DEFINING PATTERNS IN THE IMPLEMENTATION OF DIGITAL MARKETING OF INNOVATIVE PRODUCTS IN ORDER TO IMPROVE THE LEVEL OF FINANCIAL RESULTS

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The object of research is digital marketing of innovative products. The problem addressed in the study was the need to define digital marketing tools for the promotion of innovative products in order to increase the financial results of enterprises.

The specificity of digital marketing of innovative products, which have their own specificity, has been clarified, including the need to explain the benefits of new technologies to consumers. The results of the research revealed that the study of the target audience using analytical tools allows better optimization of marketing campaigns. It has been proven that the substantiation of the expenditure budget based on the method "from the achievement of goals" provides effective use of marketing resources and flexibility in case of changes in market conditions. The advantages of this budgeting method have been revealed, which makes it possible to clearly define marketing goals and direct resources to achieve them. This ensures optimal use of marketing resources. On the basis of regression analysis, the influence of expenses on various digital marketing tools on the total income of the enterprise was determined. Verification of the guidelines included an assessment of the impact of various digital marketing tools on total revenue.

Based on the regression analysis, it was established that the costs of setting up a website and search advertising, advertising in social networks and email marketing showed a significant positive impact on the total income of the enterprise. However, spending on content marketing revealed a negative effect. The identified dependences made it possible to accurately assess the impact of each marketing tool on the total revenue of the enterprise, which is critical for effective planning of marketing campaigns and cost optimization

Keywords: digital marketing, innovative products, advertising effectiveness, product promotion, marketing campaign, financial justification

1. Introduction

Today, digital marketing is an integral part of the product promotion strategy under the conditions of rapid development of e-commerce and expansion of Internet coverage. In Ukraine, the e-commerce market is showing significant development, with positive forecasts for the recovery of market revenues in 2023 by 52 % compared to the pre-war period. It is expected that by the end of 2027, the level of income will exceed the indicators of 2020 [1]. These changes create new opportunities for businesses that must adapt to new business conditions, including online commerce and effective digital marketing.

Digitization is a key factor in increasing the competitiveness of enterprises, providing numerous benefits such as increased productivity, time savings, and the creation of new markets for innovative goods and services. The ability of enterprises to quickly respond to changes, adapt to user needs and implement quick decisions in marketing strategies, analyzing financial opportunities for the implementation of these strategies, is especially important.

Financial substantiation of digital marketing costs is becoming more and more relevant in the context of rethinking the functioning of enterprises in the digital era. Improving the process of justifying digital marketing tools and determining their impact on financial results is an important area of research that could contribute to increasing the effectiveness of marketing campaigns and improving the financial results of enterprises.

The growing importance of using digital marketing tools in the promotion of innovative products predetermines the need for scientific research in this area. Such studies make it possible to better understand the effectiveness of various marketing tools, which, in turn, helps optimize marketing costs and increase the effectiveness of advertising campaigns. The relevance of the topic is due to the need to adapt the marketing activities of enterprises to the digital environment, as well as the need to implement new approaches to achieve marketing goals under rapidly changing market conditions. This is important for enterprises that seek to maintain their competitiveness and effectively respond to the new challenges of the digital environment.

2. Literature review and problem statement

Problems of product promotion with digital marketing tools are discussed in [2]. The authors discuss the lack of integrity and homogeneity of marketing strategies, as well as the lack of analysis and application of big data in most modern enterprises. Next, the marketing strategy of e-commerce enterprises is proposed by building a reasonable product management structure, forming individual marketing content in

social networks according to target groups. It was determined that the results of online product promotion affect the overall results of the enterprise, but the issues related to budgeting and determining the profitability of marketing investments, as well as establishing the impact of individual tools on performance, remained unresolved. The reason for this may be objective difficulties associated with determining a data analysis technique. An option to overcome the relevant difficulties may be the construction of a regression model to analyze the impact of various tools on the overall performance.

In work [3], the authors investigate the role of various digital marketing tools in the overall marketing strategy of the enterprise, in particular such tools as a website, search engine marketing (SEM), online PR, media advertising, e-mail marketing, and social media marketing are considered. However, the research methodology is descriptive-qualitative with the use of interviews and participant observation, and the idea of how to track effectiveness more quickly based on statistical data of digital marketing tools has not been developed.

