

DOI: 10.20535/2522-1078.2026.1(19).359335

ROR: 00syn5v21

ROR: 01t5m8p03

UDC 007 : 304 : 659

Надходження до редакції: 25.10.2025

Прийняття до друку: 05.06.2026

Baliun O.

PhD, Associate Professor of the Department of Publishing and Editing, Educational and Scientific Institute of Printing and Publishing, Igor Sikorsky Kyiv Polytechnic Institute, Kyiv, Ukraine

o.baliun@gmail.com

ORCID: 0000-0002-7676-9049

Shpak V.

Doctor of Sciences in History, Professor, Professor at the Department of Media Production and Publishing, Faculty of Journalism, Borys Grinchenko Kyiv Metropolitan University, Kyiv, Ukraine

v.shpak@kubg.edu.ua

ORCID: 0000-0002-7007-0683

Bazovkin Ye.

Master of the Department of Publishing and Editing Educational and Scientific Institute of Printing and Publishing, Igor Sikorsky Kyiv Polytechnic Institute, Kyiv Ukraine

bazovkinyehor@gmail.com

ORCID: 0009-0005-4084-0463

Балюн О. О.

канд. іст. наук, доц. кафедри видавничої справи та редагування Навчально-наукового Видавничо-поліграфічного інституту, КПІ ім. Ігоря Сікорського, м. Київ, Україна

o.baliun@gmail.com

ORCID: 0000-0002-7676-9049

Шпак В. І.

д-р іст. наук, проф., проф. кафедри медіапродюсування та видавничої справи Факультету журналістики Київського університету імені Бориса Грінченка, м. Київ, Україна

v.shpak@kubg.edu.ua

ORCID 0000-0002-7007-0683

Базовкін Є. В.

магістр кафедри видавничої справи та редагування Навчально-наукового Видавничо-поліграфічного інституту, КПІ ім. Ігоря Сікорського, м. Київ, Україна

bazovkinyehor@gmail.com

ORCID: 0009-0005-4084-0463

DIGITAL COMMUNICATIONS AS A TOOL FOR PROMOTING A NICHE PUBLISHING HOUSE: THE ARC.UA PROJECT EXPERIENCE

ЦИФРОВІ КОМУНІКАЦІЇ ЯК ІНСТРУМЕНТ ПРОСУВАННЯ НІШЕВОГО ВИДАВНИЦТВА: ДОСВІД ПРОЄКТУ ARC.UA

Abstract. In the context of martial law and global digitalization, publishing marketing has undergone significant transformations. Generalized scientific data demonstrate a shift in the role of SMM: from an optional tool, it has evolved into the strategic foundation of the communication platform of a modern publishing house. This is confirmed through the analysis of the promotion of ARC.ua. The study aims to identify effective

methods for promoting book products through modern digital channels. The methodological basis of the study comprised the McKinsey «7S» modeling method, content analysis and comparative analysis, psychographic and socio-demographic analysis, and synthesis and generalization methods. A socio-demographic and psychographic portrait of the readership was constructed.

The dynamics of key promotion performance indicators on Facebook and Instagram for 2023–2025 were identified, including reach, engagement, and conversions. An audit of the publishing house's social media presence revealed that ARC.ua has an established core of loyal followers who value the depth of content and the authenticity of its tone of voice. It was determined that the publishing house holds its strongest position on Facebook, where it successfully created a space for intellectual discussion and reflection. At the same time, several critical limitations of the current social media promotion strategy have been identified, hindering further development. It was established that inconsistent content planning, insufficient use of video formats, weak presence in the youth segment (TikTok), and the absence of systematic advertising support have led to stagnation in reach and low engagement on Instagram. It was found that ARC.ua actively employs modern digital audience engagement tools: social media, multimedia content, storytelling formats, and online campaigns. Its communication strategies are built on personal storytelling, openness, and an emphasis on emotional authenticity. This approach enables the formation of a loyal audience that identifies with the publishing house's values and perceives ARC.ua as a “voice of the people,” rather than merely a commercial book publisher. The expediency of transforming situational marketing into a systematic ecosystem based on omnichannel principles has been substantiated. This ensures a seamless customer–brand interaction experience across various channels: from consuming content on TikTok and Facebook to conversion on the official website.

Keywords: interactive tools, book products, content strategy, social media, advertising, digital marketing, SMM promotion.

