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## **TRENDS OF THE ADVERTISING AND COMMUNICATION MARKET OF UKRAINE AND PROMOTION OF THE ADVERTISING AGENCY BRAND IN THE SOCIAL MEDIA**

In this article, authors analyzed the main indicators of the Ukrainian advertising media market functioning between 2017–2022. Particular attention was paid to the segment of the media marketing known as Digital Advertising, as well as to other market sectors, including: PR-market and marketing services, trade marketing, loyalty marketing, consumer marketing, event marketing and sponsorship, and non-standard communications.

The authors analyzed the activities of five advertising agencies for their efficiency ratings as creative agencies between the years 2019–2021. A comparative analysis of advertising agency websites is presented, characterizing the presence of advertising agencies of Ukraine on social media. Based on the results of the study, the authors propose a holistic communication system of measures to increase the activity of subscribers to the online presence platforms of the participating advertising agency.

**Keywords:** social media, media market, advertising campaign effectiveness.

### **1. INTRODUCTION**

The advertising and communication market is an integral part of the modern business environment. Online presence in the media environment is a priority, especially in uncontrolled multicrisis such as COVID-19 and the military aggression against Ukraine in 2022. Despite economic instability and changes in consumer behavior, the issues of marketing communications on social networks remain relevant.

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Today, on the threshold of a digital society, as never before, Ukraine needs the effective strategy that can spread its agenda in the world.

## 2. MATERIAL AND METHODS

Research presented in this paper is an element of a research project aimed at determining trends of the advertising and communication market of Ukraine and promotion of the brand of the advertising agency in social media, PR-communications and, in particular, positioning, according to the ratings of the leading players of the advertising media market, creating a holistic communication system of measures to increase the activity of subscribers on the online presence platforms of the advertising agency.

The dominant goal of our study is identify general trends in the advertising and communication market of Ukraine and to develop practical recommendations for promoting the brand of an advertising agency on social media (Facebook, Instagram, YouTube).

Material and research methods are theoretical and practical aspects of studying the generalized patterns of functioning of the advertising and communication market of Ukraine and detailed aspects of the practical activities of leading advertising agencies in Ukraine.

The following research methods were used: comparison of key statistical indicators of the advertising and communication market of Ukraine, the activities of advertising agencies on the Internet, analysis of Internet promotion strategy, modeling strategies for effective promotion of advertising agency brand in social media.

The research of social media marketing was discussed in the scientific works of Przepiórka A., Błachnio A., Sullman M., Gorbaniuk O., Siu NY-F., Hill T., Gras M.-E., Kagialis A., Lisun Y., Díaz-Peñaloza M., Manrique-Millones D., Nikiforou M., Evtina G.S., Taylor J.E., Tekes B., Šeibokaite L., Wundersitz L., Calvo F and Font-Mayolas S. (Przepiórka et al., 2021), Guk O.V., Tyshchenko O.M. (2018), Ievgeniia Kyianytsia, Yanina Lisun, Yana

Kyrylenko, Mariia Semenova, Iryna Biskub (Ievgeniia Kyianytsia et al., 2021), Mohammed Hussen Mama Irbo, Abdulnasir Abdulmelike Mohammed (Irbo, Mohammed, 2020). However, only theoretical aspects of the studied problem were covered in the above-mentioned work. Therefore, further research is needed on the trends of the advertising and communication market of Ukraine, as well as applied aspects, tools and ways to promote the brand of an advertising agency on social media.

## 3. PROBLEM DISCUSSION

The advertising media market of Ukraine is divided into the following segments:

- television advertising (TV advertising),
- advertising in the press,
- radio advertising,
- out-of-home advertising (OOH Media),
- advertising in cinemas,
- internet advertising (Digital (Internet)),
- media advertising.

Summary information on the capacity of the market in the millions of hryvnas of advertising media market of Ukraine for 2017–2022 years is shown on the Table 1.

Table 1. Summary information on the advertising media market of Ukraine for 2017–2022 years, millions of Ukrainian hryvnas (UAH)

	2017	2018	2019	2020	2021	2022 (forecast)	Index of change	
							2021/2017	2022/2021
TV commercials, total	7329	9259	11 527	12 175	13 642	15 600	1,86	1,14
Direct advertising	6355	7944	10 089	10 593	11 854	13 633	1,87	1,15
Sponsorship	974	1315	1 438	1 582	1788	1967	1,84	1,10
Advertising in the press, total	1355	1597	1850	1466	1599	1773	1,18	1,11
National press	816	963	1106	866	960	1077	1,18	1,12
incl. Sponsorship	-		284	215	243	281		1,16
Regional press	224	262	320	243	268	303	1,20	1,13
Specialized press	315	372	425	357	371	394	1,18	1,06
Radio advertising, total	480	578	717	717	855	1015	1,78	1,19
National	348	418	518	512	605	715	1,74	1,18
Regional	47	54	65	65	80	95	1,70	1,19
Sponsorship	85	107	134	140	170	205	2,00	1,21
OOH Media, total	2692	3330	4240	3 159	4098	4769	1,52	1,16
Outdoor advertising	2263	2829	3283	2 433	3092	3529	1,37	1,14
Transport advertising	327	382	600	351	397	432	1,21	1,09
Digital out-of-home advertising	-	-	205	291	518	712		1,37
Indoor advertising	102	119	152	85	90	97	0,88	1,08
Advertising in cinemas	40	46	58	20	26	35	0,65	1,35
Digital (Internet) Media Advertising	4345	5650	6379	6980	10 833	13 510	2,49	1,25
Total advertising media market	16 241	20 460	24 771	24 517	31 053	36 702	1,91	1,18

Source: own study based on (<https://vrk.org.ua/>).

