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**COMPARATIVE ANALYSIS OF MARKETING COMMUNICATIONS CHANGES UNDER
THE INFLUENCE OF COVID-19**

The COVID-19 pandemic has dramatically changed lives of much people. It has accelerated the process of digitization. Consumers are now much more likely to shop online than before, with more and more people using the internet as their main source of information, entertainment and growing. A strong marketing strategy in social networks will include the process of finding new features and channels, as well as the rapid creation of new content for them. Now more than half of the world's population is present on social networks. It was analysed the main features of pandemic period. It was indicated digital audience around the world. It was detected digital's role in helping people during COVID-19 pandemia. It was analysed the using of social media for brand research. It was compared Instagram, LinkedIn and Tik-Tok advertising audience during pandemic period. Also it was defined WhatsApp usage across regions. It was structured the expecting to shop online between people from different age group. It is important to understand how people use different technologies. It is worth investing in technology that can adapt and change over time, especially given the uncertainty surrounding the COVID-19 pandemic.

Keywords: *marketing communication; COVID-19, online marketing, social media, marketing trends, sustainable economic growth, promoting sustainable industrialization and innovation.*

Introduction. During the COVID-19 pandemic, people began to spend more and more time at home, which is why the activity of Internet users has risen sharply to phenomenal levels. Customers more often began to buy everything they need online with home delivery, watch movies online, social networks were gaining momentum and, paid for lessons in language schools, sports and various motivational marathons. Technology is evolving at a tremendous rate every day, now on the Internet everything is possible without leaving home. It allows people with maximum comfort to save time and perform any operations without leaving home. Many have the ability to work remotely.

COVID-19 has completely changed whole life, and this is true of the Internet and social networks. Any problem can be a new opportunity for growth if the right measures are taken. For children and young people, this is the only way to keep in touch with friends over long distances, the ability to make not only ordinary calls via messengers, but videos as well.

Literature review. There is a lot of research on marketing communications. Among domestic researchers a lot of work, the issue of marketing communications deals with N. Popova [1], I. Korol [2], O. Bratko [3], Yu. Melnik, L. Sager, N. Illiashenko [4] and others. Issues of digital marketing are devoted to the work of N. Letunovskaya, L. Khomenko, O. Lyulyov [5], I. Litovchenko [6], N. Kordzaya [7] and

others. The issue of marketing communications was explored very often as a part of global questions as an economic sustainability, innovative development, Industry 4.0, digitalization, marketing strategies, etc [8-18]. At the same time, there are a number of features associated with the use of online marketing communications caused by the COVID-19 pandemic.

The purpose of the article is to reveal the main features and changes in marketing communications caused by the COVID-19 pandemic.

Results and discussion. More and more companies are using digital marketing opportunities to promote their brands. The search results for queries "marketing communications", "online marketing" and "social networks" are presented in Fig. 1

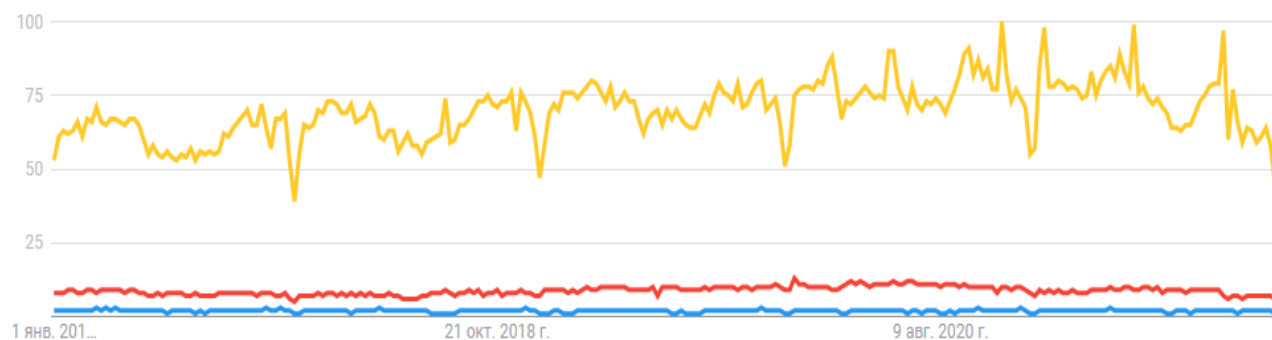


Figure 1 – Search frequency on the Internet for "marketing communications", "online marketing" and "social networks"

Source: developed by the authors based on GoogleTrend

As can be seen from Fig. 1, the number of "social networks" requests has increased since the beginning of the pandemic.

