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DIGITAL MARKETING COMPONENTS OF PROVIDING INFORMATION ABOUT ENERGY SERVICE COMPANIES IN THE CONDITIONS OF GREEN ENERGY DEVELOPMENT

Climate change monitoring has led to a review of approaches in the usage of natural energy resources, conservation of biodiversity, reduction of environmental pollution through the promotion of sustainable development values and the use of green technologies by both the United Nations and the European Commission. The important direction for states is the transformation of energy policy in accordance with the European values of sustainable development, the formation of energy efficiency and energy saving of the economy, the use of renewable energy. In addition, the signing of the Paris Agreement in 2015 and approval of the 17 Goals of Sustainable Development, which

is part of the agenda for development to 2030 UN Summit, outlined new international commitments of States in the context of strengthening the climate policy.

The development of smart specialization in the economy, the establishment of the sustainable development principles provides the transformation of the marketing activities of the energy service companies towards increasing the role of the intellectual labor and formation of human capital. The pressing issue is the introduction of the innovative marketing technologies to form the brand of such companies as a reliable service provider. In addition, in the context of the business process digitization, the enterprises need to improve the use of the innovative marketing technologies to form the human capital of the energy service company. Accordingly, it is urgent to consider the implementation of the digital marketing technologies into a management system of energy service company, the innovative development and the promotion of the energy service company brand.

Organizational structure of the energy service companies management provides the functions of following departments: Energy Audit and Certification Department, Department of Energy Saving, Project Support Department, Risk Management Department, Construction and Installation Works Department. In Figure 5.2 an organizational management structure that can be applied to the energy service companies is presented.

In general, the competitiveness of an enterprise at the market is determined both by their range, quality and quantity of goods or services, and the degree of updating in the process of production activity on the basis of increasing the share of the intellectual labor, introduction of process automation [1, p. 103]. Instead, the desire of energy service companies to find their “cell” at the energy market, to consolidate it requires the synchronization of their goals with the digital marketing trends. As a consequence, the task of business managers is to implement such innovative digital marketing communication instruments as mobile (social) platforms which provide:

– free and convenient access to the relevant information (content clustering by the target audience categories, SEO promotion);

– pro-activeness of the client (employee) in the development of the company, solving social issues (priority from “storytelling” to “storymaking” by posting the online videos, comments to posts, reviews on the activity of the company, dissemination of recommendations for cooperation with the company on a personal page, groups, blogs);