In [4], the authors prove the necessity of forming acute impressions of users. It is not clear whether this is necessary for any types of products and how the objective assessment of impressions will be carried out. In works [5, 6], the authors prove the relevance of innovations in digital marketing, which require enterprises to be aware of the latest technologies and trends and be ready to experiment with new strategies. The use of innovative tools can increase consumer interest in innovative products. The authors emphasize the need to monitor modern trends and use them in the process of promoting products online, in particular, the company's commitment to social responsibility and sustainable development.

An interesting study is reported in [7], in which the focus of the research is on the promotion of innovative products. New developments that create unique needs or replace existing products often create barriers of perception among consumers, making it difficult to communicate with them. To overcome these barriers, special methods are needed, according to the authors. The paper highlights the tools of digital marketing that correspond to the stage of development of innovative products: creation of the idea of innovation, diffusion of innovations, distribution on the market. It should be noted that the authors of the work did not pay enough attention to the formation of the advertising company's budget.

Studies [8–10] are aimed at analyzing the effectiveness of digital marketing in the B2B sector. Work [8] substantiates the need to take into account the stages on the client's path in the online environment, the timeliness and variety of providing digital content [8]. In [9], it is proposed to coordinate the choice of digital marketing tools according to the stages of the project, which should be distinguished in the general activity of the enterprise. The use of digital marketing together with traditional marketing makes it much easier to research, study demand, and promote new products [10].

The systematization of the results of the above studies allows us to consider that the existing approaches to solving the problem of promoting innovative products with digital marketing tools have not been sufficiently substantiated. It is implied that the features of the promotion of innovative products are not highlighted, and the influence of indicators on the financial results of the enterprise is not taken into account. This part of the problem can be solved by devising recommendations for highlighting the features of the promotion of innovative products, forming a budget and analyzing the impact of individual digital marketing tools on the overall result.

3. The aim and objectives of the study

The purpose of our study is to justify the use of digital marketing tools for the promotion of innovative products and to assess their impact on the financial results of companies. This will make it possible to develop effective marketing campaigns that will increase the profitability and competitiveness of enterprises, as well as ensure optimal use of resources and flexibility in the case of changes in market conditions.

To achieve the goal, the following tasks were set:
– to clarify the specificity of digital marketing of innovative products;
– to conduct marketing research of the target audience of the innovative products considered, in particular polymer masking net;
– to justify the budget for the promotion of camouflage netting with digital marketing tools;
– to test methodological recommendations: evaluate the effectiveness of using digital marketing tools.

4. The study materials and methods

4. 1. The object and hypothesis of the study
The object of our study is the process of digital marketing of innovative products, in particular, polymer camouflage nets used in the military and civilian domains. The main hypothesis of the study assumes that the use of specialized digital marketing tools and methods makes it possible to improve the effectiveness of the promotion of innovative products, increasing its profitability.

Different segments of the target audience (B2B, B2C, B2G) have different needs and behavioral characteristics. The effectiveness of digital marketing tools can be evaluated using quantitative and qualitative methods. Regression analysis methods make it possible to accurately determine the impact of various marketing tools on customer engagement.

The study is limited to analyzing only those digital marketing tools that can be tracked and quantified. The evaluation of the effectiveness of marketing tools is based on average values and assumes stable market conditions during the study period.

4. 2. Research procedures
As part of the study, theoretical methods of deduction and induction were used to formulate hypotheses and conclusions. Analysis and synthesis were applied to devise recommendations for choosing digital marketing tools.

Excel software was employed for regression analysis. Experimental data were collected using web analytics tools (e.g., Google Analytics) and search query analysis services (Google Trends). Data were collected during the year from different regions of Ukraine, which made it possible to obtain a representative sample.

Procedures for processing experimental data. The collected data were cleaned and normalized to remove anomalies and ensure their homogeneity. Regression analysis was used to determine the impact of the costs of different digital marketing tools on the profitability of an online advertising campaign.

