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INFLUENCE MARKETING IN THE PROMOTION OF ENTERPRISES IN THE TOURISM INDUSTRY

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ІНФЛЮЕНС-МАРКЕТИНГ У ПРОСУВАННІ ПІДПРИЄМСТВ ТУРИСТИЧНОЇ ГАЛУЗІ

The article discusses influence marketing and its peculiarity and importance in the promotion of enterprises in the tourism industry and their products and services. It was determined that Influence marketing is a new marketing technology in Ukraine. It was noted that in a broad sense, influence marketing means the promotion of products or services by attracting the opinions of influencers: stars, bloggers, famous people and experts in one or another field, who actively run social networks and who have their own active audience through which it is possible to promote a product or service. We considered the structure of the search and selection of influencers, namely: first, the goals of integrations, the scale of advertising campaigns and the budget should be determined; secondly - where exactly to look for influencers - platforms and media resources: Facebook, YouTube, TikTok, Instagram, Snapchat, Telegram, thirdly, how to choose an influencer - you need to pay attention to the reach and engagement of the audience, the profitability of the content, and you also need to analyze profile statistics and posts, data on interaction with content. Fourth, choose the formats of cooperation, that is, how information about the product or services will be conveyed to the audience. Fifth, tracking results. We determined the features of Influence marketing: capacity, addressability, live traffic, feedback. Also, the main advantages of influence marketing of tourist enterprises: increasing recognition (for example, when an advertiser enters a new market, launches a new product, or in general at the beginning of the creation of a company), attracting a new audience for less money (cooperation with influencers is often cheaper than buying ordinary advertising in search engines or social networks), creation of new quality content (Influencers know what language to speak to their audience, they are professionals in creating effective content), targeting (it is important that the audience of Influencers intersects with the target audience of the advertiser so that the advertiser receives targeted traffic) , duration of work (Unlike advertising in social media feeds is temporary and paid every day, advertising in blogger posts remains there forever).

У статті розглянуто інфлюенс-маркетинг та його особливість та важливість у просуванні підприємств туристичної галузі та їх продукти і послуги. Було визначено, що Influence-маркетинг являється новою маркетинговою технологією в Україні. Зазначили, що у широкому розумінні під influence-маркетингом розуміються просування продуктів чи послуг через залучення думок інфлюенсерів, тобто: зірок, блогерів, відомих людей та експертів у тій чи іншій сфері, які активно ведуть соціальні мережі і які мають власну активну аудиторію, через яку можливо просувати товар або послугу. Розглянули структуру пошуку та вибору інфлюенсерів, а саме: по-перше слід визначити цілі інтеграцій, масштаб рекламних кампаній та бюджет; по-друге – де саме шукати інфлюенсерів – платформи та

медіаресурси: Facebook, YouTube, TikTok, Instagram, Snapchat, Telegram, потрібне як вибрати інфлюенсера – потрібно звертати увагу на охоплення та залученість аудиторії, рентабельність контенту, а також треба проаналізувати статистику профілю та постів, дані про взаємодію з контентом. Тому було розглянуто ТОП тревел-блогерів України, послугами яких можуть скористатися туристичні підприємства, для розширення кола своїх споживачів. По-четверте, обрати формати співпраці, тобто яким чином буде доноситись інформація про продукт або послуги аудиторії. По-п'яте, відстеження результатів. Визначили особливості Influence-маркетингу: місткість, адресність, живий трафік, зворотний зв'язок. Також основні переваги Influence-маркетингу туристичних підприємств: підвищення впізнаванності (наприклад, коли рекламодавець виходить на новий ринок, запускає новий продукт або взагалі на початку створення підприємства), залучення нової аудиторії за менші гроші (співпраця з інфлюенсерами часто дешевша, ніж придбання звичайної реклами у пошукових системах чи соціальних мережах), створення нового якісного контенту (Інфлюенсери знають, якою мовою говорити зі своєю аудиторією, вони є професіоналами у створенні ефективного контенту), адресність (важливо, щоб аудиторія Інфлюенсерів перетиналася з цільовою аудиторією рекламодавця, щоб рекламодавець отримує цільовий трафік), тривалість роботи (На відміну від реклами у стрічках соціальних мереж тимчасова та кожен день платна, – реклама в постах блогера залишається там назавжди).