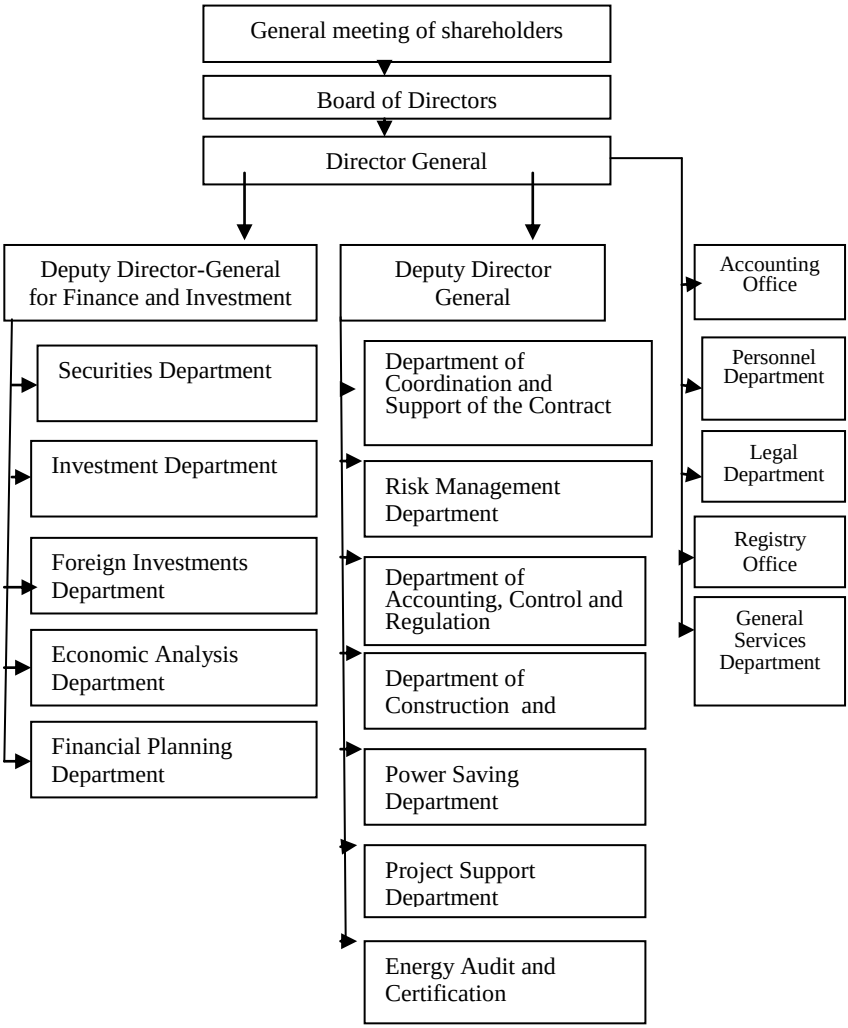

Figure 5.2 Organizational structure of management of energy service company

Source: composed by the authors

– orientation on the relevant target audiences, in particular the generation of Z employees (application of advertising design that harmonizes with the content of the page, chats, copywriting);

– synchronization of the site with the social networks (Facebook,

Instagram, Snapchat, YouTube, Twitter, LinkedIn, etc.), mobile communication channels (Telegram, WhatsApp, Viber, Skype, etc.), electronic document services (Google services: Gmail, Docs, Calendar, Forms, Sheets, Drive).

Digital technologies are a critical enabler for attaining the sustainability goals of the European Green Deal in many different sectors. Digitalisation presents new opportunities for distance monitoring of air and water pollution, or for monitoring and optimising how energy and natural resources are used [3]. As a result, the energy service digitization is considered as an environment for the development of the innovative types of services such as the use of the modernization facilities, placement of telecommunication equipment, various sensors and advertising on the supporting structures of the external lighting and other upgraded facilities [4, p. 52].

This makes to consider the digital marketing today as a technology of formation of the loyalty to the energy service companies brand. To understand the specifics of using such technology in Table 5.4 the components of the digital marketing (technologies, types, methods, instruments, etc.) that will serve as a basis for providing information to clients about the activities of energy service companies.

The definition of the instruments and technologies for the marketing of energy service companies in the virtual environment depends on the level of consideration of the mentality of the target audience. The concept of creating advertising the image should reflect the values of the national mentality, since the external image of the advertisement will reflect the inner world of the man and cause him to desire to materialize. If desired, there is a specific action – the acquisition of the desired thing, which, in turn, will lead to the expansion of the range of potential consumers and attract the new ones [5, p. 172].

In addition, for the introduction of the digital marketing as a technology of the loyalty to the energy service company brand, the management service should combine both paid and free digital marketing instruments. At the same time, the effectiveness of using such marketing technology to promote an enterprise brand in the energy service market depends on a clear understanding of the specifics of building a communication channel algorithm in the virtual environment. This is especially important when looking for the information in a virtual environment. In particular, the algorithm for using the digital marketing communication instrument involves identifying of the following steps in contacting a customer:

Table 5.4

Digital marketing components of energy service companies

Component	Characteristics
Instruments	- mobile technologies (text messaging (SMS); voice automatic menu (IVR); multimedia messaging (MMS); local radio communication between communication means (Bluetooth); wireless data transfer protocol (WAP); make payments or get discounts; QR code is a printed image that allows you to quickly migrate to a virtual environment; Click To, Flash SMS, Location Based Services (LBS) - technologies of convenient loading of software products; - Internet, cloud technologies; - social media (Facebook, Instagram, Twitter, LinkedIn, YouTube); - desktop computers, laptops, tablets; - digital television; - radio; - interactive screens (3D-mapping); - image projection technology on an environmental object (virtual reality); - POS terminals, camcorders (biometric technologies – automated consumer identification technology, based on physiological (fingerprints, face recognition, DNA, iris pattern, palm or ear shape, smell) or behavioral (handwriting or keyboard handwriting, voice, lip movement, gait) characteristics); - LCD exhibition stands with presentations, LED panels; - QR codes; - e-mail (sending to mobile devices of electronic advertising messages in the form of sms, ie combining telephone marketing with mail), etc.
Regimes of instruments use	– on-line; – off-line; – commercial; – free.

Table 5.4 (continued)

Methods of promotion	- Google Adwords contextual advertising, Yandex Direct (selecting specific interests that match the subject matter of the message, and displaying the relevant content) - smart advertising (Big Data technology – large volumes of data); - retargeting - mobile marketing; - Email; – RTB (real time bidding) – SMM (social media marketing) –marketing; – SMO (social media optimization); – search engines optimization); – SEM (search engine marketing); – e-Customer Relationship Management, ECRM); – (Video Search Marketing, VSM), – (Affiliate Marketing, AM); – crowd-marketing; – online video; – pop-up advertising; – native advertising; – Content Marketing involves the communication with the potential customers through the provision of specialized information that is useful to the target audience and is associated in some way with the company's products; – Online Advertising is a marketing instrument that engages the customers across the Internet through a variety of advertising options: display advertising; spam; teaser advertising (creating an informational message with part of an interesting phrase, picture or video); landing page (often a one-page site containing a product or service announcement); – Web-Analytics – a system for measuring and collecting the comprehensive statistics on site activity.
Target audience	– owners of computers, laptops, mobile phones, smartphones, tablets, TVs with Internet access; – owners of mobile phones, smartphones; – users of terminal services; – people who see electronic screens.