Thus, the methods and procedures described in this chapter provided for the objectivity and reliability of the results, which allows us to draw conclusions about the effectiveness of digital marketing of innovative products.

5. Results of investigating the financial justification of the effectiveness of digital marketing management

5. 1. Clarifying the features of digital marketing of innovative products

Digital marketing for innovative products has its own unique features that can be important for successful advertising and sales. There is a need to create additional specific information about the product because consumers may not be familiar with its existence or capabilities. It is important to build effective communication strategies, including video reviews, demos, and other content formats to explain the benefits and uses of the product. In addition, it is important to emphasize the innovative characteristics of the product in order to make a convincing marketing impact on the target audience.

Among the problems in this area, the authors of [10] note the lack of integrity, homogeneity, and large-scale marketing strategies. This opinion is shared by other researchers, in particular the authors of paper [2] who believe that enterprises with different capabilities can achieve success in the market through innovation and careful planning of the marketing strategy.

Another challenge marketers face is that innovative products often have a limited audience. This may be due to the high price, difficulty of use or insufficient awareness of the benefits of such products. Therefore, approaches to digital marketing should be focused on a thorough study of the needs and interests of the target audience. Recommendations have been devised that systematize the relevance of digital marketing tools to different groups of consumers of innovative products (Table 1).

Table 1 gives the rationale for choosing traditional and innovative digital marketing tools for promoting innovative products among different types of consumers. Among other problems, there may be a lack of information about the demand for innovative products on the market. Lack of previous data or analysis of competitors in this segment can complicate a digital marketing strategy. Also, consumers' lack of understanding of the possibilities and advantages of innovative products may require additional efforts for their awareness and acceptance in the market. In addition, innovative products are often accompanied by technical and regulatory difficulties. This may include issues of patentability, compliance with safety standards, or even ethical aspects of use. Such aspects require careful study and can influence the marketing

strategy, in particular in the context of communication with consumers and the risk of brand reputation.

As a result of the analysis of existing problems of promoting innovative products, we proposed possible solutions to these problems (Table 2).

Thus, the problems of promoting innovative products with the help of digital marketing can be effectively solved through an integrated approach that includes the creation of quality content, strategic planning, and market analysis, as well as the adaptation of marketing tools to the specificity of the product and audience.

Table 1

Typical set of digital marketing tools

Type of consumers	DM tools		Features of promotion of innovative products
	Traditional	Innovative	
Early followers	Social networks, blogs, video marketing	Virtual reality, interactive web applications	Dissemination of information about the innovative product, creation of interest
Mass consumers	Contextual advertising, SEO, email marketing	Viral marketing, influencers	Increasing the visibility of an innovative product, stimulating demand, expanding the market
Business customers (B2B)	LinkedIn marketing, webinars, content marketing	Virtual conferences, interactive demonstration, personalized video presentations	Informing about an innovative product, demonstrating business value
Tech enthusiasts	Forum marketing, blogs, reviews, video marketing	AR/VR presentations, gamification	Deep familiarization with the technical details of the innovative product
Appreciators of quality	Retargeting, product reviews, social media	Virtual reviews of products, videos with quality demonstrations	Demonstration of high quality and advantages of an innovative product
Price-sensitive consumers	Coupon sites, email marketing, advertising on social networks	Dynamic pricing, personalized offers	Offering discounts and promotions, informing about profitable offers, special price for the first order
Environmentally conscious consumers	Social networks, blogs, video marketing	Digital eco-labels (using QR codes or RFID tags) interactive stories	Information about the environmental benefits of the product

Table 2

Problems in promoting innovative products by digital marketing tools and overcoming them

Problem	Solution
Consumers' unfamiliarity with the product or its capabilities	Creation of informative content (video reviews, demonstrations); emphasis on innovative characteristics; use of social networks and blogs
Lack of integrity and homogeneity of marketing strategies	Development of a comprehensive marketing strategy; planning and implementation of marketing activities; use of analytics tools
Limited audience due to high price, difficulty of use	Pricing strategy and promotions (discounts, promotions); raising awareness (webinars, educational videos); analysis of the target audience
Lack of information about the demand for the product	Market research and competitor analysis; online survey of the target audience regarding the demand forecast
Technical and regulatory difficulties	Certification, standardization of products, obtaining permits for the sale and use of products
High cost of marketing campaigns	Use of viral advertising; use of social networks and content marketing; cooperation with influencers

