

Mykhailo Oklander,*Doctor of Economics, Professor, Head of the Marketing Department,
Odessa National Polytechnic University (Odesa, Ukraine);***Tetiana Oklander,***Doctor of Economics, Associate Professor, Head of the Department of Business Economics,
Odessa State Academy of Civil Engineering and Architecture (Odesa, Ukraine)*

SEGMENTATION AND COMMUNICATION IN DIGITAL MARKETING

In the article it is determined trends in digital marketing, it is proved that the essence of digital marketing is the personification of business processes in the "seller-buyer" system. It is investigated factors of cultural order and segments of online communities that are formed by means of cultural factors. It is formed the model of advanced marketing communication and it is represented the specificity of progressive tools in digital marketing communications, possibilities and advantages of online communication, marketing goals in online activities. It was developed the matrix for target segments typology of online communities with the allocation of the following target segments: loyal communities, opponent communities, potentially loyal communities, complex communities. It is noted that in the presence of new technologies benefits it is important to keep in mind that communicative campaign should integrate digital and traditional tools.

Keywords: digital marketing, segmentation, digital marketing communications, online communities, social networks.

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Problem statement. At the beginning of the XXI century changing environment puts up new challenges to the theory of marketing. Traditional ways of life become blurred, consumers become mobile, age limits are destroyed, cultures mutually penetrate into each other, integration of the global and local styles of consumption is increasing. Platforms for advertising exposure have changed. The value of online communities that purposefully exchange information concerning purchases is increasing. Such consumer networks are created not according to the traditional socio-demographic and economic characteristics of segmentation, but on cultural and philosophical grounds. The loss of importance of traditional approaches to target markets segmentation becomes obvious. The effectiveness of traditional marketing communications has declined. The problem is not only to withstand a significant amount of competitive products, advertisements, but also to fight again the closeness of consumers' consciousness for marketing communications.

A motivated consumer is ready for action, but the nature of action depends on the individual perception. Consumers differ by specific internal reactions to the same irritant by means of selective perception, misinterpretation and memorizing. This necessitates an individual approach to a customer. Digital marketing is marketing of mass individualization, which in the "seller-buyer" system allows to create a personalized approach to meet demand. For this purpose it is modernized theoretical basis of marketing, including the creative destruction of approaches to target markets segmenting. Digital marketing allows to use extra-fragmentation, when not a group of customers, but each customer becomes a purposeful segment of target markets.

Analysis of recent researches and publications. A scientific community recognizes the need of theoretical marketing principles transformation. The author collective under the supervision of A. Pavlenko noted: "At the present stage of marketing conception a system of ideas about the behavior of the parties involved in the process of exchange is set as a principle" [1, p. 108-111]. The authors stress on the need to study the behavior of parties to the transaction, and as in the present conditions the

interaction between buyers and sellers mostly takes place in online environment, the interaction of buyers and sellers in online networks also requires a detailed study.

O. Shafalyuk has proposed a modern concept of marketing, that is called a humanistic one. He asserts: "The goals of modern marketing are no longer limited by local optimization of human interaction parameters, including exchanges, providing guidance on humanistic purposeful changes organization of global supersystem of the "environment" [2, p. 185]. It seems to be that O. Shafalyuk offers a truly new concept of marketing that takes into consideration the growing role of cultural factors in communicating of online communities.

The transition to digital marketing model becomes the bifurcation point for target markets segmenting. The selection of the target segment has always been a lottery in which choosing a target market segment the seller could not be sure of the loyalty of choice. David Ogilvy wrote: "I know exactly that the half of the advertising budget I spend uselessly, but I do not know which one" [3, p.17]. Herewith, there is no guarantee that representatives of the elected segment will become customers. The results of experts suggest that more than the half disposal of goods are accounted for the non-target audience [4, 5, 6, 7, 8, 9].

The theory of segmentation provides grounds of provisions about the benefits of concentration on the target market segment. The authors of the most important scientific works on this subject are Ukrainian scientists Y. Daynovskiy, S. Ilyashenko, P. Orlov, A. Shafalyuk, N. Chukhrai [10, 11, 12, 13]. However, in special literature, most publications are devoted to the development of analytical tools for segmentation, its mainly operational level of use in the development processes of marketing strategies. Much less attention is paid to the adequacy of models of marketing environment segmentation and existing means of communicative interaction.

