

Modern tools for promoting foodstuffs in the conditions of the digital economy development

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Abstract. The role of modern interactive media in the promotion of goods and services in the conditions of the economy digitalization is presented in the article. Relatively new tools for organizing non-standard marketing communications for the product promotion are considered. The information about the Internet tools and their advantages for the product promotion are consolidated. The target audience was determined based on the example of the Krasnoyarsk territory agricultural products, the non-traditional group of vegetable oils. The marketing plan and current tools for promoting new products were developed. The use of a comprehensive approach to the Internet marketing for the Krasnoyarsk territory agricultural enterprises will allow not only to increase sales and market share in the strategic perspective but also to popularize the regional brand; to improve its awareness and demand in foreign markets. To successfully use the Internet marketing tools, businesses must also create a positive image that inspires confidence in potential customers, paying attention to confirming the quality of products.

1. Introduction

The modern world is developing dynamically, technology is improving every year, and fashion is constantly changing. The latter is clearly seen on the example of the marketing sphere and its most important element – advertising. According to experts in the field of communication technologies, the activity of using ATL communications (TV advertising, radio advertising, outdoor advertising, Internet advertising, media advertising) by representatives of the business community is decreasing, which is confirmed by the dynamics of investment in various ATL tools [1]. Reduction of the role of traditional communication means is justified due to the fact that among the traditional tools only personal sales and direct marketing are focused on receiving feedback. However, the most capacious segment of the Russian market is still television advertising [1]. According to experts, the transparency and concentration of the BTL market (sales promotion, PR events, direct marketing, personal sales, and the Internet promotion) in Russia is significantly lower than the advertising market in the media. At the same time, one of the consumer trends in the Russian Federation is the annually increasing role of the Internet in the promotion of goods and foodstuffs [2].

Most enterprises in the field of agriculture are still fundamentally far from what modern interactive media offer. In the context of the digital economy development, BTL market solutions, in particular, tools for the integrated Internet marketing are of interest. The proposed technologies in the Internet for agricultural and processing enterprises are contextual advertising, promotion in social networks, the



creation of an online store, Google AdWords and Yandex.Direct affiliate programs as a kind of Internet advertising and more.

Modern Internet marketing tools have their own characteristics and specificity; this must be taken into account when selecting the most effective tools for each specific project and product [3]. The considered Internet marketing tools can be used by companies both comprehensively and separately, due to the investment of all resources in one direction.

The purpose of the research is to justify the use of modern interactive media to promote the products of agricultural enterprises, strengthen their competitive position in the domestic and foreign markets in the conditions of the economy digitalization.

The agriculture of the Krasnoyarsk territory is considered as the research object, in particular the products of oilseed crops processing (non-traditional group of vegetable oils: cameline, mustard, rapeseed). Their mass production and sales in the future are planned by leading enterprises of the region [4].

2. Literature review

Today, one of the key factors of business success is promotion and advertising. No matter how we feel about the advertising that surrounds us everywhere, we must admit that it works and is the “engine of trade”. This area is vast, it is almost impossible to cover all its tools. Let’s consider relatively new tools that have been formed in the conditions of the economy digitalization.

Instagram Facebook, Vkontakte, and a custom search bar in various browsers are currently one of the most popular networks for promoting their products and services [1].

One of the most powerful tools for promoting and managing advertising today is Google Ads and Yandex.Direct [1]. The platforms provide a similar set of marketing services, but they differ in how ads are set up and broadcasted. The target audience of Yandex.Direct is mostly the Russian market, while Google Ads is also aimed at a foreign audience.

Business development through online marketing of these systems allows to focus on the desired type of customers, filtering out requests. The basis of Google Ads and Yandex.Direct is constituted by various methods of targeting, including contextual advertising.

The main advantage of online platforms is a simplified search for potential customers when they make a request for a necessary service or product.

The following technologies are used for displaying content ads:

- The contextual targeting – the contextual system automatically reads the content of site pages and displays ads that are most relevant to the page content.
- The behavioral technologies. When displaying ads, the system takes into account the user’s search history on the Internet.
- The remarketing. This tool focuses on the user’s behavior on advertisers’ sites and shows ads for those products and services that they viewed or added to the shopping cart.

Thus, consolidated information about the Internet tools is presented (table 1).

Table 1. The Internet tools and their functional purpose.