Table 5.4 (continued)

Form of advertising	– Content (blog posts, articles, publications, research, eBooks, sales copy, e-newsletters, social media campaigns, SEO); – design (including photos and images for content, infographics, diagrams, photos, videos); – statistics (analytics, key performance metrics, goals and objectives, conversion channels, client LTV).
Technologies of monitoring and relevance	– Google – search for questions and reviews concerning product on sites and forums; – Google Alerts i Talkwalker – notifications for new reviews and questions; – Disqus – tracking of comments about product on blogs; – Kribrum – monitoring social networks and forums;; – Tagboard, LiveTweet, Tweetdeck – monitoring of social network Twitter; – Facebook, Google Plus, Twitter – communication with potential clients; – Google Analytics – analysis of product site conversions and consumer behavior on that site; – CRM (Customer Relationship Management) – a customer relationship management system.
Media indicators of effectiveness	*traditional* (classic) indicators*:* – comprehension – the proportion of the target audience that has been exposed to a promotional message over a period of time; – OTS or Frequency (opportunity to see) – the number of promotional messages transmitted over a period of time; – GRP or gross rating points – a media plan performance metric calculated as a result of multiplying reach by frequency. *the latest (specific) indicators of interactive interaction*: – rollover – moving the cursor over an interactive object; – click – click by a mouse on an interactive object; – transits – moving a user by clicking on another URL; – user-generated content comments, user-generated links; – registration in the CMS-system – th act of providing content editing; – ROI – an estimation of the level of profitability and loss of investment.

Source: composed by the authors based on [6-10]

– placement of content on the appropriate platforms (eg descriptions of services), system of search optimization;

– preliminary contact with the customer: fixing the customer's request for information in the search system, sending a message about the service;

– offer of the most effective variants for meeting the request by applying inbound marketing or pull marketing.

When using the digital marketing in the energy service companies, the specifics of the passive and active partnerships should be taken into account. In particular, the level of development of passive partnerships is characterized by the significant costs of finding information about a potential partner, sending commercial offers and promotional products, and spending time to make the right decision regarding the prospects for further interaction. Instead, at the leves of development of active partnerships the transaction costs for processing information, conducting negotiations, legalizing the required documentation, sending tasting and sample products emerge [2, p. 32]. In this regard, the introduction of the digital marketing in the energy service company should be seen as a platform for integrating passive and active partnerships using the artificial intelligence, such as chatbots, virtual response platforms (3D, 4D design).

In this context, we agree with scholars [6] about the changing role of the enterprise site in the digital marketing system, which allows interacting with the social networks, mobile devices, provide the user traffic and measure visits and actions. There is a transition from the text-to-video, QR-code bindings, infographics, photos, navigation maps, comparative analysis of goods, posting of up-to-date content information about the business and activities [6].

Another digital instrument for the formation of loyalty to an energy service company brand, and especially establishing an effective youth communication channel (Generation Z), is the social networks. The use of such instrument provides the implementation of a personal approach to a potential customer, getting quick feedback. Creating pages and profiles in as many social networks as possible ensures a diverse audience. At the same time, it should be noted that the administrator of the pages in the social networks should adapt the content to the nature of the network and its target audience.

The introduction of European digital experience in implementing measures aimed at reducing energy intensity of the economy, diversification of sources and ways of energy resources supply,

increasing domestic production on the basis of sustainable development is a positive sign for states without a formed energy service market. Considering the above noted, the topical issues are to develop an algorithm for implementing of the digital marketing in the energy service companies by the functional areas of the management, methods of optimizing the use of digital instruments during the marketing activities in the company management system.

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THEORETICAL AND LEGISLATIVE PROBLEMS OF FRANCHISE NETWORKS DEVELOPMENT IN UKRAINE

The solution of many economic problems in the new economy requires the use of alternative organizational and management approaches and mechanisms that meet specific conditions of modern environmental. World practice has shown that the basis of successful development strategies of individual firms, industries, regions and territories is networked organization of modern business is based on the effective interaction of the network.

One form of networking is a franchise that is more than 100 years productively used by foreign companies. The theoretical basis of research franchise were laid in the works of foreign researchers – S. Burley, C. Davis, J. Delteya F. Lafontaine, C. Makkostera, M. Mendelson, D. Stenvorta that detailed specific questions on this subject.

Theoretical and practical aspects of research franchise essence, the history of its study, the principal advantages of form and franchising