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## USING AN ONLINE TOOL FOR IMPROVING THE EFFICIENCY OF ADVERTISING CAMPAIGNS AND GAINING COMPETITIVE ADVANTAGE

*The article considers the issues related to the development of an effective advertising campaign. It offers resources, which will allow the user independently generate advertising budget in the short term; compare the input and the output data; ensure the standardization and simplification of decision-making at planning; receive the actual information on price proposals at regional markets by means of automatic syntactic analysis of data using a variety of sources. This tool will represent a complex of developed modules and components, united in a common system, with access via the Internet.*

*Keywords:* competitiveness; information resources; advertising budget.

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## ВИКОРИСТАННЯ ОНЛАЙН – ІНСТРУМЕНТУ ДЛЯ ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ РЕКЛАМНОЇ КАМПАНІЇ ТА ЗАБЕЗПЕЧЕННЯ КОНКУРЕНТНОЇ ПЕРЕВАГИ

*У статті розглянуто проблеми, пов'язані з побудовою ефективної рекламної кампанії. Запропоновано ресурси, які дозволять користувачеві: самостійно створювати рекламний бюджет у короткостроковій перспективі, порівнювати вхідні та вихідні дані, забезпечувати стандартизацію та спрощення процесу прийняття рішень у процесі планування, отримувати актуальну інформацію щодо цінкових пропозицій на регіональних ринках шляхом автоматичного синтаксичного аналізу даних з використанням різних джерел. Цей інструмент буде являти собою комплекс розроблених модулів і компонентів, об'єднаних в єдину систему через Інтернет.*

*Ключові слова:* конкурентоспроможність; інформаційні ресурси; рекламний бюджет.

*Рис. 1. Літ. 16.*

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## ИСПОЛЬЗОВАНИЕ ОНЛАЙН – ИНСТРУМЕНТА ДЛЯ ПОВЫШЕНИЯ ЭФФЕКТИВНОСТИ РЕКЛАМНОЙ КАМПАНИИ И ОБЕСПЕЧЕНИЯ КОНКУРЕНТНОГО ПРЕИМУЩЕСТВА

*В статье рассмотрены проблемы, связанные с формированием эффективной рекламной кампании. Предлагается ресурс, который позволит пользователю: самостоятельно сформировать рекламный бюджет в короткий срок, сравнить входные и выходные данные, обеспечить стандартизацию и упрощение принятия решений при планировании, получать актуальную информацию о ценовых предложениях на рынках регионов посредством автоматизированного синтаксического анализа данных, использующих различные источники. Данный инструмент будет представлять собой комплекс разработанных модулей и компонентов, объединенных в общую систему через Интернет.*

*Ключевые слова:* конкурентоспособность; информационные ресурсы; рекламный бюджет.

**Problem statement.** Competitiveness is an integral characteristic, showing the position of the country in general and individual enterprises in particular. The most important part of business is to ensure long-term competitive advantages. This

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requires not only the permanent improvement of efficiency of production processes, but also to improve the promotion of products and services using modern achievements in the field of information technology, so it is necessary to continue further research on the issues related to the search of new opportunities to increase competitiveness.

**Recent research and publications analysis.** Increase of competitiveness has been widely studied for many years. A number of authors give special attention to the development of competitive strategy of a firm and to competitive advantages. Many researchers consider the factors that ensure competitiveness. Widespread are the works of such authors as M. Porter (2001), R.A. Fatkhutdinov (2000), A.A. Thompson, A.J. Strickland (2000), E.A. Sysoeva (2010), O.S. Vihansky (2002), L.V. Baumgarten (2005), V.D. Shkardun (2003), I.V. Pungin (2008), A.M. Krotkov (2008), V.I. Kozhukhov (2008), E.D. Weisman (2011).

**The research objective** is to examine the practical aspects of increasing competitiveness and the development of innovative and accessible information resource that uses actual data of the Internet, received in real time, ensures the efficiency of advertising campaign and enhances the competitiveness of an enterprise.

**Key research findings.** The problem of competitiveness increase is given much attention. The authors are actively discussing the subject in all its aspects, starting from the concept, ending with how to increase competitiveness at all levels. Thereby, it is proposed to consider the hierarchy of competitiveness levels using different indices. With this variety of requirements presented by market participants (customers, competitors, investors, management structures of higher levels) changes in these indices estimate the competitiveness.

Among other factors, companies competitiveness depends on how it promotes itself and its products at a market.

