

FEATURES OF THE APPLICATION OF DIGITAL STRATEGY AND CUSTOMER JOURNEY MAPPING TO PROMOTE ORGANIC PRODUCTS

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Introduction. Application of marketing strategies, that significantly impact the enterprises' competitiveness, is among the main conditions for the successful development of modern markets for organic products. The choice of tools for product promotion essentially depends on the company's priority direction and makes available resources effective at all levels in socio-economic activity. Insecure methods can cause wrong actions towards company's leadership on the market. Therefore, choosing marketing strategies correctly contributes to the financial stability and relevance of the products among consumers. The choice completely depends on the compliance of promotional practices with the operating conditions for market constituent elements.

The popularity of organic products is growing worldwide, and society is now increasingly focusing on how the production impacts on the environment and human body. Products that are manufactured without pollutants and pesticides contribute to the restoration and conservation of natural resources, gaining leadership on the market by creating the image of an environmentally friendly brand.

Digital strategy and customer travel are best suited for promoting organic products on the market. This marketing approach is aimed at creating and distributing valuable, relevant and consistent content to attract and retain a well-defined audience and, ultimately, attract lucrative actions of the customer. Long-term strategies which focus on building strong relationships with the target audience, providing them with high-quality content, increase company's profitability.

An overview of recent research and publication sources. Such researchers as T. Dudar [1], O. Moroz, V. Andrushenko [2], H. Shpak [3], H. Shtrichun [4] and others revealed issues on the market research, management and promotion of organic products. Marketing support for organic production distribution had been analyzed and features of the organic production development had been explored in their works. However, many problems remain unexamined. The issue on the combination of marketing strategies and IT technologies to promote organic products is still valid.

Problem statement. The purpose of the article is to study the application of digital strategy and customer journey to promote organic products.

The main material and results. The deepening in international processes on the markets converts them into the prevailing directions of the world economy development, where environmental production is playing its part. The organic products market is forming under the influence of internal and external factors. Internal factors for the dynamic growth of demand for organic products are caused by an increase in the living standard. External factors have led to the international market growth and the social interest.

Digital strategy for product promotion is considered as a combination of digital capabilities that give market edges to the company. The creation of competitive products is based on its assessment and the optimal strategy development.

Customer Journey Mapping is a marketing technology that simplifies communication with customers and makes communication strategy more effective and coherent.

To increase sales of organic products, companies need to apply such digital-tools as: performance, programmatic and advertising on social networks. To start the programmatic advertising, it is required to set up the system correctly and determine clearly the audience aimed at it. Often one programmatic advertising is not enough, and other tools need to be connected. Digital-strategy answers this particular question: what to do on the Internet to achieve the goal.

Digital strategy helps to put analytics and metrics tools in a natural sequence: CPC (Cost Per Click), CPA (Cost Per Action), CPO (Cost Per Order), CTR (Click Through Ratio), ROI (return of investment).

Digital-strategy is a clear plan, which tools and messages optimally promote the company on the Internet. More than 4% of the world GDP is generated by online sales; in the UK this figure is to up 8% [5, p. 143].

Digital marketing is a general term used to outline targeted and interactive marketing for goods and services that uses digital technology to attract potential customers and retain them as consumers. The main tasks of digital marketing are to promote the brand and increase sales through various techniques [6].

IAB Europe's 2017 Ad ExBenchmark report shows that the European digital advertising market grew by 13.2% last year due to social, mobile and video investments. Continuing growth means that the market has doubled in 5 years from 24.8 billion € in 2012 to 48 billion € in 2017.