Unsolved questions which are the part of the general problem. In classic marketing theory it is agreed to distinguish massive, commodity and differentiated and target oriented marketing. Most enterprises traditionally use target oriented marketing. This means that market is divided into segments according to features. Then, according to criteria target segments are selected and exactly for these consumers appropriate marketing complexes are addressly proposed. According to the strategy of selection of target market segments marketing can be distinguished into an undifferentiated, differentiated and concentrated one. However, under modern conditions the introduction of digital communications and mass individualization of consumer behavior it is growing the influence of cultural factors, social environment and personality type. Therefore, an actual scientific problem is grounding scientific basis of market segmentation and communicative impact on the target audience in terms of target markets extra-fragmentation.

The aim of the article is the study of digital marketing trends to identify types of online communities and development of models of digital marketing communications on the basis of segmentation differences in the online environment.

Basic material. Digital marketing is a form of implementation of marketing activities using digital channels: the Internet, local networks, computers, mobile phones, digital television, advertising displays, interactive displays, POS terminals. Digital marketing is the evolution of Internet marketing. There have been already developed techniques that allow affecting the audience even in the off-line environment, such as applications in phones, sms/mms, advertising displays in the streets. This is a new type of marketing that is based on the usage of data in digital form and devices which work they up. There is a growing demand for applications, video and audio, games, electronic versions of mass media and books, there is an increasing level of social networks penetration and appropriate marketing activities, favorable conditions for marketers are forming.

There is a new form of marketing agencies, the so called Digital-agencies. In contrast to ordinary media agencies they offer the following services: website development, media and contextual promotion, design,

production; design development strategy in the digital environment; work with online communities (groups and pages in social networks, blogs, forums and specialized sites); event organization in combination of online/off-line promotion; transfer of consumers into online area and back; QR-codes, geolocation services, RFD, WOW-calls. These contacts form the loyalty, they allow to conduct large-scale promotions and samplings, to understand the behavior and motives of the target audience.

SMM share in the budgets of large advertisers has increased in several times. The most demanded social network is Facebook. However, in terms of business component, VKontakte is more effective and its budgets will grow. The cost of attracting audiences here is lower and there are more Ukrainian users. Moreover, SMM growth occurred primarily due to the increased costs for promotion in social networks. The best dynamics in Ukraine show Facebook and VKontakte.

New digital marketing tool is the so called "cloud" technologies. The impetus for starting the process became digital music with its new model of consumption and licensing of content within streaming services such as Pandora, Spotify, Apple iCloud, Amazon Cloud Drive. The growth of the following services of digital audio and video content would not be possible without the rapid growth in sales of smartphones and tablets that have turned consumers into a continuously connected client.

Digital technologies have a positive impact on the video advertising. Video has become the fastest growing segment in online advertising. In addition to this, apart from pre-rolls and pop clips, other formats of inserts of branded or advertising video content on different platforms are used. Experts consider that this promo video is more effective than traditional static banners. The level of expenses on video advertising for Internet sites has largely grown.

The next trend in digital marketing is a mobile marketing. Previously geolocation services and applications were used to "bring the customer to the door" of the particular store, now the practice of geolocation marketing includes shopping, "likes", "check-ins" transactions and exchange content directly in the store (products and discount brands in geolocation services are exchanged on the actions of the buyer).

From focusing on increasing of quantitative indicators marketing specialists have moved to qualitative measurements: it became possible to accurately assess the return on investment (ROI) of activity in social media and online platforms. At the same time there is no universal set of ROI indicators for online marketing activity. Each advertising campaign that includes online tools and platforms is still characterized by the appropriate set of key performance indicators, targets, types of used content and online/offline channels for promotion. In addition not only a set of tools and platforms is different, but also the profile of the brand and the construction of vertical and horizontal communication are different.

For the online environment segmentation and selection of online communities target segments, marketers should know the lifestyle of consumers in terms of information consumption, namely: what information channels are used, on which of these channels should efforts be concentrated; which information is interesting; information which a consumer trusts; what tactical and strategic problems has a consumer.

