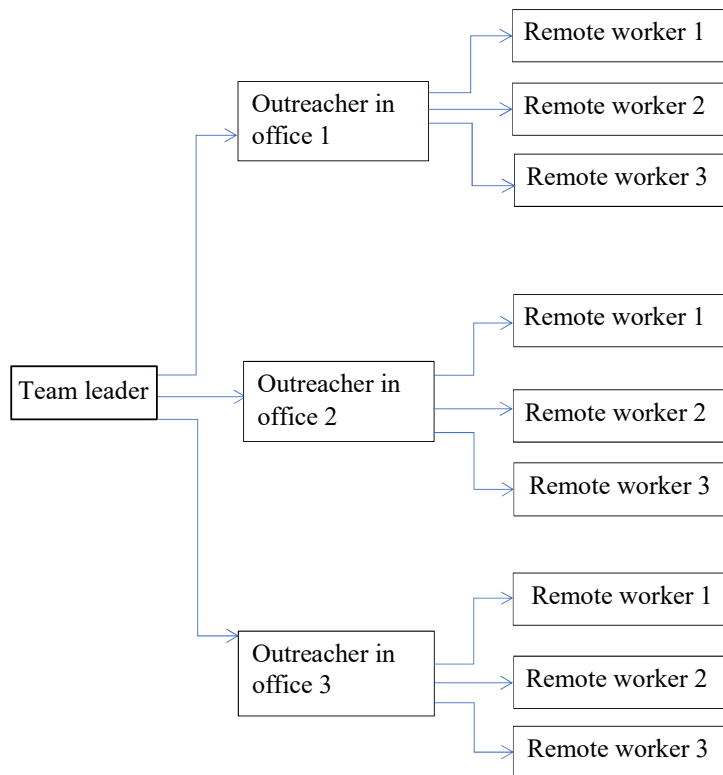


Fig. 1. Extensive enterprise management network (proposed development by authors)

Practical work experience is the most effective option.

If an employee is hired immediately in the office, then very often he may not be able to cope with the volume of tasks and the monotony of some areas of work (such as, for example, the selection of sites and the collection of their indicators). Thus, the employee can immediately decide whether this job is suitable for him, and the employer saves time and money for the person to go to the office.

In order to increase the motivation of employees during the promotion of the company's products (websites) in the virtual space, it is necessary to create a proposed labor evaluation system. The features of which are the value of the work of outreachers - that is, the number of links to specific sites and those that were published from them (Fig. 2). Therefore, this was taken into account in the development of the proposed motivation system.

The motivation system is to divide all the indicators of the site and assign them the corresponding points, according to the most important criteria. The better the site's performance, the higher the score will be given, the higher the bonus will be for the fulfillment or over-fulfillment of the plan by the outreachers. On the other hand, the site will receive better and more diverse links, which is also an important factor for search engines.

For clarification, each stage of the work is considered in detail. After all the points are distributed and the maximum and minimum limits are determined, a bonus is set for exceeding the plan. First of all, it was determined that these bonuses were based on data that was collected earlier. It has been proven that it is sometimes easier/harder to link to different niche sites. It was concluded that it is possible to increase or decrease the number of points required for bonuses.

The study considered indicators that are subject to operational accounting.

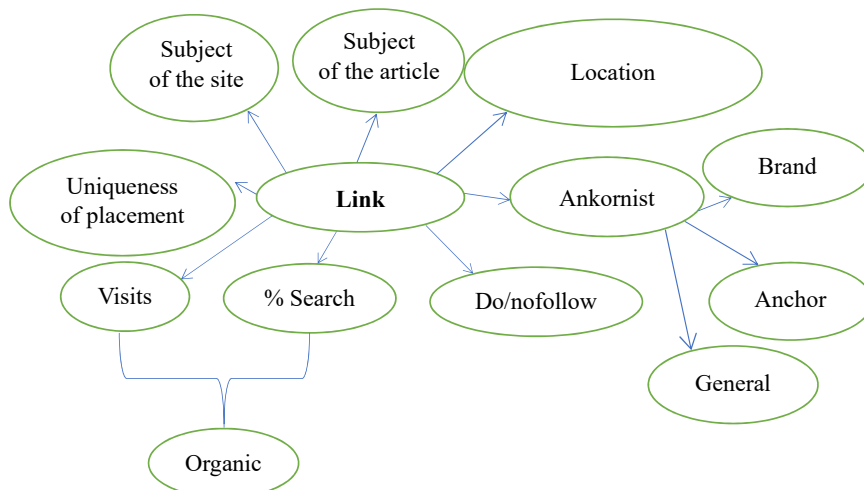


Fig. 2. A fragment of the promotion of each published publication (article) with a “link”

Since the company works to promote products (websites) in the virtual space, the data obtained from various sources of information (ahrefs, moz.com, SimilarWeb [24]) were analyzed, collected, and analyzed according to the data (type of link, location, topic of publication article/site).

These indicators are proposed to be divided into groups:

1) site traffic (Visits - the number of people who visited in a month (according to the version of the Similarweb site [24]); %Search – % of people who came from the Google search engine; Organic – the number of people who came from the Google search engine);

2) the type of link in the posted publication (article) (Dofollow is an HTML attribute of the rel tag, which informs search engine robots that this link can be followed. This indicator is important for the company, as more points will be given for it; Nofollow this is the HTML attribute of the rel tag, which tells search engines that this link cannot be followed;

3) link ((branded; anchoring (the most valuable, because the SEO optimizer can itself indicate what text is needed for the link, this led to an increase in the ranking of the site); generalized (the least));

4) site theme – for each site, it is important that the site where it is placed is the most suitable for the theme, thanks to which the largest number of points is obtained;

5) publication topic – the most thematic article with a posted link, thanks to which the largest number of points was obtained;

6) location of the link – the higher the link in the text, the higher the score;

7) the uniqueness of the site – if a message has already been placed on the site for a group of sites of this enterprise – then the number of points is reduced by half.

For each proposed group of indicators, except for the last one, the authors in the work suggested making a decision regarding the ease of calculation – each marketer will be able to score 50 points.

For the first stage of work, you need to collect the table data for all indicators:

- name of marketer;
- hosting domain – the domain on which it was possible to place an article with a link to the site;
- visits; % search;
- organic;
- the number of points for the first “Organic” group (will be calculated based on the largest and smallest indicator);

- type of link in the article (dofollow or nofollow);
- number of points per link type group;
- placement month – to determine the average indicators of each month by each manager;
- points for the subject of the publication (site) – determined manually, points are distributed depending on the subject of the site on which the article was posted;
- points for the topic of the publication – also determined manually, points are distributed depending on the topic of the published article;
- anchorability – it is manually determined to what extent the links meet the requirements of the plan [25];
- points for anchorage: for ease of calculation, it was determined that the points will be distributed as follows:
 - generalized link – 10 points;
 - brand – 20 points;
 - anchor – 50;
 - uniqueness: how unique was the placement and whether it had already been placed on this site;
 - the total amount of points taking into account uniqueness.