5. 2. Marketing research into the target audience of the investigated innovative products, in particular polymer masking net

Innovative products in this study are camouflage nets made of polymer materials, which are intended for use in the military industry, for the protection of military equipment, fortifications, shelters, as well as personnel [11–13]. The innovativeness of the product is the fact that its use helps hide the contours of objects from visual observation and thermal imagers, unlike ordinary camouflage nets. There is still no manufacturer of

such equipment in Ukraine. Ukrainian suppliers buy ready-made net abroad, from which enterprises and companies of light industry manufacture camouflage elements for various purposes: clothing, protective camouflage cloaks, camouflage nets for equipment, etc. The company under study is the only manufacturer of such a net in Ukraine. Modern technologies for reducing visibility are known as stealth technologies [14]. These technologies were used in the development of a camouflage net for use in combat conditions. They work owing to the specially designed geometry of the forms of combat vehicles and the use of radio-absorbing materials (RAM) [15, 16] and coatings (RAC), which reduce the power of reflected electromagnetic signals. This makes the equipment less visible to enemy radar systems [17]. Most of the research on this innovative product concerns the development of composite materials for EMF radio absorption based on mixtures containing fillers with magnetic or conductive properties. In particular, ferrites and a polymer matrix-dielectric based on polycaprolactone [12] and polyurethanes [13], polyvinylpyrrolidone [14], polytetrafluoroethylene [15], and hexaferrites [16] are considered. Such materials effectively absorb EMF in the wavelength range of 10–60 GHz; however, they are expensive and require complex synthesis technology. Quite interesting are polymer matrix composites that are filled with carbon nanotubes [17] and fibers [18], or contain amorphous carbon (soot), which determines their pronounced radio-absorbing and radio-shielding properties due to the implementation of various absorption mechanisms. In addition to military applications, these nets also find their place in the civilian sector for plant protection in agriculture, decorative use in landscape design, creating hunting shelters, protecting construction sites from dust and debris, and other purposes.

The purpose of marketing research of the target audience of innovative products is to determine individual segments of consumers, according to regions and consumption goals. The results of the marketing research of the target audiences of camouflage net made of polymeric materials revealed various market segments that may be interested in this product. The analysis covered three main groups: business-to-business (B2B), business-to-consumer (B2C), and business-to-government (B2G).

In the B2B segment, the main consumers of camouflage nets are construction companies, agribusinesses, landscape designers, and organizations engaged in the construction of sports grounds and entertainment areas. Construction companies are interested in using netting to protect construction sites from dust and debris, as well as to shelter equipment and materials. Agribusinesses use camouflage nets to protect plants from excessive sunlight and wind, which increases yield. Landscape designers and companies involved in the construction of sports and entertainment areas see in camouflage nets the possibility of creating aesthetically attractive and functional recreation areas.

In the B2C segment, potential customers for camouflage nets are private individuals engaged in gardening, camping, hunting, and active recreation. Home gardeners can use nets to create shade areas and protect plants in their gardens. Lovers of camping and active recreation will appreciate the possibility of creating comfortable shelters and shady areas during their stay in nature. Camouflage nets can be used by hunters and paintball and airsoft enthusiasts to create temporary shelters that allow them to remain undetected during their activities.

In the B2G segment, the main consumers are government institutions, military units, and other government organizations. Government agencies can order camouflage nets to protect strategic objects and infrastructure from radar and thermal imaging detection. Military units use these nets to camouflage machinery and equipment, which increases their effectiveness and survivability in combat conditions. Other government organizations may use camouflage netting for a variety of protective and decorative purposes.

The analysis revealed that all three segments have significant potential for using digital marketing tools. In the B2B segment, digital marketing can help attract new corporate clients through professional social media, SEO, and content marketing. In the B2C segment, the main channels will be social networks, PPC advertising, and influencer marketing, which will help attract private consumers. In the B2G segment, the availability of product information on government platforms and participation in government tenders is important, which can be supported with specialized online tools.