As of March 2018, 57% of population on the average, using digital gadgets through multi-platforms, is accessing online content through their mobile devices (phones and tablets), 18% and 25% use computers, according to comScore. This data is illustrated on Fig. 1

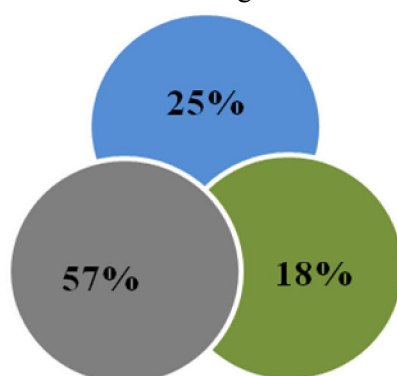


Fig.1. Segmentation of digital segments

Source: compiled by the author on the basis of data [7]

The importance of cross-platform audience is increasing by the fact that the average consumer has between three and four devices and regularly switches between them, browses posts and adds information.

As a result, 91% of agencies and 83% of advertisers claim that assessment in media has crucial significance. The priority for investments attraction of advertising brands in digital channel is that digital marketing can work in combination with other media to make advertising companies attracting more investment in digital advertising.

To assess work in different media, standardized indicators are required in order to make meaningful comparisons. Compared to 2017, in 2018 year, a larger proportion of respondents identified the substitution of online audience definitions and demographic segments (such as age, income, etc.) and those ones used in other media; an audience is a key aspect in attracting brand advertising to online channels: 79% of advertisers, 84% of agencies and 77% of publishers have done it in 2018, while in 2017 they accounted for 74%, 80% and 78%, respectively.

The marketing strategy to promote organic products should not be limited to the tools; it must solve the problem in the most effective way. In order to identify the main tools, it is required to have background knowledge on how the consumer behaves, how and when the influence must take place and the result of his every contact with the brand.

Only a mix of all digital tools can provide the maximum effect from advertising campaigns for organic products. Traditionally, digital tools are divided into four groups, which are illustrated in Fig. 2.

Performance: SEO Contextual advertising CPA-networks/lead generation Targeted advertising Programmatic Retargeting	CRM: E-mail distribution SMS distribution Work on instant messengers SMM
Branding: Video POSmaterials Native advertising	DigitalPR: Advertisement by thought leaders Content generation

Fig. 2. Digital tools

Source: developed by the authors

The company clearly defines its goals and indicators by knowing the audience and understanding the positions of competitors. Then communication channels and effective tools for transmitting information to the audience are choosing. The outcome of the strategy development is a step-by-step action plan for the planning horizon.

Goals should be setting on the generally accepted methodology - SMART.

SMART / SMARTER is amnemonic abbreviation used by management and project management to determine goals and set objectives. Paul J. Meyer was the first who mentioned this term in his work in 1965 [8].

Specific. For example, to increase net profits of the company by 12%, reaching 5,000 \$ a month.

Measurable. For example, the company's net income is 5,000 \$ a month, or an increase in company profits by 12% in comparison with the past year.

Achievable. The way the goal will be achieved and the possibility to realize it. For example, to increase net profit of the company to 5,000 \$ a month by adding to the number of customers and increasing in the cost for services provided.

Relevant. Performing tasks will help to achieve goals. For example, an increase in the value of the services provided may, on the contrary, reduce the company's revenues.

Time-bound is a temporal term. By when should we achieve our goals? For example, to increase the company's profit to \$ 5,000 per month for half a year.

Web analytics system serves as a basis for companies in the digital environment. It is difficult to overestimate its role. First, strategic goals are monitored through web-analytics system, and not only by the result, but also during implementing the specific marketing company. In the case of significant deviations, remedial action will be taken on time. Secondly, the great potential for collecting and analyzing data on consumers and their behavior allows to fine-tune marketing settings and achieve better results.

Thus, the most successful digital-strategy is based on Customer journey mapping and lines dozens of tools up into a single logical chain.

Customer Journey Mapping is a marketing technology that simplifies communication with customers and makes communication strategy more effective and coherent [9].

Customer journey mapping is an illustration, mapping of interaction cycle of the brand with the consumer. Within this map, we can explore and digitize the journey of a potential client: what questions does he ask himself, the channels he is looking for information and how marketing specialists can influence his decisions, emotions, impressions and satisfaction from "communicating" with the brand. Customer journey mapping is illustrated in fig. 3.