Анотація. В умовах воєнного стану та глобальної цифровізації видавничий маркетинг зазнав суттєвих трансформацій. Узагальнені наукові дані демонструють зміну ролі SMM: із факультативного інструменту він перетворився на стратегічний фундамент комунікаційної платформи сучасного видавництва. Це підтверджено на основі аналізу просування видавництва ARC.ua. Метою дослідження є виявлення ефективних методів просування книжкової продукції в сучасних цифрових каналах. Методологічну основу дослідження становили методи моделювання McKinsey «7S», контент-аналіз та порівняльний аналіз, методи психографічного та соціально-демографічного аналізу, а також методи синтезу та узагальнення. Сформовано соціально-демографічний та психографічний портрет читачкої аудиторії. Визначено динаміку показників ефективності просування у Facebook та Instagram за 2023–2025 роки, зокрема, охоплення, взаємодії, конверсії. Аудит присутності видавництва у соціальних мережах виявив, що ARC.ua має сформоване ядро лояльної аудиторії, яка цінує глибину контенту та

автентичність *tone of voice*. Визначено, що найсильніші позиції видавництво займає у мережі Facebook, де вдалося побудувати простір для інтелектуальних дискусій та рефлексій. Водночас, виявлено низку критичних обмежень поточної стратегії просування в соціальних мережах, які стримують подальший розвиток. З'ясовано, що нерівномірність контент-плану, недостатнє використання відеоформатів, слабка присутність у молодіжному сегменті (тікток) та відсутність системної рекламної підтримки призводить до стагнації охоплень та низьких показників залученості в інстаграм. Визначено, ARC.ua активно використовує сучасні цифрові інструменти взаємодії з аудиторією: соціальні мережі, мультимедійний контент, сторителінгові формати та онлайн-кампанії. Стратегії комунікації ґрунтуються на особистісній подачі історій, відкритості та акценті на емоційній автентичності. Такий підхід дає змогу сформувати лояльну аудиторію, яка ототожнює себе з цінностями видавництва і сприймає ARC.ua як «голос людей», а не лише як комерційного виробника книжок. Обґрунтовано доцільність трансформації ситуативного маркетингу в системну екосистему, що ґрунтується на принципах омніканальності. Це забезпечує безперервний досвід взаємодії клієнта з брендом у різних каналах: починаючи від споживання контенту в TikTok і Facebook і завершуючи конверсією на офіційному сайті.

Ключові слова: інтерактивні інструменти, книжкова продукція, контент-стратегія, соціальні мережі, реклама, цифровий маркетинг, SMM-просування.

Introduction. In the contemporary information space, digital marketing occupies a leading position in the business communication system regardless of the field of activity and the scale of the enterprise [1]. For the publishing industry, this issue has become particularly relevant amid changing consumer behavior and the growing role of digital channels in reader engagement. While the primary focus was previously on traditional forms of promotion, today a potential buyer's attention is often limited to a brief scroll through social media content, and recommendations, reviews, and the visual presentation of information shape the decision to purchase book products. This creates a need to study the practical aspects of social media use in promoting publishing houses, based on real-world case studies.

Literature Review. The issues of digital communication and the marketing activities of publishing houses on social media have been thoroughly examined by Ukrainian scholars. Significant contributions to the study of innovations and digital transformations in the book industry have been made by S. Vodolazka [2], M. Zhenchenko [3], A. Zelinska [4], R. Holubovskiy [5], T. Yezhyzhanska [6], N. Vovk [7], and O. Kovalova [8]. Despite existing theoretical contributions, the practical aspects of digitalizing publishing houses' marketing activities require further scholarly

development to enable them to effectively scale book projects and optimize communication channels with the target audience.

The Article aims to examine the effectiveness of promoting book products through modern digital channels.

Research Methods. For a comprehensive analysis of the publishing house's promotion strategy, the McKinsey «7S» McKinsey "7S" modeling method was employed. Content analysis was applied to examine social media activity and define the audience profile. Comparative analysis was used to identify the specific features of promotion across different social media platforms. Psychographic and socio-demographic analysis methods were applied to identify the target audience. Synthesis and generalization methods enabled the formulation of conclusions and optimization pathways to further advance the publishing house.