Keywords: *influence marketing, tourism companies, media resources, travel bloggers, content, social platforms, audience, products, services.*

Ключові слова: *інфлюенс-маркетинг, підприємства туристичної галузі, медіа ресурси, тревел-блогери, контент, соціальні платформи, аудиторія, продукти, послуги.*

Formulation of the problem. Digitalization is gaining momentum, every year there are more and more new methods and promotion tools that need to be analyzed. That is why the rapid development of advertising with the help of opinion leaders (influencers) on the Internet requires a detailed study, which will enable brand managers to save money and have brand ambassadors (trademark representatives) who will directly associate consumers with the brand and form loyalty to it subconsciously levels Therefore, the question of a comprehensive

analysis of the Influence-marketing market and its application in the tourism industry is relevant.

Analysis of recent research and publications. The problem of influence marketing as a business tool is devoted to the work of domestic scientists, in particular: Tkachenko T. [3], Gvozdetska I., Godovanyuk N. [8], Bovshovska S. [9]. Some aspects of marketing in the promotion of enterprises in the tourism industry were studied by scientists: Malska M. [10], Glover P. [16], Gretzel U. [17].

Formulation of the goals of the article. Despite the significant interest of domestic scientists in this problem, there is a need for thorough research and advocacy of influence marketing in the promotion of tourist enterprises and their products.

Presentation of the main material of the study with a full justification of the obtained scientific results. Even five years ago, few companies and players in the advertising market took cooperation between brands and bloggers seriously. Today, however, influencers have entered the permanent communication mix of most leading advertisers, and bloggers are successfully competing for budgets.

Influence marketing is a relatively new marketing technology. In a broad sense, influence marketing is understood as the promotion of products or services through the involvement of opinion leaders and so-called "influencers" - celebrities, bloggers, famous people and experts in one or another field, who actively manage social networks and who have their own active audience [1].

So, opinion leaders are, as a rule, public figures whose opinions are listened to by the public. The opinion of such people affects the course of the discussed topics, their opinion is listened to, they are trusted, and their choice is appreciated.

Therefore, influence marketing is also called influence marketing.

Today, influence marketing is a full-fledged and independent tool for promoting a tourist product. Previously, it was mostly used in narrow segments: beauty bloggers advertised cosmetics, food bloggers - restaurants, etc. Today, however, marketers have already realized that influence marketing is applicable to

almost any niche segment of the market for goods and services - you just need to find the right approach to opinion leaders and build a long-term strategy for working with them.

So, let's talk in more detail about Influencers, who can be not only stars and famous people, they can be ordinary people who create interesting content for their circle of communication: popular users of social networks, experts in various fields, journalists, analysts, company owners, etc.

According to the level of influence on the target audience, influencers are divided into the following categories, Table 1:

Table 1. Categories of influencers

Type	Number of followers	Advertising features	Cost (Influencer Marketing Hub data)
nano	less than 1000;	low coverage; high involvement; advertising has the form of a friendly recommendation.	Instagram – \$10-100; YouTube – \$20-200.
micro	2-10 thousand	the most active, loyal audience; engagement – 6-8%; blogger interaction with subscribers (answers to comments, etc.); representatives often work on a barter basis	Instagram – \$100-500; YouTube – \$200-1000.
macro	from 100,000	low engagement (on average 1.1%); wide coverage; quality content; less active contact with the audience; • the most common type of cooperation among brands.	Instagram - \$500-10 thousand (in other sources - from \$5 thousand to 1 million); YouTube – \$10,000-20,000.
mega	from 1 million	huge coverage; • low involvement; • used to generate viral content and increase visibility.	Instagram – from \$10,000; YouTube – \$20,000.

When choosing influencers for cooperation, first of all, you need to focus on a niche, in our case, on people who like to travel. The profile of the influencer should correspond to the direction of the business, to attract the target audience.

In the future, we will focus on where to find and how to choose an opinion leader.

1. How to start influencer marketing

First of all, you should decide on:

integration goals - reputational ones are more quickly achieved through celebrities. You can turn to macro-influencers for a large reach, a quick increase in sales, and instant recognition. Microbloggers are also suitable for strengthening positioning. They gather a small audience that pays maximum attention to the content, discusses and shares the posts;

the scale of advertising campaigns - whether you are aiming for a one-time cooperation or several consecutive integrations;

budget - what category of bloggers you plan to work with. The larger the blogger's audience, the more expensive the integration.

2. Where to find influencers

People interested in the company's products can be present on any platform and media resource: Facebook, YouTube, TikTok, Instagram, Snapchat, Telegram. It is not necessarily one social network: it is quite likely that there will be several of them. The choice of site largely depends on the field of business. For example, a narrowly focused Twitch is suitable for an audience of gamers.

According to a study by the Influencer Marketing Hub, 68% of brands consider Instagram to be the most important part of their influencer marketing strategy. The second place is occupied by TikTok: 45% of respondents use this social network to work with influencers.

