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THE IMPACT OF DIGITALIZATION OF INTERNATIONAL MARKETING ACTIVITIES ON THE BUSINESS PROCESSES OF THE ENTERPRISE

ВПЛИВ ДІДЖИТАЛІЗАЦІЇ МІЖНАРОДНОЇ МАРКЕТИНГОВОЇ ДІЯЛЬНОСТІ НА БІЗНЕС-ПРОЦЕСИ ПІДПРИЄМСТВА

The digitalization of the international marketing activity of the enterprise is influenced by the existing competition in the network, which is the driver of advertising activity, the feedback of potential buyers to advertising appeals and builds the pricing system, directs the behavior of buyers [1], and motivates the growth of demand for goods and services [2-3].

In the system of international marketing activity, it is expedient for enterprises to monitor and evaluate the effectiveness of digital activity compared to competitors. An effective means of information and promotion is the company's website, which is used as a tool for search marketing, advertising, and influence during crowd marketing, and content marketing.

Evaluation of the effectiveness of the use of digital technologies in the international marketing system of the enterprise can be carried out with the help of various tools [4; 7]. For example, Google Analytic allows for the automated collection of statistical data and their analysis, the Facebook Business Manager app allows you to evaluate the effectiveness of visual content in social networks, and Fanpage Karma allows you to digitally evaluate the digital potential of an enterprise. Indicators for evaluating the effectiveness of digitization of the international marketing activities of the enterprise are presented in the Table 1.

Table 1

Indicators of effective digitization of international marketing activities of the enterprise

Indicators of effective digitization of international marketing activities	Characteristics of the positive impact of digitization of international marketing activities on business results
Tone of communication	Professional, friendly, personalized approach to consumers
Types of messages	35% – informative; 10% – purchase promotion; 25% – entertainment; 30% – stimulation for discussion
Content type	Text – small volume; visual – photos, info graphics, hash tags, videos
Headings	Articles, reviews, answers to questions, cases, surveys, current news, expert reviews
Page administration	Update of information, quick response to comments, uniqueness of texts and photos, use of hash tags for each publication, no duplication of posts

Source: according to [2-3; 5-6]

Digitization of the international marketing activity of the enterprise is appropriate in all spheres of marketing activity, such as product, price, sales policy and promotion. In the Table 2 shows the impact of digitization of international marketing activities on the enterprise's business processes according to the strategic directions of marketing 4R.

Table 2

The impact of digitalization of international marketing activities on the business processes of the enterprise

Strategic direction	The impact of digitization at the strategic level	The impact of digitalization at the tactical and operational level
Digitization of international commodity policy	Fast real-time analytics – product panel studies	Reduction of employees, automation of purchase and sale, coding of goods, quality control
Digitization of international promotion policy	Formation of the image of a reliable partner, strengthening of consumer loyalty, personalization of communication, useful content	In-bound marketing by creating useful content, SMM by increasing activity in social networks, personalization of communications
Digitization of international price policy	Automation of price calculation taking into account various order options, adaptation of international prices to local markets	Ability to make orders and pay online
Digitization of international sales policy	Flexibility and mobility of signing agreements	Digital tools of communication and communication (Skype, Telegram, etc.) during negotiations, electronic document management

Source: according to [2-3; 5-6]

The use of the entire set of the above directions of digitization of international marketing activity has an organic structure; each element has an impact on another digital channel. The corresponding cumulative effect of digitalization of international marketing activities allows increasing the company's profits in foreign markets.

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