№	Tool	Functional purpose
1	Viral marketing	Distribution of product information via social networks with the help of users (from user to user)
2	Targeting	Selection of the target audience from the entire audience and showing the ad to them
	Remarketing	Re-sending online ads to people who have already used the advertiser’s website, mobile app, or social media page
	Behavioral technologies	Based on the analysis of the user’s behavior, his preferences are determined and ads corresponding to his interests are offered

3	Platforms Google Ads and Yandex.Direct.	Platforms that allow to place contextual and display ads, manage ads through the sales funnel, and solve marketing tasks at all levels
4	Contextual advertising	A fast and effective way to attract traffic to your site. Contextual advertising is implemented in the form of text or image ads that are broadcasted to users of search engines and online resources that match the subject of the query.
5	SMM promotion	Increase of the traffic to the company's online resource by attracting as many representatives of the target audience as possible
6	Smart-banner	The interactive ad that promotes a product that targets users who have already visited the site or are interested in a similar product
7	Dynamic ad	One of the types of advertising companies in Yandex.Direct that automatically creates a set of similar text ads to display on Yandex search.
8	Feed	Information flow – “news feed”, which is automatically generated by the system, based on the consumer's interests

The advantages of modern technologies (table 1) for promotion of enterprises' products in the Internet include:

- search optimization, increase of target traffic, its targeting and analysis of the target audience by target and behavioral parameters using targeting tools;
- preferential use of brand marketing tools, rejection of intrusive advertising;
- work with consumers' reviews and reputations on the Internet to create a positive, trusting history and brand reputation;
- consumer engagement in communication in social networks, fast and high-quality consumer reviews, increasing brand and product loyalty through advertising and promotion in social networks;
- optimization of the information exchange model and transmission through links, reposts in social networks;
- cooperation with other brands, the establishment of partnership programs to improve the efficiency of product realization and reduce the time and cost.

Having analyzed the available opportunities, it is important to note the fact the use of an integrated approach to the Internet marketing [5], which confidently leads to achieving results (increasing the number of incoming addresses, i.e. calls, orders; increasing sales, increasing market share, etc.) will be the advantage for agribusiness enterprises over competitors.

Before choosing the most effective tools for product promotion, it is very important to determine the main groups of future consumers and the product promotion strategy for each target group based on the conducted research.

3. Data and analysis

One of the main target market segments of the proposed product (non-traditional group of vegetable oils), the category of the population aged 20-30 years is defined. This choice of the “core” of the target audience is not accidental, since it is focused on the formation of a new consumer culture in the strategic perspective. According to the volume of consumption, this segment is distinguished by an increased interest in natural quality products and healthy nutrition. Accordingly, the products (non-traditional group of vegetable oils) are most popular among generation Y, or Millennials.

According to the free encyclopedia, Millennials are “a generation of people who met the new Millennium at a young age, they are characterized primarily by a deep involvement in digital technologies”.

Representatives of generation Y, or the millennial generation, are much more likely to subscribe to bloggers and video bloggers; channels about food and recipes take the 2nd place in the rating of their subscriptions [5] (table 2).

Table 2. Publications that respondents subscribe to [6].

Topics		% - from the total number of respondents (18-30 years)
1.	Films	54
2.	Channels about food and recipes	37
3.	Music stars	32
4.	bloggers and video bloggers	29
5.	Movie and TV stars	26

Today, one of the most popular trends in the world is to follow proper nutrition and lead a healthy lifestyle. The promotion of these values is reflected in commercial advertising not only in traditional sources, but also on the Internet: food blogs with recipes for proper nutrition, fitness blogging, accounts about a healthy lifestyle, etc.

According to Sberbank's research with Validata Agency [7] on modern youth, this target audience has a number of features:

- Advertising and information for young people should be “shifted” to the Internet.
- It is necessary to look for your agents of influence, your bloggers, not only in traditional SMM, but also in other emerging networks.
- Young people access the Internet from everywhere, mainly from mobile devices, rather than from computers, which should be taken into account when developing applications and placing ads.
- There is an age differentiation of social networks, so it is important to “catch” your audience.
- When building communication with the younger generation, it is better to show, rather than tell, convince: explain, discuss and give arguments.
- If you use partner programs with brands/celebrities, you need to constantly monitor their relevance and regularly update them.
- Millennials value truthfulness and transparency, and there is nothing more honest on the Internet than real people's reviews of a particular product.
- Millennials were afraid of missing out on something valuable at least once in their lives when they couldn't join something popular.