There are some features of the Internet and social networks audience after the pandemic [19-21]:

1. Music. Music performers and artists have started live broadcasts of home performances via Instagram and YouTube. Moreover, some stars practice ordering songs during the broadcast. Sitting on the couch, the audience can invite your favorite song online. In addition, bloggers, artists, business coaches often hold video chats with their fans in a question-and-answer format.

2. Sports. The closure of gyms due to COVID-19 has greatly changed the daily lives of people who are accustomed to spending time in the gym several times a week, recharging their energy and tidying up their bodies. To help people stay fit while sitting at home, trainers, dancers, yoga teachers and fitness bloggers from around the world are actively using social media: online training, educational broadcasts and motivational content.

3. Challenges. To lift the spirits of people in quarantine and promote precautions against coronavirus, social networks are increasingly launching challenges.

4. Airlines. Customers are increasingly using social media to contact the airline. The use of social networks jumped by 105%, while the number of calls by phone and e-mail fell by 48% and 36% respectively.

5. E-commerce in messengers. Messengers have become a new favorite channel for e-commerce customers: the use of WhatsApp has increased by 352%, and SMS and text messages have become used by 102%. In online food trade, the involvement of customers in social networks increased by as much as 949%, and the use of WhatsApp decreased by 40%.

6. Distance work and study. The distribution of channels on distance work and learning platforms has changed. With declining activity, the popularity of text messaging has increased, while the use of chats, WhatsApp and other social messengers has declined.

According to report [19], in just a few months of 2020-2021, global Internet traffic increased by 30%, social networks have become one of the most important marketing tools. According to the survey, the share of spending on social networks in marketing budgets increased from 13.3% in February 2020 to 23.2% in June 2020, an increase of 74%.

For the first time in the study, companies reported a significant increase in the return on investment in social media. Estimates of the contribution of social networks to the company's overall performance have risen sharply by 24% since February 2020. This is an important fact, because, despite the steady growth of investment in social networks, no changes in efficiency since 2016 had been observed.

The main features of pandemic period [19-21]:

1. More than half of the world's population uses social networks.
2. Many digital habits developed during the restrictions associated with the COVID-19 pandemic have survived despite the weakening of quarantine.
3. Increased TikTok users worldwide, but further growth is questionable.
4. Instagram has reached a new bar in terms of audience size.
5. Search habits change, and this has important implications for brands.

Thus, social media is the main platform on which information now appears. First, it is a fast platform where you can share information and news in a non-stop format. People are always up to date with the latest news, the latest events, and the number of mentions and messages on social networks on our topic reaches several million during the day.

In 2021 a lot of resources was invested in working with social networks - an estimated 23.4% of marketing budgets. At the same time, marketers were increasingly investing in improving the quality of online interactions with customers: 60.8% of marketing directors redirected resources to create digital customer interfaces, and 56.2% transformed their business model of product output "a market based on digital capabilities." Social networks played an important role in attracting consumers to digital platforms.

Last year, the audience of social networks grew by more than 10% and as of the beginning of July 2020 amounted to 3.96 billion users. That is, for the first time, we can say that there are many times more users of social networks than those who do not use them at all. Growth trends show that, on average, one million people a day create a social media account for the first time. Today, 4.57 billion people use the Internet worldwide, or almost 60% of the world's population (fig. 2).

