

CHAPTER 3

MODERN MANAGEMENT TECHNOLOGIES

ADAPTATION OF THE STRATEGY OF INTERNET PROMOTION OF ADVERTISING SERVICES FOR MANAGEMENT OF AN APARTMENT BUILDING

Valeriia Loiko¹, Stanislav Maliar², Yelyzaveta Loiko³

¹Doctor of Economics, Professor of the Department of Finance and Economics, Borys Grinchenko Kyiv University, Kyiv, Ukraine, e-mail: v.loiko@kubg.edu.ua, ORCID: 0000-0003-3248-1585

²PhD student in the Department of Finance and Economics, Borys Grinchenko Kyiv University, Kyiv, Ukraine, e-mail: s.maliar.asp@kubg.edu.ua, ORCID: 0000-0003-3136-853X

³Master's degree applicant, "KROK" University, Kyiv, Ukraine, e-mail: elizabet.loyko@gmail.com, ORCID ID: 0000-0003-3266-8286

Abstract. *The article considers methodical approaches to the adaptation of the strategy of Internet promotion of advertising services for apartment building management with the help of Internet marketing tools. The purpose of the article is to substantiate the choice of effective Internet marketing tools for advertising apartment building management services. The article considers the main tools of Internet marketing to promote advertising services for the management of an apartment building through social networks. Changes in the legal acts of Ukraine on preventing the monopolization of apartment building management services and on promoting the increase in the number of private companies in this area of activity are analyzed. It was found that the field of apartment building management services for private companies is quite new, citizens are poorly informed about the activities of these businesses, which necessitates significant investment in advertising. In order for advertising to have an effect, it is necessary to develop a clear strategy for promoting advertising and find effective tools for Internet marketing. It is noted that modern Internet marketing tools include the promotion of advertising through search engines of web browsers and social networks. The dynamics of the number of users of social networks in Ukraine is studied. It was revealed that as of January 1, 2020, there were 27.46 million Internet users in Ukraine. The number of social network users in Ukraine is as follows: Facebook has 13 million users, Instagram has 11 million users, LinkedIn has 2.9 million users. It is noted that the advertising of apartment building management services is for collective and individual consumers. When creating advertising, it is advisable to distinguish between the following hierarchical levels: houses that belong to the elite housing, houses that can be classified as "business", houses of "comfort" and "smart (economy)" class. It was found that the most effective social network for the promotion of apartment building management services for collective consumers is search query advertising, and for individual consumers - the social network Facebook. The essence of tools and methods is revealed and the expediency of promoting an advertising campaign for the provision of utilities on the social network Facebook is substantiated. A step-by-step plan for the formation and promotion of the advertising campaign of enterprises that provide apartment building management services has been drawn up. The following is proposed for collective and individual consumers of communal services allocated within the legislation: for collective consumers to configure advertisements of services through a search query, for individual consumers it is recommended to configure targeted advertising through the social network Facebook.*

Keywords: *apartment building, services, consumers, advertising, promotion, internet marketing tools, social network, Instagram*

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Introduction. The increasing competition among enterprises that provide public services to residents of apartment buildings are new for both residents and service providers. Residents of apartment buildings are accustomed to being serviced by JEC or MDM and until now have not been able to choose the service company. With changes in Ukrainian legislation, residents of apartment buildings were able to choose among a certain number of companies that provide public services. Since this sector of the market is new to both consumers and producers, there are no established methods and effective tools to effectively promote the management of multi-family housing.