Based on the analysis of search queries in Google Trends regarding the query "masking nets", users from the following regions showed the greatest interest in 2024: Donetsk, Cherkasy, Zhytomyr, Vinnytsia, Kyiv, Zaporizhzhia, Poltava, Kharkiv, etc. (Fig. 1).
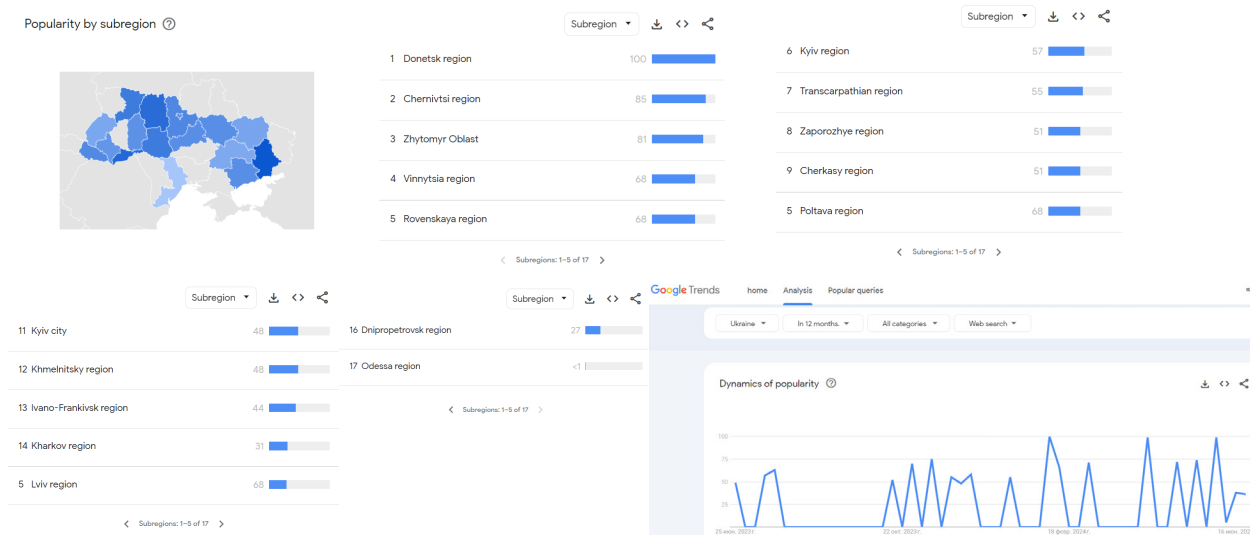

Fig. 1. Analysis of "Masking Net" search queries, 2024
Source: compiled by Authors based on [19]

First, martial law, and some of the listed regions (Donetsk, Kharkiv, Zaporizhzhia) are directly in the war zone or close to it. This leads to an increased demand for camouflage nets for military purposes, in particular for hiding equipment, objects and positions from enemy surveillance. Secondly, civic awareness and the activity of volunteers who help the army and national defense are growing. In such cities as Kyiv, Chernivtsi, Zhytomyr, and Vinnytsia, there are many volunteer organizations engaged in the production and supply of camouflage nets for the military. In view of these results, it can be concluded that the effective promotion of masking nets in the network should take into account regional characteristics and seasonal fluctuations in demand. This will allow more accurate targeting of advertising and ensure maximum effectiveness of marketing campaigns.

5. 3. Justifying a budget for the promotion of camouflage netting with digital marketing tools

To calculate the projected budget of an advertising campaign using the target method, aimed at attracting 25 new customers per month, we shall consider the following steps: definition of target groups; budget allocation between digital marketing tools; calculation of the general budget. Let's assume that the following target groups will buy the camouflage net: military organizations; security companies; hunters and fishermen; farmers and agrarians. The budget will be calculated using certain digital marketing tools. One-time costs that arise only once, for example, for website development, are allocated; monthly costs are the costs incurred each month to maintain and promote the site. The summary of expenses is given in Table 4.

