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Перелік використаних джерел:

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THE IMPORTANCE OF THE OMNICHANNEL MARKETING STRATEGY FOR THE BUSINESS

Omnichannel is a new, transformative way of connecting, engaging, and retaining the customers. It refers to an approach to sales, marketing, and customer support that aims to integrate all the brand's online and offline sales channels and provide customers with a seamless, consistent, and complementary shopping experience across all touchpoints.

Various studies show that in the age of digital transformation, consumers use a mix of channels to interact with brands. Thus, 60 to 70 % of the McKinsey survey respondents use multiple online and offline channels to research and purchase.

The digital marketing company Safari Digital states that 43 % of users do an online search from their smartphone while in the store. The same survey reports that 78 % of location-oriented online searches lead to a purchase in the physical store, which means brands that adopt an omnichannel approach benefit from it as they satisfy customer expectations and increase sales [3].

It is worth saying that in the special literature we sometimes see two different words “omnichannel” and “multichannel” and think that their meaning is the same. But there are some differences between these two words. The terms “omnichannel” and “multichannel” are both used in the context of sales and marketing to describe strategies for interacting with customers across different channels. However, they have different approaches.

In a multichannel approach, a company offers several distinct communication channels to interact with customers. For example, this may include channels such as physical stores, a website, a mobile app, a dedicated phone line, social networks, and so on. Each channel operates independently and offers customers several options for

interacting with the company. However, there may be little or no consistency between channels, meaning that information and interactions are not always integrated and synchronized.

The omnichannel approach takes things a step further, seeking to seamlessly integrate the customer experience across all available channels. In an omnichannel model, the company still offers several communication channels, but the emphasis is on consistency, continuity, and integration between these channels. This means that the customer can start an interaction on one channel (e.g., on the website) and seamlessly continue it on another channel (e.g., via a mobile application) without losing information or history [1].

Creating an effective omnichannel strategy can help businesses efficiently target their potential customers throughout the sales funnel. The omnichannel marketing strategy also helps businesses ensure that their online presence as well as messaging is consistent across all channels.

The key difference lies in the degree of integration and consistency between communication channels. Multichannel offers several independent communication options, while omnichannel aims to create a seamless, fluid experience between all available channels, offering customers a more coherent, personalized experience. The omnichannel approach is often considered to be more advanced and adapted to customers' evolving expectations in terms of purchasing and service experience.

There are some steps in creating an effective omnichannel strategy:

1. *Define the ideal customer.* The first step in creating an omnichannel marketing strategy is identifying and defining your ideal customer. While multichannel strategies are broad and channel-centered, omnichannel strategies are specific and customer-centered.

2. *Find the ideal customer.* Once you've outlined your ideal customer and target audience, you need to know where they spend time. This isn't just where they physically live but also where they are online.

3. *Choose the channels.* In this stage managers should choose marketing channels and platforms they'll use for marketing to the customers. A successful omnichannel strategy should have a mix of digital and traditional channels. Examples of potential marketing channels include: social media, brand website, mobile app, email, broadcast – radio and TV, digital ads, paid search, print materials, in-store ads and promos.

An effective omnichannel strategy needs to integrate multiple marketing channels seamlessly and give customers multiple options for where to make purchases. An example of this is a loyalty rewards program customers can use via website, mobile app, and in-store.

4. *Enhance the online presence.* Online presence is extremely important for a company, even if the brand primarily operates as a brick-and-mortar business.

5. *Map the customer journey.* As you build your omnichannel campaign, you'll find many moving parts across the various channels. Create a map of your customer's journey, highlighting which channels customers will encounter along the way. Mapping the customer journey also helps you find potential pain points and inconveniences that could deter customers from engaging with you.

6. *Prioritize customer support.* A customer's journey doesn't end when they make a purchase. Customer support is an important part of the customer experience. A strong customer support strategy can turn casual shoppers into loyal customers – and a poor customer support experience could turn someone away forever.

7. *Collect and protect customer data.* As you implement your omnichannel marketing strategy, you'll undoubtedly need to tweak your targeting, messaging, or other elements of your strategy. Rather than basing changes on trends or assumptions, make data-driven changes based on the results you've seen so far [2].

Thus, a successful omnichannel marketing strategy is key to reaching the target audience where they're at. Without its successful implementation it would be difficult for a company to reach set goals in the market.

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THE ROLE OF SOCIAL MEDIA MARKETING IN INTERNATIONAL BUSINESS

Social media marketing is very important for international business, because it helps a company to build brand reputation and loyalty, to form stronger competitive position in international markets, to support better public relations outcomes and wow-worthy customer experience, to create a more customer-centric business strategy etc.

Furthermore, according to the Datareportal January 2024 global overview, we can see that social media growth has continued to increase: more than half of the world now uses social media (62.3%); 5.04 billion people around the world now use social media, 266 million new users have come online within the last year. The average daily time spent using social media is 2h 23m [1]. These facts and figures confirm the importance social media for any business.

Social media marketing in international business is the strategic approach to promoting products, services, and brands on social media platforms to a global audience. Unlike generic social media marketing, this method requires businesses to tailor their strategies based on regional cultural nuances, preferences, and online behaviors.

It necessitates not only understanding and leveraging popular platforms in specific regions, but also emphasizing localization, which goes beyond mere