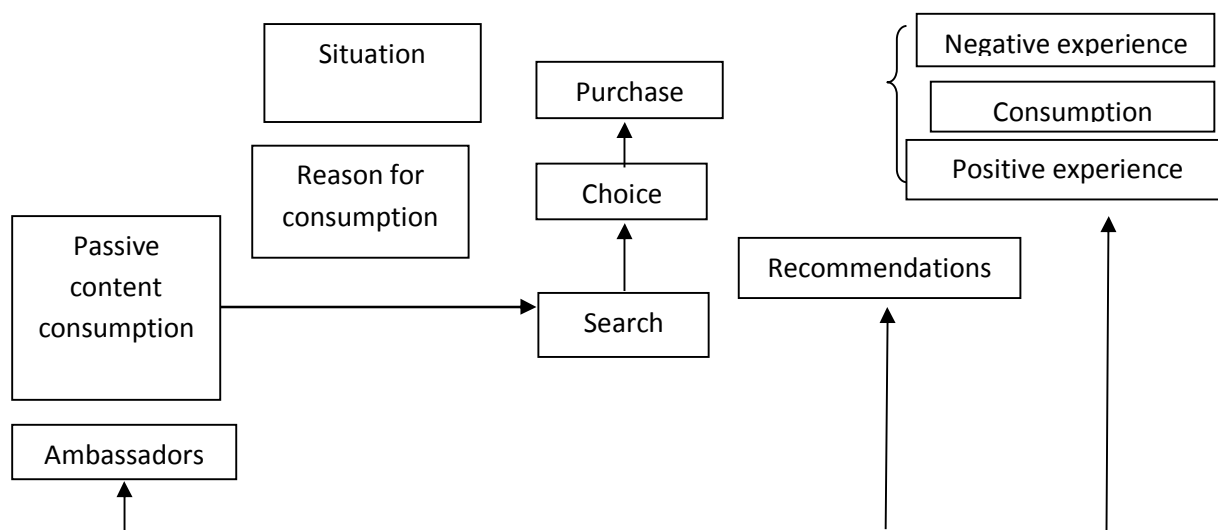


Fig. 3. Stages for customer journey mapping

Source : compiled by the author on the basis of data [9]

Each step of Customer journey mapping is a separate element to research. The AIDA (Awareness, Interest, Desire, Action), a well-known marketing formula, successfully describes the process of moving a client to purchase, so it can be applied to CJM. This formula can even be supplemented, since after the action comes, perhaps the most difficult stage –to maintain loyalty (Loyalty). Awareness is the beginning. The client understands what he needs, but does not know where to get it. For example, he enters "organic products" into the search engine and gets to your site. It is important here to understand the way customer finds out about your company and to identify entry points.

Interest. For example, you make consumer on the site interested with the help of the correct descriptions of product that answer most of the questions. It is necessary to develop a set of measures for each group of buyers. For example, chat will be a useful for most customers, where the producer and nutritionists will respond to customer questions.

Desire. The customer has already determined what he needs. It is crucial for the company at this stage to draw attention to itself in a convenient way: a call, a letter, an advertising mailing. Native advertising can be used in mail distribution as an element of digital strategy.

Native ads or "natural advertising" is an advertising that harmoniously fits into the medium of non-advertisement content. In 2016, native advertising was the most popular one in the world, and this tendency will last at least until 2021. Such a forecast was made by Director General of the Native Advertising Institute, Jasper Laursen. [10]

According to analysts, display native advertising will be the main part of advertising revenue, including ads between paragraphs of texts on the editions' sites. Revenue from this format will grow by 17% by 2021 and reach 36 billion \$. Native video advertising will become the main trigger for growth, especially in social networks.