In general, for the period 2017–2022, the total volume of the advertising media market increased from 16,241 million to 36,702 million UAH, which corresponds to 91%. In 2022, Maxim Lazebnyk, expert of the All-Ukrainian Advertising Coalition predict an increase in the total advertising media market by 18% (Lazebnyk, 2022). It should be noted that the data on 2022 do not take into account the impact of military aggression in Ukraine for the relevant period, as they were compiled before it began. Undoubtedly uncontrolled multi-crises, such as the COVID-19 pandemic and Russia's military aggression against Ukraine, have a negative impact on the development of the advertising media market in Ukraine.

Indices of change in the volume of advertising media market of Ukraine for 2017–2022 are presented in Table 2.

During the period 2017–2019, all segments of the advertising media market of Ukraine saw an annual average growth of 21–26%. The largest growth was observed in market segments: TV-advertising (24–26%); Radio advertising (20–24%); OOH Media (24–27%). The slowest growth was in the Press advertising segment (16–18%).

The fall in the market was observed in 2019-2020 years, due to the COVID-19 pandemic and, accordingly, restrictions on consumer mobility and falling demand for advertising in the press, outdoor advertising and advertising in cinemas (Table 2).

Table 2. Indices of changes in the volume of advertising media market in Ukraine for 2017–2022 years

	2018/2017	2019/2018	2020/2019	2021/2020	2022/2021
TV-advertising, total	1,26	1,24	1,06	1,12	1,14
Press advertising, total	1,18	1,16	0,79	1,09	1,11
Radio advertising, total	1,20	1,24	1,00	1,19	1,19
OOH Media, total	1,24	1,27	0,75	1,30	1,16
Cinema advertising, total	1,15	1,26	0,34	1,30	1,35
Digital (Internet) Media advertising, total	1,30	1,13	1,09	1,55	1,25
TOTAL	1,26	1,21	0,99	1,27	1,18

Source: own study based on (<https://vrk.org.ua/>).

During the period 2019–2020 years, there was a decline in the total volume of the advertising media market from 24,771 to 24,517 million UAH. Among the reasons for the decline, experts of the All-Ukrainian Advertising Coalition named quarantine in connection with COVID-19, as well as some technical aspects (coding of the satellite signal, which reduced access for advertisers) (Lazebnyk, 2022). It should be noted that the indicators of the Digital (Internet) Media advertising market for the period 2019–2020 years did not decline, as online communication and SMM became key communication channels in the face of the COVID-19 pandemic.

Thus, the Press advertising segment decreased by 21%; OOH Media segment – decreased by 25%; Cinema advertising segment – decreased by 66%. Despite the COVID-19 crisis, some of the most popular segments of the advertising media market in Ukraine have shown slight growth. In particular, the TV-advertising segment increased by 6%; Digital (Internet) Media advertising segment – increased by 9%; The Radio advertising segment remained unchanged, which can be perceived as a positive phenomenon in the crisis of the pandemic of 2019–2020 years. In general, the volume of the advertising media market of Ukraine for the period 2019–2020 years decreased by 1%.

Gradually, in the conditions of adaptation of society, business and media to the new reality of functioning in the conditions of COVID-19, the situation on the advertising media market of Ukraine improved. The most significant positive changes in 2021 year occurred in the market segments that suffered the largest losses in 2020. In particular, the OOH Media segment and the Cinema advertising segment increased in 2021 by 30% compared to 2020 and in absolute terms in monetary equivalent reached the level of 2019 (Table 2).

In 2021 year, the segment of Digital (Internet) Media advertising grew at the fastest pace, compared to 2020, which amounted to + 55%. In general, in 2021 the increase in the advertising media market of Ukraine was 1.27% compared to 2020.

The structure of the advertising media market of Ukraine for 2017–2022 years is presented in Fig. 1.

In particular, in 2021 the largest share of the advertising media market is occupied by the TV-advertising segment – 43.93%; the Digital (Internet) Media advertising segment occupies 34.89%; OOH Media – 13.20% (Fig. 1).