After collecting the data, the table was drawn up properly and then the automatic calculation of points was started.

For the second stage, it is necessary to determine which points will be calculated automatically, and which will be entered manually.

A total of 7 categories affecting the points were selected: 1. The number of points for “Organic” is calculated automatically.

First, the indicator was calculated according to formula (1):

$$Visits * \%Search = Organic. \tag{1}$$

In this case, it will be columns C and D. The resulting formula (2) in Excel format will look like this:

$$=C2*D2, \tag{2}$$

where C – visits; D – % search.

The highest and lowest indicators were found for the distribution of points. To do this, we used the “data sorting” function (“Sorting” tab) for the column with the Organic indicator, because it is for this column that you need to understand the maximum and minimum values. These data are shown in Fig. 3.

To simplify the task of sorting the “Organic” data, we used a formula to find its maximum, average, and minimum value.

We performed the calculation on column E (“Organic” data): maximum value=MAX(E:E); average=AVERAGE(E:E); minimum value=MIN(E:E).

In this way, the following data were obtained: the maximum value is 35473900; average value – 276003.204; the minimum value is 0.

Also, for clarity, a graph was used with data that the marketer placed on sites with a greater number of “Organic” sites (Fig. 4).

For the optimal promotion of the site, it is enough for the donor site to have much lower indicators than even the average, based on the data of published articles [26]. So, it was decided to allocate points for this indicator:

- <5000 – 0 point;
- >5000 – 10 points;
- >20000 – 20 points;
- >50000 – 30 points;
- >100000 – 40 points;
- >200000 – 50 points.

Now these data were entered into the formula so that this indicator was calculated automatically: for this, the IFS formula was used, where all the data obtained above were recorded [27]. Then it was taken into account that the data should be entered from the largest indicator, so that the first condition of 10 points is not counted in the indicators of 51000, but 30 points are counted. So, we get formula (3):

$$IFS \left(\begin{array}{l} E2 > 200000; 50; \\ E2 > 100000; 40; \\ E2 > 50000; 30; \\ E2 > 20000; 20; \\ E2 > 5000; 10; \\ E2 < 5000; 0 \end{array} \right), \quad (3)$$

where *E* is the value of “Organic”.

The number of points for “Organic” was written in the formula in column *F* and calculated for all rows.

2. The second indicator is “Type of “Organic” link”. According to this indicator, there are 2 options: “dofollow” and “nofollow”. It was decided to distribute the points as follows: “dofollow” – 50 points; “nofollow” – 25. With the help of formula (4), the scoring was carried out similarly to the previous indicator, with the exception of the fact that text values were used in the calculation instead of numbers:

$$= IFS(G2 = dofollow; 50; G2 = nofollow; 25), \quad (4)$$

where *G* is the link type.

This formula was recorded in column *H* “number of points by type of link” and calculated for all rows, as shown in Fig. 5.

3. Points for the topic of the site – data entry is done manually;
4. Points for the topic of the article – data entry is done manually;
5. Location of the link – data entry is done manually;
6. Points for anchoring – the calculation was carried out in the same way as in the second indicator, depending on the type of “anchoring” according to formula (5):

$$IFS \left(\begin{array}{l} M2 = brend \text{ link}; 20; \\ M2 = anchor \text{ link}; 50; \\ M2 = generalized \text{ link}; 0 \end{array} \right), \quad (5)$$

where *M* are indicators of anchorage.

7. Uniqueness – depending on this parameter (yes or no) – indicators will either remain the same or be halved.

Outreachers	Domain	Visits	%Search	Organic
Outreachers 1	buzzfeed.com/de	130900000	27,10%	35473900
Outreachers 2	experts-exchange.com	14346303	93,13%	13360712
Outreachers 3	experts-exchange.com	10700000	93,46%	10000220
Outreachers 4	experts-exchange.com	10200000	93,16%	9502320
Outreachers 3	dzone.com	11800000	77,05%	9091900

Fig. 3. Sorting «Organic» data

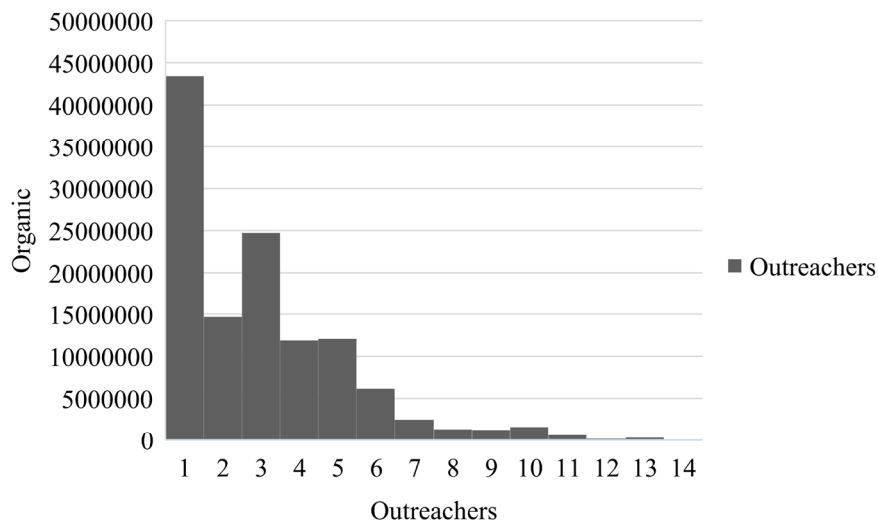


Fig. 4. Chart of points received by marketers regarding placement on sites with an increase in the “Organic” indicator

Outreachers	Domain	Visits	%Search	Organic	Points for organic	Link Type	Points for link type	Month
Outreachers 6	xboxone-hq.com	8624	93.11%	8029.8064	10	dofollow	50	Nov-21
Outreachers 6	techbreath.net	4999	41.56%	2077.5844	0	nofollow	25	Nov-21
Outreachers 5	boundingintocomics.	781329	39.16%	305968.436	50	nofollow	25	Nov-21
Outreachers 5	thepepperjournal.co	301786	40.95%	123581.367	40	dofollow	50	Nov-21
Outreachers 5	gingernutsofhorror.c	19968	70.68%	14113.3824	10	dofollow	50	Nov-21
Outreachers 9	webwritersspotlight.c	20199	81.02%	16365.2298	10	nofollow	25	Nov-21
Outreachers 7	seniorslifestylemag.c	9554	59.33%	5668.3882	10	dofollow	50	Nov-21

Fig. 5. Indicators of sites by the number of points for the “Type of “Organic” link” indicator

The next stage is the calculation based on points, taking into account uniqueness (if the site is not unique, then the sum of points is reduced by 2 times) using the used formula “IFS” and “SUM” (6):

$$IFS \left(\begin{matrix} O2 = \text{"no"}; \text{SUM}(F2;H2;J2;K2;L2;N2) / 2; \\ O2 = \text{"yes"}; \text{SUM}(F2;H2;J2;K2;L2;N2) \end{matrix} \right), \quad (6)$$

where *O* is the uniqueness count; *F* – number of points for organic; *H* – number of points by type of link; *J* – points for the subject of the site; *K* – points for the topic of the article; *L* – link location; *N* – points for anchoring.

