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INVESTMENTS AND INNOVATION IN INTERNET MARKETING AS A COMPONENT OF MARKETING COMMUNICATIONS IN THE SYSTEM OF STRATEGIC MANAGEMENT OF STARTUPS ON THE NATIONAL AND INTERNATIONAL MARKET OF GOODS AND SERVICES IN CONDITIONS OF UNCERTAINTY

The article examines the significance and effectiveness of investing in marketing communications for startups, particularly through the lens of innovative strategies. The primary objective of the study is to explore the impact of marketing investments and the application of cutting-edge technologies in achieving sustainable growth and enhancing the competitive edge of startups in the marketplace in conditions of uncertainty. To achieve this goal, various research methods were employed, including analysis, synthesis, generalization, induction, deduction, and tabular methods. These approaches involved a thorough review of literature, synthesis of contemporary marketing tools, and analysis of case studies from successful startups. The focus is placed on leveraging artificial intelligence, content marketing, social media strategies, and other innovative approaches. The gathered data provides a comprehensive understanding of how startups can effectively utilize these tools to meet their marketing objectives. The article delves into key elements of marketing communications, such as creating valuable content, targeted social media engagement, search engine optimization, email marketing, and influencer collaborations. It discusses how these strategies can help startups stand out among competitors and achieve market success. The findings confirm that strategic investments in marketing communications are crucial for startup success. Innovative marketing strategies, including the adoption of artificial intelligence, predictive analytics, and personalized approaches, significantly enhance the effectiveness of communication campaigns. These strategies contribute to a better understanding of customer needs and increased engagement levels. Integrating these strategies into the overall strategic management framework allows startups not only to adapt to rapidly changing market conditions but also to ensure sustained business growth and stability.

Keywords: marketing communication investments, innovative strategies, startups, artificial intelligence, content marketing, social media, marketing tools, personalized marketing, internet marketing.

Problem statement. In the rapidly evolving domain of startup ventures, the interplay between investments and innovations in marketing communications has become a critical factor in the strategic management paradigm. Startups, by their nature, are characterized by a high

degree of uncertainty and a dynamic operating environment, which necessitates a strategic approach to integrating innovative marketing practices on the national and international market of goods and services. However, there remains a significant gap in understanding how to

effectively incorporate such innovations within the strategic management framework of startups.

The challenge is compounded by the dual pressures of limited financial resources and the need for a rapid adaptation to technological advancements and shifting market dynamics. Startups often face difficulties in optimizing their investment in innovative marketing communications due to constraints in both budget and expertise, leading to suboptimal alignment with their strategic objectives. This misalignment can impede the ability of startups to achieve competitive differentiation and establish a sustainable market presence.

Moreover, the integration of innovative marketing communications into strategic management requires a sophisticated understanding of both the technological landscape and the strategic imperatives of the startup. There is an evident need for a structured approach to managing investments in marketing innovations that aligns with strategic goals and enhances overall business performance. Addressing this problem necessitates the development of comprehensive frameworks that bridge the gap between innovative marketing practices and strategic management, thereby enabling startups to navigate complexities and secure long-term success in a competitive environment.

Analysis of recent publications. Recent scholarly work has extensively addressed innovative aspects of marketing, with significant contributions from both domestic and international researchers. Domestic scholars such as A. Shevchenko, A. Krushynskiy, I. Reshetnikova, M. Vasylchenko, V. Maryenkoba, and V. Sydelyukova have examined various dimensions of marketing innovation, including the application and impact of advanced marketing techniques. International researchers like P. Doyle, S. Bridgewater, N. Kanagal, and H. Dzwigol have also explored the role of marketing innovation, focusing on its effects on market positioning and strategic outcomes.

Despite these substantial contributions, gaps remain in understanding how innovative marketing communications can be effectively integrated into the strategic management systems of startups. Existing research often overlooks the unique challenges faced by startups in aligning innovative marketing practices with their strategic goals. This underscores the need for further research to develop practical frameworks that address these specific challenges and enhance the strategic management of startups.

Purpose of the article. The purpose of the article is to examine how investments and innovations in marketing communications can

be strategically integrated into the management systems of startups in conditions of uncertainty. It aims to identify effective strategies and frameworks that enable startups to leverage cutting-edge marketing techniques while aligning with their strategic objectives. By addressing the unique challenges and opportunities faced by startups, the article seeks to provide actionable insights for optimizing marketing communications to drive sustainable growth and competitive advantage on the national and international market of goods and services.