Literature review. A small number of Ukrainian scientists dedicate their research to the development of housing and communal infrastructure. Their work formed the basis for further research, the results of which are reflected in this article. The work of A.V. Dymchenko are devoted to the development of housing and communal infrastructure in the context of reform [1]. The model of economic security management of consumers of housing and communal services is presented in the work of K.S. Savenko [2]. Problems of attracting investments in housing and communal services and ways to overcome them are considered in the article by O.V. Tverdy [3]. Peculiarities of administrative and legal regulation in the sphere of housing and communal services management of Ukraine are investigated in the article by O.Ye. Kushch [4]. The problem of formation of the mechanism of state regulation of the sphere of housing and communal services at the regional level is investigated in the article by V.M. Filatov [5]. The new direction of economic research "development of methodological and practical aspects of the application of Internet marketing tools" are devoted to the work of the following scientists. The works of the following scientists are devoted to the new direction of economic research "development of methodical and practical aspects of application of Internet marketing tools". The effectiveness of the use of social networks for advertising campaigns and as tools for brand promotion is considered in the works of A.A. Azoyan and I.L. Petrova, G.P. Lyashenko, R.V. Motkalyuk, A.V.Kudina [6-9]. Features of Internet marketing and specific differences between digital marketing and Internet marketing are considered in research O.Yu. Krasovskaya, M.A. Oklander, O.O. Romanenko [10, 11]. Peculiarities of Internet marketing and the future of marketing communications are considered in the articles O.O. Tertychny, D.V. Yatsyuk [12, 13]. Given the specifics of the advertising campaign for management services for an apartment building and the lack of practical experience of companies in this area, it is advisable to conduct research on the selection of effective Internet marketing tools for the implementation of just such an advertising campaign. It should be noted that the tools for promoting advertising through different social networks will be different. The experience of applying advertising promotion tools in other countries cannot be used mechanically for Ukrainian consumers due to differences in consumer behavior and content differences in social networks. The use of effective Internet marketing tools to promote the advertising campaign for multi-family home management services remains a challenge.

Aims. The purpose of the article is to justify the choice of efficient Internet marketing tools for advertising the management of a multi-family house.

Methods. Conducting theoretical and empirical research, the authors used such research methods as: analysis and synthesis, induction and deduction, abstraction and concretization, and systematic, statistical analysis, which allowed to achieve the goal of the study.

Results. Since the independence of Ukraine, citizens have become accustomed to the fact that most houses are serviced by public utilities or State enterprises, for which they pay for housing and communal services. Traditionally, such utilities were for a long time subsidized and received considerable budgetary support, which allowed them to be set well below existing market tariffs.

In 2015, the Verkhovna Rada of Ukraine adopted the Law of Ukraine «On Housing and Communal Services», which determined that all decisions on the management of apartment houses are made by co-owners [14] It is the co-owners who have the right and duty to determine the manager of the house, the list and the amount of the costs of running their house, To decide on the conduct of ongoing and major repairs and the choice of a model for the organization of contractual relations with the utility operator. With the passage of this Act, all utilities are required to write off their homes and, as long as they are serviced by a predetermined tariff, as co-owners at the meeting decide who they decide to the managers or establish the MDM and hold the house on their own. If the utility company (WEC) wants to raise the tariff or to continue serving the house as a manager to provide certain services at home, the decision must be made by the co-owners.

In 2017, the Law of Ukraine «On Housing and Communal Services» in a new version entered into force, which assumed that housing and communal services included housing and communal services [14] Housing services included cleaning, maintenance, sanitation, electricity for the operation of common property, and maintenance of the home. Utilities included the supply and distribution of gas, electricity, heat, hot and cold water, and household waste. The relevant law stipulates that consumers, managers, and performers are involved in legal relations concerning the provision of housing and communal services.

Since 2014, the Law of Ukraine «On State Aid to Economic Entities» has been in force in Ukraine, which has determined that State aid is inadmissible for competition [15]. The forms of such assistance include subsidies, grants, grants, tax exemptions, debt relief, guarantees, and the like. By State aid, the legislator means any form of support for local or State resources, which may distort competition. Public utilities will, therefore, for the time being, have to compete with private companies, offer a reasonable market rate to the consumer and compete for the customer.

This state of affairs is also consistent with European legislation. According to paragraph 187 Communication from the European Commission concerning the concept of State aid under article 107 of the Treaty on the Functioning of the European Union, measures of support provided by the State, are considered to distort competition or threaten to distort competition when they improve the competitive

position of the recipient compared to other competitors [16]. If a State assisted a certain actor in a sector where competition might exist, such action was a distortion of competition.

These changes in domestic legislation made it impossible for public utilities to monopolize the management of apartment buildings. The changes have had a positive impact on the development of private companies providing services for the management of multi-family houses. Because of competition in the sector, managers compete for the consumer, who can choose the best service for the best value.

Discussion. More and more service companies are on the market every day, and the consumer finds it difficult to choose from dozens of names and offers. However, the scope of such services for private companies is quite new, citizens are not well informed about the activities of these entities, which leads to the need for significant investment in advertising. For advertising to have an impact, it is necessary to develop a clear strategy for advertising promotion and to find efficient internet marketing tools.