3. How to choose an influencer

When choosing an opinion leader, they pay attention to the reach and engagement of the audience, the profitability of the content. The quality of followers increases as their number decreases in the profile of the blogger.

In order to make sure that the followers of the chosen blogger are engaged, it is necessary to analyze the statistics of the profile and posts, data on interaction with the content. The activity of the audience in likes, comments, reposts, saves will show its involvement. If a blogger has 100,000 followers, and the reach is 5,000, then advertising will be ineffective.

Therefore, it is appropriate to choose travel bloggers who have gained momentum, especially during the COVID-19 pandemic, when for many, watching videos is one of the opportunities to travel virtually.

Therefore, consider the TOP travel bloggers of Ukraine, table 2.

Table 2. TOP travel bloggers of Ukraine

Blogger	Activities
Anton Ptushkin (@ptuxerman) 2.4 million followers	This travel blogger gained popularity as a participant in the project "Eagle and Tail. Reboot". Anton was a presenter for two seasons, after which he launched his personal channel on YouTube. Thanks to his YouTube channel, which has more than 5.3 million subscribers, his Instagram page has more than 2 million. Anton shoots and edits the video himself. In his videos, you can find information not only about the most beautiful places of this or that country, but also get useful information about the peculiarities of life, laws and even the level of wages.
Bogdan (bogdan_susol) 26.7 thousand followers	Bohdan is a travel photographer from Kyiv. Just look at these pictures - Ukraine is incredibly beautiful! Bodi also has photos from foreign trips, but the Ukrainian landscapes are particularly beautiful. You will see locations from unusual angles that are inaccessible to the human eye. There are ancient abandoned castles, rural landscapes, mountains, forests, and lakes.
Oleksandr Ladanivskyi (ladanivskyy) 219 thousand followers	Each photo has an informative post, which is sure to appeal to its audience. Oleksandr actively travels both abroad and in Ukraine, creating exceptional publications with informative information about the place. The travel blogger also offers photo sessions for couples outside the country.
Veronika Pototska (sinicilia) 241 thousand followers	Publishes photos of landscapes of various countries of the world where she has visited. In addition to exquisite publications, the girl gives useful tips for each location, shares her own feelings about cuisine, hotels and excursions. Tells about different and contrasting trips - from glamorous camping with tents and beds in the east of Morocco, to exciting trips in Asia, the Caribbean and America. At the moment, there are over 50 countries that she has visited and it seems that she has no intention of stopping there!
Vera Pasko (verapasko) 94.5 thousand Instagram followers	Vera is a place where you can get aesthetic pleasure from atmospheric photos and soulful texts. In her blog, the girl talks about the most interesting places on our planet, as well as how to get there. In addition, Vera is a professional photographer, so on her page you can see many beautiful pictures with fascinating landscapes and delicious food.

Travel marketers have recognized the great potential of message amplification and targeting afforded by travel social media influencers. The promise of travel perks as well as the ability to associate one's personal brand with desirable travel and tourism brands makes travel and tourism an attractive target

industry for influencers. One challenge that both travel marketers and influencers face is how to communicate authenticity when influencers are compensated for their endorsements/contents [21].

4. Formats of cooperation. A blogger can choose the content format himself, but in practice it often happens that the brand comes with specific options for publications. It may be:

review – the influencer shows the product, shares his impressions of its use;

product placement – the product appears in the frame or is mentioned in the text without an obvious emphasis on its quality;

contests – the brand presents goods/services as gifts in contests. An example of an interesting mechanic - in Stories, a blogger talks about the conditions of the game: every day, he will make a post where he guesses something, and then accidentally shows it in Stories. The winner will be the one who writes the correct word in direct;

special project – can be both short-term and long-term, involves branded content;

native advertising - natural integration of the product/service into the content, there are no calls to purchase. For example: an athlete was injured and shows the diagnosis and treatment in a specific clinic in the blog;

ad insertion is typical for YouTube. The commercial is added at the beginning or in the middle of the video. If you approach the creation of advertising creatively, then it will not annoy subscribers. Formats are chosen based on the goals and budget of the campaign. You can do multiple integrations using different types of content.

5. Tracking results. Metrics for analysis depend on: campaign goals; the advertised product; format of cooperation.

The market of influence marketing is growing quite rapidly both globally and in individual countries of the world [2]. Literally in a few years, it turned from an auxiliary marketing mechanic into an industry. According to eMarketer

estimates, by 2022, 72.5% of enterprises will use this tool in their promotion strategy (Fig. 1).