Discussion. ARC.ua is a Ukrainian project that combines literary creativity, digital media, and cultural communication. Its activities have been shaped by an innovative approach to presenting Ukrainian content, including documentary narratives, fictional stories, and personal accounts of Ukrainians' lives during periods of transformational social change. Initially, ARC.ua was positioned as an online platform that collects and publishes Ukrainians' stories, creating a unique archive of personal testimonies. Subsequently, its activities expanded to include the publication of printed and digital book products.

Despite its relatively modest book catalog, ARC.ua demonstrates a clear specialization in the niche of documentary and socially oriented literature. The publishing house's book line is built around three key directions: documentary testimonies, sociocultural essays, and contemporary Ukrainian short prose based on real-life stories and the authors' personal experiences. Accordingly, each book title serves not only as a commercial product but also as an element of cultural representation and the preservation of collective memory.

For a comprehensive understanding of the publishing house's internal environment and an assessment of the alignment of its organizational elements with strategic objectives, the McKinsey "7S" model is an appropriate tool. The study's general findings are presented in Table 1. The analysis reveals that the publishing house demonstrates strengths in editorial expertise, storytelling, author relations, and the cultivation of shared values, all of which ensure high content quality and reader trust.

Table 1

McKinsey “7S” Model Analysis of ARC.ua’s Activities

Model Element	Positive Aspects (+)	Weaknesses / Limitations (–)
Strategy	– Clear specialization in documentary books, testimonies, and socially significant themes. – Establishment of a niche publishing position in the non-fiction and documentary prose segment. – Use of social media as the primary channel for promoting book releases. – Growing role of author series and thematic book lines.	– The limited scope of the publishing catalogue constrains sales potential. – Thematic dependence on the context of war and social crises complicates long-term publishing programme planning. – Insufficient genre diversification (absence of literary journalism and mainstream documentary).
Structure	– Flexible project model, effective for managing book releases. – Ability to engage freelance authors, journalists, photographers, and documentary filmmakers. – Integration of SMM into the publishing cycle: announcements, teasers, online book presentations.	– Absence of a dedicated structural unit for book sales and distribution. – Limited human resources constrain the launch of parallel book series. – Absence of a book projects manager or a series brand manager.
Systems	– Established editorial processes: material collection, editing, typesetting, and preparation of camera-ready layouts. – Active use of social media to promote new book releases (quotes, teasers, reels). – Online sales functioning via social media referrals.	– Absence of a CRM system for managing reader and customer relations. – Insufficient automation of demand analytics and sales forecasting. – Absence of systematic content planning for book releases over extended periods (6–12 months).
Staff	– High competence of editors, journalists, and documentary specialists. – Professional approach to working with historical and socially sensitive materials. – High level of ethical and humanistic responsibility.	– Limited number of specialists in book marketing and sales. – Absence of a specialist in literary public relations and book distribution. – Lack of expertise in creating viral video promotion content (particularly for TikTok).

Source: compiled by the authors.

At the same time, key challenges include insufficient formalization of marketing and distribution processes, a shortage of specialized personnel

for SMM, BookTok promotion, and advertising campaigns, as well as the absence of long-term planning systems and digital analytics. The limited catalog, reliance on war-related themes, and low automation of reader engagement also hinder the publishing house's development in a competitive book market.

To define the audience profile, a content analysis of social media activity was conducted, and the demographic and motivational parameters of readers were assessed. The socio-demographic portrait of ARC.ua's audience has a clear structure characteristic of the documentary book segment. Based on the analysis of the publishing house's Instagram [10] and Facebook [9] pages, as well as general trends in the Ukrainian non-fiction market, several dominant audience groups can be identified.

First, the audience's age structure leans towards socially active, educated, and reflective readers. The primary core consists of users aged 25–44, who most frequently purchase ARC.ua books and engage with content related to new releases, excerpts from publications, author commentaries, and reading recommendations. This is an audience that actively reads Ukrainian documentary literature, is interested in contemporary history, wartime testimonies, social processes, and cultural transformations. This group accounts for the largest share of the publishing house's book sales.

The younger audience (18–24), which predominates on Instagram and Threads, demonstrates a different type of engagement: visual formats are important for this group — video quotes, short excerpts from testimonies, recommendation reels, book unboxings, and personal reactions. Although this group purchases books less frequently, it drives high virality and shapes the information environment surrounding ARC.ua's book releases.

The Facebook audience, on the other hand, skews towards the 35+ age category, which traditionally correlates with high reading activity in the non-fiction and documentary literature segment. This group most actively engages with long-form texts, analytical book reviews, historical collections, and author interviews. It is characterized by a readiness to purchase book projects, attend presentations, and support the publishing house's initiatives.