It was also determined that the average number of points by article is 117 (according to the formula AVERAGE (7):

$$= AVERAGE(P2:P438), \quad (7)$$

where *P* is the total score taking into account uniqueness.

Scores were calculated, then the data was analyzed. For this stage, the most suitable tool was chosen – graphs were built:

– the total number of points received for the link “by month”. For this, we used the formula, the link was made to the main table in the “Indicators” tab:

$$= IFS(\text{Indicators!}I : I; \text{Graphs!}A2; \text{Indicators!}P : P), \quad (8)$$

where *I* is the month; *A* is the beginning of the countdown; *P* is the number of points taking into account the “uniqueness” indicators (Fig. 6).

After the data is obtained, the graph is constructed (Fig. 7).

Analysis of the plot allowed us to come to the conclusion that the most productive results obtained by marketers was October 2021;

– the average number of points received for links “by month”. For this purpose, a formula was proposed by referring to the main table in the “Indicators” tab.

$$= AVERAGE \left(\begin{matrix} \text{Indicators!}I : I; \\ \text{Graphs!}A2; \\ \text{Indicators!}P : P \end{matrix} \right), \quad (9)$$

where *I* is the month; *P* is the number of points taking into account “uniqueness”, as shown in Fig. 7.

The graph in Fig. 7 showed that link quality improved on average when comparing May and November 2021;

– the number of points received by the link “during a certain period” for each marketer. The graph is drawn up in the same way as for the first point of this stage, as shown in Fig. 8.

Thanks to the graph in Fig. 8 it can be seen that Outreach 3 was the most effective marketer and Outreach 14 was the least effective;

– the average number of points received per link “per period for each marketer”.

– the dynamics of each marketer’s points.

In Fig. 8, it can also be seen that the Outreach 14 and Outreach 2 marketers had better links. And the worst indicator was the marketers: Outreach 13 and Outreach 7. Thus, comparing the previous and current indicators, it can be concluded that although Outreach 14 generally had not a lot of points, however, the links were on higher quality sites. A. but in Outreach 13, both there and there the indicators are the worst. Therefore, a detailed analysis of the work of such a marketer was carried out – a recommendation was made that at the very first stage of finding sites, one should more carefully analyze the site’s indicators before ordering a publication on it.

	Total points	Average number of points
May-21	7461.5	93.26875
Jun-21	5321.5	96.75454545
Jul-21	6337.5	115.2272727
Aug-21	7694.5	137.4017857
Sep-21	8230.5	139.5
Oct-21	10213	124.5487805
Nov-21	6154.5	123.09

Fig. 6. Total and average points per link “by month”

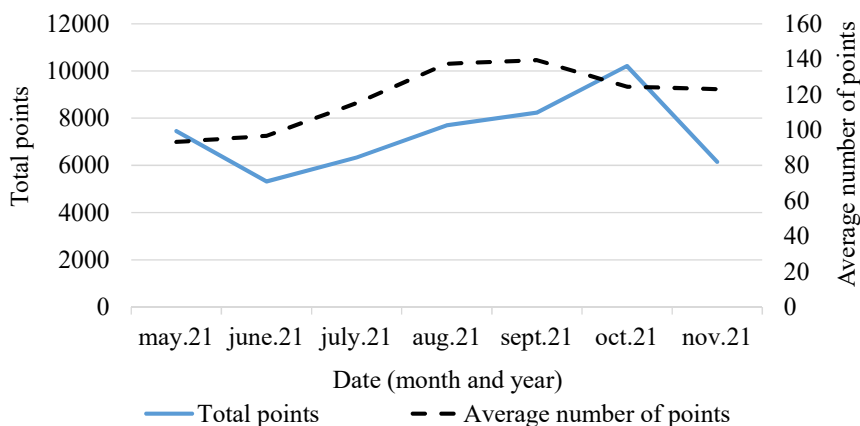


Fig. 7. Total points by month

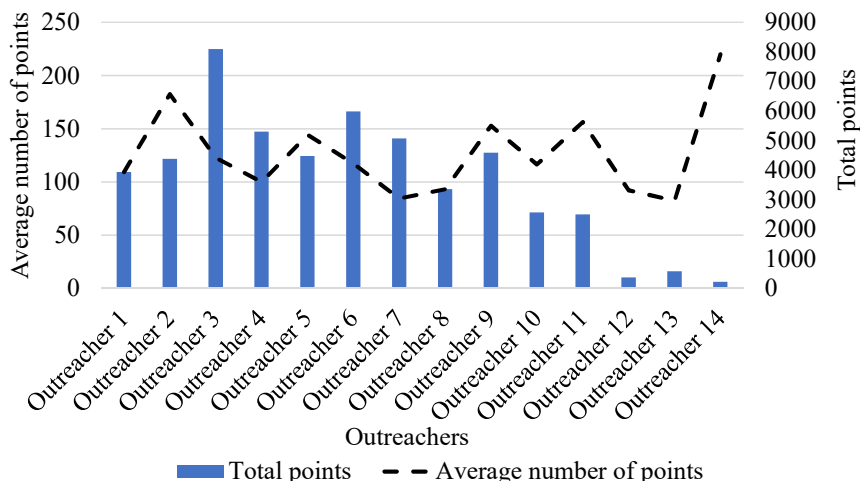


Fig. 8. The total and average number of points given to marketers by the link “during a certain period”

In order to determine the dynamics of points for each marketer, first all data on the scored points was collected according to formula (10):

$$=IFS\left(\begin{matrix} \text{Indicators!P:P;Indicators!I:I;} \\ \text{Graphs!B\$41;} \\ \text{Indicators!A:A;Graphs!A42;} \end{matrix}\right), \quad (10)$$

where P is the total number of points; I – month; B – a fixed area with the name of the month of the chart table; A is the name of the marketer.

In Fig. 9, for convenience, indicators below the average on a gray background and above the average on a white background were highlighted using conditional formatting.

Sparklines with illumination of the maximum and minimum points have been created for the convenience of viewing the dynamics. Everything is done in the form of a histogram or a graph, and the analysis of the dynamics with points (Fig. 9) in the form of sparklines is carried out.

Thanks to these graphs in Fig. 9, it can be seen that some marketers have positive work dynamics while others have negative ones. For example, marketer Outreacher 10 has positive dynamics, although it did not start from the first month. On the contrary, Outreacher 8 had a good start, and then the indicators dropped completely.

To simplify the work with the score table, it is suggested to check the uniqueness of the sites using the VLOOKUP formula (11):

$$=VLOOKUP(A2;Indicators!B:P;15;false), \quad (11)$$

where A is a work site for which information is required; B : P is the search range.

In the first column, the site is entered, and in the second – an analysis of information on the total amount of points received by the marketer for working with this site. If no publication was published on this site, it will return an error (like the last 2 sites), this is shown in Fig. 10. Also, in this table, filtering has been set up and information analysis has been carried out regarding sites where scores above the average (117 points) have been received.