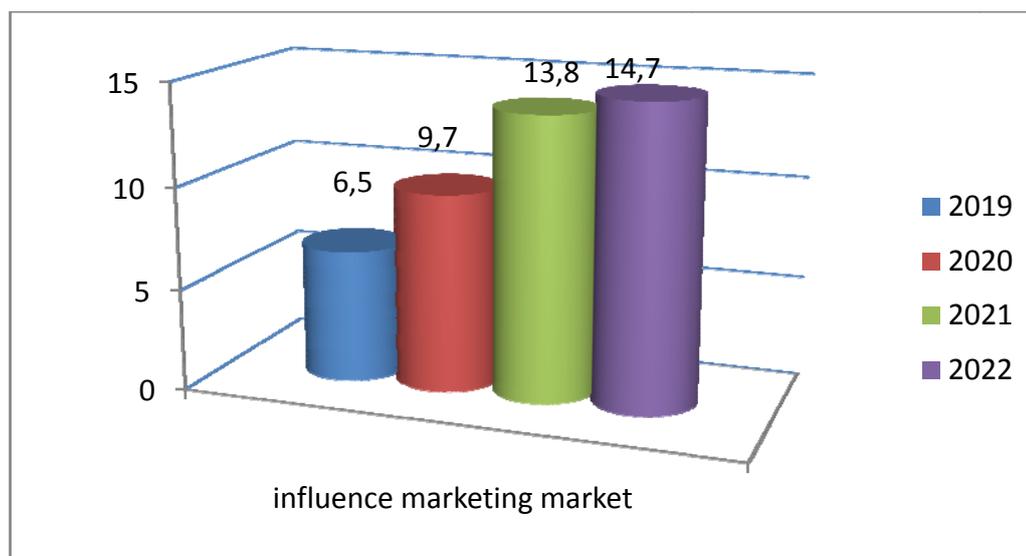


Fig. 1. Dynamics of the volume of the global influence marketing market for 2019–2022, billion dollars. USA [3]

Thus, according to the data of the specialized Internet publication "eMarketer", for the period 2019-2022, the volume of the influence marketing market in the USA increased from 6.5 to 14.7 billion dollars. USA

Nowadays, people spend much more time online than before. Businesses had to update their websites to cope with the increase in demand. If you look at previous versions of this benchmark report, you'll notice that actual and predicted influencer marketing has grown dramatically over the past few years. The coronavirus accelerated this growth in 2020, and it is estimated to continue in 2021.

Influence marketing has a number of features (Fig. 2):

It is worth noting that influence marketing in Ukraine is only gaining momentum and is gradually becoming an integral part of the marketing mix of an increasing number of companies. The slower rate of development of the domestic market compared to the global market is due not only to economic crises, which have repeatedly pushed the industry back several steps, but also to the peculiarities of working with influencers. While certain rules of the game in this field have been

formed over several years of active development of influencer marketing in the world, the Ukrainian market is only at the stage of formation [6].

