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**DIGITAL TOOLS FOR PRODUCTS PROMOTION IN ONLINE TRADE ON INTERNATIONAL**  
**MARKETS**  
**ULUSLARARASI PAZARLARDA ONLINE TİCARETTE ÜRÜN TANITIM İÇİN DİJİTAL**  
**ARAÇLAR**

**ABSTRACT**

*The paper is devoted to the development of an approach for companies to justify the feasibility of using digital tools to promote products in countries that are not considered as innovative leaders, taking into account the specifics of individual product markets. Taking Ukraine for example, the possibilities of using the results of systematisation as a base of relevant knowledge for a reasonable assessment of online promotion tools feasibility are defined. The practical use of this base to justify the choice of specific digital tools in a particular product market is tested. Improved methodological approach to the analysis and evaluation of digital tools for product promotion is based on the use of their relevant choice and takes into account the parameters of the advertising campaign effectiveness with elements of influence marketing and the main motivations of consumers. The marketing research of Saudi Arabia's consumer motivation as a promising market and the study of trends in the social network market delivered basic and additional promotion tools that enhance the online promotion effectiveness, and appropriate recommendations for the use of digital tools to promote honey in the Saudi Arabian market are formulated. The results of practical testing of the proposed approach show that it can be directly used to substantiate digital tools to promote products on the honey market in the conditions of COVID-19 and the post-covenant period by companies that are not considered as leaders in innovation growth.*

**Keywords:** promotion, digital tool, online trade, consumer motivations, honey market.

**JEL Codes:** M3, F15.

**ÖZ**

Belge, bireysel ürün pazarlarının özelliklerini dikkate alarak, yenilikçi liderler olarak kabul edilmeyen ülkelerde ürünleri tanıtmak için dijital araçları kullanmanın fizibilitesini doğrulamak için şirketlere yönelik bir yaklaşımın geliştirilmesine ayrılmıştır. Örneğin Ukrayna'yı ele alarak, çevrimiçi tanıtım araçlarının fizibilitesinin makul bir değerlendirmesi için ilgili bilginin bir temeli olarak sistemleştirme sonuçlarını kullanma olanakları tanımlanmıştır. Belirli bir ürün pazarında belirli dijital araçların seçimini doğrulamak için bu tabanın pratik kullanımı test edilmiştir. Ürün tanıtımı için dijital araçların analizine ve değerlendirilmesine yönelik iyileştirilmiş metodolojik yaklaşım, ilgili seçimin kullanımına dayanır ve pazarlamayı etkileyen unsurlarla birlikte reklam kampanyasının etkinliğinin parametrelerini ve tüketicilerin ana motivasyonlarını dikkate alır. Gelecek vaat eden bir pazar olarak Suudi Arabistan'ın tüketici motivasyonunun pazarlama araştırması ve sosyal ağ pazarındaki eğilimlerin incelenmesi, çevrimiçi promosyonun etkinliğini artıran temel ve ek promosyon araçları ve Suudi Arabistan'da balı teşvik etmek için dijital araçların kullanımı için uygun öneriler sağladı. Arap pazarı formüle edilmiştir. Önerilen yaklaşımın pratik testinin sonuçları, COVID-19 koşullarında ve sözleşme sonrası dönemde, inovasyonda lider olarak kabul edilmeyen şirketler tarafından bal pazarında ürünleri tanıtmak için dijital araçları doğrulamak için doğrudan kullanılabileceğini göstermektedir. büyüme.

**Anahtar Kelimeler:** promosyon, dijital araç, çevrimiçi ticaret, tüketici motivasyonları, bal pazarı.

**JEL Kodları:** M3, F15.

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## 1. Introduction

The world is undergoing significant economic transformation. The pandemic raised the issue of social distance and contributed to changes in the format of negotiations, business and other processes of socio-economic cooperation at the international level. Therefore the web space has become the appropriate way to develop socio-economic relations. In terms of doing business, it is ecommerce - online commerce.

Online commerce is a particularly effective distribution channel (E-commerce, 2022) in the case of a company entering new markets as it contributes to the globalisation of markets, eliminates physical boundaries, time constraints, working days. In addition, information is quickly spread to the right sources and allows to easily track the competitors' activities .

Online commerce creates all the conditions for the smooth exchange of goods and services, as well as the exchange of financial rewards. As for the promotion of goods in online commerce, the methodology of the process is based on the traditional model of marketing mix, which was proposed by J. McCarthy in 1960. However, in order to establish a profitable process of online trade in products on international markets, it is necessary to take into account certain features of online promotion.