Table 4

Budget for digital marketing of innovative products such as camouflage nets (USD per month)

Marketing tool	One-time costs (USD)	Monthly costs (USD)
Website development and search advertising		
– Website development	366–610	0
– Service & Hosting	0	12–24
– Search advertising (Google Ads)	0	244–488
Total	366–610	256–512
Social media (Facebook, Instagram, LinkedIn)		
– Monthly advertising budget	49–122	5,000–10,000
Total	49–122	5,000–10,000
Content Marketing		
– Creating articles and blogs	49–73	49–73
– Video creation	24–61	73–122
Total	73–134	122–195
E-mail-marketing		
– E-mail marketing platform	24–49	24–49
Total	24–49	24–49
Total first month costs	512–890	524–1,000
Total expenses over the next months	0	524–1,000

Based on Table 4, the minimum budget for digital marketing of innovative products such as camouflage nets is from USD 366 to 610 for the first month, including the one-time cost of creating a website. For the following months, the budget will be between USD 256 and 512, taking into account the constant costs of support and advertising in various channels.

The marketing budget in this case was built on the basis of the goal-driven budgeting approach. This method involves defining specific marketing goals, such as projected number of customers and revenue per customer, and then allocating resources according to those goals. The advantages of the method include a focus on results; flexibility – the budget can be quickly adapted to changes in market conditions; the approach ensures optimal use of marketing resources, directing them to the most promising activities. The differences between this method and other budgeting methods are as follows. The "historical method" builds a budget based on past costs, a less flexible approach that may not take into account current market conditions or new business goals. The "percentage of sales" method defines the marketing budget as a certain percentage of projected sales; the approach does not always reflect the real needs in marketing costs to achieve the set goals. The "competitive parity" method is based on competitors' marketing expenditures; while it can help one stay competitive, it doesn't take into account the unique capabilities and needs of a particular business. The "affordable budget" method compiles a budget based on what the company can afford to spend; it is a limited approach that may not provide sufficient resources to achieve marketing goals.

Thus, the method of building a budget "from the achievement of goals" makes it possible to more accurately direct marketing efforts to achieve the desired results, ensuring flexibility and efficiency in the use of resources, which is especially important for innovative products, such as camouflage nets made of polymeric materials.

5. 4. Verification of methodological recommendations: evaluating the effectiveness of using digital marketing tools

According to the recommendations, the company chose digital marketing tools aimed at early adopters who are ready to try new products, as well as business-to-business (B2B) customers looking for technology solutions.

To build a model for determining the impact of using digital marketing tools on total revenue, it is recommended to use regression analysis. This method makes it possible to determine the impact of each tool on the attraction of new consumers and the company's income. Regression modeling is a powerful tool that allows marketers to better understand the relationships between various factors and predict consumer behavior. Under the conditions of growing competition and market complexity, regression becomes an indispensable tool for making informed decisions, optimizing marketing strategies, and achieving maximum return on investment.

Regression modeling also helps determine which marketing channels should be allocated more of the budget. By analyzing the effectiveness of different advertising campaigns, one can identify the most cost-effective tools and focus resources on them. Linear regression models are relatively simple and provide an easily interpreted mathematical formula for generating predictions. Linear regression is a well-established statistical method that is easily applied to software and computing, which is well suited to the task of this study.

In general, the multiple linear regression equation is written as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon, \qquad (1)$$

where Y is the effective indicator of the model; $\beta_0 - \beta_4$ – regression coefficients; $X_1 ... X_4$ – independent factor characteristics affecting the model's performance indicator; ε – model error.

The following stages of building a regression model for the use of digital marketing were considered:

1. Collection of cost data for each marketing tool.

In this case, these are the independent variables in equation (1): X_1 – costs for creating a site and search advertising; X_2 – advertising costs in social networks (Facebook, Instagram, LinkedIn); X_3 – costs for content marketing (articles, blogs, videos); X_4 – costs for email marketing.

2. Collection of data on the performance indicator of model Y – the total revenue of the enterprise.

3. Construction of a regression model to determine the impact of each marketing tool ($X_1...X_4$) on the total revenue of enterprise Y.

4. Evaluation of the model for accuracy.

Table 6 gives the initial data for building the regression model according to equation (1).