Currently, there are eight types of placement in the social network:

1. Facebook news feed on computers and mobile devices. The following can be applied for organic products: publishing stories of mothers and pregnant women who consume exclusively organic products and, therefore, use them in the diet for their children. It is accompanied by recipes and photos. At the same time,

reader finds out that modern mothers prefer organic products of a certain company, since it is exclusively located on an environmentally friendly area and does not use any harmful substances.

Facebook allowed feedback on advertisers. Negative feedback can lead to a denial to place brand advertising, therefore, content for publishing should be chosen carefully.

Facebook shows advertisements launched by the companies to users. Now, going on Facebook, users will be able to see what advertising is being launched by the organization. Thus, the social network wants to increase the transparency of advertising.

Facebook collects such users' data: contacts, SMS history, camera usage, names and types of files on a disk, installed applications, purchases on other sites, mouse movements, battery status of mobile devices, visited pages on social networks.

Facebook announced new features for video editions. The new functionality allows companies to broadcast games with multiple choice questions. This is a great opportunity to interact with consumers for companies that produce organic products. An interactive game where consumers answer the questions and get discounts.

Due to the fact that Facebook added a paid subscription function in groups. Direct line with the administrator, access to closed content and a special nametag make the company page more unique. Premium customers will have access to limited content.

2. Instant articles are an option for AMP-pages that accelerate the download of content on mobile phones. They are aimed at publishers, blogs, the media and other companies whose products are publications and text content.

3. Inserts into video are video clips. Places where organic products are grown, from planting to consumption, can be demonstrated on videos.

4. Advertising on the right column. Displayed on desktops only.

5. Instagram. Setting advertisements to appear on the news feed or in the stories. Optimal placement of links to advertising:

- link to the homepage. To lead the consumer to the home page directly is the easiest, but not the most effective method. If you tell about a particular product, the user will not find it in the assortment of the site; if the attention is not focused on the product / collection, then finding a news hook for the post is difficult, but simply saying "Look, what a cool shop" will not bring many conversions. Telling "just about the shop" can be justified only if it has just entered the market and brand has not been represented in the country yet (or has been in a limited retail network); if it is a brand of one product (supplement with the calculation of pollution level in the products). In other cases - the larger range the shop has, the fewer conversion from switching to page is.

- link to the product. Even if the consumer switched to the link for just one item, and added much more to the cart (even excluding the first product), he will receive remuneration for all purchases, since the system sees: there was a transition from your account, and it does not matter what product had been bought; the very fact of attracting a customer must be paid. Make a review on a particular product is easy, but is it good enough to make money on it? Particular product or service must be offered to a client in such cases: it is presented as an exclusive one (for example, a new organic product presented abroad only and in the just one local retailer you are advertising); the goods are truly trendy (smoothie made exclusively from organic products that are promoted by the stars, is available in the organic segment); the product is unique by its nature (organic granola is made from cereals grown in an environmentally friendly area). It is also worthwhile to choose either products with a rather high average check, or inexpensive but popular one, which will increase turnover.

- link to a discount, promotional action or special offer. Advertisers can post special links, by transition of which the user will receive a discount or a nice bonus (free delivery, gift, etc.). Sometimes promo code is used instead of link; it must be entered in a special field when making an order.

6. Audience Network. It allows advertisers to place campaigns outside the Facebook and reach the audience of mobile apps, mobile websites, instant articles and video sites.

7. Advertising in Messenger. Advertisement will be displayed on the main page of the Messenger mobile app.

8. Promotional messages. This type of placement allows to engage people who are already texting with the company on Messenger.

Action. The consumer decides to buy. This is the most enjoyable stage, but it is momentous to make the process simple and convenient.

Loyalty is a set of events that will help buyer to enjoy your products and services. Here content can vary: educational videos, webinars, mailings. For example, you have an eco-hotel and its website. The site has a convenient room reservation, geo-location and contacts. But in addition, create a blog with a tour around the hotel's neighborhoods, tips on making an organic menu on holiday and other useful pieces of advice. A site which many users regularly visit before every trip to the hotel with an aim to be well informed on new trends in the world of organic.