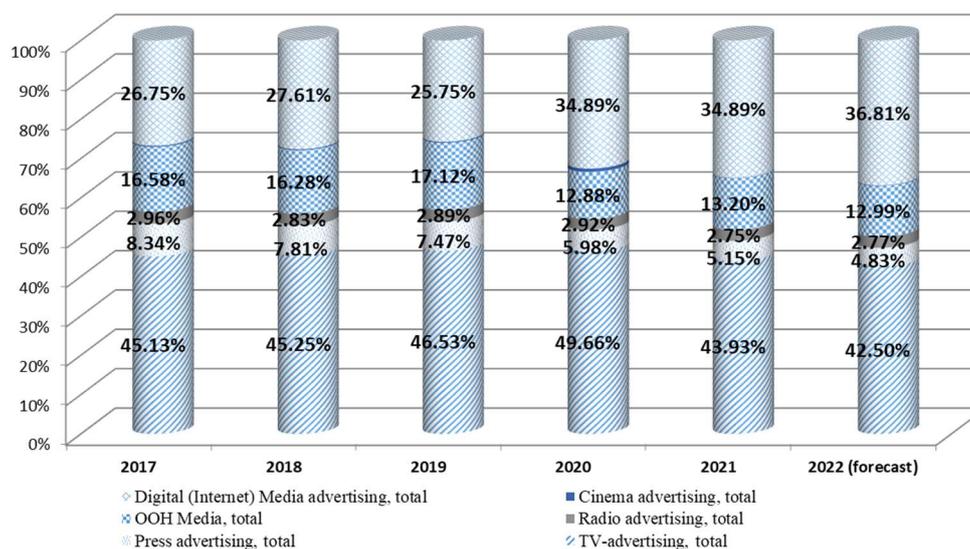


Figure 1. The structure of the advertising media market of Ukraine for 2017–2022 years

Source: own study based on (<https://vrk.org.ua/>).

Analysis of the Digital Advertising Market in Ukraine, according to the Interactive Advertising Bureau (IAB) classification in 2017–2022 year is presented in table 3.

Table 3. Information on the Digital advertising market in Ukraine (according to the Interactive Advertising Bureau classification) in 2017–2022 years, millions of Ukrainian hryvnas

	2017	2018	2019	2020	2021	2022 (forecast)
Banner advertising, ads on social networks, rich media	825	920	3 240	3180	4780	5640
Sponsorship	181	230	200	–	–	–
Digital video, incl. Youtube	713	1300	2939	3800	6053	7869
<b>Total online media</b>	<b>1719</b>	<b>2450</b>	<b>6379</b>	<b>6980</b>	<b>10 833</b>	<b>13 510</b>
<i>Share of Internet media in the total Internet market, %</i>	39,56	43,36	39,73	34,47	36,27	33,82
Search (paid issue in search engines), including part of the GDN	1800	2700	9000	12 300	17835	24 969
Influencer marketing	–	–	–	336,8	505,2	707,28
Another digital	826	500	676	630	693	762,3
<b>Total internet market</b>	<b>4345</b>	<b>5650</b>	<b>16055</b>	<b>20247</b>	<b>29 867</b>	<b>39 948</b>

Source: (own study based on <https://vrk.org.ua/>).

Information on the Digital Advertising market indicates an increase in the market volume from 4,345 million UAH in 2017 year to 39,948 million UAH in 2022 (Table 3). The market segment «Banner advertising, ads on social networks, rich media» for the period 2017–2021 increased 5.79 times, i.e. from 825 million UAH up to 4,780 million UAH.

Market segment “Digital video, incl. Youtube” for the period 2017–2021 increased 8.48 times, ie from 713 million UAH up to 6053 million UAH.

Overall, the share of Internet media in the total Internet market in 2021 was 36.27% (Table 3).

Since 2020, the All-Ukrainian Advertising Coalition has focused on such a segment of the Digital Advertising market as Influencer Marketing (Table 3). In 2020–2021 years, the Influencer Marketing market segment increased from 336.8 million UAH up to 505.2 million UAH, which is 50% (Table 4). In 2022 year, this type of marketing communications is forecast to grow by 40% compared to 2021.

Also, the experts of the Social media marketing (SMM) Committee at the Interactive Advertising Bureau plan to add an estimate of the volume in the category of social media marketing to the next forecast, and the Performance Committee – to test the methodology for assessing the market of SEO-services (Lazebnyk, 2022).

Table 4. Indices of changes in the Digital Advertising market in Ukraine (according to the Interactive Advertising Bureau classification) in 2017-2022 years

	2018/2017	2019/2018	2020/2019	2021/2020	2022/2021
Banner advertising, ads on social networks, rich media	1,12	3,52	0,98	1,50	1,18
Sponsorship	1,27	0,87	–	–	–
Digital video, incl. Youtube	1,82	2,26	1,29	1,59	1,30
<b>Total online media</b>	<b>1,43</b>	<b>2,60</b>	<b>1,09</b>	<b>1,55</b>	<b>1,25</b>
Paid listing in search engines, including part of the GDN	1,50	3,33	1,37	1,45	1,40
Influencer marketing	–	–	–	1,50	1,40
Another digital	0,61	1,35	0,93	1,10	1,10
<b>Total internet market</b>	<b>1,30</b>	<b>2,84</b>	<b>1,26</b>	<b>1,48</b>	<b>1,34</b>

Source: (own study based on <https://vrk.org.ua/>).

The market segment «Paid listing in search engines», including part of the GDN for the period 2017-2021 increased 9.9 times, ie from 1800 million up to 17,835 million UAH.

Let's analyze the structure of the Digital Advertising market in Ukraine (according to the IAB classification) in 2017–2022 (Fig. 2). The largest share of the Digital Advertising market in Ukraine is occupied by paid listing in search engines, according to the IAB classification «Search (paid issue in search engines), including part of GDN» – 59.71% as of 2021 year.