Thus, it is important to know according to which parameters and priorities a consumer will analyze the proposal given by the enterprise and by what criteria the choice will be made. The main directions for obtainment of information: 1) the Internet space; 2) primary documents accompanying the transaction; 3) reports of sales managers. The main problems of such information usage are: establishing of a rapid feedback with a consumer; data structuring; finding a correlation among all forms of media; personification of information; providing of convenient form for the usage of information.

With the emergence of social networks, there emerged new methods of collecting marketing information, providing opportunities for segmentation processes rationalization:

1) organization of surveys in social networks has become a built-in mechanism. Option "Survey" allows to provide a research by means of questions and variants of answers;

2) personification, visualization, obtaining of demographic, social and personal attributes of respondents. Individual information is received without using additional software, analytical processing of

answers is held and the profile of the target market segment is created;

3) analysis of marketing environment: in the section "News" by pressing the option "Advanced Search" according to certain criteria it is possible to gather information about preferences of potential customers; option "Geolocation" allows to segment them according to territorial basis; option "Mention of the reference" allows to monitor the activities of competitors according to mentions of addresses of community, website pages, site;

4) establishment of connection with respondents in the form of SMS messages coming to the account, these are messages asking to participate in the survey, which can be oriented on the frequency, time, market segment;

5) expansion of the base of respondents, that is simultaneous survey of users of various social networks, which, ideally, gives the opportunity to reach the general totality by the survey.

In general, an effective segmentation of the target audience in social networks provides the presence of the following attributes:

- an individual profile of the enterprise, this is a short description of the enterprise with key words which are used by the target audience and informative and entertaining individual background (a picture that forms an image of the enterprise);

- usage of hashtags, it is a label that begins with a special sign grid (#) and is without spaces. By placing hashtag in the tweet, the enterprise marks the tweet, and now everyone who is looking for this hashtag will see the entire message line of different users;

- interest controlling of the target audience, it is monitoring of events and reference groups that are interesting for the target audience and controlling of competitors' supporters. There are programs that allow to automate this process, such as Twidium. Specialized software allows to put on stream the entire process;

- communication in networks with geographically close customers through the exact location of ip-addresses: indicating a point in latitude and longitude, and radius around a specified point.

Herewith, the usage of social networks give surveys new features:

- survey as a hidden advertising, questions and answers can tell about products with the provision of instructions for their usage;

- survey as amusement to increase the number of respondents, questions and answers can be given in the form of entertainment (humor, photo), because social networks are popular places for the pastime;

- survey as viral marketing, the form of questions and answers can create a viral traffic.

Online communities in social networks are often formed on the basis of cultural factors, such as culture, subculture. Culture as a form of social consciousness, emerged in religion and mythology. Subculture is a system of values, norms, attitudes, behaviors, life styles, which has specific features and is formed on ethnic, religious, racial, regional, age, professional, ideological basis, interest, taste. Subculture can differ from the dominant culture by its own system of values, language, demeanor, clothes and other aspects. Subcultures are:

- music subcultures, which are different by behavioral standards and appearance as they follow scenic image of popular in this subculture singers. One of the first music youth subcultures were hippies, that is the youth movement of pacifists and lovers of rock music. In Jamaica there was a musical movement Rastafari (Rastaman) which, in addition to reggae music and specific image had a certain religious ideology, pacifist outlook and positive attitude to soft drugs. In 70-80th of the twentieth century it was formed a subculture of Metalworkers (cultivated liberty and independence), subculture of punks (were anarchists), subculture of goths (were adherents of the cult of gloom, melancholy, aesthetics of horror movies and Gothic novels), subculture of hip-hop (culture with its music, image, lifestyle, protest against social inequality and injustice, opposition to the government). In the 90th years of the twentieth century there emerged emo-kids subculture (one of the youngest subcultures, most of its representatives

are minors, promotes bright feelings and behavior demonstrativity), cyberpunk subculture (branch of Industrial rock, admiration by ideas concerning technological apocalypse dominance of technocrats);