The cost of the total digital advertising in Europe in 2017 amounted to 48.0 billion Euro 13.2% from 42.5 billion Euros in 2016. In the twelve years from 2006 to 2017, the market had increased by 41.3 billion Euros, and over the past 5 years it has doubled.

Digital marketing uses digital tactics and channels to connect with consumers on the Internet, where they spend most of their time. From the web site to online assets, branding in a business (digital advertising, e-marketing, online brochures), there is a range of tactics that falls into the concept of "digital marketing". Each digital marketing company supports the overall goals of the firm. Depending on the purpose of the marketing strategy, market specialists can apply different elements of the digital strategy.

The digital strategy consists of:

1. Brief;
2. Analytics;
3. Communications' development;
4. Tactics for each instrument;
5. Define KPI.

Marketing or business goals of the firm are determined at the briefing stage. The goal is divided into communicative and media ones during strategy development. For example, "Passive content consumption" stage, customer - organic food company. The marketing goal is to create knowledge and the need for a product. The communication goal is to show a solution to health problems through this product. The media target is to cover narrow segments of the TA.

Next, analytics in three directions is carrying out:

1. Study the audience (Who is the target audience? How TA chooses a product? What is the attitude to the brand?);
2. Market research (At what stage the market is? What do the competitors do? How much is the contact with the TA?);
3. Studying points of contact with the brand (How does the user see the brand? How effective is the brand advertisement?).

At the analytic stage, we divided the TA of organic products' companies into four segments that are interested in organic products:

1. To support and improve health;
2. As a result of fashion trends to popularize their own image;
3. To save the environment from pollution;
4. Vegetarians
5. Schools and institutions of preschool education.

It is important to explore all the places where brand is represented. Site, social networks, digests. To determine where to the customer should be led; what we will talk about. We chose landing page on the Internet: a site or a group in the social network. To develop a new creative concept or adapting the

advertising campaign to the current one. To determine the stages for interaction with the consumer, and the stages outside our work.

We choose certain tools. For example, the consumer opens the search engines. We can work with him through SEO and contextual advertising. We divide the target audience into segments, define a key message for the desired audience, and develop interaction mechanism with a user.

Then, KPI must be must installed for each stage and target tree has to be built. For example, change in consumer behavior can be divided in the steps of Customer journey. We formulate in advance desired consumer behavior (of a certain TA) as a result of an advertising campaign.

Two types of KPIs:

- tactical, that demonstrate correctness of tactical media planning (metrics - reach, CPT, CPC, CPV, CPA) ;

- strategic that show reaching goals (metrics: Brand Lift, ROI, CAC, LTV).

As a result of the strategy development we have flowchart (shows the distribution of budgets between tools and periods) and an activation card (shows where we lead the consumer to and correspondent tools).

Afterwards, the strategy implementation starts: media planning, setting up a data collection system (there is a need to think in advance what and how we will measure) and launching an advertising campaign. We evaluate tactical KPI and give recommendations for further tactical planning every month. After the end of the advertising campaign, the strategic KPI announced at the start of the project, are analyzed. Later, we formulate goals on the next period and develop a new communication.

Conclusions. Consequently, a marketing strategy based on portraits of the target audience and analysis of competitors, taking into account the goals of the enterprise, allows to achieve desired result in the most effective way.

Digital strategy is now the most effective and promising way to improve the company's competitiveness. A competently built digital strategy saves time and leads you to the goal set. At the same time, the goal can be both short-term and long-term.

It is important to take into account the periodic change of trends in digital strategies and the emergence of new technologies which may be necessary to work with.

Continue to update your site periodically and launch advertisements on different multimedia platforms. Create a company website; develop a content plan that will include organic product reviews, video publications recipes and production, answers to the most popular questions, information about the company, its technologies and employees.

Constantly updated content gives users more reasons to visit the site and stay in constant contact with the brand.