Modern Internet marketing tools include the promotion of advertising through search engines of web browsers and social networks. An analysis of the number of internets and social media users is needed to determine how to promote advertising more effectively - through search engines or social networks. The following conclusions are drawn from the studies conducted on the number of users of social networks in Ukraine. As of 01.01.2020, there were 27,460,000 in Ukraine. Internet users [17]. The most popular social network in Ukraine is the Facebook network, which has 13 million users. The Facebook network is the most popular. Social network Instagram has the second largest number of users. 11million Ukrainians use this network. The Linkedin social network is less popular among Ukrainian users, its audience is only 2900000. Man. Among female users, the most popular are Facebook social networks (the proportion of female users was 60.4 percent in 2020) and Instagram (the proportion of female users was 60.2 percent in 2020). Among male users of social networks, the Linkedin social network is more popular (the proportion of male users was 52.4 percent in 2020).

At the beginning of the creation of advertising, it is necessary to decide which consumer will be targeted by advertising. The promotion of the management of apartment buildings is made for collective and individual consumers. The Law of Ukraine «On Housing and Communal Services» defines the concepts of collective and individual consumers in the following way «collective consumer - legal person unites consumers in the building and their interests conclude a contract on the provision of communal service», an individual consumer - a natural or legal person who is the owner (co-owner) of the immovable property or, with the consent of the owner, another person, uses the immovable property and receives the housing communal service for one's own needs and for which or on whose behalf a relevant agreement on the provision of a housing and communal service has been concluded» [14].

When creating advertising it is advisable to distinguish the following hierarchical levels: houses that belong to elite housing, houses, can be classified as

«business», houses of «comfort» level, and «smart (economy)» class. Depending on the target audience, different Internet marketing tools are selected for advertising the management of apartment buildings.

The firm that develops the advertising campaign for the management of the apartment building should have its site. The order of forming the advertising campaign is tied to the actions on the company's site [6]. The first step in creating advertising is the formation of a unique trade offer (TSP) [7]. Producer TSP is one or more characteristics of a service that is qualitative to the firm among competitors and is directed to a specific consumer. For individual customers, it is advisable to pay attention to the following advantages: the cost of connection to the service for quality service in the provision of the service, rapid response in case of a non-standard or emergency situation. For collective consumers, the TSS focuses on the following points: loyalty programs for the collective consumer (discounts), equipment leasing when concluding a service agreement, additional services. Depending on the hierarchical level of the housing stock, the CBP should emphasize the level of quality of services that the firm plans to provide, taking into account the requirements of the consumers in these services. For example, for luxury housing, it can be emphasized in the TSS that garbage removal is carried out by machines of a certain class, satisfies the high level of comfort of residents, and at convenient times (for example, early morning). For smart (economy) homes, it is advisable to emphasize in the TSS the reasonable level of service prices. The TSS consists of several keywords that reflect the nature of the service that is provided and the level of its quality or certain features. According to these keywords, the consumer, when searching a certain service via the Internet, can see the firm-manufacturer. Therefore, considerable attention has been paid to the development of TSS.

After the formation of the TSS, the most effective ways of promoting the management services of the firm through Internet marketing tools are determined. The range of Internet marketing tools is defined according to the purpose of the advertising campaign of the firm that provides the services. At this stage, promotional campaigns will vary for a collective or an individual consumer.

The advertising process takes place in an advertising cabinet from Google. This service is free of charge. For a collective consumer, it is advisable to use an advertisement of a search request, which is formed in the following stages.

Step 1. Create a set of keywords. For example: Garbage removal company; The company that picks up the garbage; A garbage company, that sort of thing. For an effective advertising campaign, the more keywords you choose, the better. The Google Advertising Office, the «keywords» tab, can help in the selection of keywords.

Step 2. Create an advertisement. Its creation begins with the selection of actions to be taken by the potential client, namely: increase the number of calls, increase the number of subscriptions or purchases on the site, increase the store's attendance. For the collective consumer, it will be advisable to choose the increase in the number of calls. A customer who calls the firm to clarify the information about the service provider is more likely to become a customer of your service.

Step 3. Election of the place to be advertised (country, city, region). In the case of advertising the provision of services for the management of a multi-family house, it is advisable to choose not the whole of Ukraine, but the specific city or locality in which the firm operates. Otherwise, the entire advertising budget will be shown for the entire country.

Step 4. Make an announcement. The advertisement adds the keywords that were selected in the first stage of advertising formation. Keyword selection is a very time-consuming and time-consuming process, so it should be done beforehand. Leaving the keywords in the ad placement will delay the process for a few days. For moderation (approval for display) search engines advertisement takes three days.