Modern experts often forget that even new approaches in the creation of communication messages and the implementation of advertising campaigns require logical and consistent management measures.

In addition, due to the spread of the COVID-19 pandemic in the world market, there is an intensification of demand for honey. This trend contributes to the activation of the world to import honey in larger quantities, in particular from Ukraine (as Ukraine is among the top 10 world exporters of honey). Moreover, in the conditions of COVID-19 online trade is gaining popularity. The growth of world demand for honey and the introduction of the digitization process in trade have positive consequences for economic development, for Ukraine in particular. This makes it possible to enter new markets to meet the growing demand in the international arena and to export finished products with added value, rather than raw materials at purchase price. It should be noted that the Ukrainian honey market is export-oriented. In addition, honey of Ukrainian origin is of high quality and nutritional value. This fact helps to take a leading position in the world market in honey exports, increase the competitiveness of local honey producers, consumer awareness of honey of Ukrainian origin and the formation of the country's brand as a reliable and responsible producer. In this regard, one of the ways to fulfil the capabilities of honey producers in Ukraine is to improve the market and product strategy through the implementation of online promotion using digital tools. This step will ensure the sale of products in new markets, improve their position in international markets, help build new economic ties, improve economic reputation, increase demand for products of Ukrainian origin, stimulate foreign capital inflows, strengthen the competitive position of Ukrainian producers in domestic and foreign honey markets.

The issue of promotion as an element of the marketing complex is deeply studied in the works of domestic and foreign scientists, among which are Vovchak S., Gerasymchuk V., Glinenko L., Daikovsky Y., Kochkina N., Pavlenko A., Primak T., Romat E., Sitnik N., Stelmakh O, who formed the author's vision of the concept of "marketing communications", analysed their place in the marketing system and proposed an approach to improving the relationship of some elements of marketing communications in the marketing system (Vovchak et al., 2010). Bolotina I., Semenets M. studied the main strategies and product promotion tools, substantiated the algorithm for building a strategy for promoting goods to foreign markets, using SWOT-analysis, methods of PEST-analysis and "five forces" M. Porter (Bolotina et al., 2022). Romanchyk T. noted the lack of a clear distinction between the definitions of "promotion" and "marketing communications", defined the place and role of promotion in the system of marketing communications (Romanchyk, 2017). Beltis A. proposed an approach to the formation of marketing strategy, emphasising the choice of promotion tactics (Beltis, 2020). Iřoraitė M. systematised the main tools of promotion as an element of the marketing complex, which helps to increase consumer awareness in terms of their products, leads to higher sales and helps to build brand loyalty (Iřoraitė, 2016). Trillo C. emphasised that to promote the business and to build a promotion strategy it is necessary to implement actionable promotional tactics that provide a better understanding of content promotion, digital advertising, mobile marketing, and public relations (Trillo, 2021).

Promotion in social networks is also widely studied in the works of scientists, including

Andrushkevych Z., who identified the main directions of marketing activities of the enterprise in social networks, especially the implementation of communication activities in online communities (Andrushkevych, 2014); Surovtsev O., who clarified the features of social media marketing as an innovative communication of enterprises when entering foreign markets (Surovtsev, 2016); Kyfiak O., Urda V., who cited the advantages and disadvantages of marketing in social media compared to traditional marketing decisions, identified the main types and tools of SMM (Kyfiak et al., 2017); Yarmolyuk O., Fisun Y., Shapovalova A., who identified the main SMM goals, analysed their advantages and disadvantages for promotion and investigated the effectiveness of use by different businesses (Yarmoliuk et al., 2020); Taÿkÿran N., Yÿlmaz R. focused on the radically evolving field of advertising within the new media environment (Taÿkÿran et al., 2015) and others.

However, the issue of forming a system of digital communication tools to promote products by companies of countries that are not considered as innovative leaders, taking into account the relevant choice of such tools based on consumer motives and performance parameters of advertising campaigns involving elements of influence marketing needs research.

Thus, the aim of the work is to improve the theoretical and methodological approach and develop practical recommendations for the formation and evaluation of digital tools for promoting products in online trade for companies to enter new foreign markets. To achieve this goal, the following tasks were set: 1) to identify the motivation for the purchase of honey by consumers in Saudi Arabia as a promising area of export in the Middle East; 2) to form a system of digital tools and calculate the main indicators of the effectiveness of online promotion; 4) offer recommendations for effective online promotion in the selected market of Saudi Arabia.