In general, it was concluded that when the marketer received a high score for the promotion of the site, at the same time, some sites received almost 2 times more points than the average. Therefore, for good and sustainable site promotion, you need to use unique sites with good indicators as often as possible.

The last stage was to identify the most motivated marketers. Through calculations, it is determined that the promotion of the average article receives 117 points. Since the marketers have a plan of 10 publications per month, it is necessary to score 1170 points to fulfill the plan. Everything that is higher than this indicator can be taken into account for receiving a motivational bonus for marketers, and everything that is below – it is suggested to use methodological recommendations for promoting products (websites) by employees of the company’s marketing department. It was concluded that according to the latest indicators, only two marketers were selected for bonuses in November 2021: Outreacher 6 and Outreacher 5, with scores of 1789 and 1473, respectively (determined using conditional formatting and highlighting more than 1170 in yellow). All the data given in this subsection are in Fig. 11.

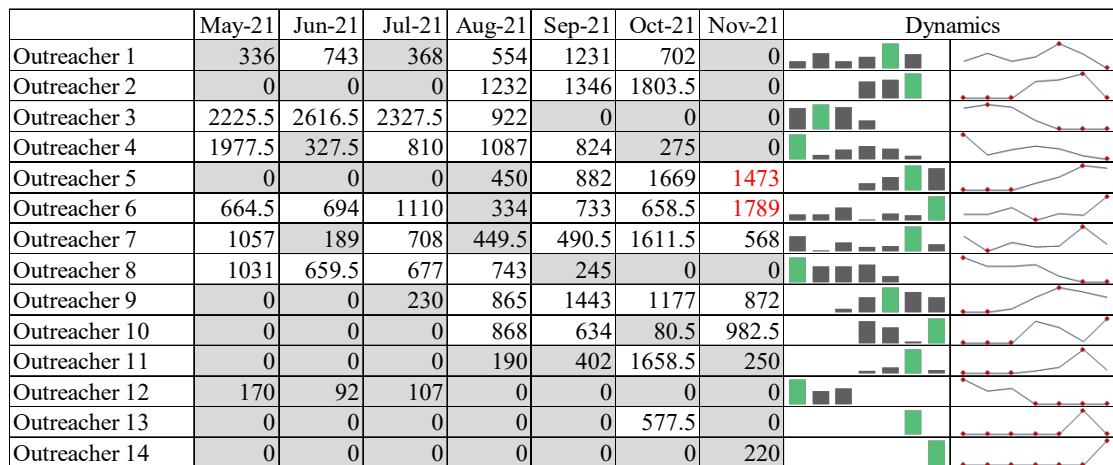


Fig. 9. Dynamics of each marketer’s scores by month and sparklines

Site	Total points with uniqueness
theprepperjournal.com	135
gingernutsofhorror.com	106
webwritersspotlight.com	33.5
seniorslifestylemag.com	190
jmaxfitness.com	77
techjeep.com	195
protravelblog.com	220
theselfimprovementblog.com	122
coinspeaker.com	127
bloggingrepublic.com	67.5

Fig. 10. The total amount of points for each site, taking into account the “uniqueness”

Outreacher	Domain	Visits	%Search	Organic	Points for organic	Link Type	Points for link type	Month	Points for type of a site	Points for type of an article	Link Placement
Outreacher 5	thebump.com	5953498	88.97%	5296827.17	50	dofollow	50	Nov.21	25	25	10
Outreacher 5	babysleepsite.com	583400	84.16%	490989.44	50	dofollow	50	Nov.21	40	50	10
Outreacher 7	getoutside.ordnancesurvey.co.uk	458000	82%	375560	50	dofollow	50	Nov.21	1	1	10
Outreacher 9	bookyogaretreats.com	563300	62.97%	354710.01	50	dofollow	50	Nov.21	1	40	30
Outreacher 10	bookyogaretreats.com	563300	62.97%	354710.01	50	dofollow	50	Nov.21	1	50	10
Outreacher 5	boundingintocomics.com	781329	39.16%	305968.436	50	nofollow	25	Nov.21	10	1	10
Outreacher 10	trans4mind.com	268449	83.09%	223054.274	50	dofollow	50	Nov.21	1	50	10
Outreacher 10	coinspeaker.com	324098	47.32%	153363.174	40	nofollow	25	Nov.21	1	1	10
Outreacher 5	sensorsmag.com	197911	77.16%	152708.128	40	dofollow	50	Nov.21	1	1	30
Outreacher 6	yours.co.uk	286200	50.51%	144559.62	40	dofollow	50	Nov.21	50	50	10
Outreacher 5	theprepperjournal.com	301786	40.95%	123581.367	40	dofollow	50	Nov.21	50	50	30
Outreacher 6	jmaxfitness.com	127700	73.33%	93642.41	30	nofollow	25	Nov.21	1	1	10
Outreacher 5	letsreachsuccess.com	75138	73.63%	55324.1094	30	nofollow	25	Nov.21	10	50	10
Outreacher 10	tweakyourbiz.com	95174	55.38%	52707.3612	30	nofollow	25	Nov.21	10	45	10
Outreacher 10	letsreachsuccess.com	70068	73.73%	51661.1364	30	nofollow	25	Nov.21	1	50	10
Outreacher 6	techmerry.com	52600	95.38%	50169.88	30	dofollow	50	Nov.21	1	1	30
Outreacher 10	desinema.com	56585	76%	43004.6	20	dofollow	50	Nov.21	1	1	10
Outreacher 6	ilovemychi.com	52400	73.87%	38707.88	20	dofollow	50	Nov.21	50	50	30
Outreacher 5	sooperarticles.com	168724	22.79%	38452.1996	20	nofollow	25	Nov.21	50	1	10

Fig. 11. Indicators of sites reflecting the proposed development of a motivational system for employees of the company’s marketing department when promoting the company’s products (websites) for November 2021

The size of the bonus is determined directly by the management of the enterprise. Thus, methodological recommendations have been proposed to increase the motivation of employees of the company’s marketing department to promote the company’s products (websites) in the virtual space using new management structures of the marketing department (link builders and attracters) and to improve activities (the department of outriggers) due to the implementation of the subgroup system, which are managed by outriggers under the chairmanship of a team leader and a developed system of motivation based on point evaluation.

5.2. Methodical recommendations for promoting products (websites) by employees of the company’s marketing department

The development of information technologies became the basis for the emergence of a new tool in the modern concept of marketing – the Internet. Based on the analysis of literary sources [28–30], it was concluded that all innovative means of marketing communications appear due to the active penetration of such a phenomenon as the Internet into all spheres of life. Moreover, the possibilities of the Internet make it possible to use traditional marketing communications (MC), combine different types of MC and create completely new ones. Thus, the Internet has a significant impact on the development of MC, both traditional and non-traditional. This is reflected in:

- distinguishing interactive marketing not only as a separate type of MC but also as a corporate site;
- consideration of the process of forming the image of the enterprise and branding as one of the forms of communication;
- appearance of numerous non-standard tools of MC.