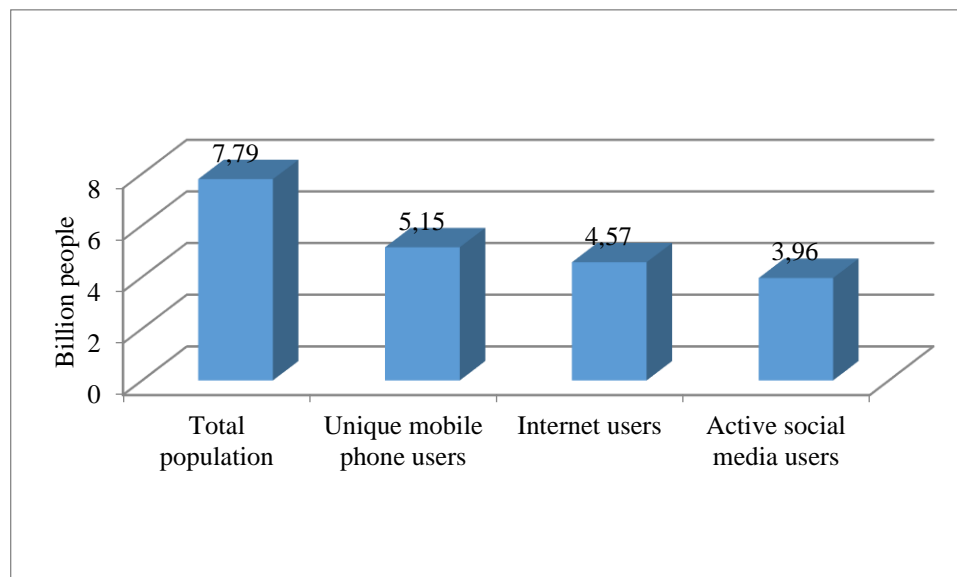


Figure 2 – Digital around the world in 2020

Source: developed by the authors based on [19]

In 2019-2020 the global Internet audience has grown by 346 million, an annual increase of more than 8%.

It is important to mention the fact that Internet technology has helped many to educate their children during the pandemic (76%), keep in touch with friends and family (74%) and even improve their mental and physical health (43 %).

There are also many stories from the elderly today about how the internet helps them cope with loneliness (fig. 3).

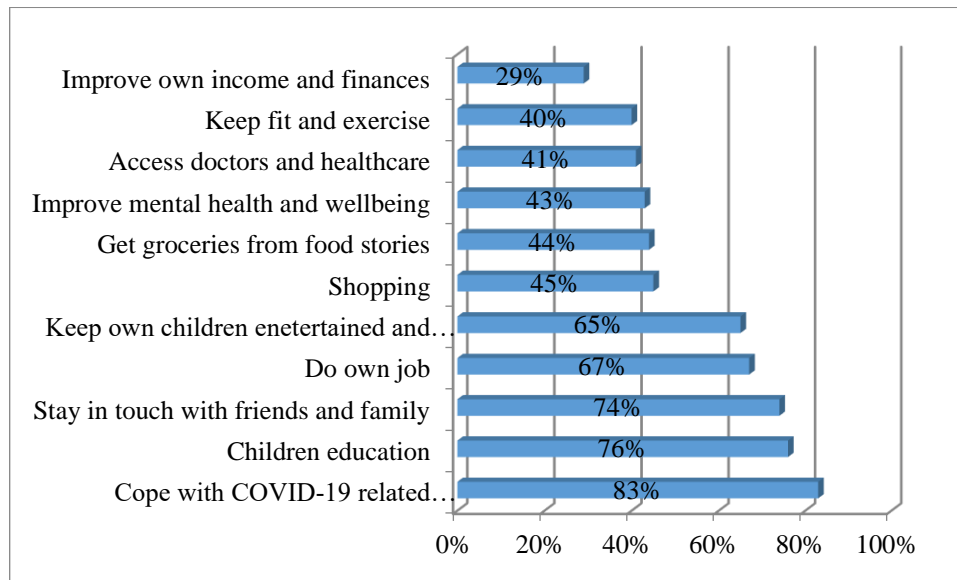


Figure 3 – COVID-19: digital’s role in helping people

Source: developed by the authors based on [19]

It turns out that despite the many evidence of potential harm due to excessive use of devices connected to the Internet, these same technologies can also improve people's quality of life.

There some difference in using of social media for brand research by people from different age group.

Figure 4 shows that for internet users between the ages of 16 and 24, social media is the most important source of brand information. Search engines are also taking a back seat, as young women are much more willing to find information on social networks.