## 2. Materials and Methods

General and special research methods include: analysis, synthesis, deduction and induction to identify the relationship between the level of honey consumption and the size of imports, the survey method to determine the motives of consumer behaviour based on a unique sample for the average and indicators of blogging performance as an element influence marketing.

The authors have identified the following order of stages for the formation and evaluation of digital tools for product promotion in online commerce:

1. Formation of a system of digital tools for market promotion.
2. Selection of a relevant digital tool based on marketing research of consumer behaviour motivations and its application to the target audience based on the analysis of the compliance of the goals of marketing activities with the interests of a specific target audience.

Having analysed the main advantages and disadvantages of the methods of collecting primary information (Samborskij et al., 2017; Yashkina, 2018), we conclude that the survey is the most appropriate method for analysing the question posed, because it is relatively cheap, allows you to find out the opinion of the target audience and easily analyse the obtained results, use them in future activities; receive in-depth, detailed and truthful information (Illiasenko et al., 2009). With this survey method, we choose the Internet using the Google Forms application, which allows us to conduct surveys and organise the information obtained using graphs. The sample size was calculated on the basis of (Samborskij et al., 2017) repeated selection, when each unit of research does not return after its registration and in the subsequent selection does not participate, that is, the same unit cannot get to the sample twice, which allows to better represent the general population, and therefore, it gives less error:

$$n = \frac{t^2 \cdot \partial \cdot N}{N \cdot \Delta^2 + t^2 \cdot \partial}, \quad (1)$$

where n - is the sample volume;

t - is the normalized deviation (determined depending on the confidence probability of the result obtained);

$\partial$  - is the variance of the trait;

$N$  - number of elements of the general population;

$\Delta$  - permissible error (most often used = 0.05) for marketing research.

The values of  $t$  and  $\Delta$  are determined by both the tasks facing the researcher and the nature of the phenomenon being studied. The more reliable the results are to be obtained, the greater the probability should be.

The confidence interval in marketing research is usually 95-99%. Each of these values corresponds to a certain value of the normalized deviation of the estimate ( $t$ ):  $t = 1$  (for the confidence probability  $p = 0.683$ ),  $t = 1.96$  (for the confidence probability  $p = 0.95$ ),  $t = 2$  (for the confidence probability  $p = 0.954$ ), which is most commonly used in marketing research,  $t = 2.58$  (for confidence probability  $p = 0.99$ ),  $t = 3$  (for confidence probability,  $p = 0.999$ ) (Bilovodska et al., 2020).

After the primary data has been collected, we begin to analyse and systematise the information obtained. The primary data is organised into meaningful information by editing, encoding and graphically presenting it. We use standard Microsoft Excel spreadsheets to analyse the data.

3. Evaluating the effectiveness of communication on the basis of successful communication and feedback.

The authors use the following indicators of communication efficiency (in this study - Blogger ads)

1. ER engagement indicator, which shows the ratio of the level of engagement to the amount of audiences (Advertising, 2022):

$$ER = ((L + C) / S) * 100\%, \quad (2)$$

where ER is the engagement of the post;  $L$  - likes;  $C$  - comments;  $S$  - subscribers.

2. The price of engagement, if you advertise the product to several bloggers, is determined by the formula:

$$P_{engagement} = (L + C + B + CP + T) / CA, \quad (3) \text{ where } P_{engagement} - \text{the price of engagement; } B - \text{bookmarks; } CP - \text{coverage of posts; } T - \text{touch to the sticker (number of times); } CA - \text{the cost of advertising.}$$

4. Introduction of additional promotion tools to increase the impact on the target audience and development of recommendations for the use of digital tools.

### 3. Results and Discussion

#### 3.1 Formation of a system of digital tools to promote products on the market

There are different types of online promotion tools that guarantee an increase in the number of consumers and an expansion of market share. The main digital tools include:

1. Search Engine Optimization (SEO - Search Engine Optimization) helps to raise the site to the top positions in the search network.

2. Contextual advertising is the display of ads (text or media format) based on the compliance of the advertised product content with the user's page of the site.

3. Advertising on social networks involves maintaining a business page in different social networks (selected depending on the age and commitment of the target audience).

4. Banner advertising is a graphic image of an advertising nature, placed on the Internet.

5. Product placement is advertising hidden in neutral content.

Also an effective digital tool is sending e-mails to consumers, which encourages additional action and promotes loyalty. An important factor is that emailing must be with the voluntary consent of the consumer. Otherwise, the message will be spammed. There are also mobile marketing (mobile advertising), website and application development, marketing automation (CRM) and web personalization.