— art subculture is an admiration by a certain kind of art or hobby. In the middle of the twentieth century there was a subculture of role-playing games (historical reconstruction, extreme sports, reconstruction works of art), subculture of Fandom Anime (admiration by Japanese animation), subculture of otaku (admiration by Japanese pop music), subculture manga (admiration by Japanese comics), subculture of cosplay (costume play is a form of implementation of actions carried out on the screen, it emerges among fans of Japanese anime and manga, prototypes are characters of cartoons, anime, video games, movies, comics, legends, myths), subculture furri (admiration by anthropomorphical animation characters);

— hacker subculture that originated from the subculture Fido (users of FidoNet, amateur computer network, that created some slang and style of communication). Regarding to information technology English term "hack" meant an original move in programming or using the software, due to which the computer allowed to carry out operations which were not previously provided. Hackers are professionals who skillfully work with computers and, accordingly, can solve complex problems;

— sports subculture is an association of supporters of different kinds of sports: football fans, alpinists, cavers, tourists, fishermen, hunters, body builders.

To make an impact on the target oriented online communities is possible due to digital marketing communications, which is a set of measures to promote products via Internet networking. The starting premise is promotion of the site in search engine that allows to achieve effective interaction with the target audience. For digital communications target audience is a totality of users who make similar queries in the search engine. Website promotion is realized in the following forms:

1) increasing of reference base, it is registration of the site in search engine and specialized directories, link exchange, placement of paid links to popular Web-servers to enhance the credibility of the resource, an indication of email and Web-site address in all advertisements;

2) optimization of the site for search engine, that is optimization of site structure, keyword selection, entering keywords in the text and title of the site;

3) Internet advertising, that is a set of actions aimed at the active involvement of the target audience to the site and to creation of a positive enterprise image and product (banner advertising, contextual advertising, direct marketing, network marketing);

4) organization of customer feedback, that are surveys, support of communication with clients;

5) support of the site, efficiency monitoring of its functioning, it is solving of technical problems, content updating.

Presentableness and meaningfulness of the website is of great importance for the effective emotionally and psychological impact on Internet users who are potential customers. Thus, the perception of information that is offered on the website is directly proportional to positive impression on it. The person makes a decision about website quality almost instantaneously, at the same time when information enters the brain. Usually the first impression becomes crucial.

Now communicative campaign can't be considered successful if it does not use a series of new communication technologies: RTB (real time bidding), that is trades in real time; retargeting, that is a reorientation; SMM (social media marketing); SMO (social media optimization), that is optimization for social networking; SEO (search engines optimization), that is website optimization on search engines; SEM (search engine marketing), that is marketing in search systems.

It is possible to offer the model of the newest marketing communications, which includes goals of marketing activities in the Internet, forms, means of implementation, the features and benefits of digital communication (Fig. 1).

These communication technologies give marketers the following possibilities: recognition, records,

rankings, structuring of target audiences; assessment of user's level of interest in the goods according to the following indicators: number of hits, hosts, time spent on site and a specific page; study of wishes, intentions, requests, complaints; personalized offer of products; accelerated preparation of reports on the results of marketing campaigns.