Task statement. The research methods employed in this study include analysis, synthesis, tabular method, generalization, induction, and deduction. Additionally, the study utilizes case study analysis and comparative research to examine how innovative marketing communications can be effectively integrated into the strategic management systems of startups. The primary objective of the study is to explore the impact of marketing investments and the application of cutting-edge technologies in achieving sustainable growth and enhancing the competitive edge of startups in the marketplace.

Summary of the main research material. In the swiftly changing business environment, startups encounter mounting pressure to harness advanced marketing communications to build their market presence and ensure long-term growth. For startups to stand out and remain competitive, it is essential to strategically integrate investments in innovative marketing strategies. This integration helps them not only to differentiate themselves from competitors but also to effectively respond to evolving consumer preferences and technological progress.

Marketing is a powerful tool for enhancing the visibility of a business, and content marketing stands out as a cost-effective method for attracting potential clients, especially for new startups. Content marketing revolves around creating high-quality, engaging content that not only captures the attention of potential customers but also fosters a strong connection with the brand [1]. By strategically developing and distributing valuable content, startups can build brand awareness, establish credibility, and generate interest among their target audience. This approach not only helps in reaching prospective clients more effectively but also in nurturing long-term relationships with them, ultimately supporting the growth and success of the startup.

According to Steve Blank's definition, a startup is a temporary organization designed to search for a repeatable, profitable, and scalable business model. Given that a startup's product is often novel and unfamiliar to the market, it is

Table 1

Effective marketing communication strategies for startups

Strategy	Description	Benefits	Key Considerations
Content marketing	Creating and distributing valuable, relevant, and consistent content to attract and engage a target audience.	Builds brand awareness, educates potential customers, and establishes thought leadership.	Requires high-quality content creation and regular updates; can be resource-intensive.
Social media marketing	Utilizing social media platforms to reach and engage with potential customers through organic and paid strategies.	Increases brand visibility, fosters customer engagement, and provides targeted advertising opportunities.	Needs a clear strategy for platform selection and content; can be time-consuming to manage.
Search Engine Optimization (SEO)	Optimizing website and content to improve rankings on search engines and increase organic traffic.	Enhances online visibility, drives targeted traffic, and improves credibility.	Requires ongoing optimization and monitoring; competitive keywords can be challenging.
Email Marketing	Sending targeted and personalized emails to nurture leads, drive conversions, and retain customers.	Direct communication with potential and existing customers, measurable results.	Must comply with regulations (e.g., GDPR); requires careful segmentation and content relevance.
Influencer Marketing	Collaborating with influencers to promote products or services to their audience.	Expands reach, builds trust through endorsements, and drives engagement.	Selection of appropriate influencers and management of partnerships are crucial; can be costly.
Pay-Per-Click (PPC) Advertising	Running paid ads on search engines or social media platforms where you pay for each click.	Provides immediate visibility, targets specific audiences, and offers measurable ROI.	Requires budget management and optimization of ad campaigns for effectiveness.
Public Relations (PR)	Managing the spread of information between the startup and the public through media coverage and press releases.	Enhances credibility, builds brand reputation, and attracts media attention.	Requires strategic communication and relationship management with media outlets.
Networking and Partnerships	Building relationships with other businesses or professionals to leverage their networks and resources.	Expands reach, fosters collaborations, and provides new business opportunities.	Requires identifying and nurturing valuable relationships; potential for mutual benefit.
Market Research and Analytics	Analyzing market trends, customer behavior, and competitor strategies to inform marketing decisions.	Informs strategic decisions, identifies opportunities, and optimizes marketing efforts.	Requires data collection and analysis; insights must be actionable and relevant.
Customer Feedback and Engagement	Gathering and utilizing customer feedback to improve products and tailor marketing efforts.	Enhances customer satisfaction, provides valuable insights, and builds loyalty.	Requires effective methods for collecting feedback and integrating it into business practices.

Source: compiled by authors

crucial for the startup to ensure that its offering gains visibility and recognition [2]. This is where marketing plays a pivotal role. Effective marketing strategies, particularly those leveraging content marketing, are essential for building brand awareness, educating potential customers, and establishing a connection with the target audience. By creating and disseminating high-quality, engaging content, startups can not only attract attention but also communicate the value of their innovative products, thereby facilitating their path to profitability and growth.