Step 5. Creates the text of the advertisement that will be displayed when you search. Before starting to compile the text better check the information presented in its advertisements competitors by searching the search engine according to certain keywords. It is not necessary to copy the text of competitors exactly, otherwise, the firm will not differ by the text of the advertisement among dozens of other firms. On the contrary, an advertisement should be designed to reflect a firm's unique trade offer, exactly how it might differ

Step 6. Customize an advertising budget. Advertising is displayed according to the principle of the auction: whose offer is more expensive and more relevant (more accurately corresponds to the search query) and is shown above. According to the observations of the practitioners, consumers who are looking for a service or a good always «click» the first links that the search engine gives out. The price of the «click» of the consumer depends on the number of competitors, according to the keywords that the search system reflects at the moment. Usually when creating ads a prompt of the actual price for «click» on the given keywords at the moment pops up.

For individual users of services for the management of apartment buildings, it is better to choose the promotion of advertising through social networks. To promote advertising through social networks, you need to have a business account in the relevant social network. For individual consumers, it is best to target advertising through social networks, for example through Facebook. Social network Facebook offers that this network is the most popular among users in Ukraine. The process of promoting advertising through the Facebook social network (targeted advertising) involves the following steps.

Step 1. Shaping the purpose of the advertising campaign. Usually, the purpose of targeted advertising is to increase the number of potential customers (increasing the audience). For this purpose, the tool «Traffic» is selected.

Step 2. Once the purpose of the advertising campaign has been chosen, the budget is streamlined. A certain amount of budget can be allocated for the duration of the advertising campaign. In this case, the total cost of the advertising campaign will not exceed the given value. You can choose a certain amount of daily budget. In this case, advertising costs may vary from day to day, but the average daily budget will be constant. As the experience of Internet marketing agencies shows, in the first weeks of the advertising company, most of the budget that is planned for the whole duration of the advertising company is spent. If this fact is not taken into account, the

advertising campaign will have to increase the budget, as it will not be sufficient for the second half of the advertising period.

Step 3. Determine the name of the company and the destination of the traffic. The name of the company is only seen by the marketing firm, which adjusts the advertising company. The name of the company producing the services is necessary to distinguish it from the tuned advertising campaigns of other enterprises. The selection of the target audience depends on the choice of the position «where to go traffic». In case of setting up an advertising campaign for the management of an apartment building, it is a site, namely, a page on the site where people can join the developed computer.

Step 4. Setting budget lines for the advertising campaign. If you select daily budget costs when you configure your advertisement and optimize it, then the budget frame for your advertising campaign needs to be set manually. In order to avoid unnecessary expenses during the advertising company period, it is necessary to make a preliminary decision with the company-producer of services, which orders the settings of the advertising campaign according to the limit of daily expenses for the advertising campaign.

Step 5. Setting up the audience. This is the most important stage of the entire advertising campaign. The effectiveness of the entire advertising campaign depends on the correct setting of the audience.

Step 5.1. Select the region in which the advertisement will be displayed. It can be the whole city or town or whole or separate district of the city.

Step 5.2. Choosing age, sex, and detailed targeting. The purpose of this step is to attract as many audiences as possible to the site. In order to achieve the objective of the advertising campaign of the multi-family house management service, it is advisable to select people between the ages of 18 and 65+ women and men.

The detailed targeting includes three categories, such as demographic interests, interests, and behavior. In the interests of demographics, it is possible to customize advertising according to such indicators of potential consumers as education, finance, life events, parents, family status, work. Since the purpose of the company's advertising campaign is to attract as many audiences as possible, it is advisable not to select specific demographic interests. Interest and behavior are where the narrowing of the advertising circle begins. Taking into account the services of the enterprise, advertised, and this - utilities, then in the interests of choosing the position «housing-communal services». It is advisable to select the segment «movement for environmental protection». In behavior you can choose «attracted buyers». Attracted buyers are people who regularly make purchases over the Internet.

Step 6. Final advertising for potential consumers. At this stage, it is advisable to select platforms and design the final type of advertising. Facebook automatically installs a variety of playthings, such as Audience Network, and recommends advertising in all possible locations. But the automatic settings are designed to pump money out. That's why it's best to always edit the play station.

Conclusions. The study recommended the following effective Internet marketing tools to form the advertising campaign of the multi-family home

management company. For the collective and individual consumers of public services designated by law, it has been proposed that: for collective consumers, customize service advertisements through a search request. For individual users, it is recommended to configure targeted advertising via the Facebook social network.

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