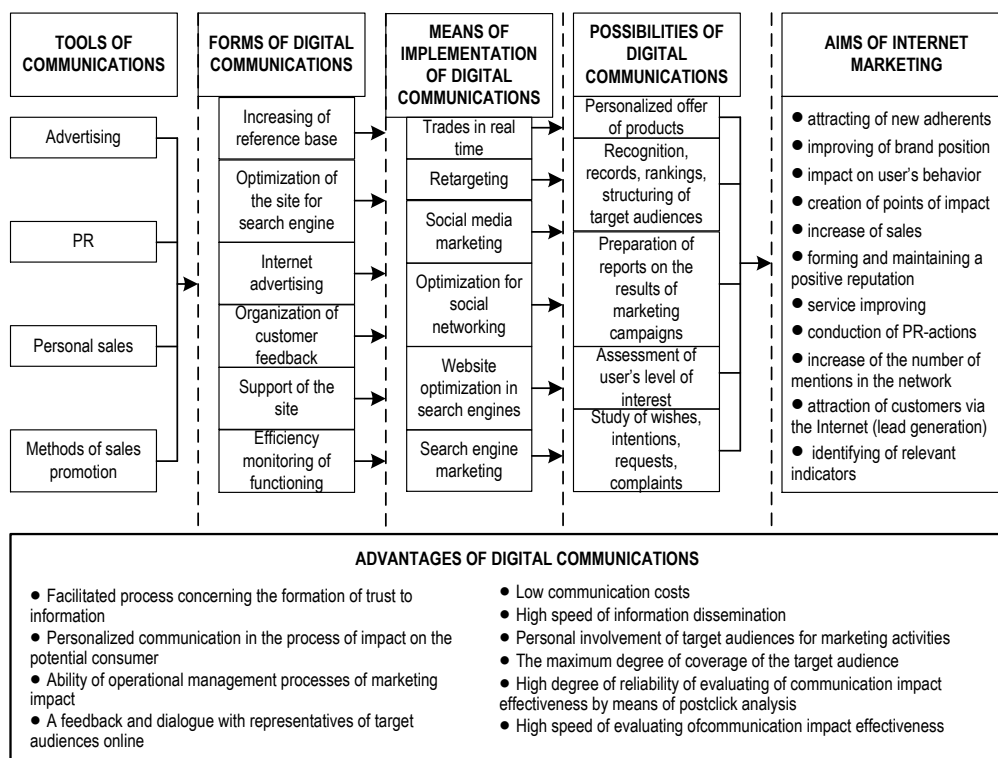


Figure 1 – Model of digital marketing communications

According to the research, priority tasks of marketing activity of enterprises in social networks are [14]: attracting of new adherents – 67%; improving of brand position – 67%; impact on user's behavior – 61%; forming and maintaining of a positive reputation – 59%; increase of sales – 58%; service improving – 56%; creating of points of impact – 55%; conduction of PR-actions – 55%; increase of the number of mentions in the network – 55%; search and attraction of customers via the Internet (lead generation) – 55%; identification of relevant indicators – 43%; the impact on the stock price – 22%.

The main source of income for most social networking is selling of target advertising. Users of social networks leave personal information, which forms consumer characteristics, that are age, gender, interests, indicate the websites that they are interested in, and thus enable marketers to accurately allocate appropriate target audiences. Targeting occurs according to information provided by the users themselves. At the same time, users use social networks for communication, not for information search, and it reduces the level of advertising perception in them.

For business in social network it is primarily a platform for communication with customers. If the sales are heavily dependent on the mood of buyers, from the advice they receive from friends and

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acquaintances, enterprises are especially attentive to the social networks and comments in them. Smart actions in social networks enhance brand loyalty and enterprises are actively using social media to deliver to consumers the information related to the benefits and advantages that the customer will receive when buying. With the help of the so called "viral effect" and other innovative approaches enterprises form a long-term loyalty and a good demand.

In order to be effective in social networks, technologies of viral marketing should consider the achievements of psycholinguistics. An effective information support for the promotion of commodity innovations should also take into account two stages of perception of goods by a consumer. The first stage is the search and collecting information about novelty and acquaintance with new product and study how to use it; the second stage involves the decision to purchase the product. That is, the increase of information about the product and its benefits should have some lag compared with the diffusion of the product on the market.

In the presence of benefits of new technologies it is important to keep in mind that communication campaign should integrate digital and traditional tools (advertising, PR, personal selling, sales promotion methods) with the idea. It is necessary to maximally use strengths of each instrument and avoid their weaknesses (Table 1).