Once a startup has developed a product or service, it becomes imperative to promote it effectively in the market. Innovation alone does not guarantee success, as competitors are also continuously enhancing their products and services. Therefore, having a robust strategy to distinguish oneself from competitors is essential. Effective promotion helps to establish a unique brand perception and attract the target audience. Typically, startups operate with small teams and face limited initial funding, often requiring team members to wear multiple hats. However,

marketing is a highly specialized field that cannot be relegated to a single expert, even if they possess strong pitching skills. The success of a startup's promotion is critical to its future viability. Therefore, even with limited funding, it is crucial to allocate resources towards professional marketing. Analysis of successful startups indicates that significant portions of their budgets were invested in promotion. This investment is justified as effectively presenting the idea is vital for gaining credibility and attracting attention [3].

Effective marketing strategies for startups involve a multifaceted approach to build brand visibility and drive growth (Table 1). Key strategies include content marketing to engage and educate the target audience, social media marketing to enhance visibility and foster engagement, and search engine optimization (SEO) to increase organic traffic. Email marketing helps in nurturing leads and retaining customers, while influencer marketing leverages endorsements to expand reach. Pay-per-click (PPC) advertising provides immediate visibility, and public relations efforts build credibility and attract media attention. Networking and partnerships offer collaborative opportunities, market research and analytics inform strategic decisions, and customer feedback ensures that marketing efforts are aligned with customer needs. Each strategy requires careful implementation and ongoing management to maximize its effectiveness and contribute to the startup's overall success.

In addition to traditional marketing strategies, startups can greatly benefit from adopting innovative marketing approaches to differentiate themselves in a competitive landscape. These strategies include leveraging emerging technologies such as artificial intelligence and machine learning for personalized customer experiences and predictive analytics, utilizing interactive content like augmented reality (AR) and virtual reality (VR) to create immersive brand experiences, and experimenting with blockchain for transparent and secure transactions. Startups can also explore new trends in marketing automation to streamline campaigns and enhance efficiency, as well as engage in experiential marketing to create memorable and shareable brand interactions on the national and international market of goods and services. By integrating these innovative tactics, startups can not only capture the attention of their target audience but also establish a cutting-edge presence in the market.

As technology evolves, so do marketing strategies, with startups increasingly adopting artificial intelligence (AI) to enhance their growth

and operational efficiency. AI marketing tools provide startups with advanced capabilities for data analysis and insights, enabling them to tailor their marketing efforts with greater precision. This allows for targeted and personalized campaigns that drive significant customer engagement and business expansion.

One of the key benefits of AI in marketing is its ability to facilitate highly personalized and targeted outreach. AI tools analyze customer data to derive insights, which helps startups customize their marketing strategies based on individual preferences and past interactions. This approach improves the effectiveness of content marketing by delivering more relevant messages to the intended audience, thereby boosting conversion rates. AI marketing tools also excel in predictive analytics, using machine learning algorithms and historical data to forecast market trends and consumer behavior. This predictive capability enables startups to make well-informed decisions about their marketing strategies, allowing them to design campaigns that are more likely to resonate with their target market and drive engagement, brand loyalty, and revenue growth [4].

Moreover, AI tools can streamline content creation, a crucial advantage for startups with constrained budgets. These tools assist in generating and distributing content that aligns with the brand's objectives and engages the target audience. AI-powered customer service tools, such as chatbots, also provide instant, personalized support, enhancing customer satisfaction and loyalty. While integrating AI marketing tools can be challenging for resource-limited startups, many vendors offer accessible, scalable solutions. By leveraging these tools effectively, startups can optimize their marketing strategies and achieve their growth targets more efficiently. Overall, AI marketing tools provide substantial benefits, including enhanced personalization, predictive insights, content generation, and improved customer service, helping startups to make data-driven decisions and achieve sustainable growth [4].

Collaboration, as an innovative marketing tool, offers startups a strategic advantage by leveraging collective expertise and resources to enhance their market presence. By forming strategic partnerships with other businesses, startups can access new customer segments, share resources, and co-create value in ways that would be challenging to achieve independently. These collaborations can include joint marketing campaigns, co-branded products, or shared platforms that amplify the reach and impact of marketing efforts. Such synergistic relationships not only expand market opportunities but

also foster innovation by combining diverse perspectives and skills. Moreover, collaboration can enhance credibility and trust for startups by associating them with established brands or industry leaders. This association can serve as a powerful endorsement, boosting the startup's reputation and accelerating its acceptance in the market. Additionally, through collaborative efforts, startups can gain valuable insights and feedback from their partners, which can inform and refine their marketing strategies [5]. Overall, strategic collaborations enable startups to harness the strengths of multiple entities, drive innovation, and achieve more significant market penetration and growth.