According to the research of the Committee on Advertising Research (Ukrainian, 2022), the TOP-3 leading positions in terms of frequency of use are media advertising campaign, contextual or targeted advertising and promotion on social networks. Such digital tools help to fine-tune the advertising message to a specific segment. Promotion in online commerce is characterized by high technology and efficiency. Online

promotion tools are widely used, while physical sales do not always end in a profitable agreement between both the seller and the buyer. Due to the growing level of digital education in the world, digital tools will always show a geometric progression of sales growth.

According to previous studies of the authors (Starostina et al., 2021), a promising market for Ukraine is the honey market in the Middle East, where the filter model identifies the most attractive country for export - Saudi Arabia.

Based on the analysis, we will form a system of digital tools to promote products on this market. Comparing the Ukrainian manufacturer with the producers of Saudi Arabia, there are significant advantages and breakthroughs in the promotion and online trade. The goal of Ukrainian producers will be not only to promote products, but also to form a culture of buying online. Promoting Ukrainian honey online will be a kind of pilot project. It is necessary to take a comprehensive approach to the process of communication with consumer.

Regarding the choice of specific digital tools in the promotion of honey in the Saudi Arabian market, it is important to assess the situation with the level of development of online promotion at the state level. According to official sources, Saudi Arabia remains a powerful hub for social networking not only for entertainment and information purposes, but also for commercial purposes. Saudi Arabia is one of the largest national markets for Snapchat and YouTube worldwide. The global growth of all media is 9.2% annually, and this country leads among others with an annual growth of 8.7% (Official, 2022). As of 2021, 79.25% of the population of Saudi Arabia are active users of social networks. With 40.2 million mobile subscribers, mobile penetration is 116% of the total population. The main reason for this trend is the high level of smartphone ownership.

Therefore, in order to promote online, it is rational to use social networks to spread the message and promote social networks. It is worth noting that when choosing a platform for the distribution of communication messages, special attention is paid to the social network that is most effective and convenient in terms of online commerce. It is important that the consumer can place an order immediately, and not spend time going to a link or website of the company.

Analysing statistics, namely the number of people who use Instagram in Saudi Arabia, this platform ranks second after Facebook - Instagram is used by 13 million active users per month (Social, 2019). One of the advantages of Saudi Arabia's geographical location is the availability of the "shop" feature on Instagram, while, for example, in Ukraine, it is not available.

### **3.2 Choice of relevant digital tool**

#### **3.2.1 Results of marketing research of motivation of honey consumers in the Saudi Arabia market**

In order to choose a relevant digital tool and formulate the key goal of marketing research, it is necessary to determine what determines the basic need of the company's target audience - to buy honey of Ukrainian origin. Companies need to monitor which of the existing media and digital communication channels are the most effective and will determine the desired result, namely - a clear image of the company in the minds of consumers, which will increase brand awareness and attract consumers to buy. The introduction of this alternative involves: the choice of effective information flows, channels and means of transmission; development of communication strategy; image creation; establishing relationships with consumers; raising consumer awareness of the company's activities and product benefits; maintaining a reputation in the eyes of consumers.

According to a survey conducted by the authors, honey in Saudi Arabia is used as part of the daily diet. In addition, in this country, honey is popular as the main ingredient in the preparation of traditional sweets. Due to the spread COVID-19 residents of Saudi Arabia have indeed become more likely to buy honey, so forming a communicative message can emphasize that honey has immune protective and antibacterial properties. The question about packaging helped to determine the design, most respondents answered that packaging is not important. This may mean, firstly, that consumers are not used to visually evaluating honey

by packaging, and secondly, that buying it at fairs, markets in transparent containers, such as a regular jar or bucket - consumers refer to the taste of honey. To find out, the next step was to ask what characteristics are important to consumers when buying honey. The majority of respondents voted that the most important characteristics are the taste, composition and certification of honey. Residents of Saudi Arabia prefer to buy from local producers. Again, given that the pandemic has made adjustments to open-air trade (local markets, fairs have reduced their trade activities), there is a unique opportunity to promote the culture of "buying online". Respondents are quite conservative, for them the taste of honey and the reputation of the producer are important. There is a low percentage of those who buy online. And no wonder, because 90% of Arabs taste honey before buying it. That is why the recommendations of closest people and traditional outdoor advertising are crucial. There is a percentage of advanced users who order through social networks. According to the survey, there is also a percentage of consumers who buy honey as a substitute for sugar. Given that the strategy of differentiation is chosen, it is possible to consider this segment in terms of promotion. The communication message will be such that honey is a substitute for sugar for those who minimize sugar consumption.