Table 1 – Advantages of digital marketing communications over traditional communication tools

Feature	Digital marketing tools	Traditional marketing tools
Communication costs	Low	High
The speed of information dissemination	High	Low
The involvement of target audiences to marketing activities	Personal involvement is present	Personal involvement is absent
The degree of coverage of the target audience	Maximum	Unknown
The place of realization	Virtual space	Real space
The level of formation of confidence to information	A facilitated process of formation of confidence to information, users consider, that virtual space is a personal one, where they make conversations, receive reliable information	The level of formation of confidence to information is low, as it is given through mass media and other media that do not form trusting relationships
The formation mechanism of attitude to the product	Due to exchange of views	Due to the influence of reference groups and mass communications
The level of wish of potential buyers to share information	Interesting facts even of advertising character are transmitted to a wide range of friends	Advertising information is not transferred to other persons and in case of its transmission it will be a relatively small range of people
The level of personalization of interaction with potential buyers	Personal communication in the process of influence on the potential customer	Impersonal communicative impact
The ability to manage marketing influence processes	There is a possibility of operational management	The possibility of correction appears after the events
Speed of effectiveness assess of the communicative impact	High	Is possible only after some time after the events
The level of evaluating reliability of the communicative impact effectiveness	High due to post-click analysis	An approximate evaluation
The presence of feedback and dialogue with the target audience	Feedback exists online	Feedback after special events

Effective rational and the emotional and psychological impact on target online communities for

creating a desire to buy the product is possible with the right choice of object and subject of marketing communications, media, place and time of impact. To evaluate the correctness of choice of marketing communications the term "pertinence" (from lat. Pertineo – to touch, to treat) is used.

Pertinence is a property of marketing communications to attract buyers. If marketing communications are endowed with pertinence, the marketers succeeded to direct a communicative impact on the necessary audience at the right time and right place.

Pertinence of marketing communications is quantitatively expressed via the pertinence coefficient. It is calculated by the following formula:

$$K_{pert} = \frac{K_k}{K} \times 100\%, \quad (1)$$

where K_{pert} is a pertinence coefficient of marketing communications; K_k is the number of people who bought the product under the influence of communicative impact; K is the total number of potential buyers who have been under communicative impact.

Pertinence coefficient shows the percentage of customers involved by marketing communications.

Pertinence coefficient should be interpreted as follows:

- $K_{pert} = 0$ – zero pertinence;
- $0 < K_{pert} \leq 0,5$ – low pertinence;
- $0,5 < K_{pert} \leq 0,75$ – average pertinence;
- $0,75 < K_{pert} \leq 1$ – high pertinence;
- $K_{pert} = 1$ – overpertinence.

There is an index that is similar to the pertinence, it is proposed by Google and is used in the Internet marketing, it is a conversion index.

To determine the pertinence coefficient the agency "Integrated Marketing Technologies" proposed the technique of IMT [15], based on the IMT matrix that is "knowledge about the goods" / "desire to buy a product". On its basis the multidimensional segmentation of online communities is provided according to two features, they are "knowledge about the product", "desire to buy the product" (Fig. 2).

		There is a desire to buy a product	There is no desire to buy a product
Know about the product	<p>«Loyal communities» They know about the product and wish to buy it</p> <ul style="list-style-type: none"> • to provide access to product • to support the desire to buy by loyalty programs and the level of service 	<p>«Opponent communities» They know about the product, but have no desire to buy</p> <ul style="list-style-type: none"> • to influence in order to create a desire to buy a product 	
	Don't know about the product	<p>«Potentially loyal communities» Do not know about the product, but want to buy</p> <ul style="list-style-type: none"> • to inform about the product • to support the desire to buy by loyalty programs and the level of service 	<p>«Complicated communities» Do not know about the product and have no desire to buy</p> <ul style="list-style-type: none"> • to inform about the product • to create a desire to buy the product

Figure 2 – IMT matrix for typology of online communities

As a result of IMT matrix usage there are four online communities:

1) loyal communities (know about the product and want to buy it) – to reduce communication risks it is necessary to provide access to product and support the desire to buy it by loyalty programs and the level of service. The use of supporting communications for an ongoing support of connection and reminding about the company and product is effective;

2) opponent communities (they know about the product, but do not want to buy it) – to reduce communication risks it is necessary to influence the desire to buy the product. This category (loyal customers of competitors; former clients who have negative experience of purchase or contact with

personnel of the company) has a negative demand for goods. The use of the conversion communications to create a desire to buy a product is effective;

3) potentially loyal communities (do not know about the product, but want to buy it) – to reduce communication risks it is necessary to provide information on the existence of goods in distribution channels with a view of latent demand transforming into a real desire to buy and to maintain by loyalty programs and the level of service. This category contains customers, who are open to the perception of information and are ready to cooperate. They have a demand and an opportunity to satisfy it. The use of developing communications to deliver information in the most convenient and comprehensive way is effective;

4) complicated communities (do not know about the product and do not want to buy it) – to reduce communication risks it is necessary to inform about the product and create a desire to buy it. This category is the most unattractive for professionals in marketing communications.

