

**ALFRED NOBEL UNIVERSITY
DEPARTMENT OF INTERNATIONAL MARKETING**

BACHELOR'S THESIS

on the topic

**“INTERNET MARKETING AS A MEANS OF
IMPROVING THE COMMUNICATION ACTIVITY OF
THE ENTERPRISE”**

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АНОТАЦІЯ

Соломонова Д. А. Інтернет-маркетинг як засіб удосконалення комунікаційної діяльності підприємства.

У кваліфікаційній роботі досліджено теоретичні аспекти комунікаційної діяльності підприємства, зокрема поняття та принципи маркетингових комунікацій, роль комунікацій у стратегічному управлінні, основні інструменти та канали комунікацій на підприємстві. Проведено аналіз господарської діяльності торгової марки «Олейна», що включає опис діяльності, аналіз існуючої системи стимулювання збуту, ринку, сегментації та позиціонування товарів, а також SWOT-аналіз. Запропоновано напрями вдосконалення Інтернет-маркетингу на підприємстві. Розроблено конкретні заходи щодо розробки веб-сайтів, пошукового маркетингу (SEM), присутності в соціальних мережах (SMM) і контент-маркетингу. Розроблено бюджет маркетингу та проведено економічне обґрунтування запропонованих заходів, спрямованих на підвищення ефективності комунікаційної діяльності, збільшення продажів та покращення іміджу підприємства. Реалізація запропонованих заходів сприятиме сталому розвитку торгової марки «Олейна» та підвищенню її конкурентоспроможності на ринку.

Ключові слова: Інтернет-маркетинг, комунікаційна діяльність, веб-сайт, пошуковий маркетинг, соціальні мережі, контент-маркетинг, бренд «Олейна».

SUMMARY

Solomonova D.A. Internet marketing as a means of improving the communication activity of the enterprise.

In the bachelor's thesis, the theoretical aspects of communication activities of enterprise are researched, in particular, the concept and principles of marketing communications, the role of communications in strategic management, and the main tools and channels of communications at the enterprise. An analysis of the economic activity of "Oleina" trademark is carried out, including a description of the activity, analysis of the existing system of sales promotion, market, segmentation and positioning of goods, as well as SWOT-analysis. Directions for improving the Internet marketing at enterprise are proposed. Specific measures for website development, search engine marketing (SEM), social media presence (SMM) and content marketing have been developed. A marketing budget is developed and an economic justification of the proposed measures aimed at improving the efficiency of communication activities, increasing sales and improving the image of the enterprise is carried out. The implementation of the proposed measures will contribute to the sustainable development of "Oleina" brand and increase its competitiveness in the market.

Keywords: Internet marketing, communication activities, website, search engine marketing, social networks, content marketing, "Oleina" trademark.

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