



**DIRECTIONS FOR USING DIGITAL MARKETING IN THE FOREIGN ECONOMIC
ACTIVITY OF THE ENTERPRISE**

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Abstract: This article analyses the importance of foreign economic activity of the enterprise in a market economy, the role of marketing in it, the use of digital marketing in the digital age and in today's market. Advertising is an active part of the marketing mix, the level of development of which determines the quality and effectiveness of the manufacturer's advertising and information activities, its adaptation to new market requirements. One of the tools to increase the competitiveness of domestic subjects of foreign economic activity is advertising. However, the limited resources, on the one hand, as well as the exhaustion of traditional advertising media, on the other, requires finding ways to improve the management of the advertising activities of foreign economic activity subjects.

Keywords: Enterprise, market economy, marketing, development, advertising, resource.

In modern conditions, advertising is a form of active influence on the market, the use of which requires scientifically based planning, continuous improvement of the mechanism for developing and implementing plans for the advertising activity of an enterprise. In the conditions of dynamic development of geographical markets under the influence of factors of integration and globalization, which provide for the establishment of an economic community between different countries, the opening of trade borders between them, evolution and restructuring of the market economy takes place, turning it from regional to national, then to transnational.

Advertising is an active part of the marketing mix, the level of development of which determines the quality and effectiveness of the manufacturer's advertising and information activities, its adaptation to new market requirements. The prerequisites for changes in the organization and management of the advertising process were: strengthening of trends towards the concentration of production and finance; globalization of the world economy and trade; rapid development of science and technology; a sharp increase in the need for investment resources; increasing consumer requirements in the field of consumer properties, technical support and service maintenance of products.

One of the tools to increase the competitiveness of domestic subjects of foreign economic activity is advertising. However, the limited resources, on the one hand, as well as the exhaustion of traditional advertising media, on the other, requires finding ways to improve the management of the advertising activities of foreign economic activity subjects. Advertising of the subject of foreign economic activity allows to coordinate its economic interests with the interests of consumers and society. The advertising activity of a foreign trade entity is a non-personal integral process of integrated marketing communications, which, in order to form long-term friendly relations with consumers and the social environment, identifies the trade entity using information controlled by him and ordered by him on a paid basis through any means.

This means that globalization forces to controllably coordinate all advertising messages of the subject of foreign economic activity with the aim of forming a long-term strong, unique and favourable attitude of consumers and their social environment towards it. Such a separate auxiliary activity of the subject of foreign economic activity should be spent economically, which will require the introduction of clear principles for managing it.

In our opinion, such a division of the factors influencing the activity of an industrial enterprise is rather conditional. The use of a particular technology, method of production, etc. to one degree or another, it is determined by the needs of buyers, the conjuncture of raw materials markets, etc. That is, in fact, it depends on the external environment of the industrial enterprise.

Technological progress, which is largely integral to the processes of globalization, is reshaping the economy. An important element on which this phenomenon is based is a set of new digital technologies. And the process of introducing these technologies into the economy and society is digitalization. The spread of digital technologies, the use of information is becoming a very important resource, as it allows you to optimize processes, introduce innovations in products, improve decision-making and predict future events, have great potential in areas closely related to the social and economic spheres. Most countries are pursuing a policy related to the introduction of digital technologies into the economy.

It must be pointed out that the term "digitalization" is inseparable from the concept of "digital economy", due to the fact that it can be understood as the process of creating "seamless" information systems that duplicate real economic processes.

According to a broad and general definition, the management of the advertising activities of an enterprise should be understood as the search and implementation of an effective way to achieve the goals set for advertising activities. Given the fleeting modern market conditions, the subject of foreign economic activity should consider the process of managing its own advertising activities in a multifaceted manner, while simultaneously applying several approaches to such optimization. Among the approaches to the management of advertising activities, a complex combination of process, system and situational approaches is necessary, which allows taking into account the specifics of foreign economic activity subjects.

The process approach reveals the management of advertising activities as a process of combining and implementing the manager of this process of interrelated functions - a series of continuous and interconnected actions - to formulate and achieve goals. The process approach will require the subject of foreign economic activity to develop separate job descriptions for advertising managers from different countries, taking into account the specifics of each country. A specific feature of the process approach to managing the advertising activities of a foreign trade entity is the need to adapt the process to each international market in which the foreign trade entity operates. The consequence of the geographical segmentation of the market is the attraction of additional time, financial, and sometimes human resources. The differentiation of the process of managing the advertising activities of a foreign trade entity by geography is explained by the differences in the marketing environment of different countries, especially socio-cultural characteristics and the legal framework. The concept of enterprise management, which consists in the formation of long-term and friendly relationships with consumers and the social environment, is the key to the competitiveness of a subject of foreign economic activity in the context of globalization. According to the concept of enterprise management, the role of integrated marketing communications is significantly increasing, one of the most important elements of which is advertising. The influence of globalization forces within the main activity of the subject of foreign economic activity to separate an additional type of auxiliary activity - advertising activity. Advertising management combines and streamlines the processes of development and interaction of participants in advertising activities, planning and implementation of relevant management decisions. The organization of advertising activity is a set of measures to ensure the sustainability of the functioning of the advertising process, streamlining its interconnected elements.

To ensure the integrity and effectiveness of the advertising activities of the enterprise, an advertising process organization scheme should be used, the stages of which are planning, preparatory and creative stages, stages of examination, approval, production, placement, implementation and performance control. One of the important components of the competitiveness of an enterprise is the effective management of advertising activities, because the development of market relations, increased competition requires adequate advertising campaigns, a more complete use of the marketing communications system, and an increase in the effectiveness of advertising activities, the use of non-standard promotional activities.

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