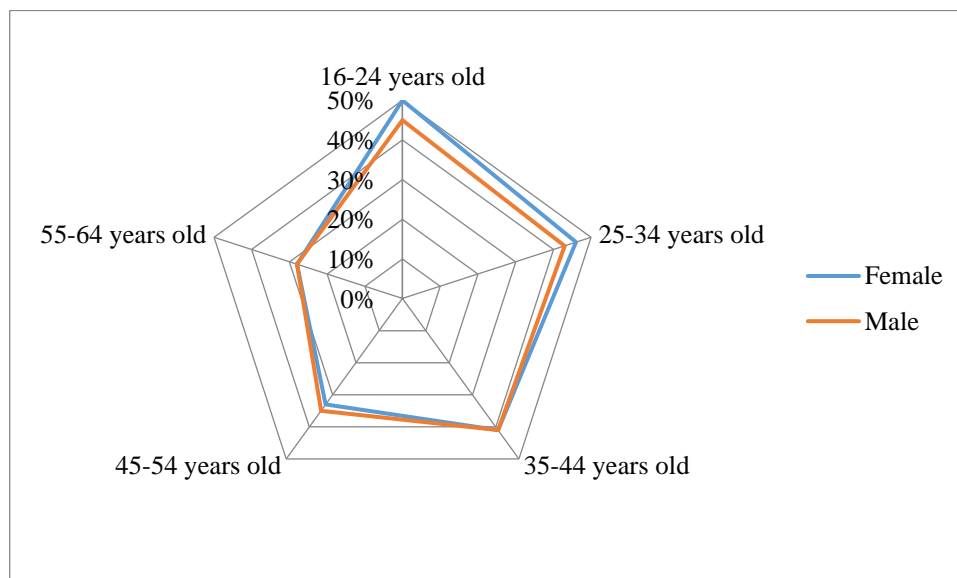


Figure 4 – Use of social media for brand research

Source: developed by the authors based on [19]

Approximately 98% of Internet users in all ages use search engines every month. However, people today use a wider range of tools to make purchasing decisions. Some indicators of Instagram, LinkedIn and Tik-Tok presented in table 1.

Table 1 – Instagram, LinkedIn and Tik-Tok advertising audience overview

Indicator	Instagram	LinkedIn	Tik-Tok
Number of people that socail media reports can be reached with adwerts, billion	1,08	72	0,8
Share of population aged 18+ that marketers can be reach with adverts, %	18	13	13
Quarters-On-Quarters chance in social media advertising, %	11	3,80	no data
Percentage of its ad audience that social media reports is female, %	51	43	46
Percentage of its ad audience that social media reports is male, %	49	57	54

Source: developed by the authors based on [19]

According to Facebook's advertising tools, brands can reach more than 1 billion people through Instagram advertising. Instagram's advertising reach increased by 111 million new users in the last quarter, which is a quarterly increase of more than 10%.

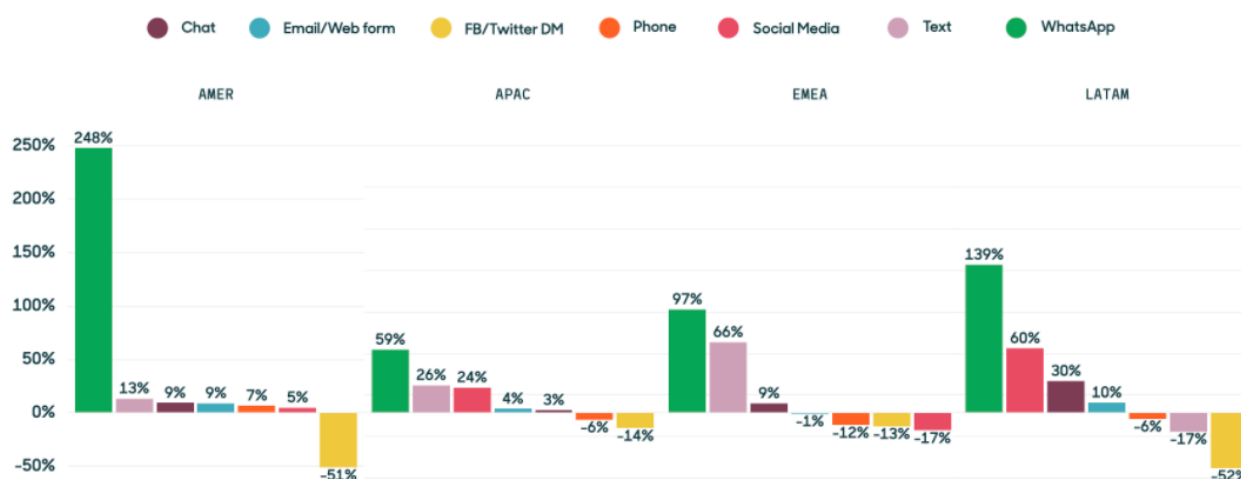
This means that Instagram's advertising audience is now growing by more than 1 million new users per day and in early July 2020 amounted to 1.08 billion.

LinkedIn has 700 million registered users worldwide. In the second quarter of this year alone, the global user base of the platform grew by more than 25 million, which is 4% higher than in the previous quarter. Unfortunately, LinkedIn stopped publishing monthly active audience data when it was acquired by Microsoft.

Twitter doesn't grow as fast as it used to. According to the site's advertising tools, global advertising coverage has now declined.