As of 2021, the market segment «Digital Video, incl. Youtube» is 20.27%; Banner advertising, ads on social networks, rich media is 16%. If we analyze the dynamics of changes in the structure of the Digital Advertising market in Ukraine, we can say that for the period 2017–2021, the share of search advertising increased from 41.43% to 59.71%; Market segment share «Digital video, incl. Youtube» increased from 16.41% to 20.27%;

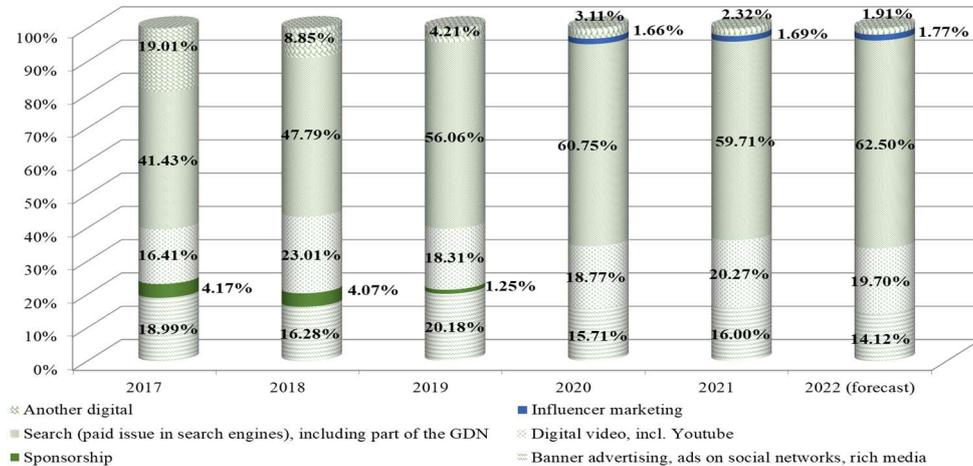


Figure 2. Structure of the Digital Advertising Market in Ukraine (according to IAB classification) in 2017–2022, UAH million

Source: own study based on (<https://vrk.org.ua/>).

The share of the market segment «Banner advertising, ads on social networks, rich media» decreased slightly from 18.99% to 16.00%, and experts predict a further reduction in 2022 to 14.12%.

The Internet market will continue to show strong growth in 2022 year by at least 34% (Table 4). The actual growth of the Digital Advertising market in 2020–2021 years is expected at 48% (Table 4), which is explained by the continued dominance of global players, and low entry threshold, development of Programmatic, and, in part, postCovid adaptive recovery of the industry traditional offline media. Experts predict growth in 2022 year primarily through video and search advertising, where the main drivers of growth today are and will be global players next year (Google, Facebook and very likely TikTok) (Lazebnyk, 2022).

The dynamic change of the situation with media channels causes changes and improvements in the methods of estimating the volume of the advertising market in the digital segment. The improvement of digital (internet) market valuation methodologies is in fact non-stop, which will lead to a new clarification of market volumes (Lisun, 2021).

Marketing services play an important role in the advertising media market of Ukraine (Table 5).

The segment of the market of marketing services «Trade marketing» for the period 2017–2021 increased 1.39 times, ie from 1,700 million up to 2,377 million of UAH. The Loyalty marketing market segment for the period 2017–2021 years increased 1.31 times, ie from 850 million up to UAH 1,119 millions of UAH, while the consumer marketing market segment for the period 2017–2021 years increased 1.53 times, ie from 950 million. up to 1,460 million UAH. The market segment of Event Marketing and Sponsorship for the 2017–2021 period increased 1.09 times, ie from 920 million up to 1,003 million UAH.

Table 5. Information on the market of marketing services in 2017–2022 years, millions of UAH

	2017	2018	2019	2020	2021	2022 (forecast)
Trade marketing (merchandising, trade promo, programs of personal motivation)	1700	1955	2542	2161	2377	2614
Loyalty marketing (Mailing, DB management, Contact-Center)	850	978	1122	1066	1119	1175
Consumer marketing	950	1140	1587	1270	1460	1679
Event Marketing and Sponsorship	920	1104	1783	802	1003	1204
Non-standart communications (life placement, ambient media)	128	141	–	–	–	–
<b>The volume of the market of marketing services in total</b>	<b>4548</b>	<b>5317</b>	<b>7034</b>	<b>5299</b>	<b>5959</b>	<b>6672</b>

Source: own study based on (<https://vrk.org.ua/>).

Information on the market of marketing services indicates an increase in market volume for the 2017–2021 period in 1.31 times, ie from 4548 million in 2017 to 5959 million UAH in 2021. The largest annual growth of the market of marketing services is an increase on 32%, which was observed in 2018–2019 years. Then the crisis of 2019–2020 years, caused by COVID-19, led to a fall in the market by 25%. In 2022 year, the market of marketing services is projected to grow to UAH 6,672 million, ie by 1.12% compared to 2021 (Table 6).

Table 6. Indices of changes in the market of marketing services in 2017–2022 years

	2018/2017	2019/2018	2020/2019	2021/2020	2022/2021
Trade marketing (Merchandising, Trade promo, Personnel motivation and control programs)	1,15	1,30	0,85	1,10	1,10
Loyalty marketing (Mailing, DB management, Contact-Center)	1,15	1,15	0,95	1,05	1,05
Consumer marketing	1,20	1,39	0,80	1,15	1,15
Event Marketing and Sponsorship	1,20	1,62	0,45	1,25	1,20
Non-standart communications (life placement, ambient media)	1,10	–	–	–	–
The volume of the market of marketing services in total	1,17	1,32	0,75	1,12	1,12

Source: own study based on (<https://vrk.org.ua/>).