It is the latter – the appearance of a large number of non-traditional MCs – that dictates the need to study them. Since the development of practical means of communication between the enterprise and the consumer occurs faster than their theoretical understanding, there is a need to substantiate the emergence of a classification of new non-traditional means of marketing communication.

As a result of the analysis of literary sources on communications [28–30], a proper definition of communication was proposed. Communication is a process of exchange using various methods of communication, signs, symbols with the

aim of creating two-way psychological contact and conditions for the normal functioning of a person, organizations and society as a whole. a point of view is proposed, according to which three main elements can be distinguished in marketing communications: the purpose of communication, methods of communication, and tools of marketing communications.

There are a number of terms defining communications carried out using Internet technologies: virtual communication, computer communication, network communication, online communication, etc.

Thus, the use of the Internet makes it possible to highlight, in addition to the real space of communications, also a virtual one, as well as its inherent combination of the integrated nature of communications and personalization opportunities. Thus, the use of the Internet allows expanding the boundaries of marketing communications.

The virtual space is a change in the focus of activity from offline marketing to online to reach a larger share of potential customers. This is when the producer of a product (service) easily meets a buyer who lives in another part of the world and never had information about this producer. There is no source of information that can be compared in terms of power, capacity, and efficiency.

The psychological meaning of the phrase “virtual space” and its psychosemantics are considered in more detail. According to the analysis of literary sources [28–30], it was concluded that space is a logically determined form (or structure) that serves as an environment in which other forms and certain constructions are carried out. So, it was noted that the Internet is an environment in which various processes and structures are implemented. Space is not perceived from the outside but is superimposed by the knowing subject on all the material of sensory perception. Only ideas about space, their psychological composition and emergence are subject to research, therefore neither an empirical explanation of its origin nor a definition of its essence is possible.

The virtual space of the Internet is, from this point of view, an “unreal” space since it is not possible to perceive it from the outside. And that is why we can talk not only about how we perceive it in experience (subjectively), but also about its origin and even its essence. In other words, “virtuality” in relation to the space of the Internet means

not so much its existence in the imagination, but its artificial origin. The authenticity of the existence of virtual reality is also indicated by the origin of this word from the English “virtual” – actual, valid; that exists essentially, is real.

The differences between communications in the virtual space and traditional marketing communications are defined as follows:

- new technologies made it possible for the enterprise to move from mass communications to a focused one-on-one dialogue: enterprise – user;

- made it possible to conduct a communication process with greater interactivity compared to other communication channels;

- a feature of the Internet environment manifested itself in the active role of users (in traditional marketing communications it is passive), which is due to control over the search for information due to various search and navigation mechanisms;
- the interactive nature of the Internet environment will make it possible to increase the effectiveness of the interaction of communication participants due to fast feedback and the possibility of providing a large amount of information.

The Internet is both a market and a means of communication, and a huge number of potential customers, and new ways of working with them. The given facts leave no doubt about the prospects for the expansion and further development of Internet marketing. The rapid development of the Internet and the ease of use for the enterprise, as well as for consumers and partners, prove the superiority of the transition to virtual communications in connection with globalization. The Internet environment allows you to conduct a communication process with greater interactivity compared to other communication channels, in particular, due to fast feedback and the ability to provide a large amount of information. Therefore, it can be concluded that the use of the Internet will allow expanding the boundaries of marketing communications and talk about such a concept as information interaction (Fig. 12).

The main idea of information interaction is that the object of management is the relationship (communication) with the enterprise, with consumers, partners, and other process participants. In connection with such a wide range of communication and interaction opportunities provided by the Internet, the concept of “marketing communications” is not sufficient to define all the processes that take place between subjects of interaction in the market.

As for the understanding of information interaction from the point of view of marketing, based on the above, it is possible to formulate such a definition. Information interaction is an active exchange of information between three types of communicators: the enterprise and its partners and the enterprise and consumers.

On the basis of our analysis and taking into account the characteristics of the system, it is possible to propose the following definition of the concept of information interaction. Information interaction is the process of forming and implementing long-term relations with the exchange of information between the enterprise, partners and consumers for the purpose of increasing business activity. The leading role is played by the enterprise, indirectly uniting its partners and consumers. The goal is to ensure an increase in the profit of all subjects based on the usefulness of the received information, which will contribute to the formation of additional value of the received resources and products.

The fastest way to get online for business is usually through social networks, such as Facebook and Instagram.

But the most effective from the point of view of future sales is definitely the development of the company’s website, which can simultaneously solve several tasks: advertising and promotion, receiving new orders, increasing customer loyalty, feedback [31–35]. During the analysis of the enterprise under consideration, work was carried out with a dozen clients around the world, including such countries as the USA, France, Germany, Great Britain, India with the help of Amazon, EOS, Gameloft, NetEnt, Vlogbox.

Methodological recommendations for the promotion of the company’s products (websites) for consumers and partners in the virtual space by employees of the marketing department using marketing tools of information interaction are presented below. Next, a description is given in detail, where it is determined what advantages the company will acquire when they introduce their own products (website) [36–38]:

1. The site - more control over your resources.

Take, for example, Facebook. A Facebook business page is a great way to expand your audience and increase engagement. There will be no need to think about technical nuances, all that remains is to fill the existing sections with your information and pictures.

But instead, the comfortable use of Facebook takes away individuality and freedom. It is not possible to customize the page according to the company’s needs: choose a color other than blue, add other sections or change their location on the page. The profile will be similar to thousands of similar ones on Facebook.

Instead, you can customize anything on your site in any way you want, adding just the right amount of content and exactly where you need it.

2. The site - business identification.

A client who has doubts, in search of information about the enterprise, goes to Google. After entering the name of the company, a link to the personal website appears, where you can read what kind of company it is and what it is, what it does, what registration data it has, whether it has licenses and certificates, at which address it is located, etc. If there is no website as such, it “challenges” any business: potential clients simply begin to think that it is a one-day business, and it is not worth buying a product or ordering a service.

3. Organic search.

As before, it was determined that Google accounted for the largest share of searches. This means that the chance of finding your business increases if there is a personal site with good ranking and links. Thus, you can create an account on a popular social network but the search on social networks is done by a minority.

If you correctly perform SEO optimization of the site, choose the right keywords and develop an effective marketing strategy, the position of the site will be much better than that of competitors, which will increase awareness and attract leads.

4. The site is independent from the algorithms of other systems.

Below is a comparison of the site with the Facebook page. It concluded that the Facebook community is subject to the rules of the platform. In case of their violation, Facebook will block the resource, which means the loss of valuable materials, contacts with customers and simply subscribers, whose base has been developed for a long time.

Once the website is created, you can set your own rules. You no longer need to adapt to the requirements of third-party platforms, which are constantly changing, and worry about saving your resource.

5. The site is a search engine for the target audience.

Visitors to a personal site usually search for it on their own. That is, they have some problem or unmet need, and in search of solutions they come across your site. Such people are much more willing to make a purchase or order a service, and the primary task is to convince them of the correct choice and instill trust.