TikTok showed an impressive increase in the number of users worldwide. However, a ban on applications in India could affect the future growth trajectory of the platform.

In different companies, the use of WhatsApp is growing faster than any other channel (fig. 5).

**Figure 5 – WhatsApp usage across regions**

Source: developed by the authors based on [21]

Volume growth was 132% for small businesses, 122% for corporations and 88% for medium-sized businesses. WhatsApp is also a leader in new growth in all regions.

Although WhatsApp is popular, the use of other messaging channels has fallen over. Customers have become less likely to use Facebook Messenger and personal Twitter messages.

There some changes in expection to shop online by peple from different age's group (fig. 6).

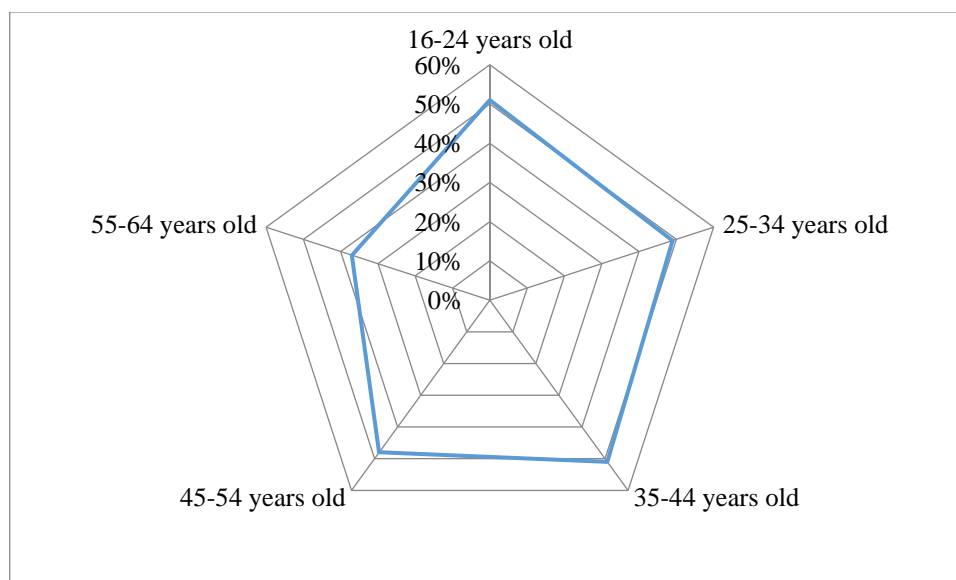


Figure 6 – Expecting to shop online between people from different age group

Source: developed by the authors based on [19]

Elderly shoppers are the most prone to online shopping compared to April 2020: Nearly 4 in 10 Internet users between the ages of 55 and 64 now say they will shop more often after the pandemic subsides.

Conclusions. The COVID-19 pandemic has dramatically changed our lives: the way we work, communicate with each other, study or buy basic necessities.

It has accelerated the process of digitization - consumers are now much more likely to shop online than before, with more and more people using the internet as their main source of information, entertainment and growing.

Experts who develop a strategy on social networks should be aware of all the news on existing platforms. The new tools provide an opportunity to establish close ties with consumers, who will continue to associate the discovery of new features with the brand that used them for the first time. A strong marketing strategy in social networks will include the process of finding new features and channels, as well as the rapid creation of new content for them.

Now more than half of the world's population is present on social networks. It is worth considering social networks as a phenomenon that is present in everything that people do, both on the Internet and offline. Now it needs to include social media as much as possible in the communication of your brand.

Working from home is not likely to replace the office, and e-commerce will not replace all physical stores. However, people's behavior is changing, and it is important to understand how these changes will affect the demand for the brand's products and services. Accordingly, it will be necessary to adapt marketing activities to achieve results.

It is important to understand how people use different technologies. It is worth investing in technology that can adapt and change over time, especially given the uncertainty surrounding the COVID-19 pandemic.

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ПОРІВНЯЛЬНИЙ АНАЛІЗ ЗМІН МАРКЕТИНГОВИХ КОМУНІКАЦІЙ ПІД ВПЛИВОМ COVID-19

Проблема. Під час пандемії COVID-19 люди стали все більше часу проводити вдома, тому активність користувачів Інтернету різко зросла. Технології щодня розвиваються з величезною

швидкістю, тепер в Інтернеті все можливо, не виходячи з дому. Однак для багатьох бізнесів важко працювати в Інтернеті та використовувати ці сучасні тенденції у своїй роботі. Серед українських дослідників є багато робіт присвячених маркетинговим комунікаціям, зокрема Н.Попова, І. Король, О. Братко, Ю. Мельник, Л. Сазер, Н. Ілляшенко вивчали маркетингові комунікації в цілому, Н. Летуновська, Л. Хоменко, О. Люльов, І. Литовченко, Н. Кордзая та інші досліджували маркетинг у цифровому середовищі. У той же час існує низка особливостей, пов'язаних із використанням онлайн-маркетингових комунікацій, спричинених пандемією COVID-19.