Analysis of the market of marketing services in Ukraine in 2017–2022 years is represented on a Fig. 3.

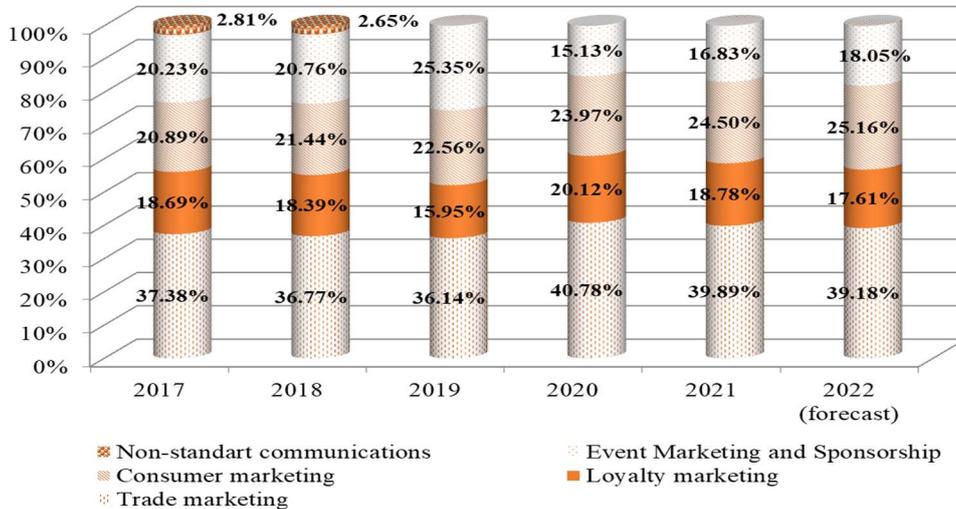


Figure 3. The structure of the market of marketing services in Ukraine (according to the IAB classification) in 2017–2022, UAH million

Source: own study based on (<https://vrk.org.ua/>).

The largest share of the market of marketing services is occupied by «Trade marketing» – 39.89% as of 2021.

As of 2021, the market segment «Consumer marketing» is 24,50%; Loyalty marketing is 18,78%; Event Marketing and Sponsorship is 16,83%. If we analyze the dynamics of changes in the structure of the market of marketing services for 2017–2022 for each segment, we can say that there have been no significant changes.

The assessment of the development of the market of marketing services by the International Association of Marketing Initiatives (IAMI) shows the largest increase in Event marketing and sponsorship by 25%. The companies held hybrid and online events, and big events and festivals took place during the summer season. Trade and consumer projects increased by 10% and 15% respectively. Such programs continue to help capture the attention of consumers in social networks and outlets (Lisun, 2020).

NON-Media directions of the advertising and communication market of Ukraine, namely, the market of PR services shows stable growth (Table 7).

Table 7. Information on the PR market in 2017–2020, UAH million

	2017	2018	2019	2020	2021	2022 (forecast)	Index of Change		
							2021/2017	2021/2020	2022/2021
PR-market	325	358	950	953	934	1027	2,87	0,98	1,009

Source: (own study based on <https://vrk.org.ua/>).

According to the Ukrainian Association for Public Relations (UAPR), changes in the PR market in the business sector have been both positive and negative. But in general, 2019 = 2020 = 2021, and sharp rises and falls indicate, rather, a certain redistribution of forces in the market.

In the public sector of Public Relations in 2020 year there was a redistribution of funding with a focus on health care supporting. In 2021 year, experts noted the completion of several major donor programs on decentralization; the number of implemented projects also decreased. In 2022 year, there is activity in the field of health care and PR activity in connection with the military aggression in Ukraine.

The commercial sector also notes the growing demand of Western companies and brands to enter the Ukrainian market and Ukrainian companies interested in publicity opportunities in Western markets, expect growth in IT and gaming business, as well as growing demand for social change projects (Lisun, Kyianytsia, 2021).

The non-profit sector says that major international technical assistance projects that have completed their work have been replaced by new ones working in the same areas: decentralization, parliamentary reform, digitalization of services and processes (Diadyk, Khurdei, Pysarenko, Tagiltseva, 2016).

PR-communications and, in particular, positioning, according to different ratings, promote the advertising agency's brand. The modern development of the advertising and communication industry involves ranking participants in the advertising and communication market of Ukraine, which helps market participants in choosing creative and media partners, promote the latest and most effective advertising technologies, and promote new talented names in the advertising industry (Lisun, 2021).

All-Ukrainian Advertising Coalition determines the following types of ratings:

1. Ratings of communication agencies of Ukraine

Communication agencies in the interests of this rating include all agencies of the advertising and communication market of Ukraine, which specialize in developing creative strategies, ideas, brands, implementation of various advertising, design, marketing and service, digital, PR, etc. campaigns and solutions.

2. Ratings of media agencies of Ukraine

Participants in these rankings are full service media agencies involved in media strategy development, planning, buying, etc.

3. Rating of video production studios

Specialized rating for Ukrainian production studios based on the annual results of the Ukrainian Creative Awards.

4. Rankings of advertisers best marketing teams

Ratings of the best marketing teams in Ukraine, determined by various industry categories

5. Lion Advertising Award

The award determines the most effective and creative advertiser (Lazebnyk, 2022).