The survey eliminated one of the segments that could hypothetically be considered in the Saudi Arabian market, namely women innovators who like to experiment and are prone to spontaneous purchases.

While the target segment has been formed - men and women aged 18 to 45 and older with an average income of about \$ 4,000 / month, monitor their own health, eat right, try to consume less sugar, use honey for prevention of viral diseases, as well as more useful sweeteners instead of whiter refined sugar. A healthy lifestyle is important for them. Meticulous about product safety, they pay attention to the certification and origin of the products they consume. They have quite conservative tastes: they choose traditional and familiar products, trust their relatives and acquaintances. Accustomed to traditional distribution channels, but given modern conditions - ready to trade online for their own safety. They trust proven manufacturers, for them it is important to recommend to relatives and those who have used the product and can provide a description of it.

Analysing the responses of consumers in Saudi Arabia, for them is a significant factor in buying a product online is trust. Instagram allows you to learn about the real life of the brand from publications, demonstrates the product, the process of its creation and use, virtually introduces consumers to employees involved in production. Hence, content is a good bridge to build communication with consumers.

### 3.2.2 Promotion on social networks

Within social networks, there are also various tools for promotion (Voronko-Nevidnycha et al., 2018), such as influence marketing, cooperation with other brands (partnership marketing), interactive activities (webinars, surveys, barter). For example, the blogosphere as an element of influence marketing works effectively with the support of existing customers, provides a permanent level of loyalty.

Interactive activities are aimed at increasing sales, attracting consumers to the buying process. To increase consumer awareness of the brand when launching a new product of an unknown brand, as in the case of honey of Ukrainian origin, the best option is to work with a blogger.

Given the answers of respondents for the people of Saudi Arabia is important recommendatory nature of advertising, its nativeness. In addition, the taste and safety of products are important to consumers. By promoting the product with the help of a blogger, the consumer can see for himself that the blogger is tasting - he likes that the blogger demonstrates the composition, certification, and the product is really safe and environmentally friendly. When choosing a blogger, the critical factor is the presence of an organic audience, not purchased subscribers. Moreover, the thematic nature of the blog deserves special attention: it should correspond to the topics related to the product. This will allow you to accurately understand the desired target audience.

The main means of promoting the brand on social networks is the company's official website because the link to the site or the garter of the buttons will be aimed at the transition of the consumer from the page of the social page to the site of the company (Tanasiychuk et al., 2020). One of the tasks is to adapt the Ukrainian language site to Arabic. This decision is due to the fact that the Arabs are conservatives and will have much more confidence in the site of the Arabic language than English. Choosing social networks (Instagram) and

collaborating with a blogger are effective in promoting online based on the following factors:

- Instagram ranks second in frequency of use by residents of Saudi Arabia among social networks
- guarantees demand;
- the ability to purchase the product directly from the platform "Instagram" - the ease of use of the application and save time for the consumer;
- high level of consumer confidence in opinion leaders - a feature of consumer behaviour;
- narrowly targeted targeting - getting to the right target audience;
- the opportunity to promote the site - raising brand awareness;
- high efficiency of "word of mouth" on the market, and advertising for bloggers is an innovative online form of the traditional communication channel "words-of-mouth" - an intense impact on the audience;
- wide audience coverage - extensive impact on consumers.

Referring to the arguments above, in order to promote the products of Ukrainian honey producers in the Saudi Arabian market, it was decided to use advertising on social networks, namely with the involvement of bloggers. If we consider social media marketing as a tool for promotion - it is one of the most effective tools for building a positive image, because it allows you to interact directly with the consumer. The purpose of social networks is to interest the consumer, to win his affection and trust (Gryshchenko et al., 2013).

Bloggers (Advertising, 2022) are active users of social networks, whose pages have a large audience. Usually, bloggers' pages are narrowly focused on a specific topic. Bloggers (Artamonova et al., 2012) have a certain authority for their followers, so they can influence their opinion and form a certain attitude towards the products they advertise. Blogger advertising services are one of the types of native advertising.

### 3.3 Evaluating the effectiveness of communication

The key indicators that will help determine the appropriateness of using text advertising on social networks are the profitability of advertising, increasing subscribers on the page and the number of messages / comments (illustrate the level of consumer interest in honey, which will lead to online shopping).