Second, the gender distribution of the audience indicates a predominance of women — approximately 70–75 % — while men account for 25–30 %. Such a proportion is characteristic of the documentary and socio-psychological literary segment, where female readers traditionally

demonstrate higher engagement, respond more actively to emotional narratives, and purchase non-fiction publications more frequently. The female audience constitutes the primary source of demand for ARC.ua books, particularly those containing real stories of war, lived experience, and personal transformation.

Third, in geographic terms, the highest activity is demonstrated by users from major Ukrainian cities — Kyiv, Lviv, Kharkiv, Dnipro, and Odesa. These regions have the highest purchasing power and an established culture of reading contemporary Ukrainian documentary literature. Additionally, there is sustained interest among the Ukrainian diaspora in Poland, Germany, and the Czech Republic in ARC.ua books as a means of maintaining a connection to cultural memory and contemporary Ukrainian discourse. Demand among the diaspora is particularly high for publications about the war, human stories of resilience, and historical memory.

Overall, the socio-demographic portrait of ARC.ua's audience is characterized by high educational attainment, cultural engagement, and a consistent orientation towards substantive book content. This defines the distinctive features of the publishing house's SMM strategy: the value of long text excerpts, emotional quotes, thematic book collections, and video storytelling, which not only inform but also forge an emotional connection with potential readers.

The psychographic profile of ARC.ua's book audience is characterized by the following traits: a high level of empathy and interest in real human stories that form the basis of book releases; a need for reflection and the comprehension of the wartime experience and the transformations of Ukrainian society; sustained interest in socially significant themes, reportage prose, and historical essays; an orientation towards intellectually and emotionally rich content that reveals deeper meanings; involvement in cultural, charitable, and volunteer initiatives, which correlates with the substantive focus of ARC.ua's books.

This is an audience that purchases not merely a book as a physical product — it seeks a values-driven experience, an interpretation of events, a comprehension of human resilience, and the opportunity to be part of a broader community that understands the significance of personal stories and their documentation.

Thus, the target audience of ARC.ua consists of socially active, emotionally engaged, and culturally oriented readers, for whom book products serve not only as a source of knowledge but also as a tool for forming

a shared cultural experience. It is precisely this audience structure that determines the substantive, emotional, and visual specifics of the publishing house's SMM strategy and underlines the importance of social media as an effective channel for promoting book products.

ARC.ua concentrates its communication activities on Facebook <https://www.facebook.com/arcua.books> [9], Instagram <https://www.instagram.com/arcua.books/> [10], and Threads <https://www.threads.com/@arcua.books> [11], which serve different yet complementary functions.

Facebook [9] serves as the primary platform for ARC.ua's strategic communications, oriented towards substantive, reasoned, and analytical engagement with the audience in the sphere of book product promotion.

Unlike Instagram or Threads, where visual or dynamic content dominates, Facebook allows publishing long-form texts, detailed presentations of new releases, in-depth descriptions of book projects, and content reviews, enabling informed reader choice. It is here that ARC.ua presents the concepts of its book series, the stories behind their creation, the key messages of its publications, and quotes that require deeper perception.

The publishing house uses Facebook as a "digital information hub" for book communication, where the following are published in sequence: announcements of new books, information about pre-orders and releases; excerpts from documentary and fiction-documentary narratives that introduce readers to the style and themes of publications; reviews by early readers and author commentaries; thematic book collections timed to historical events, cultural dates, or social phenomena; information about presentations, readings, and author meet-and-greets. A distinctive feature of ARC.ua's Facebook content is its high semantic density and orientation towards a reading community that chooses books not impulsively, but based on deeper content. Publications are structured, containing elements of analysis, reflection, and historical and cultural commentary, which corresponds to the substantive nature of the publishing house's documentary literature. Visual elements on Facebook — book photographs, author portraits, quote cards — serve a supplementary function and do not distract from the textual component.

An important function of Facebook is building trust in the ARC.ua book brand. Through commenting and open discussions, the publishing house maintains regular dialogue with readers, receives feedback, responds to audience expectations, and considers suggestions for new themes and formats. The platform also fosters a culture of reading recommendations: readers

actively share their personal emotional impressions, amplifying the organic reach of the publishing house's book products.

