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ANALIZA KONKURENCYJNA SOCIAL MEDIA MARKETINGU AGENCJI REKLAMOWYCH NA UKRAINIE

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Adnotacja. W artykule przedstawiono analizę konkurencyjną działań wiodących agencji reklamowych Ukrainy w Internecie, w szczególności w mediach społecznościowych (Facebook, Instagram, YouTube). Zastosowano kompleksowy system oceny działań marketingowych w obszarach: platformy obecności online, działania reklamowe, wizerunek.

Badanie zawiera porównanie kluczowych wskaźników aktywności agencji reklamowych w sieci Internet, analizę strategii promocji internetowej, modelowanie strategii skutecznej promocji marki w sieci Internet.

Autorzy wykorzystują szereg narzędzi do monitorowania i oceny działań marketingowych agencji reklamowej na platformach obecności online: serwisy analityki internetowej (Google Analytics, SimilarWeb, PR-CY); serwisy analizy stron w sieciach społecznościowych (Popsters, RivallQ); serwisy zarządzania reklamami internetowymi Google Ads. Opracowano zalecenia dotyczące poprawy podejścia do promocji marki agencji reklamowych w Internecie.

Słowa kluczowe. Agencja reklamowa, działania marketingowe, serwisy społecznościowe, strategia medialna, skuteczność.

COMPETITIVE ANALYSIS OF SOCIAL MEDIA MARKETING OF ADVERTISING AGENCIES IN UKRAINE

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Abstract. The article provides a competitive analysis of the activities of the leading advertising agencies of Ukraine on the Internet, namely in social media (Facebook, Instagram, YouTube) using a comprehensive system of evaluation of marketing activities in the line of: online presence platforms, advertising, image. The study includes a comparative evaluation of key performance indicators of advertising agencies on the Internet, analysis of Internet promotion strategy, modeling strategies for effective brand promotion on the Internet.

The authors applied a number of tools of monitoring and evaluating the marketing activities of advertising agencies on online presence platforms: web analytics services (Google Analytics, SimilarWeb, PR-CY); social media page analytics services (Popsters, RivallQ); Google Ads online advertising management services. They have developed recommendations for improving approaches to brand promotion of advertising agencies on the Internet.

Key words: advertising agency, marketing activities, social networks, media strategy, efficiency.

КОНКУРЕНТНИЙ АНАЛІЗ СОЦІАЛЬНОГО МЕДІАМАРКЕТИНГУ РЕКЛАМНИХ АГЕНТСТВ В УКРАЇНІ

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Анотація. У статті проведено конкурентний аналіз діяльності провідних рекламних агентств України у мережі Інтернет, зокрема у соціальних медіа (Facebook, Instagram, YouTube). Використано комплексну систему оцінки маркетингової діяльності за напрямками: платформи онлайн-присутності, рекламна діяльність, імідж.

Дослідження містить порівняння ключових показників діяльності рекламних агентств у мережі Інтернет, аналіз стратегії Інтернет-просування, моделювання стратегій ефективного просування бренду в мережі Інтернет.

Авторами використано низку інструментів моніторингу й оцінки маркетингової діяльності рекламного агентства на платформах онлайн-присутності: сервіси веб-аналітики (Google Analytics, SimilarWeb, PR-CY); сервіси аналітики сторінок у соціальних мережах (Popsters, RivalIQ); сервіси менеджменту інтернет-реклами Google Ads. Розроблено рекомендації щодо вдосконалення підходів до просування бренду рекламного агентства у мережі інтернет.

Ключові слова: рекламне агентство, маркетингова діяльність, соціальні мережі, медіа-стратегія, ефективність.

Introduction. The high level of competition and oversaturation of the media space with information are the grounds of the advertising business promotion importance. As the demand for advertising services is increasing, new advertising agencies are emerging and existing ones are stepping up. Therefore, the advertising market is growing, with its players in fierce competition against each other both offline and online. The role of the online segment of marketing activities of agencies is continuously magnifying due to the active formation of the online presence of enterprises of various industries and their clients on various platforms. This trend has provided rationale of a competitive analysis of the advertising agencies' marketing activities in social media.

Main part. Research of internet communications in marketing activity is the scope of such scholars as A.A. Vekshinsky, O.M. Tyshchenko, O.V. Guk, N.S. Kosar (Vekshinsky, 2012; Kosar, 2018; Tyshchenko, 2018).