The implementation of digital tools in the company's activities requires a comprehensive assessment of the effectiveness of marketing activities. Comprehensive evaluation includes a list of qualitative and quantitative indicators, which determine the feasibility of the advertising campaign, its effectiveness and compliance with the objectives. Performance appraisal involves building a system of indicators that help determine the effectiveness of marketing measures. The effectiveness of advertising (The effectiveness, 2022) for bloggers can be traced using the following indicators:

- bookmarks - illustrates the interest of consumers in the product and its possible desire to buy;
- Like - illustrates those who liked the product;
- comment - an indicator of the activity of the discussion and a tool for obtaining a certain information;
- coverage - the number of subscribers who saw the post about the advertised product;
- Impressions - the total number of subscribers who viewed content at least once.

Performance indicators are aimed at raising user awareness of the brand and disseminating information to potential audiences, increasing conversions and encouraging desirable behaviours, which is to attract leads and generate sales, increasing the scale of digital campaigns.

The main purpose of advertising for bloggers - raising awareness of the target audience about the product, and as the result, encouraging them to buy. To understand that sales are growing thanks to Blogger recommendations, you need to develop a unique promo code at a discount that the consumer will call when ordering. A blogger may recommend going to social networks, or directly on the site. To keep track of where traffic is coming from site, you can use UTM - Tags.

The price of interaction shows the most efficient use of resources, and the level of as far as advertising was relevant to the audience. A blogger will make a profit when users will actively interact with the link. After all, this figure illustrates the number of consumers who have used an active link to a company profile or site and switched to him to get acquainted with the products.

Table 1 illustrates a list of bloggers with different numbers of subscribers and their value advertising

services. And also the basic indicators which show are calculated effectiveness and efficiency of advertising. The purpose of such an analysis is to select the most relevant one a blogger who guarantees a high engagement rate, and the price of interaction will be satisfactory.

**Table 1: Analysis of the effectiveness of bloggers' advertising**

Blogger (topic)	Subscribers	Advertisement cost, USD	ER, %	Engagement price	Post Statistics				
					Likes	Comments	Bookmarks	Institution	Views
1. Mom, family, cooks and shares recipes	16 589	1 000	11,037	136	1800	30	33	12193	3080
2. Lifestyle, travel, friends	21 510	1 500	4,61	6,19	986	5	16	3314	4969
3. Food blogger	51 452	2 400	5,74	19,14	2845	110	240	12619	30126
4. Dietologist, nutritionist	111 088	4 400	4,34	15,1	4800	19	190	25231	36014

**Source:** calculated by the authors based on formulas (2), (3)

The table 1 shows that it is more effective to cooperate with a micro-influencer (one who has a relatively small number of subscribers and blogs on a specific topic), which has a high level of involvement of 11.03%. She is a blogger-mother who often prepares for her family (for husband and children), takes care of their health, chooses only natural and organic products of the highest quality. Therefore, those subscribers who will follow the profile of the mother-blogger will accept her recommendations to buy honey of Ukrainian origin as a sincere and true recommendation. You can order advertising postings several times a month, or alternate formats, such as tape posts, stories, live broadcasts, and more.

It is important to determine the expected performance and effectiveness of the advertising campaign. From blogging, the company expects an influx of subscribers and awareness of the product among consumers in Saudi Arabia, the expected results are presented in Table 2.

**Table 2: Expected results of promoting honey through advertising with a blogger on the social network Instagram**

Increasing Instagram performance	Expected indicators after the implementation of the tool
Subscribers	850
Coverage	8 000
Average number of likes	100
Number of comments	50
Number of saves	20
Engagement rate	17,6%
Engagement price (per 1 subscriber)	0, 27 USD

**Source:** compiled by the authors



### 3.4 Additional promotion tools and usage recommendations digital tools in promoting the company's honey in the Saudi Arabian market

Intensive levels of competition contribute to the fact that the introduction of single tools to promote products is not enough. In such cases, choosing a competitive direction of promotion, the extra impact on the target audience needs to be done by additional means. In the case of the promotion of honey in the Saudi Arabian market, it is necessary to take into account not only the specifics of the market, but also the target audience, as mentioned earlier.

Since the Arabs prefer traditional channels of promotion, it is a good idea to promote the site on billboards (outdoor advertising). Outdoor advertising in itself does not make sense when promoting an online platform, if you do not connect SEO advertising and organic advertising Google. The scheme of implementation of this complex is as follows. The consumer sees the site's advertisement on the street while standing in front of a traffic light - in places where it is most likely to meet the target audience.

Since the target audience is the average Arab with the same motivations as the majority, the advertising spaces will be quite obvious. The main message: "New on the market! Natural honey from Ukraine. Organicity. Health. Taste. Immune Protection!". Organicity - the impossibility of falsification, natural bee collection in ecologically clean territories of Ukraine. Health - honey supports the immune system in the wake of the pandemic. Taste - Arabs consume honey daily, so taste characteristics are important. If the bees were fed sugar, the taste will be too sweet, without hints of the corresponding flower. As already mentioned, the protection of the immune system is also an important component, it allows you to promote honey situationally (during periods of exacerbation of infectious diseases, including COVID-19).