6. The site is recognized as the central element of a multi-channel marketing strategy.

Due to its versatility and complex structure, the site is a “hub” for communication with customers. On the site, you can monitor interaction with the audience in various channels, monitor performance indicators. To do this, they sent traffic from other channels (paid advertising, podcasts, YouTube, Instagram, Facebook, and other social networks, webinars, sales pitches) to the site, where it will be processed.

Compared to third-party platforms, you can get the most complete and true information about customers through your site, while third-party services filter the data and decide for you what information you will see. As a result, business owners have no idea about their audience. For example, Fig. 13 shows how, through the Google Search Console service, you can see within 2 days that something is wrong with the site and react immediately. For example, as in this graph, you can see that impressions and clicks were “normal”, and then for some reason for almost 10 days, they dropped to 0. The worst reason was that the site fell under the filter, and here it is necessary to understand what exactly the reason was and as much as possible quickly eliminate it.

In order to determine the budget of the site, it is necessary to understand what the cost of the site consists of.

In order for the site to fully meet all requirements, it was ordered “turnkey” – this is a ready-to-use web project, which the customer received along with a login and password from him after the work was completed. The latter include a complex of actions: development of the site structure, market analysis, design creation, layout, programming, optimization, testing. The client ordered the service, concluded the contract and discussed the technical specifications, the implementation of the assigned tasks was carried out by professionals.

In Ukraine, the cost of current proposals for the development of “turnkey” sites can be conditionally divided into 3 groups:

- budget group – from USD 325 to 950;
- business group – from USD 1,500 to 3,500;
- premium group from USD 4,000 and above.

Price segmentation is also carried out based on the category to which the customer’s business belongs. The larger it is, the larger the web project, which means the higher its cost.

Proposals regarding the budget components of the company’s website, based on the example of a real working company, are presented in the Table 1.

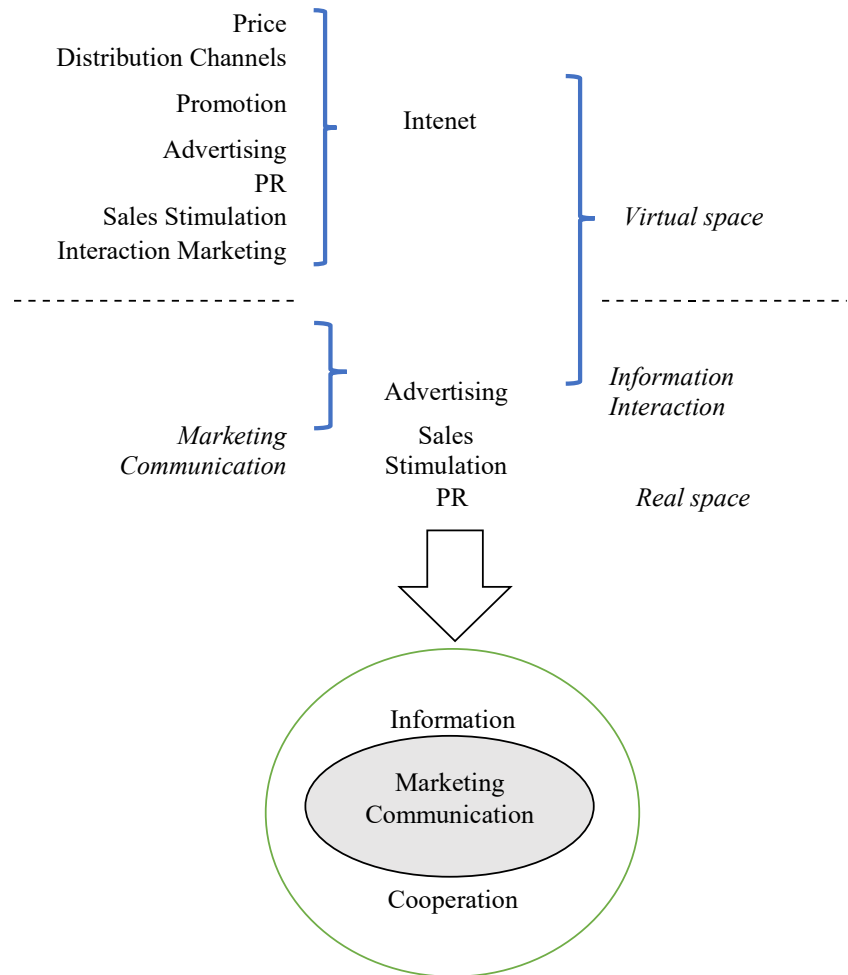


Fig. 12. The essence of the nature of the emergence of marketing communication (real and virtual space) as a component of information interaction (proposed by authors)