Marketing communications are pivotal in guiding any business towards achieving its strategic goals, and they are especially critical for startups navigating competitive landscapes. These communications are designed to build brand awareness, create a distinct brand identity, engage the target audience, and drive sales and conversions. For startups, effective marketing communications involve a multifaceted approach tailored to their unique needs and constraints.

Objectives of marketing communications [6]:

1. **Building brand awareness:** one of the primary goals is to make the target audience aware of the brand's existence and what it offers. For startups, this involves introducing the brand to potential customers and differentiating it from competitors.

2. **Creating brand identity:** marketing communications help in shaping and reinforcing the brand's identity, including its values, personality, and messaging. This is crucial for startups to establish a strong, memorable brand presence.

3. **Engaging target audience:** effective marketing communications aim to engage and interact with the target audience, fostering a connection that can lead to increased customer loyalty and advocacy.

4. **Driving sales and conversions:** ultimately, marketing communications are designed to persuade potential customers to take action, whether it's making a purchase, signing up for a service, or engaging with the brand in other ways.

Tasks of marketing communications [6]:

1. **Message development:** crafting clear, compelling messages that resonate with the target audience and align with the brand's identity. For startups, this involves articulating their unique value proposition and differentiators effectively.

2. **Channel selection:** choosing the right communication channels (such as social media,

email, or traditional media) to reach the target audience efficiently. Startups need to prioritize channels that offer the best ROI given their often limited resources.

3. **Content creation:** developing engaging content that communicates the brand's messages and provides value to the audience. For startups, this might include blog posts, videos, infographics, and other content that highlights their expertise and builds credibility.

4. **Campaign management:** planning, executing, and monitoring marketing campaigns to ensure they achieve the desired objectives. This includes managing budgets, timelines, and performance metrics.

For startups, managing marketing communications presents unique challenges due to resource constraints. With limited budgets and personnel, startups must strategically prioritize their marketing efforts, focusing on high-impact, cost-effective strategies. Establishing a brand presence from scratch requires focused efforts on building recognition and credibility. Tailored messaging and strategic positioning are essential to differentiate the startup from competitors and create a strong market presence.

Moreover, startups benefit from being agile and flexible in their marketing approach. This agility allows them to quickly adapt to market changes and customer feedback, refining their strategies as needed to stay relevant and effective. In summary, while the objectives and tasks of marketing communications are fundamental for driving business success, startups must navigate these elements with particular attention to their unique needs and constraints, leveraging innovative and strategic approaches to achieve their goals.

To accurately assess the success of marketing communication efforts, it is crucial to establish a robust system for collecting and evaluating performance results. Traditional sociological methods can be employed for this purpose, such as surveys utilizing various technologies to gather insights on brand perception. The validity of the results hinges on using a representative sample to ensure that the data reflects the broader audience's views. For a deeper understanding of brand perception, additional methods such as focus groups, detailed content analysis, and expert assessments can be utilized. These approaches provide more nuanced insights into how the brand is perceived and help enhance the dialogue with the target audience, thus enabling more effective communication strategies [6].

For startups, successful marketing communication is intricately linked to the principles of interpersonal interaction. This often-overlooked aspect emphasizes that

communication, whether internal or external, is fundamentally about human interaction. Representatives of a startup, while acting on behalf of the company, are individuals engaging in a reciprocal exchange of information. Effective marketing communication thus goes beyond merely sending messages; it requires an ongoing dialogue where feedback from the audience continually shapes and refines the interaction.

For startups, grasping this principle is essential. The success of their communication efforts depends not only on the message being conveyed but also on how it is perceived and understood by the target audience. Startups should focus on actively listening to their potential customers, gaining a thorough understanding of their needs, and analyzing the market context prior to launching their communications. This strategy involves continuously adapting their approach based on feedback and aligning their communication style with audience expectations. Moreover, contemporary marketing communication should move away from the aggressive sales techniques of the past. Instead, startups should invest in initial research to uncover customer needs and develop products or services that address these needs effectively. The success of marketing initiatives depends on ensuring that all promotional activities are in harmony with the overall marketing strategy and business objectives [7]. By aligning their communication efforts with deep customer insights and strategic goals, startups can better engage their target audience and drive significant results.

For a startup, effective marketing communication not only establishes a strong brand presence but also helps in differentiating from competitors. By allocating resources to well-planned communication strategies, startups can engage their target audience more effectively, drive customer acquisition, and foster brand loyalty. This investment enables startups to create a compelling narrative, leverage various marketing channels, and continuously adapt to market feedback, ultimately contributing to long-term success and sustainable growth. In a competitive landscape, where visibility and perception are key, robust marketing communications are essential for

achieving strategic goals and accelerating business development.

