

мобілізації. Маючи прозорі та зрозумілі правилами гри, бізнес зможе точніше передбачати на що саме слід розраховувати, і тоді навіть під час війни можливо достатньо ефективно планувати як свою поточну, так і майбутню діяльність.

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DIGITAL MARKETING AS A POSSIBILITY TO PROMOTE LOCALITIES ЦИФРОВИЙ МАРКЕТИНГ ЯК МОЖЛИВІСТЬ ПРОСУВАННЯ ТЕРИТОРІЙ

Localities engage in a competitive process to attract a range of flows, including investment, tourism, human capital, information, technology, skilled labour and so on. Attracting these flows is the basis for dynamic local development, which contributes to improving the standard of living and quality of life of the population. In this context, the competitiveness of localities depends not only on their natural and economic resources, but also on their ability to effectively communicate the advantages and opportunities they offer. The promotion of the locality's image and the provision of relevant information have become essential tools for attracting flows and establishing sustainable connections with stakeholders.

The information component is one of the factors influencing the investment attractiveness of the locality. Information about the locality's potential must be communicated to market players looking for a place to live, work, spend their leisure

time, invest, start a business etc., which can be achieved through the Internet. The Internet can be a means of promoting localities by providing on-line access to target segments and offering local public administration efficient means of cooperation with residents, economic agents and investors.

Localities need tools to create and promote their investment attractiveness and image. One possibility is the use of modern information technologies, which play an important role in the communication between different market actors [1].

Digital marketing of the locality is a set of tools of marketing activity of the local public administration and other consumers of the territory, which allows to research the internal and external market, effectively structure the electronic information environment, position the locality and promote attractive local conditions and resources with the aim of attracting internal and external resources and realising exchanges [2].

The use of digital marketing offers an exceptional potential for building and promoting the brand of the location and offers unique advantages compared to traditional advertising: offering a large volume of information, access to the global information market, speed and efficiency of information communication, relatively low costs of transmitting and obtaining information. In the marketing of places, the Internet is of particular importance as it influences the decision on where to locate a business and where to set up a company.

The choice of the most advantageous place for starting a business often begins with a search for information on the Internet, where the locality that presents the most convincing and well-founded advantages of placing capital in its territory is selected from several alternatives. The Internet allows the investor not only to find answers to some questions related to the geographical location of the locality, the level of socio-economic development and infrastructure of the locality, the attractiveness of the locality for investment, the conditions created by the local public administration for doing business, the investment potential and risk, but also to visualise the information. The information required by the investor is complex and includes a wide range of indicators. Lack of important data results in additional time and financial

resources for the investor and may lead to loss of interest in the location and abandonment of the investment idea.

Focusing efforts on the application of digital marketing will help achieve the following objectives

1. Improve the management process of the site through access to information resources and operational information exchange;
2. Gathering information on natural and legal persons interested in the resources of the town, on the category of information sought, with the aim of structuring the information needs of consumers by target segments and organising a constructive dialogue with them;
3. To create, modify and maintain the image of the locality by informing society about the objectives and tasks of the development strategy of the locality promoted by the local authorities;
4. The website should contain a link dedicated to tourism in the municipality, with a presentation of tourist attractions, photos, maps, descriptions, etc., or references to other websites where useful information on tourism in the municipality can be found;
5. Informing investors and attracting investment. Achieving this objective will make it possible to:
 - Solving social problems: maintaining and increasing the employment rate of the working population and attracting labour to the area, increasing the population's standard of living and purchasing power.
 - Solving economic problems: development of existing enterprises and implementation of new technologies; creation of competitive products; maintaining positions in existing markets and penetration of new markets; development of small and medium-sized enterprises etc.

It is recommended that the websites of the localities should contain information that would reflect the peculiarities of the development of the locality, investment opportunities in the locality, the use of marketing elements in the realisation of the website and correct positioning, presentation of up-to-date information, high

functionality of the website. The presence on the website of useful information for potential investors, tourists and other consumers positively influences the attractiveness of localities and contributes to increasing their development potential.

The use of digital marketing at the locality level for the purpose of investment development becomes not only a necessity, but also a specific factor in increasing the investment attractiveness of the locality for investors.

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ДИДЖИТАЛІЗАЦІЯ БІЗНЕС-ПРОЦЕСІВ : КЛЮЧ ДО ЕФЕКТИВНОГО МЕНЕДЖМЕНТУ

DIGITALIZATION OF BUSINESS PROCESSES : THE KEY TO EFFECTIVE MANAGEMENT

Сьогодні активно обговорюються перспективні технології та їхній вплив на майбутнє. Особливу увагу приділяють ідеї повного переходу на цифрові технології у всіх сферах життя, зокрема в економіці та бізнесі. Процес диджиталізації - це незворотний процес, який охоплює всі сфери нашого життя. Аби успішно розвиватися, суспільство має не лише пристосовуватися до нових технологій, а й активно використовувати їхній потенціал, одночасно