Given that the company receives a net profit of more than UAH 3 million (according to the financial statements for 2020 (Financial, 2022)), the best method of forming a marketing budget will be the "allowable budget method", which is to allocate a certain amount to promote foreign economic activity. It will be enough to allocate 5% of the company's profits per month to support active promotion in Saudi Arabia.

As for additional tools, in order to effectively promote honey, it is necessary to promote contact with customers, attract new consumers through the following measures:

1. Creation and launch of a website with all the information (types, assortment, prices, benefits, specify calorific value, useful features and goal of honey consumption for a specific event (treatment, cooking or daily use)).
2. Adaptation of the slogan and positioning of the company in the Arab way.
3. Creating pages on social networks (Instagram, Facebook, Telegram) and their active development and engagement of the audience.
4. Comprehensive participation in fairs, such as "Festival of craft producers" to raise awareness of the taste preferences of honey producers. At the tasting sites you can promote the online store by distributing QR-code.
5. Development of a referral system: "bring a friend and get a discount", the sale of a trial set of products with a minimum content, the presence of a manager online to advise potential consumers on the type, size and features of product delivery.

As a way to strengthen your position in the new market, you can also promote products using:

- participation in thematic events and performances to promote Ukrainian products, such as the annual congress of beekeepers at the state level (apply for participation);
- conducting open online master classes on determining the quality of honey (life hacks);
- maintaining a food blog (invite well-known confectioners in Saudi Arabia or share different home-made dishes, which include honey);
- sponsorship of food events and fairs;
- marketing of partnerships: cooperation with cafes, bakeries, thematic institutions.

Promoting honey with digital tools in online commerce is effective in case of clear definition of the target audience, its motivation and study of interests. It is important that the interests of the company and the target audience coincide, because the company forms a communication message based on its own values and

beliefs, and the main task is to get a clear message to each user who sees the ad.

If using advertising (Voronko-Nevidnycha et al., 2018) in social networks, it is worth paying attention to the content and clarity of the unique trade offer, so that the consumer can appreciate all the benefits of the advertised product against the competitor's products, as well as the uniqueness of the offer and possible situations / events where it can be used (for instance as the prevention of diseases during the pandemic and seasonal colds). In addition, it is important to focus the consumer's attention on the brand "Honey of Ukrainian origin". Due to the war, the brand of Ukraine became world famous. On the one hand, the terrible consequences have inflicted insane human and financial losses. On the other hand, the whole world heard about Ukraine. "Made in Ukraine" - sounds proud, reliable and serious. That is why, positioning itself on the market as a Ukrainian honey producer from Ukraine, there is a high probability to promote the product to the forefront. When communicating, it is important to emphasize that ordering is safe. That is, that the consumer understands that he has a guarantee. Here is a reference to the state of Ukraine. In the subconscious of consumers, Ukraine is associated with security, courage, endurance. Accordingly, the product may also have brand-new features.

As for cooperation with bloggers, it is necessary to be responsible in their selection and formation of key terms of reference and brief. First of all, it is necessary to clearly and reasonably set the purpose of the post. In the case of Ukrainian honey producers, this is to increase consumer awareness of the brand. You need to choose an agent of influence (blogger), whose subscribers correspond to the target audience of the company. Therefore, it is necessary to first request statistics and information about the profile of the opinion leader. Before choosing a particular influencer, it is important to evaluate his account (number of subscribers, activity on the page, comments / likes), the relevance of the content of the blog / page and its quality. Given the evaluation of the effectiveness of the use of advertising on social networks with the involvement of bloggers (Table 1), the best indicators will be demonstrated by "a mother who has a family, often cooks, shares recipes. That is a native home blog about food, health and family daily worries.

To promote honey with the help of digital tools it is necessary to create a strategy, pre-form the format of the advertising message, date, time of posting, determine, evaluate and analyze performance indicators, form a marketing budget, allocate the amount for the advertising campaign. In addition, it is important to create a special style and theme for both the advertised page and the company's website. After all, the appearance of the site and its interface also affect the future decision to buy.

Advertising must be ordered regularly until consumers move on to the next stage - the formation of a positive attitude towards the brand and its products. With the increase in orders, you should pay attention to advertising packages (complex advertising in several formats, such as live broadcast and post in feed).