The study of Internet strategies of advertising agencies and their effectiveness, presented in the works of K.A. Bondarenko, I.A. Kinash, I.E. Ravikovich, O.G. Kharchuk, T.I. Yakovenko (Bondarenko, 2018; Kinash, 2013; Ravikovich, 2015; Kharchuk, 2017; Yakovenko, 2016), scrutiny general marketing activities of advertising agencies as well as the analysis of its effectiveness in competition.

The works of foreign scholars, such as: Mohammed Hussen Mama Irbo, Abdulnasir Abdulmelike Mohammed, (Mohammed Hussen Mama Irbo, Abdulnasir Abdulmelike Mohammed, 2020) are committed to the research of social media marketing.

However, the above-mentioned works have covered only theoretical aspects. Therefore, the applied aspects, tools and methods of competitive analysis of advertising companies on the Internet need further research.

The purpose of this study is to identify general trends in the advertising market of Ukraine and give a detailed description of the activities of advertising agencies on the Internet, namely social media (Facebook, Instagram, YouTube, LinkedIn, Twitter), with the view of developing recommendations for improving approaches to promoting advertising agencies brand on online presence platforms.

Material and methods of research are theoretical and practical aspects of studying the competitive activities of advertising agencies on the Internet. The following *research methods* were used in this study: comparison of key performance indicators of advertising agencies on the Internet, analysis of Internet promotion strategy, modeling strategies for effective brand promotion on the Internet.

Findings and discussion. Competitive analysis forms the basis for developing recommendations and making marketing decisions aimed at reducing risks and uncertainty, clarifying and adjusting strategic guidelines. The process of marketing research of the Internet environment comprises the following stages:

1. Searching for the secondary information on the activities of competition and the general situation on the Internet environment. The sources of such information are the sites of competing advertising agencies, their pages on social networks, web analytics services and information servers of consulting agencies performing marketing research.

2. Collecting primary information on the Internet, through both personal and anonymous surveys. Simultaneously, one can perform other information search: computer's DNS or IP-addresses, its e-mail addresses, software; analyze the site links clickability, evaluate the effectiveness of Internet advertising, study the profile of consumers, interested in Internet advertising (Huk O.V, Tyshchenko O.M., 2018).

The marketing evaluation system is a set of interrelated actions and tools used to analyze all online presence platforms and ways to promote own brands. The most popular indicators of evaluation are: online presence platforms, advertising, image (own and competitors) created by the media on the Internet.

The objects of evaluation on online presence platforms are:

- website: structure, volume and quality of traffic, semantic core, SEO-optimization, graphics and usability;
- blogs: key topics, frequency of publications, number of readers and their behavior;
- social networks pages: indicators of their subscribers' activity (ER%), frequency of publications and their content, the specific of competitors' brand image on social networks.

The objects of evaluation of advertising activity on the Internet are:

- the way of using systems for designing and conducting advertising campaigns on the Internet – frequency, periodicity, intensity, targeting features (including the selection of keywords);
- the amount of traffic involved;
- format, structure and motives of advertising materials;

The image (own and competitors'), designed on the Internet should be evaluated on the basis of the frequency of publications mentioning competitors as well as the key image created by these publications.

The tools for monitoring and evaluating the marketing activities of an advertising agency on online presence platforms are:

- web analytics services such as Google Analytics, SimilarWeb, PR-CY;
- pages analytics services on social networks such as Popsters, RivalIQ;
- websites' semantic component analysis services, backlinks (links to the website (acceptor) located on other websites (donors)) and the domain authority such as MOZ, Website Grader, Ahrefs;
- built-in online advertising management systems. ad. auction analysis feature such as Auction Insights in Google Ads.

At the current stage of the Ukrainian advertising market's development, it's the external environment which has the greatest impact on the activities of advertising agencies, makes the latter to restructure their business, adapting to new conditions, forming new development programs (Kharchuk, 2017; Lisun, 2020).

The advertising media market of Ukraine can be divided into the following categories: television advertising (TV advertising), advertising in the press, radio advertising, outdoor advertising (OOH Media), advertising in cinemas, Internet advertising (Digital (Internet) Media advertising) (Vseukrainska Reklamna Koalitsiia, 2020). Information on the Digital Advertising market reflects a boost in the market volume from UAH 4,345 million. in 2017 to UAH 27,505 million. in 2021 (Table 1).

In general, for the period 2019–2021, the total volume of the advertising media market decreased from UAH 24,771 million to UAH 24,517 million. Among the reasons for the decline, experts of the All-Ukrainian Advertising Coalition name the following: quarantine in connection with Covid-19, as well as some technical aspects (the satellite signal coding, which reduced access for advertisers).