Thus, like any other target audience, Millennials have a number of specific features due to technological progress and other factors that must be taken into account when promoting a product, in particular, the non-traditional group of vegetable oils.

4. Results

Based on the conducted research, the Instagram and the custom search bar in various Yandex.Direct and Google AdWords browsers were chosen as the main platforms for promoting non-traditional vegetable oils for agricultural enterprises in the Krasnoyarsk territory. This choice is due to the fact that most people of this age use the social network Instagram, as well as address to the Internet for searching the information about a particular product.

Having determined the target audience and methods, two marketing plans for promotion were developed, taking into account various costs of enterprises for advertising.

The two main concepts of marketing plans for Instagram are “stories”, i.e. a single mention of a product that lasts for 24 hours, and “posts”, i.e. a mention of a product that remains in the blogger's feed for a long time.

The first plan – promotion via Instagram includes 3 main stages:

- Direct launch of the product and start of its promotion. To interest consumers, it is necessary to mention the product as much as possible by advertising it in “stories” and “posts” through various bloggers.
- When the consumer is already familiar with the product, it is necessary to maintain the interest in it, so at this stage, which takes about 6 months, one-time mentions of the product in “stories” of various bloggers will be enough.
- At the end of the year, it is necessary to actively remind the consumer about the product again in order to renew interest and achieve a new increase in sales.

The average prices of Krasnoyarsk Instagram bloggers within the minimum budget for the year amounted to 112 000 thousand rubles and the maximum budget of 224 000 rubles (table 3).

Table 3. Advertising budget for the promotion of non-traditional vegetable oils, daily “stories” and “posts”, rubles.

Month/Budget	Minimal	Maximal
January	14000	80000
February	14000	20000
March	14000	20000
April	8000	12000
May	8000	12000
June	6000	8000
July	6000	8000
August	6000	8000
September	6000	12000
October	8000	12000
November	8000	12000
December	14000	20000
Total:	112000	224000

The indicated prices and the plan are approximate, since the prices will depend on the current prices of bloggers, and the promotion tools will depend on the demand for the product.

The second plan is promotion through Google AdWords and Yandex.Direct. The calculation of the promotion cost is directly proportional to the site traffic and the type of ad (graphic, text, etc.). The advertising budget includes the work of a graphic designer, payment for system configuration, and monthly payment for the application – Metrics. Taking into account these events the minimal and maximal budgets amount to 21,000 rubles and 340,000 rubles respectively (table 4).

Table 4. Maximal and minimal budget for the promotion of non-traditional vegetable oils, rubles.

Month/Budget	Minimal	Maximal
January	7000 (6000- site configuration)	55000(10000- site configuration; 15000- graphic designer services)
February	1000	25000
March	1000	25000
April	1000	25000
May	1000	25000
June	1000	25000
July	1000	25000
September	1000	25000

October	1000	25000
November	1000	25000
December	1000	25000
Total:	18000+3000 (Metrics) = 21 000	330000 +10000 (Metrics) = 340 000

It is worth noting that this marketing plan, with proper and high-quality configuration through these platforms, can give a positive result: an increase in traffic and in demand for the product can be observed even in the absence of a constant advertising budget and constant monitoring.

The effectiveness of advertising on these platforms directly depends on the content created and the quality of contextual advertising settings in search engines [8]. At first glance, the cost of online advertising exceeds the budget of traditional advertising, but the advantages outweigh, giving a fast and high result.

5. Summary and conclusions

Promotion of new products requires a well-defined marketing plan and relevant methods of promotion. It is important to have a comprehensive marketing analysis of the market with the creation of a portrait of the buyer, preparation of a strategy for these products promoting. To promote new products, a comprehensive promotion system is simply necessary, since it is easy to achieve the result that technologies complement each other, working most effectively.

The Internet environment is changing dynamically, and the main driver of its transformation is young people, who are the first to pick up trends and start using them in their daily lives. The main tools for online promotion will be social networks and search engine queries.

To advertise products over the Internet, one should also take care of the product quality, protect its trademark to avoid fakes and choose only verified resources and verified bloggers for advertising, since the opinion about the product is also formed by those people who advertise it and where the consumer sees the ad.

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