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competitors to changes in the external environment, create content to promote the brand, partially replace the offline staff communication with young customers on the chatbots, etc.

A sharp drop in the tourism market, quarantine and restrictions on the work of staff in the offices led to an increase in developments in the field of digital technologies – both online telework and online promotion and purchasing. Accordingly, it can be argued that the current crisis enables luxury goods brands to strengthen their innovativeness and deepen the use of digital technologies for promotion and sales, services. This will positively affect the increase in brand value.

Conclusions. To renew the level of pre-crisis sales, companies should make a lot of efforts to implement and improve the apply of digital technologies in the luxury goods market. Digital technology will undoubtedly reinforce the value of luxury brands.

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PECULIARITIES OF IMPLEMENTING INTERNATIONAL INVESTMENT MARKETING BY COUNTRIES AT DIFFERENT LEVELS OF DEVELOPMENT

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Considering differences of investment space by countries at different levels of economic development, raising investment risks due to socio-economic and political instability, not to mention significant uncertainty of the business environment due to globalization, it is sufficient to stimulate economic activity of foreign investors all over the world.

We believe that one of the most effective tools to stimulate foreign direct investment (FDI) by economies at different levels of development is to implement international investment marketing.

In our opinion, international investment marketing is a purposeful activity aimed at increasing the investment attractiveness of countries at different levels of economic development, formation, increase and implementation of their investment attractiveness in order to intensify efforts to attract FDI.

International investment marketing of economies at different levels of development has a number of unique proposals that determine the features of its implementation at the global level [1]:

- focus on meeting the needs of foreign investment resources of entities in different spheres by countries;
- targeting of a set of investment marketing measures by economies at different levels of development taking into account the interests of both the population of countries and enterprises and foreign investors;
- orientation of reliable processes in terms of different levels of development in production and socio-economic and environmental security;
- availability of appropriate structures at the level of countries responsible for international investment marketing development and its implementation;
- reflection of international investment marketing measures in official United Nations Conference on Trade and Development publications (information, bulletins, newsletters);
- coordination of all institutions and organizations working in the field of attracting and evaluating the effectiveness of foreign direct investment by economies at different levels of development;
- availability of highly qualified personnel who are able to develop and implement an investment marketing strategy, as well as improve it in terms of finding new promising vectors of world cooperation.

In our opinion, components of international investment marketing are the main and necessary to increase the efficiency of formation, building and realizing the potential of investment attractiveness of economies at different levels of development.

Let's consider the elements given above in more detail. Thus, the purpose, priority areas, main tasks and tools of international investment marketing arise depending on the formed potential of investment attractiveness (PIA) by countries at different levels of economic development and the degree of its use (table 1).

Table 1

Implementing international investment marketing by economies at different levels of development

Types of economies according to the level of PIA	The degree of PIA	Content of international investment marketing			
		Goal	Priority direction	Main objectives	Instruments
Economies with a high level of PIA	Very high (A)	Implementation of PIA	Equalization of investment disparities	Improving the structure of FDI	Branding of a country, direct marketing
Economies with the level of PIA above average	High (B)		Ensuring investment competitiveness	Attracting foreign investors in strategic activities	Trade marketing
Economies with the level of PIA below average	Average (C)	Building of PIA	Seeking building reserves	Activation of investment activity	Benchmarking
	Below average (D)		Positioning of a country at the international level	B2B-communication at international investment fairs	Event marketing, PR technologies

Table 1 (continued)

Economies with a low level of PIA	Low (E)	Formation of PIA	Development of investment infrastructure	Introduction of specialized institutions	Investment rebranding, advertisement
	Extremely low (F)		Creating an investment image of the country	Development and maintenance of an investment portal	Web-content, blogging, cross-posting

Source: developed by the author

Therefore, the goal of international investment marketing for economies with a high level of PIA and a very high degree of its use (block A) is the implementation of PIA with such tools as country branding (brand formation, which allows to attract and increase FDI), direct marketing communication of authorities with foreign investors for mutual benefit).

One of the priority fields of international investment marketing for economies with a level of PIA above average and a high degree of its use (block B) is to ensure investment competitiveness through the tool of trade marketing – motivational measures within marketing communications carried out to encourage foreign investors to direct investment.

The main task of international investment marketing for economies with a level of PIA below average and average degree of its use (block C) is to intensify investment activities through the benchmarking tool – process of finding a reference country with a positive history of FDI in priority activities.

The goal of international investment marketing for economies with the level of PIA below average and the degree of its use below average (block D) is to increase PIA with such tools as: event marketing (tool of marketing communications aimed to activate the interests of foreign investors in order to attract FDI through the association with brand) and PR-technologies aimed to form a positive impression of a foreign investor on the country in which it is planned to invest.

The priority field of international investment marketing for economies with a low level of PIA and a low degree of its use (block E) is the development of investment infrastructure with the help of investment rebranding tools (a set of measures aimed to change the existing negative brand in the country) and advertising.

The main objective of international investment marketing for economies with a low level of PIA and a very low degree of its use (block F) is to develop and maintain an investment portal using such tools as Web-content (unique information that has no analogues on the Internet), blogging (blog activities on the website, which consist mostly of images, presentations, analytical reports and notes) and cross-posting (promotion of websites using various IT technologies).

Using a systematic approach, provided the development of a clear methodology for marketing research, taking into account the specifics of investment activities by economies at different levels of development, there are prospects for serious positive results. Hence, for countries at different levels of development, it is advisable to develop methodological principles for the implementation of investment development strategy while providing practical recommendations for marketing tactical and strategic actions to attract foreign direct investment.

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