A separate niche is occupied by publications that reflect on social and humanitarian themes, which form the foundation of ARC.ua's book portfolio. Such posts serve as a catalyst for public dialogue, engaging readers in discussions of book storylines, their context, and their significance for the contemporary experience of Ukrainians. This format ensures a longer life cycle for book products: books are not only sold but also live on in discussions, quotes, and reader reflections that appear specifically on Facebook.

To determine the dynamics of SMM activity on the ARC.ua Facebook page, key platform promotion indicators for 2023–2025 were analyzed, as presented in Table 2.

Table 2

Dynamics of Key Facebook Indicators for ARC.ua in 2023–2025

Indicator	2023	2024	2025 (as of 5.11)	Deviation, %	
				2024/2023	2025/2024
Views	N/A	N/A	6675644	–	–
Content Interactions	1904	18806	33981	+887,7	+80,7
Link Clicks	870	16964	34877	+1849,9	+105,6
Page Visits	4758	17907	17760	+276,4	-0,8
Page Readers	695	967	756	+39,1	-21,8

Source: compiled by the authors.

The analysis of ARC.ua's Facebook activity demonstrates sustained growth in the effectiveness of book product promotion in 2024–2025. The most significant positive dynamics are observed in content interactions and link clicks, which are directly related to the increase in posts dedicated to new book releases, pre-orders, author presentations, and excerpts from publications. The more than 100 % growth in link clicks in 2025 indicates heightened reader interest in visiting the pages of specific books on the publishing house's website, exploring ordering terms, and browsing detailed publication descriptions.

Particularly significant is the growth in interactions (likes, comments, shares) with book content in 2024–2025, confirming that the audience actively responds to announcements of new releases, quotes from documentary books, thematic publication collections, and recommendation posts. The strong reactions to posts featuring book excerpts and author stories demonstrate a strengthening of the audience's emotional connection to ARC.ua's book portfolio. At the same time, some reduction in the number of page readers in 2025 may be a consequence of a natural audience correction following rapid growth in 2024, as well as a reduced proportion of promotional campaigns during this period. However, this indicator has not affected overall user activity: the number of transitions to book pages and interactions with book posts continues to grow.

Despite the positive dynamics, the analysis of ARC.ua's Facebook promotion reveals several problematic areas directly related to book marketing. Specifically: irregular publication of promotional posts about books reduces organic reach indicators; some book publications are not supported by paid advertising, limiting the ability to scale successful releases; interactive formats (polls about books read, questions to the author, discussion of book content) are insufficiently used, despite traditionally stimulating engagement in book communities; the absence of consistent community management reduces the ability to retain followers over the long term, even though Facebook is the platform where the most stable book community core of ARC.ua is formed.

Thus, Facebook remains an important channel for promoting ARC.ua's book products, providing in-depth communication, high-quality engagement, and significant traffic to book pages. However, to enhance effectiveness, it is necessary to strengthen the advertising component, increase the frequency of promotional content, and develop engagement tools that encourage readers to discuss publications actively.

Instagram [10] is the primary platform for the emotional and visual positioning of ARC.ua's book products. ARC.ua's Instagram content strategy combines visual presentations of books with brief emotional narratives that reveal the content and value emphases of publications. Examining ARC.ua's Instagram presence, the account has an established subscriber base of 7,644 users. The ratio of followers to following (7,644 to 30) indicates the organic nature of the profile's development and a rejection of "grey" promotion methods.

Reels play a particularly important role in promoting books — short video formats that showcase the process of creating publications, footage of authors at work, presentations of new books, reader reviews, or visual interpretations of key storylines. Reels provide the highest reach and serve as a tool for viral dissemination of book content, particularly among younger audiences accustomed to consuming information in dynamic, emotionally rich formats.

Stories are another important tool for promoting book products. Through them, ARC.ua announces new publications; publishes text excerpts and quotes from books; conducts interactive polls on the selection of upcoming releases or reader preferences; shares thematic collection recommendations (war, memory, real stories, psychological testimonies); and reposts reader reviews and photographs of purchased books.

Such use of Stories creates the effect of daily communication with the reader and establishes a sustained informational presence within which book products not only inform but also motivate purchases. Highlights serve the function of structured book catalogs: “New Releases,” “Documentary Stories,” “Presentations,” “Authors,” making Instagram an important navigation tool for users.

