UDC 658.8:004.4.

Andriy U. Atamanchuk
Alla A. Slobodianiuk

INVESTIGATING TECHNOLOGIES FOR AUTOMATION IN MARKETING

Vinnytsia National Technical University

Анотація

Якісний та привабливий інтерактив, на відміну від статичного контенту, робить взаємодію з аудиторією тіснішою. Він підвищує конверсію та дозволяє зібрати цінні дані про користувачів. Адже вони не просто споживають ваш контент (переглядають, кликають, діляться ним), але й тісно з ним взаємодіють, виявляють бажання повідомити особисту інформацію, набуваючи позитивного користувальницького досвіду.

Ключові слова: маркетинг, інтерактив, аудиторія, менеджмент.

Abstract

High-quality and attractive interactive, unlike static content, makes the interaction with the audience closer. It increases conversion and allows you to collect valuable user data. After all, they not only consume your content (view, click, share it), but also closely interact with it, show a desire to provide personal information, acquiring a positive user experience.

Keywords: marketing, interactive, audience, management.

Introduction

All content that involves direct user interaction with the site is called interactive. It encourages him to be active, arouses interest and prompts him to take certain actions. To build this kind of engagement on the site, you should create all the conditions for visitors. Then they will willingly participate in the process. Qualitatively created interactive content will be useful for both the brand and the audience. Various configurators and calculators help to decide on the choice of product and, accordingly, to make a purchase decision faster. Surveys and tests will help to segment the audience according to interests and preferences. By placing a questionnaire on the site or a feedback form, you will be able to collect information about visitors to your resource.

Research Results

By contacting the site's visitors, you will help to choose the right product and offer the "warmed up" client to buy it. Pros and cons of interactive content are the following:

- Companies thus receive feedback from their consumers who interact with the content, and can better learn about their preferences.
- Help in retaining the audience – it will help to stand out against the background of other brands and form the status of a leading company around itself, which will increase the loyalty of the audience. It's one way to attract an audience that wasn't interested in other content, but it can work.
- Interactive content in any form can be promoted through any channels: in social networks, through e-mail or blog, with the help of mass media and third-party sites.
- Interactive content benefits your audience, not just you. This will increase the likelihood that consumers will come to you again next time.

Promotion of interactive content does not require a large budget. Usually, the interactive will promote itself, but you need to consider the costs of creation and other factors that affect its final cost.

There are many interactive formats – from quizzes with prizes to webinars and mortgage calculators. Each type of interactive is used for a specific purpose. Quests, for example, help to learn more about the product, and webinars help to get answers to important questions and feedback from the audience. Among popular types of interactive content one can mention the following: contests with prizes (giveaways, quizzes), surveys – help to better understand the interests of the audience and monitor how their needs change, games and quests,

interactive map, infographics – a popular way of visualizing content among digital marketers. In addition, this format does not require a large budget, webinars, interactive videos and slideshows.

Conclusions

Interactive can turn standard advertising into an entertaining and unique story. This is an attempt to break through the information noise, to talk about complex things in a simple and interesting way, to make the content more personalized and, therefore, more useful and catchy. Well-designed interactive content will make your audience more involved in the process, increase the number of clicks, give people more opportunities to learn and enjoy the publications.

REFERENCES

1. Aboutmarketing.info. Типи інтерактивного контенту та цікаві приклади. URL: https://aboutmarketing.info/internet-marketynh/typy-interaktyvnoho-kontentu-ta-tsikavi-pryklady/ (дата звернення: 16.05.2024)

2. WEZOM. Інтерактивний контент у маркетингу: способи залучення та утримання клієнтів URL: https://wezom.com.ua/ua/blog/interaktivnyj-kontent-v-marketinge (дата звернення: 16.05.2024)

3. ELITWEB. Інтерактивний контент для залучення клієнтів. URL: https://elit-web.ua/ua/blog/interaktivnyj-kontent (дата звернення 16.05.2024)

Атаманчук Андрій Юрійович – студент групи МР-22б, факультет менеджменту та інформаційної безпеки, Вінницький національний технічний університет, м. Вінниця, e-mail: atamana163@gmail.com

Науковий керівник: Слободянюк Алла Анатоліївна – старший викладач кафедри іноземних мов, Вінницький національний технічний університет, м.Вінниця, e-mail: a.allavin@gmail.com

Atamanchuk Andriy Y. – student of Faculty of Management and Information Security, Vinnytsia National Technical University, Vinnytsia, e-mail: atamana163@gmail.com

Scientific Supervisor: Slobodianiuk Alla A. – Senior Lecturer of the Foreign Languages Department, Vinnytsia National Technical University, Vinnytsia, e-mail: a.allavin@gmail.com