Table 6

Initial data for regression analysis

Month	$X1$ – costs of creating a website and search advertising, USD	$X2$ – social media advertising costs, USD	$X3$ – content marketing costs, USD	$X4$ – e-mail marketing costs, USD	Y – total income of the enterprise, USD
1	365.85	195.12	195.12	134.15	219.51
2	195.12	146.34	121.95	60.98	246.34
3	182.93	146.34	121.95	73.17	243.90
4	182.93	134.15	134.15	73.17	276.61
5	182.93	134.15	121.95	85.37	254.88
6	195.12	121.95	134.15	73.17	281.22
7	182.93	121.95	121.95	97.56	283.66
8	182.93	134.15	109.76	97.56	295.85
9	182.93	121.95	121.95	97.56	316.10
10	182.93	109.76	134.15	97.56	319.71
11	182.93	121.95	109.76	109.76	585.37
12	182.93	109.76	134.15	97.56	588.80
13	182.93	121.95	121.95	97.56	591.48
14	182.93	121.95	121.95	97.56	593.88
15	182.93	121.95	109.76	109.76	596.34
16	182.93	109.76	121.95	109.76	598.95
17	182.93	121.95	109.76	109.76	600.54
18	182.93	121.95	109.76	109.76	606.73
19	182.93	121.95	109.76	109.76	607.95
20	182.93	121.95	109.76	109.76	609.20
21	182.93	121.95	109.76	109.76	609.20
22	182.93	121.95	109.76	109.76	609.20
23	182.93	121.95	109.76	109.76	609.20
24	195.12	124.39	121.95	121.95	665.73

Source: statistical data on the enterprise, analyzed by Authors.

The resulting regression model, taking into account the initial data (Table 6), takes the following form:

$$Y = 386.7757 + 21.2689X_1 - 55.6513X_2 - 54.0935X_3 + 48.2301X_4, \qquad (2)$$

where Y is the total income of the enterprise; X_1 – costs for creating a website and search advertising; X_2 – advertising costs in social networks (Facebook, Instagram, LinkedIn); X_3 – costs for content marketing (articles, blogs, videos); X_4 – costs for e-mail marketing.

The resulting regression model (2) was used to predict the number of customers at certain costs for each tool (Table 7).

Table 7

Results of regression analysis

Variable	Factor ($\beta\backslash beta\beta$)	Standard error	t-statistics	p-value
Costs for the site and search advertising	21.2689	0.3212	4.701	0.0002
Spending on social networks	55.6513	0.4713	6.213	<0.0001
Content marketing costs	54.0935	0.5821	−3.589	0.0016
Costs of e-mail marketing	−6.2301	0.3939	10.855	<0.0001

Source: Authors' generalization of correlation data.

According to the results of our regression analysis, the positive impact on the overall financial result of the company's marketing campaign was confirmed by the coefficients of costs for creating a website and search advertising (21.2689), advertising in social networks (55.6513), and e-mail marketing (48.2301). The most prioritized tools that have the greatest impact on income are social media advertising (55.6513), e-mail marketing (48.2301), and website creation and search advertising (21.2689). At the same time, content marketing expenses showed a negative effect with a coefficient of -54.0935, which may indicate a decrease in income by UAH 54.0935 thousand for each additional hryvnia of expenses. Therefore, in order to improve the financial results of marketing activities, the enterprise is recommended to focus on the costs of the site and search advertising, advertising in social networks and e-mail marketing, taking into account the ineffectiveness of content marketing. These results make it possible to evaluate the effectiveness of each digital marketing tool and help make decisions about cost optimization.

6. Discussion of results of investigating the impact of the mechanisms of using digital marketing of innovative products, as well as the impact on financial results

Our results of investigating the influence of the mechanisms of the use of digital marketing of innovative products are explained by a comprehensive approach to the digital marketing of innovative products, including the analysis of the target audience, the choice of digital marketing tools, budgeting, and regression analysis. In particular, the analysis of the target audience of the polymer masking net revealed three main segments: B2B, B2C, and B2G, and the analytical tools identified the regions with the greatest interest in the products (Fig. 1, Tables 1, 2). The budget for digital marketing of innovative products, such as camouflage nets, was compiled based on the method "from achieving goals" (Table 4). The goal was to attract 25 new customers per month.