#### 4. RESULTS

According to the analysis of the rating of efficiency of creative agencies in 2019–2021 years, we will analyze the activities of such advertising agencies as: «Banda Agency», «Saatchi & Saatchi Ukraine», «Havas Kyiv», «FedoriV», «BBDO Ukraine».

Table 8. International rating of creativity of communication agencies of Ukraine, 2019–2021 years

2019/2020		2020/2021	
Agency	Ranks	Agency	Ranks
Banda Agency	1	BBDO Ukraine	1
ISD Group	2	[isdgroup]	2
Saatchi & Saatchi Ukraine	3	Madcats Agency	3
TS/D Agency	4	Banda Agency	4–5
spiilka design büro	5	Postmen	4–5
iden.team	6	Esse PProduction House	6–10
Havas Ukraine	7	gram branding	6–10
Fedoriv	8–10	Looma	6–10
Madcats Agency	8–10	Netrix	6–10
Tubik Studio	8–10	TWIGA Group Ukraine	6–10
Bambuk Design Studio	11	–	
BBDO Ukraine	12–13	–	

Source: own study based on (<https://vrk.org.ua/>).

Thus, we come to the conclusion that the advertising media market of Ukraine is developing despite the multi-crisis phenomena, such as the COVID-19 pandemic and military aggression in 2022.

Players of the advertising and communication market of Ukraine occupy the leading rating positions (Table 8), so we will analyze the promotion of the brand of the advertising agency on social media.

The objects of evaluation on online presence platforms are:

- website – structure, volume and quality of traffic, semantic core, SEO-optimization, graphics and ease of use;
- blogs – key topics, frequency of publications, number of readers and their behavior;
- pages in social networks – indicators of subscriber activity (ER%), frequency of publications and their thematic orientation, features of the image of competitors' brands in social networks.

Objects of evaluation of advertising activity on the Internet are:

- the nature of the use of systems for creating and conducting advertising campaigns on the Internet – frequency, frequency, intensity, features of targeting (including the selection of keywords);
- the amount of traffic involved;
- format, structure and motives of advertising materials.

The objects of evaluation of the image (own and competitors) that is created on the Internet are: the frequency of publications that mention competitors and the key image created by such publications.

Digital tools to assess the marketing activities of players in the advertising and communication market on online presence platforms are:

- web analytics services such as Google Analytics, SimilarWeb, PR-CY;
- services of analytics of pages in social networks such as Popsters, RivalIQ;

- services of analysis of the semantic component of websites, backlinks (links to the website (acceptor), which are on other websites (donors)) and the authority of the domain name and such as MOZ, Website Grader, Ahrefs;
- Built-in online advertising management systems include ad auction analysis features such as Auction Insights in Google Ads.

Comparative analysis of the website of advertising agencies of Ukraine, such as: «Banda Agency», «Saatchi & Saatchi Ukraine», «Havas Kyiv», «Fedoriv», «BBDO Ukraine» are presented in table 9.

Table 9. Comparative analysis of the website of advertising agencies of Ukraine (February-March 2020)

№	Items of analysis	Advertising Agency				
		«Banda Agency»	«Saatchi & Saatchi»	«Fedoriv»	«Havas Kyiv»	«BBDO Ukraine»
1	<b>Traffic</b>					
1.1	Views	38 700	6390	25 500	6120	13 600
1.2	Visitors	9660	1600	6380	1540	3390
1.3	Failure rate, %	46	–	–	–	–
2	<b>Sources of traffic</b>					
2.1	Direct conversions, %	37	37	48	–	31
2.2	Search engines, %	57	51	35	–	69
2.3	Sitelinks, %	1	–	3	–	
2.4	Social networks, %	5	12	11		
3	Website link	–	506	1743	734	506
4	Domain Rank (Domain Link)	–	15	30	580	15
5	Trust the website (Trust Rank)	–	21	25	–	21

Source: own study based on (<https://popsters.com/app/dashboard>).

The structure and information content of the website of the advertising agency should be considered as one of the stages in the process of forming a transparent relationship before the beginning of potential cooperation with the client and professionals seeking employment (Table 9).

Thus, based on the analysis of statistical data on the websites of leading advertising agencies of Ukraine: «Banda Agency», «Saatchi & Saatchi», «Fedoriv», «Havas Kyiv», «BBDO Ukraine», we can conclude that the websites of the agencies are easy to use and properly perform their function of informing the public about their activities.

The indicators are given in table 2 show that the volume of traffic is quite large for this industry. However, sites are poorly optimized for display on mobile devices, which slows down its loading (Google Page Speed Insights test).

In addition to the website, advertising agencies are represented on the pages of social networks Facebook, Instagram, Twitter, LinkedIn and channels on streaming services YouTube, Vimeo, Behance (Table 10).

Let's analyze the characteristics of the presence of advertising agencies in Ukraine on Facebook (Table 10).