Мета. Виявлення та обґрунтування основних особливостей та змін маркетингових комунікацій, спричинені пандемією COVID-19.

Результати. В роботі проаналізовано основні особливості періоду пандемії. Була виявлена аудиторія цифрового середовища по всьому світу. Було визначено роль цифрових технологій у допомозі людям під час пандемії COVID-19. Було проаналізовано використання соціальних медіа для дослідження бренду. Було проведено порівняння рекламної аудиторії Instagram, LinkedIn і Tik-Tok в період пандемії. Також було визначено використання WhatsApp в різних регіонах. Було виявлено очікування споживачів щодо покупок в Інтернеті серед споживачів різних вікових груп. Згідно з рекламними інструментами Facebook, бренди можуть охопити понад 1 мільярд людей через рекламу в Instagram. Рекламне охоплення Instagram зросло на 111 мільйонів нових користувачів за перший квартал із настанням пандемії COVID-19, що є квартальним збільшенням більш ніж на 10%. Це означає, що рекламна аудиторія Instagram на початку липня 2020 року становила 1,08 мільярда. Ці цифри говорять про швидку зміну вектору уваги споживачів, а тим самим і необхідність швидкої переорієнтації маркетингових комунікацій задля привернення уваги до пропозицій брендів. У той самий час деякі цифрові інструменти, що раніше активно використовувались у маркетингових комунікаціях втрачають свою ефективність. Клієнти стали рідше використовувати Facebook Messenger та особисті повідомлення Twitter. Та в цілому, зростання обсягів продажів бізнесу через маркетингові інструменти соціальних медіа становило 132% для малого бізнесу, 122% для корпорацій і 88% для середнього бізнесу, що говорить про масову переорієнтацію та значні подальші перспективи.

Наукова новизна. Поведінка людей змінюється, і важливо розуміти, як ці зміни вплинуть на попит на продукти та послуги бренду. Відповідно, необхідно адаптувати маркетингову діяльність для досягнення результату. Важливо розуміти, як люди використовують різні технології. Варто інвестувати в технології, які можуть адаптуватися і змінюватися з часом, особливо враховуючи невизначеність, пов'язану з пандемією COVID-19.

Висновки. Пандемія COVID-19 кардинально змінила наше життя: те, як ми працюємо, спілкуємося один з одним, навчаємося чи купуємо товари першої необхідності.

Це прискорило процес переходу до цифрових технологій – тепер споживачі набагато частіше роблять покупки в Інтернеті, ніж раніше, і все більше людей використовують Інтернет як основне джерело інформації, розваги та зростання.

Експерти, які розробляють стратегію в соціальних мережах, повинні бути в курсі всіх новин на існуючих платформах. Нові інструменти дають можливість налагодити тісні зв'язки зі споживачами, які й надалі асоціюватимуть відкриття нових функцій із брендом, який їх використав уперше. Сильна маркетингова стратегія в соціальних мережах буде включати процес пошуку нових функцій і каналів, а також швидке створення нового контенту для них.

Зараз у соцмережах присутня більше половини населення світу. Варто розглядати соціальні мережі як явище, яке присутнє у всьому, що люди роблять, як в Інтернеті, так і офлайн. Саме тому тепер необхідно якомога більше включати соціальні мережі в комунікацію будь-якого бренду.

Так, електронна комерція не замінить усі фізичні магазини. Проте поведінка людей змінюється, і важливо розуміти, як ці зміни вплинуть на попит на продукти та послуги брендів. Відповідно, для досягнення результату необхідно буде адаптувати маркетингову діяльність.

Важливо розуміти, як люди використовують різні технології. Варто інвестувати в технології, які можуть адаптуватися і змінюватися з часом, особливо враховуючи невизначеність, пов'язану з пандемією COVID-19.

Ключові слова: маркетингові комунікації; COVID-19, інтернет-маркетинг, соціальні мережі, стале економічне зростання, сприяння сталій індустріалізації та інноваціям.

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