One of representative trends in the development of modern advertising market in Ukraine is a long-term partnership (Kharchuk, 2017; Kosar, 2018).

Table 1

Information on the Digital Advertising Market (by the IAB classification) in 2017–2021, UAH mln

	2017	2019	2020	2021
Banner advertising, ads on social networks, rich media	825	3 240	3 180	3 657
Sponsorship	181	200	–	
Digital video, incl. YouTube	713	2 939	3 800	5 320
Total Internet media	1719	6 379	6 980	8 977
Search (paid issue in search engines), including the part of GDN	1800	9,000	12 300	17 835
Other digital	826	676	630	
Total Internet market	4345	16 055	19 910	27 505

Compiled by the authors based on (Vseukrainska Reklamna Koalitsiia, 2020)

The structure and the content of the website of an advertising agency are expedient to be considered as a stage of developing transparency in relationship before a potential cooperation with the client and professionals seeking employment began (Table 2).

Thus, based on the statistical analysis of the websites of the leading advertising agencies in Ukraine: “Banda Agency”, “Saatchi & Saatchi”, “Fedoriv”, we can conclude that the websites of the the agencies are convenient in use and properly perform the function of informing the public on their activities.

The indicators given in Table 2 show that the volume of traffic is quite large for this industry. However, the sites are poorly optimized for mobile devices, which slows down their loading (*Google Page Speed, Insights* test).

In addition to the website, advertising agencies may be found on the pages of social networks Facebook, Instagram, Twitter, LinkedIn and channels of streaming services YouTube, Vimeo, Behance (Table 3).

By the analysis findings, it is seen that the agencies use online communication channels actively to interact with various target audiences and promote their own activities.

Table 2

Comparative analysis of the websites of the advertising agencies of Ukraine (March 2020)

№	Indicators of analysis	Advertising agencies		
		“Banda Agency”	“Saatchi&Saatchi”	“Fedoriv”
1	Traffic			
1.1	Views	38700	6390	25500
1.2	Visitors	9660	1600	6380
1.3	Declines %	46	-	
2	Sources of traffic			
2.1	Direct link transits %	37	37	48
2.2	Search Engines %	57	51	35
2.3	Links on the sites %	1	-	3
2.4	Social networks %	5	12	11
3	Links to the web-site	-	506	1743
4	Domain rating	-	15	30
5	Credibility of the web-site	-	21	25

Calculated by the authors using PR-CY web analytics service

Advertising agency “Banda Agency”. For example, Facebook and Instagram are the most actively used by the advertising agency “Banda Agency” (what is evidenced by a higher involvement rate (ER%), exceeding the same indicator of Facebook page by 0,501%.) (Chukin, Lisun, 2021).

Table 3

Presence of advertising agencies on social media in Ukraine by indicators (March 2020)

№	Indicators of analysis	Social media			
		Facebook	YouTube	Instagram	Behance
1	Advertising agency “Banda Agency”				
1.1	Number of subscribers	33149	963	30135	758
1.2	Number of publications	994	1381204	1168	305
1.3	Number of sharings	12471	-	-	-
1.4	Number of likes	155787	23087	264065	370
1.5	Proportion of active subscribers per day	0,157	152,977	0,658	-
1.6	LR %	0,47	799,1	0,75	-
2	Advertising agency “Saatchi&Saatchi”				
2.1	Number of subscribers	6723	74	408	34
2.2	Number of publications	206	25	57	1
2.3	Number of sharings	1525	51714	-	902
2.4	Number of likes	10478	418	2480	38
2.5	Proportion of active subscribers per day	0,066	0,815	0,607	-
2.6	LR %	0,75	22,5	0,6	0,04
3	Advertising agency “Fedoriv”				
3.1	Number of subscribers	21539	5400	26527	-
3.2	Number of publications	676	385	208	-
3.3	Number of sharings	5665	1301475	-	-
3.4	Number of likes	44337	5840	64211	-
3.5	Proportion of active subscribers per day	0,07	0,054	0,263	-
3.6	LR %	0,31	0,28	1,16	-

Calculated by the authors using Popsters – SM Analytics

The LinkedIn social network is used for finding new employees and connecting with partners. Aiming at improving links with potential clients based on professionalism and mutual confidence, the advertising agencies provide their portfolios on YouTube and Vimeo.

Thus, the conclusion can be made that the advertising agencies, although using a variety of Internet communication channels to promote their own brand, still need increasing their Internet presence.