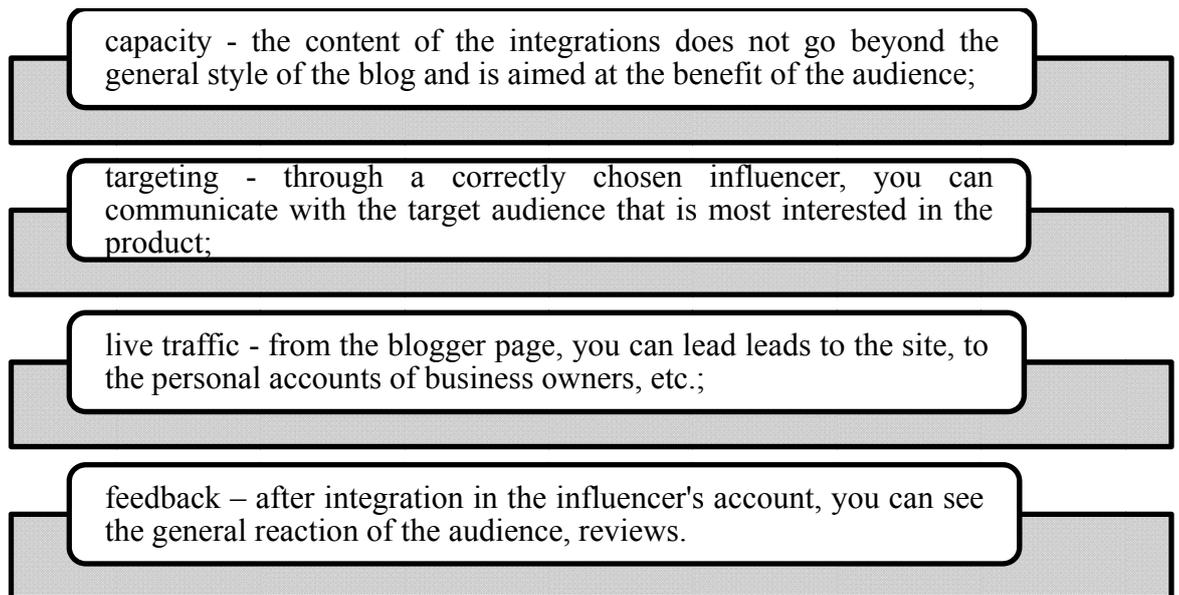


Fig. 2 Features of Influence marketing

Influence marketing of tourist enterprises in the context of cooperation with bloggers has a number of advantages over other types of advertising, in particular (Fig. 3):

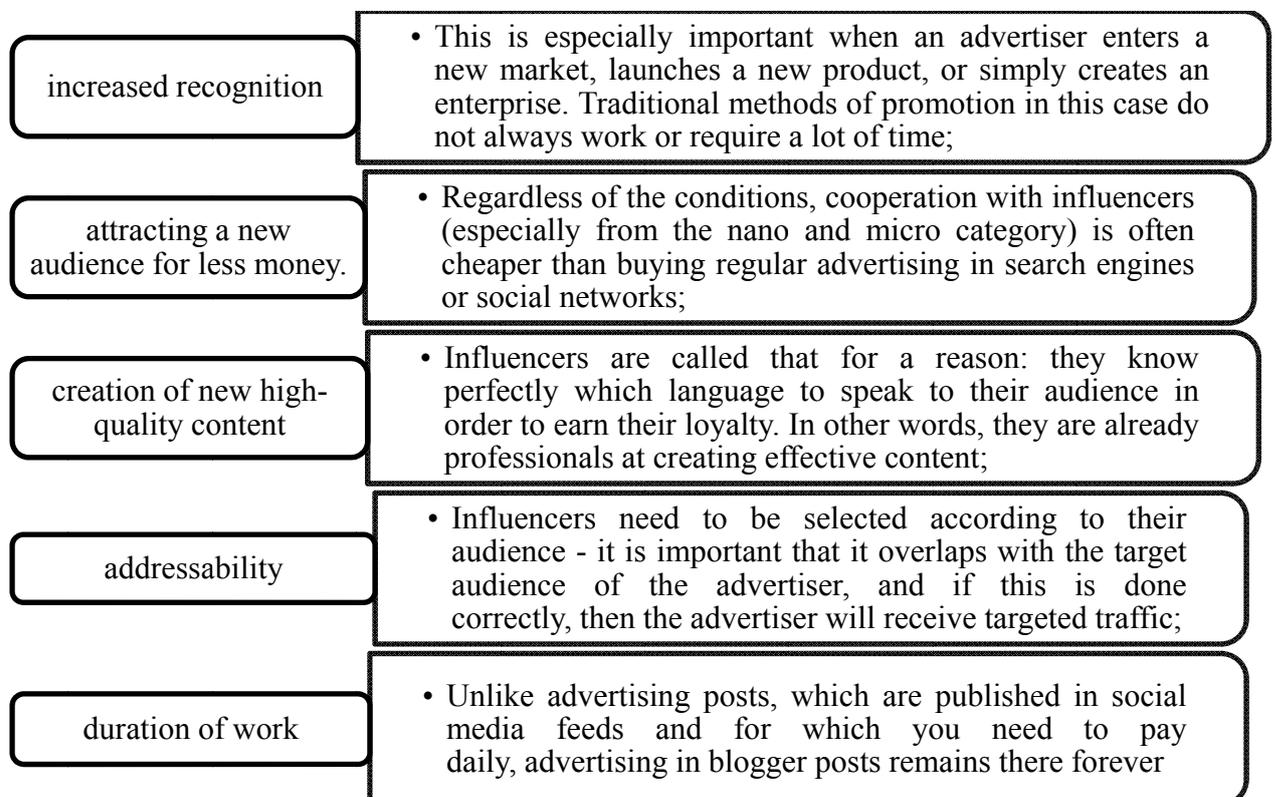


Fig. 3. Advantages of Influence marketing [5-7].

Thus, although influence marketing is relatively new, it is a fairly effective and affordable marketing tool that is becoming more and more popular among various companies and brands every year, as it allows you to increase brand recognition in the long term, attract "hot" traffic, receive feedback communication from the audience and significantly save the resources needed to implement the advertising campaign and promote the brand.

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