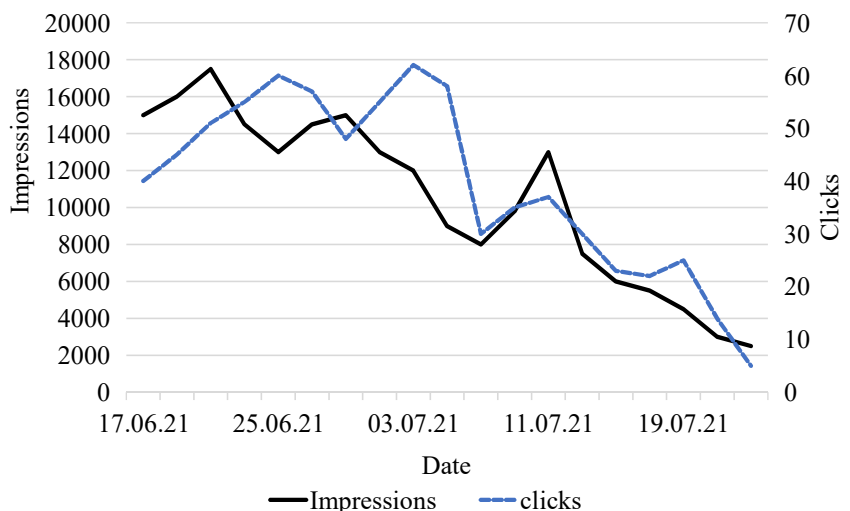


Fig. 13. Google Search Console for site from 25.04.2021 to 25.07.2021

Table 1

Components of the site budget

Title of work	Basic	Price
Domain name	The name of the site that users type into their browser's address bar to go to the site. Domain prices depend on the chosen domain zone and start from \$ 4 per year. The average cost of a domain name is about \$16 per year	From 10 USD/year
Hosting services	Ensure the availability of the site on the network	From 16 USD/year
Content Management System (CMS)	Depending on the required functionality, you can choose a paid or free CMS for the site. At the same time, the cost of paid management systems depends on the license price and varies depending on the capabilities of each CMS. For example, expanding the functionality of a site on Bitrix is usually more expensive than similar work with a site on OpenCart, and the Wordpress system is generally a free engine with a huge number of free modules	From 0 USD/year
The cost of developing TOR	The terms of reference (TOR) is a detailed document that describes who and what types of work on the creation of the site performs. The terms of reference are necessary in order to have an idea of the project and coincide as much as possible in the minds of the customer and developers. That is why the TOR should be as detailed, unambiguous and objective as possible. The price of TOR development for website creation depends on several factors: – availability of initial information;– the number of customer requirements for the project. It is important to understand that each business is unique. And in this regard, customers interested in the successful presentation of their activities online, aim that their future sites have one or another set of functions. And the more such wishes, the more time it will take to draw up a technical specification. Accordingly, the more expensive its technology is	From 70 USD per year
Cost of site design	The more pages of different structures you need to create, the higher the cost of website design will be. In this case, the price can be calculated in several ways: based on the cost per page; based on the number of hours spent on work. When choosing the first option, in order to correctly calculate the cost of website design, you should keep in mind the following points: each menu item is 1 page; The cost of designing the content part of any article is calculated per 1 page. Therefore, if you order a multi-page site, the price for design will be calculated on the basis of not the total number of pages, but different, depending on the type of links. The base cost of a multi-page site when creating in a web studio is from \$ 270 The pages that need to be drawn include the main, internal pages, as well as pages that open when you click on the "link" buttons (for example, "Answers to questions", etc.). The unique internal pages that require the design of a designer include: if a product or service is offered, these are 2 pages: a page of a list of goods or services and a page of a specific service or product when navigating; 1 contact page; if there is a blog on the site, 2 more unique pages are added: on one of them announcements of all news are posted, on the other article itself; 1 page 404. As a result, it was obtained that for a classic site it is necessary to create an original design, which consists of at least 7 pages of different types of "links". The cost is calculated separately for each of the pages with a certain structure. Adaptive and design of a web page cost about the same. The addition of an additional language version to the site led to an increase in the cost of the project by 20–50 %	from 40 USD per page
The cost of website layout	After creating the layout of the site design, the next stage is determined – layout. This is one of the most important stages in the process of creating a web project. Layout refers to the creation of the code of each web page in HTML and CSS, so that all browsers recognize and visualize the site properly. As a rule, the cost of site layout is not fixed. It is formed taking into account such factors as the complexity of the project design, the scope of work, the personal requirements of the customer, etc.	from 20 to 50 USD for one layout/page
The cost of programming the site	For the full-fledged operation of your project, additional functionality is required, which is not provided by the "boxed" version of the CMS. Therefore, in some cases, a site consisting of only 5 pages will cost more than a multi-page site consisting of hundreds of pages. The cost of 1 hour of work of a programmer depends on his level of qualification and experience. At the same time, the services of a specialist in a web studio cost twice as much as attracting a freelance programmer to work	from 16 USD per hour
Project management and client consultation	The more often and longer consultations with the contractor in the process of work were carried out, the greater will be the amount in the invoice that he will issue after the completion of the project. Therefore, it is worth considering in advance a list of requirements for the future site and discuss them with the developer before starting work	From 12 USD per hour

The prices in the last column are average, for the Ukraine domain zone. Since the company under consideration belongs to the category of small business, the estimated budget should reach from USD 325 to 950.

The next stage is the promotion of the site. SEO and PPC are defined as the most popular and powerful options. However, there are opinions that these two tools are contradictory in online marketing. An analysis was made where it was determined that the proposed techniques are different and mutually exclusive.

Contextual advertising (PPC) using pay-per-click marketing has ensured that the desired results are obtained from

the very initial stages of promotion. On the other hand, SEO projects required a lot of time and effort, at best it took about six months to create a new website. If you run out of money in your balance, the use of contextual advertising will stop.

Search engine optimization improved the "visibility of a web page or website" in the unpaid results of search engines such as Google.

So, the justification for the use of SEO optimization has been made. Using the Internet, consumers search for the necessary information. Therefore, creating and promoting products in virtual space is a powerful tool for increasing business activity, not only due to increased traffic, but also due to the

presence of specific traffic with a high “purpose”. Thus, an analysis was made of the company’s customers who were constantly in search engines, searching for things related to what services were offered and provided by the site. With SEO, you can connect with your potential customers, help solve their problems, and definitely become a valuable resource for them.

Below is an analysis of SEO: disadvantages and advantages. Search engines like Google are the best customer experience for delivering actual results. Such a search engine will scan different websites to provide reliable results.

In addition, the search engine scans the website and evaluates how easy it is to read and navigate, thus rewarding user-friendly sites with high search engine rankings.

The search engine includes content marketing, on-page and off-page SEO optimization.

So, on-page SEO optimization involved adding title tags, meta descriptions, internal links, image names, and ALT tags to the content. Off-page SEO, on the other hand, involved building links through quality backlinks and quality link building. However, keep in mind that it may take time to see SEO results. SEO may not guarantee you a high ranking for any keyword, but using this tool can increase website traffic.

Below is an analysis of contextual advertising: disadvantages and advantages. Contextual advertising is the process of placing ads on websites based on the content of a web page. For contextual advertising to work, you need to make sure that the system knows what the ad campaign is about in order to place the ad on the relevant web pages.

There are broad categories that correspond to your Google advertising campaigns. They include music, fashion, health, or agriculture. If you choose a topic, ads can be displayed on the Google Display Network or related search engines with that “topic”. You can include keywords within “topics” for more precise targeting. It was concluded that the bigger the budget invested in the advertising campaigns, the more visitors are received.

When a business places an order, Google evaluates and places the content on the display network to match the most relevant content. Also, if online advertising is placed on Google, it is necessary to monitor that the keywords and the topic of the website to be chosen coincide. Likewise, advertisements provided by the above-mentioned enterprise may be displayed on the website if the topic is consistent with the content of the website and the content of the information.

An example is presented in a fragment of Fig. 14, where the average number of requests for the last keyword per year increased by 900 %.

It is worth noting that contextual advertising is not limited by privacy laws. In most cases, contextual advertising provided visitors with an easier way to go to other sites, and the impact of contextual advertising is large and immediately stopped.

The value of contextual advertising lies in security, reach, accessibility, relevance, and ease of implementation. However, none of these benefits lead to conversions. We need to make sure we have a click-through landing page to maintain some level of relevance throughout the campaign.

After conducting a comparative analysis of the two methods of SEO and PPC and determining the goals of website promotion, we can conclude that two strategies should be applied at once for the company: the strategy of search engine optimization and contextual advertising.

Thus, when the site just started working, a stream of customers will immediately appear, for whom it is necessary to conduct SEO - optimization of the site in parallel, and later turn off contextual advertising to save the budget, since the price “per click” is quite high – USD 2.13 for “seo promotion of the site”.

6. Discussion of results to the prerequisites and the choice of directions for the development of the enterprise regarding the improvement of the enterprise’s management system and the improvement of its business activities

The proposed methodical approach to the development of the motivation system for marketers (Fig. 1–11) solves the problem of the validity of comparing alternative options for choosing the most promising ones. Its difference is that those options that are the most attractive at first glance are filtered out, and after a detailed analysis, a conclusion is drawn regarding obtaining contradictory indicators. The following example can be given regarding the use of the tripatini.com site from Fig. 11. If the site has 7904 Visits, which is quite a good indicator, but only 32 % of consumers came to the site from search networks. Well, only 2553 is obtained in “Organic”, and this site is no longer so attractive for placing a link on it.