Conclusions. It was identified the trends of digital marketing that is the basis for segmenting of target audiences and assess of the degree of users' interest in the goods. It was distinguished the factors and cultural order and segments of online communities formed by cultural factors.

It is proposed the model of digital marketing communications containing forms, means of implementation, the possibilities and advantages of online communication, goals of marketing online activities. Defined attributes enable to reflect the specifics of advanced tools of digital marketing communications.

It is proposed to use the IMT method as a tool to develop a communication strategy, selection of appropriate advertising media, quantitative evaluation of the communicative impact on the online communities. This technique allows to make the segmentation of the online environment with the release of these target segments, that are loyal communities, opponent communities, potentially loyal communities and complicated communities. Compared to existing methods it has a high reliability of the information received.

Prospects for further research. To consider the technology of Big Data, which enables to conduct market research, based not on the study of sample but on the analysis of the behavior of the population and will improve the accuracy of segmentation.

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М.А. Окландер, д-р. екон. наук, професор, завідувач кафедри маркетингу, Одеський національний політехнічний університет (м. Одеса, Україна);

Т.О. Окландер, д-р. екон. наук, доцент, завідувач кафедри економіки підприємства, Одеська державна академія будівництва і архітектури (м. Одеса, Україна)

Сегментування і комунікації в цифровому маркетингу

У статті визначено тренди цифрового маркетингу, обґрунтовано, що сутністю цифрового маркетингу є персоналізація бізнес-процесів в системі «продавець-покупець». Розглянуто чинники культурного порядку та сегменти онлайн спільнот, що формуються за культурними чинниками. Сформовано модель новітніх маркетингових комунікацій та відображено специфіку прогресивних інструментів цифрових маркетингових комунікацій, можливості та переваги он-лайн комунікацій, цілі маркетингової діяльності в Інтернет. Розроблено матрицю для типологізації цільових сегментів онлайн-спільнот з виділенням наступних цільових сегментів – лояльні спільноти, спільноти опоненти, потенційно лояльні спільноти, складні спільноти. Зазначено, що при наявності переваг новітніх технологій важливо мати на увазі, що комунікативна кампанія повинна інтегрувати цифрові та традиційні інструменти.

Ключові слова: цифровий маркетинг, сегментування, цифрові маркетингові комунікації, онлайн спільноти, соціальні мережі.

М.А. Окландер, д-р. екон. наук, професор, заведуючий кафедри маркетинга, Одесский национальный политехнический университет (г. Одесса, Украина);

Т.О. Окландер, д-р. екон. наук, доцент, заведующий кафедрой экономики предприятия, Одесская государственная академия строительства и архитектуры (г. Одесса, Украина)

Сегментирование и коммуникации в цифровом маркетинге

В статье определены тренды цифрового маркетинга, обосновано, что сущностью цифрового маркетинга является персонализация бизнес-процессов в системе «продавец-покупатель». Рассмотрены факторы культурного порядка и сегменты онлайн сообществ, формируемых на основе культурных факторов. Сформирована модель новейших маркетинговых коммуникаций, в которой отражена специфика прогрессивных инструментов цифровых маркетинговых коммуникаций. Выделены возможности и преимущества онлайн коммуникаций, цели маркетинговой деятельности в Интернет. Разработана матрица для типологизации целевых сегментов онлайн-сообществ с выделением следующих целевых сегментов - лояльные сообщества, сообщества оппоненты, потенциально лояльные сообщества, сложные сообщества. Отмечено, что коммуникативная кампания на основе новейших технологий должна интегрировать цифровые и традиционные инструменты маркетинговых коммуникаций.

Ключевые слова: цифровой маркетинг, сегментирование, цифровые маркетинговые коммуникации, онлайн сообщества, социальные сети.

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