Table 10. Characteristics of the presence of advertising agencies in Ukraine on social media – Facebook, YouTube, Instagram, Behance (March 2020)

		Advertising Agency				
		«Banda Agency»	«Saatchi & Saatchi»	«Fedoriv»	«Havas Kyiv»	«BBDO Ukraine»
1	Facebook					
1.1	Number of subscribers	33149	6723	21539	2405	11434
1.2	Number of publications	994	206	676	303	650
1.3	Number of spreads	12471	1525	5665	663	3670
1.4	Number of preferences	155787	10478	44337	14051	39604
1.5	Share of active subscribers per day, ER%	0,157	0,066	0,07	0,426	0,166
1.6	LR%	0,47	0,75	0,31	1,9	0,53
1.7	TR%	–	–	–	0,046	0,02
2	YouTube					
2.1	Number of subscribers	963	74	5400	1060	193
2.2	Number of publications	1381204	25	385	191	89
2.3	Number of spreads	–	51714	1301475	–	59830
2.4	Number of preferences	23087	418	5840	561	231
2.5	Share of active subscribers per day, ER%	152,977	0,815	0,054	0,022	0,087
2.6	LR%	799,1	22,5	0,28	0,27	1,3
2.7	TR%	–	–	–	0,016	0,047
3	Instagram					
3.1	Number of subscribers	30135	408	26527	833	2235
3.2	Number of publications	1168	57	208	170	75
3.3	Number of spreads	–	–	–	–	–
3.4	Number of preferences	264065	2480	64211	7565	6328
3.5	Share of active subscribers per day, ER%	0,658	0,607	0,263	0,83	36,37
3.6	LR%	0,75	0,6	1,16	5,32	8,5
3.7	TR%	–	–	–	0,18	0,089
4	Behance					
4.1	Number of subscribers	758	34	–	–	4647
4.2	Number of publications	305	1	–	–	33
4.3	Number of spreads	–	902	–	–	127423
4.4	Number of preferences	370	38	–	–	14886
4.5	Share of active subscribers per day, ER%	–	–	–	–	–
4.6	LR%	–	0,04	–	–	–
4.7	TR%	–	–	–	–	–

Source: own study based on (<https://popsters.com/app/dashboard>).

As could be seen from the total coverage (as of March 2020), advertising agencies occupy the following positions: the leader is the agency «Banda Agency» – 66,952 users; «Fedoriv» – 53,466 users; BBDO Ukraine – 18538 users; Saatchi & Saatchi – 7239 users; the least number of subscribers in «Havas Kyiv» – 4298 users (Table 10). Banda Agency has a communication advantage due to the maintenance of pages on the social networks LinkedIn and Twitter.

The current number of subscribers has a positive effect on further audience growth, on all online presence platforms. This is due to the high recognition of the brands «Banda Agency», «Saatchi & Saatchi Ukraine», «Havas Kyiv», «Fedoriv», «BBDO Ukraine» and a high level of authority, as evidenced in part by the high number of subscribers.

A large number of subscribers is, of course, a communication advantage, but it is necessary to compare the activity of subscribers on the pages of social networks of advertising agencies. This will help determine the quality of the accumulated subscriber base, which will directly indicate a real communication advantage. The activity of subscribers is manifested in the performance of any action on the page: liking, commenting and distributing publications, viewing photos and videos (Table 10).

Based on these indicators, we see the need to increase the activity of subscribers. To achieve this, recommendations will be developed to increase the activity of subscribers on the platforms of online presence of advertising agencies.

Let's analyze the nature of publications of advertising agencies «Banda Agency», «Saatchi & Saatchi Ukraine», «Havas Kyiv», «Fedoriv», «BBDO Ukraine» social media Facebook, YouTube, Instagram (Table 11).

Subscriber activity can be increased by developing and implementing a content plan with the integration of interactive elements for each platform, which will ensure systematic publications and comprehensive impact on the consumer.

Vimeo and Twitter are mostly used for their intended purpose – hosting the agency's portfolio and publishing official statements of the company's management. Therefore, these platforms are mostly not used to actively promote the brand of the advertising agency, but are only ancillary platforms in the implementation of online communications. However, we should not forget about the systematic maintenance of communication activity on these platforms.

Recommendations for increasing the activity of subscribers on the platforms of the online presence of the advertising agency on the example of the advertising agency «Banda Agency» are presented in Table 12.

The above recommendations will form a holistic communication system in which the flow of information will be uniform on each of the channels. In this system, the information will reach the audience on all platforms of its presence and in a way that allows the audience to comfortably perceive the information on each individual platform.

All recommendations are related to activating the audience by encouraging feedback. This is the best way to transform the latent part of the audience and encourage individual dialogue with the «Banda Agency» brand. Feedback, in turn, will be initiated through the creation and publication of content that will benefit the target audience and meet its aesthetic and cognitive needs.

Table 11. Characteristics of publications of Ukrainian advertising agencies on Facebook (March 2020)