Conclusions. In the dynamic landscape of startups, investments in marketing communications are pivotal to establishing a robust market presence and achieving sustainable growth. The integration of innovative marketing strategies, such as leveraging artificial intelligence and utilizing advanced analytics, offers startups a competitive edge by enhancing their ability to understand and engage with their target audience. These technologies facilitate the personalization of marketing efforts, allowing startups to tailor their messages and offerings to meet specific customer needs more effectively. Consequently, this leads to improved customer acquisition, higher retention rates, and a stronger brand presence.

Furthermore, the strategic allocation of resources towards marketing communications is essential for startups to differentiate themselves in a crowded market. Effective communication strategies, including content marketing, social media engagement, and influencer partnerships, play a critical role in building brand awareness and driving customer engagement. These approaches not only enhance visibility but also contribute to the development of a positive brand image and the establishment of thought leadership within the industry.

Despite the numerous benefits, it is important for startups to approach their marketing investments with a strategic mindset. This involves conducting thorough market research, continuously monitoring the effectiveness of marketing campaigns, and remaining adaptable to emerging trends and consumer behaviors. By aligning marketing communications with overall strategic goals and utilizing data-driven insights, startups can optimize their marketing efforts and achieve their long-term objectives more efficiently.

In conclusion, investing in marketing communications is not merely a tactical decision but a strategic imperative for startups. It provides the necessary tools and insights to navigate the competitive landscape, engage with customers, and drive business growth. As startups continue to innovate and evolve, a well-integrated marketing communication strategy will be fundamental to their success and resilience in the market.

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ІНВЕСТИЦІЇ ТА ІННОВАЦІЇ В ІНТЕРНЕТ-МАРКЕТИНГ ЯК СКЛАДОВУ МАРКЕТИНГОВИХ КОМУНІКАЦІЙ У СИСТЕМІ СТРАТЕГІЧНОГО УПРАВЛІННЯ СТАРТАПАМИ НА НАЦІОНАЛЬНОМУ ТА МІЖНАРОДНОМУ РИНКУ ТОВАРІВ І ПОСЛУГ В УМОВАХ НЕВИЗНАЧЕНОСТІ

У статті розглянуто важливість та ефективність інвестування в маркетингові комунікації для стартапів, зокрема через призму інноваційних стратегій в умовах невизначеності. Основна мета дослідження полягає у вивченні впливу інвестицій у маркетинг і застосування передових технологій на досягнення стійкого зростання та підвищення конкурентоспроможності стартапів на ринку. Для досягнення цієї мети були застосовані різноманітні методи дослідження, зокрема аналіз, синтез, узагальнення, індукція, дедукція та табличний метод. Ці підходи включали ретельний огляд літератури, синтез сучасних маркетингових інструментів і аналіз успішних кейсів стартапів. Основна увага приділяється використанню штучного інтелекту, контент-маркетингу, стратегіям у соціальних медіа та іншим інноваційним підходам. Зібрані дані надають всебічне розуміння того, як стартапи можуть ефективно використовувати ці інструменти для досягнення своїх маркетингових цілей. У статті розглянуто ключові елементи маркетингових комунікацій, такі як створення цінного контенту, цільове залучення в соціальних мережах, оптимізація для пошукових систем, електронний маркетинг і співпраця з впливовими особами. Досліджено, як ці стратегії можуть допомогти стартапам виділитися серед конкурентів і досягти успіху на ринку. Зроблено висновки, що стратегічні інвестиції в маркетингові комунікації є критично важливими для успіху стартапу. Інноваційні маркетингові стратегії, зокрема впровадження штучного інтелекту, прогнозової аналітики та персоналізованих підходів, значно підвищують ефективність комунікаційних кампаній. Ці стратегії сприяють кращому розумінню потреб клієнтів і підвищенню рівня їх залученості. Інтеграція цих стратегій у загальну систему стратегічного управління дозволяє стартапам не лише адаптуватися до швидко змінюваних умов ринку, а й забезпечити стабільне зростання та стабільність бізнесу.

Ключові слова: інвестиції в маркетингові комунікації, інноваційні стратегії, стартапи, штучний інтелект, контент-маркетинг, соціальні мережі, маркетингові інструменти, персоналізований маркетинг, стратегічний менеджмент, інтернет-маркетинг.