CJM organizes relationships with clients and helps to deliver the right content at the right time to them. The optimal result from CJM can be seen not earlier than six months after the card has been completed and work with it has begun. At the same time, after the initial assessment and reproduction of CJM, there is a need for constant correction: the needs of clients are changed, their needs are specified, the channels influence is measured, experiments with different types of content are conducted. Finally, the company continually improves products and services. After identifying the key steps, points of interaction, emotions and customer issues, coaching session can be conducted on an example of this one and opportunities for optimizing processes or their improvements can be identified.

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Б. Я. Кузняк, доктор економічних наук, професор. **І.В. Новицька**, викладач. **Е.О. Хаустова**, магістр. Полтавський національний технічний університет імені Юрія Кондратюка. **Особливості застосування digital - стратегії та customer journey mapping для просування органічної продукції.** Розглянуто та узагальнено маркетингові інструменти для просування органічної продукції на ринку. Digital - стратегія просування продукції розглядається як поєднання цифрових можливостей, які надають компанії переваги на ринку. Створення конкурентоздатної продукції виходить з її оцінки та розробки оптимальної стратегії. Проведено оцінку роботи цифрової реклами в різних засобах масової інформації. Надано визначення маркетингової технології, яка спрощує спілкування з клієнтами і робить комунікативну стратегію більш ефективною і цілісною, та карти циклу взаємодії бренду зі споживачем. Обґрунтовано переваги застосування digital - стратегії та customer journey, які сприяють збільшенню можливостей фірми у боротьбі за споживачів. Залежно від мети маркетингової стратегії встановлено різні елементи digital-стратегії, які найчастіше можуть застосовувати маркетологи. Визначено засоби, що охоплюють аудиторію мобільних додатків, веб-сайтів для мобільних пристроїв, моментальних статей і відео - сайтів. Проведено аналіз комплексу заходів, який допоможе покупцеві користуватися продуктами та послугами виробників органічної продукції із задоволенням. Установлено оптимальне розміщення посилань на рекламу в соціальних

мережах за стратегією digital маркетингу. Проаналізовано цифрові тактики та канали для зв'язку зі споживачами за стратегією digital - маркетингу. Проведено аналітику в трьох напрямках: вивчення аудиторії; вивчення ринку; вивчення точок контакту з брендом. Визначено основні елементи даних стратегій, які вдосконалюють просування органічних продуктів на ринки. Запропоновано реалізацію стратегії: медіапланування, налаштування системи збору даних, запуск рекламної кампанії для виробників органічної продукції.

Ключові слова: маркетинг, маркетингова стратегія, органічна продукція, digital - стратегія, customer journey mapping.

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В. Kuzniak, Ph. D. in Economics, Professor at the Department of International Economics and Marketing. **І. Novytska**, Post-graduate student. **Е. Khaustova**, Master. Poltava National Technical Yuri Kondratyuk University. **Features of the Application of Digital Strategy and Customer Journey Mapping to Promote Organic Products.** The article considers and generalizes marketing tools for promotion of organic products on the market. The advantages of using digital strategy and customer journey, which help to increase the company's capabilities in the struggle for consumers, are substantiated. The main elements of these strategies are defined, which improve the promotion of organic products markets.

Keywords: marketing, marketing strategy, organic products, digital strategy, customer journey mapping.

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Б. Я. Кузник, доктор экономических наук, профессор. **И.В. Новицкая**, преподаватель. **Е.О. Хаустова**, магистр. Полтавский национальный технический университет имени Юрия Кондратюка. **Особенности применения digital - стратегии и customer journey mapping для продвижения органической продукции.** Рассмотрены и обобщены маркетинговые инструменты для продвижения органической продукции на рынке. Обоснованы преимущества применения digital-стратегии и customer journey, которые способствуют увеличению возможностей фирмы в борьбе за потребителей. Определены основные элементы данных стратегий, которые совершенствуют продвижения органических продуктов на рынки.

Ключевые слова: маркетинг, маркетинговая стратегия, органическая продукция, digital - стратегия, customer journey mapping.