This will allow us to outline the range of factors that contribute (can contribute) to the formation of competitive advantages. If the promotion of the site is mostly focused on social networks and more than 50 % of people came to this site from them, then it is already considered as a good option for placement. And this, in turn, increases the degree of validity of the strategic decisions made based on the results of the assessment regarding the choice of directions for managing the development of the enterprise and improving its business activities.

Keywords		Geo	Language	Search Engines	Date
website seo promotion, website promotion		Ukraine	Ukrainian	Google	Oct 2021 - Sep 2022
Add searching terms:	site promotion	seo promotion	seo	promotion	site
	searching optimisation	web-site development			
Keyword (by relevance)	Average number of requests per month	Changes in three months	Change compared to the previous year	Bid to display at the top of the page (max.)	
Keywords you specified					
website seo promotion	100 - 1 000	+900 %	+900 %	2,13 c.u.	
website promotion	1 000 - 10 000	0 %	0 %	2,28 c.u.	

Fig. 14. Planning keywords with Google Ads (fragment)

The limitations of this study are the use of simple mathematical apparatus (1) to (11), formalized assessment procedure. The availability of the information base facilitates the application of the proposed approach in the practical activities of enterprises, mainly small and medium ones. The practical application of the proposed approach requires appropriate organizational support (Fig. 1, 2), which will obviously differ in the specified types of enterprises, which can outline the range of further research directions. In the same way, the criteria for evaluating sites can be changed depending on the company. Or something can be added or, on the contrary, deleted, if the specifics of the enterprise require special criteria, such as, for example, the same transitions from social networks.

The conditions of applicability of the results, which must be taken into account when reproducing the results, are the need to solve a range of issues that contribute to the formation of competitive advantages, increase the business activity of the enterprise regarding the use of both information interaction tools in the virtual space and information technologies.

Thus, the proposed approach in Fig. 12 and further implementation of the recommendations in Fig. 13, 14 and Table 1 will provide a fundamental opportunity not only to assess the existing state of affairs, that is, the sufficiency/insufficiency of marketing communications, information interaction, but also to provide a range of conditions for development. The use of a conceptual approach allows us to outline the range of prerequisites, the formation/strengthening of which should be paid attention to in the first place. Unlike others, it helps identify the strengths and weaknesses of a marketing employee in order to make the best use of each individual's potential.

The essence of marketing communications is determined, with the concept of virtual space being highlighted. Unlike the existing ones, in particular [28–30], the new definition allows taking into account the development of information technologies and the nature of its emergence. It is the active use of Internet tools that will combine the integrated nature of communications and promotion of services (websites) and information interaction tools.

From these positions, one should positively evaluate the possibilities of detailing the analysis according to the proposed approach (Fig. 12) regarding the substantiation of the conceptual apparatus regarding marketing communications and information interaction tools in the virtual space.

The conditions for the formation of the advantages of a corporate website as a tool of marketing communication policy in the virtual space (Fig. 13, 14), in contrast to the existing results [31–35], are:

- increase in sales, expansion of sales markets and retention of existing customers;
- full comprehensive presentation of the company's products and services without geographical restrictions, in any language, at any time convenient for consumers;
- optimization of communications with consumers and partners;
- provision of effective communication with counterparties from any country in the world and the possibility of prompt response to them, consultation and provision of direct communication with end consumers of products;
- strengthening the market position and increasing the level of trust in the enterprise.

It is possible to distinguish the following limitations of the application of the results allowed by enterprises when

promoting products in the virtual space through the implementation of marketing tools of information interaction, dividing them into 3 groups:

- 1) enterprises related to the organization of the website:
 - absence of a website as such;
 - misunderstanding of the significance of the website and the functions implemented by it;
 - incompetent creation of the site, often by own efforts or with the involvement of insufficiently qualified specialists;
 - unsuccessful choice of domain name;
 - variety of graphics, music, etc., which make it difficult to load website pages;
 - unclear feedback mechanism;
 - ignoring the needs and wants of the target audience, focusing on the company's advantages; lack of further support and promotion of the site;
 - static state of the site without making any changes;
 - complicating the process of a possible purchase when organizing this function on the website.

- 2) related to site promotion:
 - the absence of an advertising campaign or the wrong choice of types of Internet advertising, as well as platforms for its placement;
 - unprofessional approach to search engine optimization;
 - improper use of social networks; improper use of affiliate programs;
 - inability to effectively use corporate blogs;
 - improper use of direct marketing tools;
 - unsuccessfully created and built mailing list;
 - ineffective management of mail contacts; lack of offline promotion of the site.

- 3) shortcomings of an organizational nature:
 - lack of a clearly formulated purpose of using Internet communication tools;
 - delegating the development and promotion of the site, the use of other communicative Internet tools to technical specialists;
 - incorrect perception of the possible size of the budget for promotion in the network;
 - expectation of a quick result;
 - lack of internal corporate infrastructure ready and capable of using the Internet;
 - lack of periodic analysis and evaluation of the effectiveness of the ongoing Internet campaign.

Further research should be aimed at forming the principles of managing the choice of strategic directions for the development of marketing activities of enterprises, as well as the development and implementation of appropriate marketing communication strategies for their implementation.

7. Conclusions

1. In order to increase the motivation of employees of the marketing department of the enterprise, the development of an incentive system for the promotion of products (websites) in the virtual space based on point evaluation is proposed for the improvement of the enterprise management system. A feature of using the proposed system of motivation for marketers of the enterprise is:

- new types of organizational structures of the enterprise were applied for the promotion of products in the virtual space (link builders and attrichers) and the structure of the outriggers department was improved, where the systems

of subgroups managed by outriggers under the chairmanship of the team leader were implemented;

– it is substantiated that the motivation system of marketers was based on a certain number of sites where information about the company's activities is posted with the help of marketing tools of information interaction. The motivation system became the basis for dividing the site's indicators, where appropriate points are assigned according to the criteria: the better the site's indicators, the higher the score and bonus, while the link to the site will receive higher quality and more diverse clicks.

2. A methodological approach has been developed to promote the company's products (websites) in the virtual space using marketing tools of information interaction to improve its business activities. it is:

– taking into account the development of information technology, its nature of emergence, Internet tools, which combined the integrated nature of communications and promotion of the company's products (websites);

– marketing communications with the concept of virtual space and information interaction are justified, the narrowness of the concept of communication with respect to their understanding is determined and the fact that they are a component of information interaction is taken into account. It was concluded that there is an exchange, and not only of

communications, but also of information regarding the promotion of products (websites) between the enterprise and its partners and consumers. Moreover, the last type of exchange is presented as informational interaction. That is, it is determined that marketing communications are one of the tools of information interaction.

Conflicts of interest

The authors declare that they have no conflicts of interest in relation to the current study, including financial, personal, authorship, or any other, that could affect the study and the results reported in this paper.

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Data availability

All data are available in the main text of the manuscript.

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