Agency Name	Type of Media Content
Facebook	
«Banda Agency»	Stories about completed projects for clients; Announcements of events that the agency plans to organize; Stories about their employees; Description of everyday events in the work of the agency. Elements of humor can be traced in some publications, but for the most part they are official and representative. This helps to establish a stronger connection with readers.
«Saatchi & Saatchi»	Vacancy announcements; Congratulations on holidays and anniversaries from the life of the company; Advertising industry news; Detailed description of cases. Content is representative: it describes the agency and how it interacts with the environment.
«Fedoriv»	Agencies cases; corporate events: parties, anniversaries of the agency, awards, etc.; advertising market news; official appeals of the agency to the public.
«Havas Kyiv»	Memorable events in the life of the agency; Casey Advertising Agency; Congratulations on the holidays; Advertising market news; Events and cases of other Havas representative offices
«BBDO Ukraine»	Announcements of events; publications on everyday work processes; vacancy announcements; demonstration of work performed by the agency.
YouTube	
«Banda Agency»	The channel presents commercials, developed by the agency.
«Saatchi & Saatchi»	The channel contains some of the work and detailed analysis of the agency's cases. The last activity on the part of the channel administrator was a year ago.
«Fedoriv»	The channel acts as a portfolio of work performed as in other agencies.
«Havas Kyiv»	Advertising works of the agency; Detailed analysis of cases.
«BBDO Ukraine»	The channel features agency cases, examples of works and annual shows.
Instagram	
«Banda Agency»	Stories about their employees; Photo and video reports on events in the life of the agency. The content is mostly entertaining and focused on the formation of the following image of the agency: a friendly team of professionals who enjoy their work and are ready to perform complex and non-standard projects.
«Saatchi & Saatchi»	Publications are mostly entertaining: Daily events of individual employees at work; Events in the life of the agency; The process of developing individual projects and the results of this process.
«Fedoriv»	Announcements of upcoming events; photo reports of events that took place; work performed by the agency.
«Havas Kyiv»	Events in the life of the agency; Casey; Photo reports without description; Entertainment posts about the daily life of the agency.
«BBDO Ukraine»	Publications on everyday work processes; vacancy announcements; demonstrations of work performed by the agency; photo reports; spontaneous entertaining publications.
Behance	
«Banda Agency»	–
«Saatchi & Saatchi»	The work of an advertising agency.
«Fedoriv»	–
«Havas Kyiv»	–
«BBDO Ukraine»	The page serves as a portfolio with detailed cases.

Source: (own study based on the web-cites of the above listed agencies).

Table 12. Recommendations for increasing the activity of subscribers on the platforms online presence of the advertising agency «Banda Agency»

Social network	Ways to increase interactivity	Approximate exit time
Facebook	<p>1. Entering a rubric under the hashtag #акыbanda. The publications of this section will be the answers to the questions of the page's subscribers. 2–3 related questions will be selected for each publication. Then a comprehensive answer to each of them will be provided from a practical point of view. To collect questions, you need to create a post that will encourage users to ask questions and pin it at the top of the page.</p> <p>2. Entering a rubric under the hashtag #bandaучить. In the publications of this section, the agency will share with its subscribers various creative techniques and tools that increase the efficiency of the specialist. At the end of each such post, users should be encouraged to use the tips and send the results to the Banda Agency. Then, you need to select some of the best works, publish them on Facebook and Instagram and thank their authors for their participation. Every few months, you can hold a contest in which the winners will have the opportunity to spend one working day at the Banda Agency.</p>	<p>The posts of the #акыbanda section should be published on Monday at 18:00;</p> <p>Posts of the #bandaучить section should be published on Thursday at 18:00;</p>
Instagram	<p>1. Stories about the working days of the agency;</p> <p>2. Posts with short tips to help increase productivity and facilitate the process of generating ideas.</p>	<p>1. Daily;</p> <p>2. 2–3 times a week</p>
YouTube	<p>1. On the current channel, start a deposit, which will analyze modern advertising work, review the news of the advertising market of Ukraine and the world, significant events in the life of the agency.</p> <p>2. Short video tutorials on design and generation of creative ideas (sometimes you can duplicate lessons from Facebook).</p>	<p>Materials under numbers 1 and 2 times a week:</p> <p>1 – Wednesday at 17:00;</p> <p>2 – Friday at 6 p.m.</p>

Source: created by the authors.

This plan of actions could reveal the latent share of the target audience and increase the activity of those who already interact with the content. According to the table, this approach should be followed, but it does not mean that all content should be subject to these recommendations or narrow the range of topics to recommendations only. Recommended actions should be integrated into the agency's overall communication policy. This means that publications with general information should remain in the agency's content plan. Publications based on the recommended above should be included in the content plans of the respective platforms, as part of them, which contributes to the promotion of other parts available in these content plans.

In order to accelerate the increase the number of subscribers of Facebook and Instagram pages, it is recommended to conduct advertising campaigns on these social networks. Advertising campaigns recommended to be conducted using the Facebook Ads service. This system is allowing to create and manage advertising campaigns, conduct detailed targeting by determining the key demographic and behavioral characteristics of members of the target audience, allows to determine the territory of advertising campaigns and time,

as well as control the cost of one advertising contact and the overall budget of the campaign. Based on this, it is recommended to conduct an advertising campaign, with a goal in the advertising office of the system, «Preferences of the page» and the target audience, interested in receiving advertising services. The period and budget should be determined by management based on financial and time constraints.

## 5. CONCLUSIONS

Marketing activity of modern enterprises in the advertising market on the Internet is a condition for survival for the modern advertising market both in Ukraine and abroad, due to the realities of the modern market, the structure of communications which is directly affected by digitalization.

Thus, in order to improve the marketing activities of an advertising agency on the Internet, on the example of «Banda Agency», authors proposed to create a holistic communication system. Channels of this system: pages on social networks, website, channels on streaming services – should broadcast information of an interactive nature, which should be useful, as well as meet the aesthetic and cognitive needs of users of relevant platforms. At the same time, the information should be presented in a user-friendly form on each of the platforms. Thus, the usefulness of information will be manifested in its ability to form a positive mood and be applied in everyday work, in order to increase productivity. This method is the most effective for increasing the number of supporters and followers, because the brand in this way brings value to everyone's life.

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