Storytelling is a key component of ARC.ua’s Instagram strategy. Brief, emotional micro-stories about the protagonists of books, fragments of their testimonies, or the context of a publication’s creation forge a deeper connection between the reader and the text, thus positively influencing the intent to purchase a book. It is precisely the storytelling format that allows potential audience attention to be converted into genuine book interest and subsequent conversion.

An analysis of interactions demonstrates that subscribers actively comment on, save, and share publications specifically related to book releases, author quotes, and collections. The growth in saves and shares indicates the content’s relevance to readers and its suitability as a recommendation tool within user communities.

To evaluate the effectiveness of Instagram activity, key indicators for 2023–2025 were analyzed, as presented in Table 3. They reflect a sharp increase in reach and interactions in 2024 — associated with an increase in the number of book releases and more active use of Reels — and a partial stabilization in 2025, as the audience transitioned from rapid growth to a more predictable, organic level of activity.

Table 3

Dynamics of Key Instagram Indicators for ARC.ua Publishing House
in 2023–2025

Indicator	2023	2024	2025 (as of 5.11)	Deviation, %	
				2024/2023	2025/2024
Reach	27033	777685	508960	+2776	-34,6
Views	N/A	N/A	944575	-	-
Content Interactions	N/A	N/A	19727	-	+100
Profile Visits	598	32773	20873	+5380	-36,3
Link Clicks	382	31413	10254	+8123	-67,0

Source: compiled by the authors.

Overall, Instagram demonstrates a sustained positive development trajectory in 2023–2025, which directly affects the visibility and popularization of ARC.ua’s book products. At the same time, an analysis of the publishing house’s Instagram activities reveals several weaknesses in its current content strategy. First, irregular publication frequency reduces organic book promotion and decreases the likelihood of posts appearing in recommendations. Second, excessive dependence on video formats is observed: Reels demonstrate high effectiveness, while static book reviews and visual collections sometimes receive insufficient attention. This indicates the need to create a more balanced content matrix in which each book format serves a distinct purpose — from presentation to direct conversion.

Furthermore, the reduction in link clicks in 2025 may indicate an insufficient number of clear calls to action (CTAs), a lack of interactive mechanics to stimulate sales, and limited use of promo codes or special offers for readers. This limits the potential to convert interest into purchase, which is the key objective of an SMM strategy for a book publishing house.

In summary, Instagram remains one of the most effective channels for promoting ARC.ua’s book products. It provides high emotional engagement, strong visibility for new book releases, active dissemination of reader recommendations, and organic growth of the reading community. At the same time, it requires further structural improvements — primarily to increase the stability of reach, strengthen conversion mechanisms, and establish sustained book promotion throughout the year.

Threads (<https://www.threads.com/@arcua.books>) [11] is a relatively new platform within the Meta ecosystem; however, ARC.ua already actively uses it as a tool for promoting its book products and deepening audience engagement.

Unlike Instagram, which is oriented toward the visual presentation of books, and Facebook, which allows the publication of extended analytical or documentary materials, Threads offers a format for quick, textually precise messages. For this reason, the platform allows the publishing house to test reader reactions to new books, introduce the audience to the key ideas of upcoming releases, and maintain regular emotional dialogue with potential buyers. On Threads, ARC.ua publishes: short excerpts from books — powerful quotes that resonate with themes of memory, war, and identity; teasers of upcoming publications and announcements of their preparation; live reactions of editors to working with texts; brief documentary stories or authors' thoughts that do not require a long format; responses to reader questions and commentaries on book collections.

Threads also prove to be an effective channel for promoting book sales: brief quotes and emotional messages stimulate interest, drive traffic to links, and encourage discussion of publication content. Thanks to the platform's format, ARC.ua can promptly conduct “warm” book launches, test reactions to covers, conduct interactive polls, and receive demand signals even before the official release.

In summary, Threads serves as a “text hub” for ARC.ua, complementing Instagram and Facebook and creating a third communication line — more intimate, more immediate, and closer to the reader. This makes the platform a promising tool for building the book brand among the younger, more reactive segment of the audience.

An analysis of the effectiveness of SMM promotion by ARC.ua publishing house on social media indicates the strategy's strong performance in popularizing book products. Throughout 2024–2025, ARC.ua's digital activity contributed to significant growth in user reach, reader engagement levels, and traffic to individual publication pages, indicating the effectiveness of social media as a channel for promoting book products. Video content, particularly Reels, became a powerful tool for attracting attention to new books, showcasing publication excerpts, introducing authors, and forming an emotional context around documentary stories. Facebook ensured the stable distribution of information about book releases, reviews,

and thematic collections, forming an analytically oriented community of readers who prefer substantive texts.