Next, main focus is kept on controlling the content, time, relevance, format, because the consumer is very sensitive and needs information that can meet his needs at some point. It is important to make your own calculations to determine correctly profitability of advertising, the engagement rate, the price of interaction, as well as such indicators as: coverage, bookmarks, likes, comments, etc.

Therefore, when promoting honey with digital tools in online commerce, it is necessary to take into account such nuances as: selection of the target audience and creating a communication message that meets its interests and characteristics, development of content strategy, and control and monitoring of its implementation. Content, relevance, consistency and regularity are important in online promotion. Definitely it is crucial to obtain and analyse the feedback.

Given the above, the developed approach to justify the feasibility of using digital tools to promote products by companies that are not innovative leaders, delivers step by step online promotion, which, unlike existing ones, is based on a reasonable choice of relevant digital tools considering consumers' motivations on particular markets, assessing the effectiveness of communication based on successful communication and feedback to the target audience in accordance with the parameters of the effectiveness of the advertising campaign with elements of influence marketing in new external markets. Previous researchers on this issue have discussed the choice of methods for product promotion based on the use of certain tools of traditional marketing (Romanchyk, 2017; Bolotina et al., 2022; Vovchak et al., 2010 and others), Internet marketing

(Prokopenko O. et al., 2020; Turchyn et al., 2019; Yarmoliuk et al., 2020 and thers). Results of the analysis show that more than half of the analysed studies used or referred to behavioural theory from either the field of economics, sociology, or marketing.

Regarding the formation of marketing support to enter new foreign market revealed that it is not based on comprehensive consideration of marketing research results to identify motives for consumer behaviour, feedback to the target audience according to the parameters of the of the advertising campaign effectiveness with elements of influence marketing. Furthermore, it was observed that although many studies dedicated the forming of promotion through digital marketing tools such as website, SEO, contextual, social networks or banner advertising (Obednikovska et al., 2019; Grubor et al., 2018; Rodoula H. T. et al., 2017; Romanchyk, 2017; Andrushkevych, 2014; Surovtsev, 2016; Gryshchenko et al., 2013 and others). For example, Obednikovska S., Sotiroski K. and Mateska E. (2019) investigated “web site, as a tool of internet marketing is aimed as effectiveness of the virtual company, increasing the number of consumers of its products and improving its brand, generally”. Grubor A. and Olja J. (2018) examined “fundamentals of Internet-based marketing, and to analyse challenges and opportunities that should be addressed by modern companies in their Internet marketing strategies, together with possible limitations and risks that emerged in the electronic marketplace”. Rodoula H. T. and Hatzithomas L. (2017) evaluated “the effectiveness of banner advertising by investigating the role of product type and content elements”. In addition, it is possible to state the limited research on formation and evaluation of digital tools to promote products in online trade for companies to enter new foreign markets. These positions became the basis for determining the purpose of this study.

#### 4. Conclusions

The study develops an approach to substantiate the feasibility of using digital tools to promote products by companies in countries that are not innovative leaders (giving the example of Ukraine), taking into account the specifics of individual product markets when entering new foreign markets. For this purpose, a step by step implementation of online promotion is proposed, which includes 1) the formation of a system of digital tools to promote products on the market; 2) the choice of a relevant digital tool based on marketing research of consumer behaviour motivations and its application to the target audience based on the analysis of the compliance of the goals of marketing activities with the interests of a specific target audience; 3) evaluating the effectiveness of communication on the basis of successful communication and feedback; 4) introduction of additional promotion tools to strengthen the impact on the target audience and develop recommendations for the use of digital tools.

In order to practically test the given approach, digital tools for promoting products in online commerce to geographical expansion (on the example of a promising Saudi Arabia market) of Ukrainian origin honey were formed and evaluated. The market of social networks of Saudi Arabia is studied, the most popular of which was Instagram. The main goal was also set and will be pursued by Ukrainian honey producers in online promotion - this is an increase awareness among potential consumers. Referring to the analysis of consumer characteristics behaviour of residents of Saudi Arabia according to the results of the survey, the most relevant digital tool for online promotion of honey of Ukrainian origin in Saudi Arabia was chosen - advertising on social networks with a blogger.

An analysis of various bloggers using an indicator of effectiveness (engagement) showed that the most accurate will be promotion with the help of a mom-blogger. Moreover additional promotion tools have been proposed to enhance the effectiveness of online promotion, relevant recommendations for integrated promotion have been formulated to determine the vector of development.

Further research should focus on development of organizational and methodological principles of marketing budget management for implementation proposed basic and additional tools for promotion.

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