The total number of advertisers in all media in 2012 was 68,688 (69,468 in 2011), which is 780 fewer companies than last year (TNS Media Intelligence, Review, 2012). Of a particular concern is the fact that the activity of advertisers representing small business is reducing.

In today's economy, small businesses play a vital role. The evidence of this is the share of small business in GDP of some countries reaching 60–70%.

In Russia, the figures are much lower, that is why this situation deserves closer attention with the view to develop small business.

Every year in the country a large number of small businesses emerge. A significant number of them leave the market because of the problems related to products promotion. One of the key activities of business is competent advertising campaign with optimal costs. This increases the competitiveness, helps to increase the market share, and respectively, sales volumes and profits.

Appealing to various advertising agencies, companies are bad at understanding pricing at the market of advertising services; pay extra money for mediation, increasing their costs. In addition, advertising campaign is not a once-only event, it requires regular monitoring of the situation, adjustment of the schedule of presentation of information, media and various marketing variables.

To find the best means of placing information takes a considerable amount of time, distracting specialists from core activities. All options of promotion must not

only look, but also analyze, group and organize in order to have the most effective costs and do not go beyond the scope of those resources that can be spent on advertising.

With self-planning as well there is a problem of the lack of actual, univocal information about the cost of certain services at advertising platforms.

Fragmentation of promotional tools doesn't allow creating several alternatives of promotion so there will be ability to analyze and choose between them. Collection and structuring of proposals for various advertising platforms is a complex and painstaking process.

In this case, the chance of efficiency and success obtained as a result of a campaign is extremely small. It should be noted that a significant proportion of business representatives can not independently generate optimum advertising campaign.

The research of this problem and consideration of the ways to solve it are important components in the development of entrepreneurship in this country. In order to simplify the development of an advertising campaign it is necessary to create a tool that will improve this process and provide effective promotion of a product. Reduction of costs and effective advertising campaign for self-planning will definitely improve the business competitiveness.

Analyzing the current state of research and development in this area, we can conclude that today there is no information resources that could simplify and improve at the same time and make the process of promotion of their products effective.

B.H. Sanzhapov, N.V. Buhantseva and A.N. Buhantsev (2010) presented some of the basic approaches to the systematic methodology that can be used as tools in the information space.

There is a limited number of services that have only partially required functionality. They, as a rule, represent the calculation of the cost without the possibility of changing the advertising platform, thereby, making the choice with no alternative.

Among the services offered can be found a little more advanced in terms of functionality, covering only 2 or 3 platforms of certain areas of media. However, these tools use not updated data, thus do they not provide the accuracy and the efficiency of a final plan.

In all cases, the formation occurs on a resource representing the interests of a certain number of agents, thus reducing competition at a market. There is no possibility of comparison and further optimum decision-making.

The existence of such primitive tools is associated with low awareness. Often users are not aware of the existence of such tools, which can partially simplify the procedure of development and decision-making.

At the market there are very few tools. They do not cover the necessary data parameters. Among them, for example, a calculation tool for contextual advertising on <http://blondinka.ru> resource. Form is a step by step selection of parameters, which makes it understandable. However, the resource is very limited because it is designed to calculate the costs only for contextual advertising. In this case, there is only one advertising platform.

There is also a project <http://confetti-tv.ru>, envisaging advertising on television. Other media are not considered. This selectivity makes the resource not attractive, because TV advertising is expensive, has a short life and suitable mostly for consumer

goods. For most small businesses the cost of such advertising are not justified and not effective. Not many of small business players can afford promoting at such platforms because of costs. Among other things, advertising costs increase due to the service of an advertising agency. In case when a customer plans advertisement for each area of media through various agencies, the final costs would be too high, and the planning process will require a lot of labor and time costs.

In general, the existing planning tools can be described as narrowly focused since they work on particular areas of media not providing coverage of major advertising resources. Their information base is static and is not updated online. Also in the functioning of existing tools there is no ability to compare alternative options of promotion. Thus, this technology of development of advertising campaign can be considered outdated.

Today, it can be noted that media not only shape their own package of proposals, but also promote it. It makes the space of advertising platforms complex for orientation and decision-making. A resource is required, which would unite the proposals, organize and simplify their selection and analysis.