“Saatchi & Saatchi” Advertising Agency. The major source of traffic is search engines. In other words, all traffic coming to the Saatchi & Saatchi website is organic by nature. Also, the volume of direct visits to the website is quite large, which indicates obtaining traffic from the users who have previously cooperated with the agency or know it and its activities very well.

The Facebook page acts as the major representation of the advertising agency on the Internet, for the content is published there with the highest frequency, and the subscribers are the most active. The Instagram page followers are very active too. This is evidenced by the high involvement rate (ER%), which is 0,534% higher than on the Facebook page.

The page and the channel on the Behance and YouTube networks are used to demonstrate the work of the agency, i.e. serve as a portfolio.

Advertising Agency "Fedoriv". Advertising agency "Fedoriv" operates on such Internet platforms as the website, social media pages.

The advantages of the agency's website are manifested in the following key indicators: the number of visitors, external links to the website (backlinks) and its rankings in search engines. The structure of the received traffic shows that nearly half of the visitors come to the website directly by means of the address bar.

According to Google's Speed Insights tests (Page Speed Insights), the website is well optimized for display both on mobile devices – the score of 51 out of 100, and on personal computers – the score of 95 out of 100. Qualitative optimization helps speedy loading pages and correct depiction of all their structural elements.

Of all the competitors previously considered, "Fedoriv" has the best performance on social media, as an integral part of the promotion. Also, the corporate brand of the agency is supported by the personal brand of its founder – Andriy Fedoriv. The both brands complement each other, which contributes to forming a sustainable image of the agency "Fedoriv".

A large number of subscribers is, definitely, a communication advantage, though it is also necessary to compare the activity of subscribers (liking, commenting and sharing publications, viewing photos and videos) on social media pages of advertising agencies (Kyianytsia, 2020; Przepioroka, 2021; Kyianytsia et al., 2021).

For better performance the agencies should implement measures of increasing the subscribers' activity, which will advance:

- accelerating the subscribers base accumulation, through sharing publications by subscribers on their own pages, which will raise visibility of the advertising agency's brand.
- maintaining and increasing the communication advantage over competitors. Communication advantage in social networks is manifested through the scale of organic coverage an advertising agency can achieve. In addition, a high daily interconnection of the audience with the brand will serve as an advantage as well.
- enhancing the traffic coming to the advertising agency's website. This will increase the number of potential customers, as well as develop a holistic system for the user to move freely from one platform of the agency's presence to another.

In order to increase the activity of subscribers, it is recommended to develop for each platform a content plan including the systematic publication of the content for encouraging the users to take action. We consider it an effective measure for the interactive elements (calls for action, competitions, surveys as an active form of feedback) to be integrated into the structure of publications

The above recommendations will form an integrated communication system with the uniform flow of information on each channel. This system will enable the information to reach the audience on all platforms of its presence by allowing people to perceive the information comfortably on each platform.

All recommendations are related to activating the audience by encouraging feedback. This is the best way to transform the latent part of the audience and encourage their individual dialogue with the brand of the advertising agency. Feedback, in its turn, will be initiated through content creating and publishing to benefit the target audience, meeting its aesthetic and cognitive needs. This is how the latent group of the target audience can be intensified and the activity of those who already interact with the content increased.

Recommended measures are to be integrated into the agency's overall communication policy. This means that general information publications should remain in the agency's content plan. Publications based on the approaches recommended above should be included in the content plans of the respective platforms, as the part promoting other parts of these content plans.

In order to accelerate the increase in the number of subscribers to Facebook and Instagram pages, it is advisable to conduct advertising campaigns on these social networks. It is imperative advertising campaigns should be conducted using the Facebook Ads service. This service allows creating and managing advertising campaigns, conducting detailed targeting by determining the key demographic and behavioral characteristics of the target audience. It also enables to determining the territory and time of advertising campaigns, as well as controlling the cost of one advertising contact and the overall budget of the campaign. For the foregoing reasons, it is recommended to conduct a target advertising campaign with the help of the Facebook Ads Manager, "Preferences of the page" involving the target audience, interested in receiving advertising services. The period and budget have to be determined by management guided by the funds and time available.

Conclusions. Thus, in today's dynamic environment, in order to compete successfully on the Internet, an advertising agency should analyze and study in detail the approaches of competitors to their own promotion. This will help the agency to avoid mistakes, made by their competitors, adopt successful approaches to marketing activities and refine them. It is also advisable to continue using the obtained data to determine and study the unique sales offer of each advertising agency, which will give advertising agencies an opportunity to take a correct position concerning other market participants.

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