The peculiarity of the proposed method is a comprehensive approach to the promotion of innovative products

online, including the choice of tools, budgeting, regression analysis of the results of the marketing campaign (Table 7). In contrast to traditional approaches in the context of project management [9], or the method of analyzing the client's path [8], methodological recommendations ensure more accurate promotion of innovative products. Taking into account the types of consumers of innovative products, applying the method "from achieving goals", regression analysis of the impact of various tools on the profitability of a marketing campaign increase the company's chances of success in a competitive environment.

Limitations of our study include budgetary constraints of the enterprises and variability in demand, which may affect the results. The terms of application of solutions depend on market conditions, and the results may vary depending on the specificity of the target audience and other external factors.

Disadvantages of the study include insufficient substantiation of content differences for different consumer segments. In the future, it would be reasonable to devise specific recommendations for a content plan for each segment, which could improve the effectiveness of digital marketing. This can be eliminated by analyzing consumer behavior in detail and adapting strategies based on the data obtained.

The development of the research may consist in the expansion of methodological recommendations for evaluating the effectiveness of digital marketing for different segments. This includes detailed analysis of market conditions, testing different approaches to digital marketing, and improving ROI methodologies, including mathematical modeling and big data analysis.

7. Conclusions

1. The specificity of digital marketing of innovative products, which has its own specificity, including the need to explain the advantages of new technologies and their practical benefits for consumers, has been refined. It is proposed to choose digital marketing tools for promotion in accordance with the type of consumers of innovative products. The key problems that arise in the process of promoting innovative products were summarized, in particular insufficient awareness of consumers about the product's properties, difficulty of use, price rejection, high costs for promoting products online. The solution to these problems is possible through the creation of high-quality content, as well as the adaptation of marketing tools to the specificity of the product and the audience.

2. A marketing study of the target audience of the polymer masking net was conducted. Using analytics tools to track consumer behavior and optimize marketing campaigns is critical to success. It was found that the target audience of the polymer masking net consists of three segments: B2B, B2C, and B2G. Military enterprises and security and defense companies are important for the B2B segment. In the B2C segment, key consumers are farmers, hunters, and sportsmen. The B2G segment includes government and defense structures, which have significant potential for government orders. A study of the demand of the target audience by region was carried out in the Google trends service, which allowed us to identify the regions with the greatest interest in the products: Donetsk, Cherkasy, Zhytomyr, Vinnytsia, Kyiv, Zaporizhzhia, Poltava, Kharkiv, etc.

3. The budget for the promotion of the masking net with digital marketing tools based on the method "from the achievement of goals" has been substantiated. The advantages of this budgeting method have been revealed, which makes it possible to clearly define marketing goals and direct resources to achieve them. This approach ensures optimal use of marketing resources and flexibility in the case of changes in market conditions. It was calculated that in order to achieve profitability not higher than 30 %, the average income per client should be in the range of USD 73–85, provided that 10 clients are attracted per month. This makes it possible to ensure the profitability of the campaign and the effective use of the allocated budget.

4. Verification of methodological recommendations included a regression analysis to determine the impact of marketing costs of various digital marketing tools on the company's income. Based on the results of the regression analysis, it can be seen that different digital marketing tools have different effects on the total revenue of the enterprise. Spending on content marketing turned out to be less effective, with a decrease in revenue for every additional hryvnia spent. On the other hand, the costs of creating a website and search advertising, advertising in social networks and email marketing significantly increased the company's income. Regression analysis made it possible to determine the impact of various digital marketing tools on the company's income. Spending on advertising in social networks has a cost ratio of 55.6513, email marketing – 48.23 and creating a site with search advertising – 21.27, which indicates a positive impact on the company's overall income. At the same time, spending on content marketing shows a negative effect, reducing income (expenditure ratio –54). This means that the costs of creating a website and search advertising, advertising in social networks and e-mail marketing significantly increase the company's income, while the costs of content marketing are less effective.

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, as well as the results reported in this paper.

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Use of artificial intelligence

The authors confirm that they did not use artificial intelligence technologies when creating the current work.

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