

ринкового середовища, його тенденцій та особливостей, що в кінцевому підсумку надасть підприємству можливості максимально адаптувати управлінські рішення до мінливих ринкових умов господарювання, максимально залучати увагу споживачів та розуміти їх потреби, досягати результативного позиціонування пропонованих товарів у свідомості останніх та підвищувати власну конкурентоспроможність.

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## **FEATURES OF DIGITAL MARKETING TOOLS FOR ONLINE COMMUNITY ENGAGEMENT IN CHARITABLE ORGANIZATIONS**

Digital technologies and communication environments have reshaped how businesses operate, particularly charitable organizations. With the growth of the internet and social media, charities – nonprofit organizations that pursue social benefit objectives and rely on voluntary support (Sargeant, 2009) – have gained access to wider audiences and various digital tools to promote their activities and attract new supporters. As organizations that heavily rely on their community engagement and

outreach, digital marketing plays a crucial role in their operations, and charities must constantly adapt to ongoing digital changes.

Nowadays, the importance of digital marketing is notably increasing, as online competition grows and each business competes for attention. Moreover, the current circumstances in Ukraine – the ongoing war and crisis – require charitable organizations to be more proactive than ever in supporting Ukrainian society and the groups in need. In this context, digital marketing becomes an essential tool for building a charity's community and influencing its effectiveness. Therefore, it is highly relevant to learn about the available digital marketing tools and understand how they can be beneficial for charitable organizations.

Digital marketing can be described as a system of online channels and tools that are used to promote a product, communicate with audiences, create value through digital interactions. For nonprofits, it helps build relationships with donors, volunteers and other stakeholders (Sargeant, 2009). Digital marketing tools, in turn, are specific platforms and instruments (social media, content, analytics systems, etc.) that enable organizations to implement digital marketing effectively. As noted by Waters et al. (2009) and Carboni & Maxwell (2015), they significantly amplify charities' ability to engage stakeholders in a more interactive and consistent way. To better understand the classification of digital marketing tools, their characteristics and examples of their implementation by nonprofits, Table 1 is presented.

*Table 1*

### **Classification of digital marketing tools**

| <b>Digital marketing tool</b>                    | <b>Features</b>                                                                                 | <b>Example of its implementation by nonprofit organization</b>                                                            |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <i>Communication tools</i>                       |                                                                                                 |                                                                                                                           |
| Social media (Instagram, Facebook, TikTok, etc.) | Enables high reach, multimedia content sharing, real-time interaction and two-way communication | A charity shares stories, responds to comments, engages followers through posts and direct messages (Waters et al., 2009) |
| Email marketing                                  | Personalized, targeted, cost-effective; supports long-term relationship building                | A nonprofit distributes newsletters, donation appeals, and personalized updates to donors (Sargeant, 2009)                |
| Messaging apps (Viber, WhatsApp, Telegram, etc.) | Instant, direct communication; high open rates; group interactions                              | A charity runs a Telegram channel to inform supporters about urgent needs and updates                                     |
| Chatbots, AI communication tools                 | Automated, 24/7 availability; quick response system                                             | A nonprofit uses a chatbot to answer donation-related questions on its website/social media/messaging app                 |
| <i>Content and engagement tools</i>              |                                                                                                 |                                                                                                                           |

|                                                     |                                                                                       |                                                                                                                |
|-----------------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Content marketing (blog, articles)                  | Informative, value-driven; builds trust and credibility; supports SEO                 | A charity publishes articles about its impact and social issues to educate audiences (Carboni & Maxwell, 2015) |
| Video marketing                                     | High engagement; emotional appeal; easily shareable content                           | A nonprofit creates short videos demonstrating the impact of donations                                         |
| Live streaming                                      | Real-time interaction; authenticity; strong emotional connection                      | A charity conducts live fundraising streams or broadcasts from the field                                       |
| Online communities                                  | Peer-to-peer interaction; long-term engagement; community building                    | A nonprofit manages a Facebook group or Discord server for volunteers                                          |
| UGC campaigns                                       | Community-driven; enhances trust and authenticity                                     | Supporters share personal stories or posts using a campaign hashtag                                            |
| Interactive content (polls, quizzes, surveys, Q&As) | Encourages active participation; increases engagement and feedback                    | A nonprofit uses Instagram polls or surveys to involve followers in decision-making or raise awareness         |
| Storytelling content                                | Emotional engagement; human-centered narratives; strengthens trust and identification | A charity shares personal stories of receivers to demonstrate real impact (Carboni & Maxwell, 2015)            |
| Reporting content                                   | Builds trust and credibility; demonstrates accountability                             | A nonprofit publishes financial reports, impact reports, updates on how donations are used                     |
| <i>Fundraising tools</i>                            |                                                                                       |                                                                                                                |
| Online fundraising platforms                        | Simplified donation process; secure; wide accessibility                               | A nonprofit collects donations via online platforms for specific causes (Saxton & Wang, 2014)                  |
| Crowdfunding campaigns                              | Goal-oriented; time-limited; encourages sharing and collective action                 | A charity launches a campaign with a progress bar and social media sharing features (Saxton & Wang, 2014)      |
| Paid advertising (Google ads, Meta ads, etc.)       | Targeted reach; fast results; measurable outcomes                                     | A nonprofit uses Google Ads grants to promote fundraising campaigns                                            |
| Mobile marketing (SMS)                              | High open rates; direct and urgent communication                                      | A charity sends SMS donation appeals during emergencies                                                        |
| <i>Platform and visibility tools</i>                |                                                                                       |                                                                                                                |
| Website                                             | Centralized information hub; credibility; integrates donation systems                 | A nonprofit maintains a website with reports, blog, mission, and donation options (Sargeant, 2009)             |
| SEO (search engine optimisation)                    | Improves search visibility; generates organic traffic; long-term strategy             | A charity optimizes content to appear in search results for relevant queries                                   |

| <i>Analytics and management tools</i>                   |                                                                      |                                                                                      |
|---------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| CRM system                                              | Data storage; audience segmentation; personalized communication      | A nonprofit tracks donor history and tailors fundraising strategies (Sargeant, 2009) |
| Analytics tools (Google analytics, Meta insights, etc.) | Tracks performance, user behavior, engagement; data-driven decisions | A charity analyzes campaign effectiveness and audience behavior                      |

The use of digital marketing tools provides important benefits for charitable organizations: increased reach, cost-effective communication, personalized interaction, the ability to build long-term relationships with supporters (Sargeant, 2009). In addition, digital engagement has been shown to directly influence charitable behavior – encourage donations and participation (Saxton & Wang, 2014). Thus, the article's findings highlight that digital marketing tools are essential instruments for fostering community engagement and supporting the overall effectiveness of nonprofit activities.

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## **SMM ЯК СТРАТЕГІЧНИЙ ІНСТРУМЕНТ ФОРМУВАННЯ ЦІЛІСНОЇ СИСТЕМИ МАРКЕТИНГОВИХ КОМУНІКАЦІЙ**

У сучасних умовах розвитку цифрової економіки спостерігається поступове зниження ефективності традиційних маркетингових комунікацій. Це зумовлено тим, що вони переважно ґрунтуються на односторонній моделі взаємодії