### System work scheme

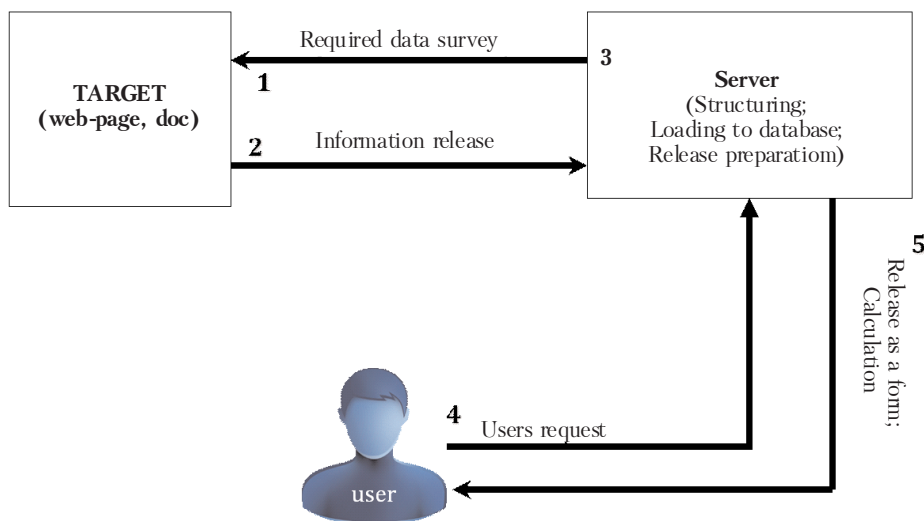


Figure. 1. System work scheme, developed by the authors

Thereby, the examination of the market allows drawing conclusions about the necessity to develop a brand new tool. To solve the problems described above it is offered to form a new information resource that allows doing calculations of advertising expenses in short time, taking into account the specifics of a market, product, media, as well as competitive advantages. Also, this tool will simplify the process of collecting and classifying proposals, will increase the clarity of the final advertising plan, will reduce the necessity to appeal external advertising agents, reducing costs, and will provide the actual data from primary sources.

The offered information resource will give an opportunity to users to create an advertising budget in the short term independently, to compare the input and the

resulting data, to provide standardization and simplify the decision-making in planning, get information about price proposals at regional markets through an automated parsing data using a variety of sources.

The system work is divided into several stages:

- at the first stage, the server examines the landing page, the document (target), bearing the required information;
- at the second and third stages the systems server downloads the data array, extracts the required data, loads it into the database and, if necessary, updates data in release form;
- at the fourth stage, the user through the work with the parameter selection form of advertising campaign generates and sends a request based on his own requirements for a future advertising plan;
- based on users' requirements and the data array of prices system performs the necessary calculations, and then displays the calculated data. If necessary, the user can study the data used in calculations.

This tool is a set of developed modules and components, joint into the overall system, with access through the network, the Internet.

While creating a program PHP, Html, JavaScript (the programming languages and hypertext markup) are used.

There are the following advantages of this scheme:

- the technology of automatic collection of data from unstructured sources on the Internet, their processing with the following release of a clear, relevant information;
- a form of interaction between a user and the base of advertising spaces, based on the intuitive interface and ease of data manipulation and data parameters manipulation is used;
- algorithm for calculating costs for required parameters of the user's request is used, their structured output
- a tool that works with the information obtained online is developed.

The program allows calculating the cost of an advertising campaign, based on actual data received by the system from the Internet.

The user can apply a fixed budgeting when predetermined amount possible tools are selected and general, if budget is unlimited. You may be granted some access modes for work: demonstration, limited, unlimited. Saving the results on paper, in electronic form and in the personal area is provided. The system makes it possible to create an array of needed resources, select methods, instruments of media, the area of coverage, timing, make the required calculations, spot the most efficient way of advertising.

As major users of information resource are considered small businesses. Since the country is trying to create more attractive conditions for small business, the number of such enterprises should grow steadily. For a new business it is particularly urgent to promote its product at a target market. This will ensure the efficiency and competitive position in a target segment.

**Conclusion.** The key advantage of the development is to systematize data array that includes available media offers. Considering the characteristics of the target segment, the prices of media and other marketing components, the company independ-

ently chooses only those that are needed to promote a product or a service. Defining terms, you can go directly to calculations, and the screen will show the amount of costs needed to carry out the activities planned. Thus, it is possible to consider the use of the product proposed as an alternative to forming the advertising budget and selecting means to move through advertising agencies. Companies' payment for the access to resources will ensure the access to systematized information on all sources of product promotion.

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