Conclusions. The results of SMM promotion demonstrate that ARC.ua effectively engages with different reader segments: the younger audience actively interacts with video formats and demonstrates a high level of interest in book recommendations and teasers; the middle-aged audience seeks deeper texts, reflective posts, and analytical reviews, corresponding to the nature of the publishing house's documentary literature. Positive dynamics are also evident in link clicks to book pages, indicating the real impact of SMM activities on the formation of purchasing interest.

At the same time, the analysis revealed several problematic aspects. In particular, the decline in click numbers in 2025 may indicate insufficient regularity of promotional publications or weakly expressed calls to action in posts about new book releases. Inconsistency in the content plan negatively affects the algorithmic visibility of post-book books, while limited paid advertising reduces the potential to reach new reader audiences. ARC.ua's presence on Threads deserves separate attention. Despite its high potential for promoting brief book excerpts and "live" author thoughts, it remains insufficiently systematic from the perspective of content policy and analytical support.

In general, ARC.ua's SMM activities are comprehensive, coordinated, and strategically justified, as social media has become a full-fledged channel for generating demand for book products, expanding readership, and maintaining the publishing house's image as a contemporary documentary brand. Further optimization of the SMM strategy should include strengthening video content about books, improving content rhythm, developing the BookTok direction, expanding collaborations with influencers, and implementing omnichannel communication tools to maximize conversions and increase sales of ARC.ua's book publications.

REFERENCES

1. Mane, Shreya. (2022). Theoretical Aspects on Digital Communication Technologies. 10. 196-204. https://www.researchgate.net/publication/366065967_Theoretical_Aspects_on_Digital_Communication_Technologies
2. Vodolazka S. V. (2021). Innovations in the publishing industry: a teaching aid. Kyiv: VPC "Kyiv University". Pp. 200–207. <https://www.researchgate.net/>

- publication/379649962_Svitlana_Vodolazka_Inovacii_u_vidavnicij_galuzi
3. Zhenchenko M. I. (2023). Business models of the main players in the field of digital distribution of electronic books in Ukraine. 2011–2023. State and regions. Series: Social communications. 4 (56), 90-97. DOI: [https://doi.org/10.32840/cpu2219-8741/2023.4\(56\).11](https://doi.org/10.32840/cpu2219-8741/2023.4(56).11)
 4. Zelinska, A. (2025). Peculiarities of the development of the Ukrainian non-fiction book market in the conditions of a full-scale war. *Obraz*, 1 (47), 117-125. [https://doi.org/10.21272/Obraz.2025.1\(47\)-117-125](https://doi.org/10.21272/Obraz.2025.1(47)-117-125)
 5. Holubovskiy, R. (2024) Trends in the development of the Ukrainian book market in the context of war. *Ekonomika ta suspilstvo [Economics and Society]*, 61. Available at: <https://doi.org/10.32782/2524-0072/2024-61-109>
 6. Yezhyzhanska T. S. (2024). Brand communication of Ukrainian book publishers: monograph. Kyiv: Kyiv. B. Grinchenko University. Pp. 356. https://elibrary.kubg.edu.ua/id/eprint/50396/2/Yezhyzhanska_T_Monograf.pdf
 7. Vovk, N. S. (2023). Tools for promoting the publishing market in Ukraine: the influence of the pandemic and military actions. *Information and Society*, 78-80. <https://jias.donnu.edu.ua/article/view/14568>
 8. Kovaleva O. (2024). Bukstagram as a tool to support the reading activity of adolescents on the Instagram platform: analysis and prospects. *Scientific collection "InterConf+"*. 42(189), 303–316. DOI: <https://doi.org/10.51582/interconf.19-20.02.2024.031>
 9. The official page of arcua.books on Facebook. URL: <https://www.facebook.com/arcua.books>
 10. The official page of arcua.books on Instagram. URL: <https://www.instagram.com/arcua.books/>
 11. The official page of arcua.books on Threads. URL: <https://www.threads.com/@arcua.books>

Роботу виконано за відсутності фінансової підтримки.

Автори підтверджують про відсутність конфлікту інтересів.

При підготовці рукопису автори не використовували інструменти штучного інтелекту.