

The Use of Digital Marketing Approaches in the Biotechnological Production

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神戸学院経済学論集

第53巻 第1・2号 抜刷

令和3年9月発行

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Abstract

Justification digital marketing tools and features to operate within biotechnological production. The stages of conducting research on biological products on the lands of agricultural holdings and with farms are substantiated. The stages of using targeted advertising for biotechnology companies are highlighted and the effectiveness of launching an advertising campaign has been determined.

Key words : ecological marketing, biotechnological production, digital approaches, marketing communications.

The modern business environment of any industry is characterized by difficulties in order to make right marketing decision, especially in terms of functioning

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The Use of Digital Marketing Approaches in the Biotechnological Production in a market with a high degree of competition. Further development of environmental marketing should be based on building a holistic system of using digital tools with a developed strategy. Since each of the components and tools of this strategy has its own characteristics, the first step before its direct formation is appropriate to clarify the principles of their operation in modern conditions and especially in biotechnological production.

Studying the algorithm of application of digital marketing approaches, it is necessary to consider it from the standpoint of functioning for a particular form of management. As for agricultural holdings, in this case it should be noted first of all that the companies producing biological products or their distributors face a problem: how to start cooperation with large enterprises. In this case, should be taking into account such important marketing factors for these companies as : price, quality, efficiency, packaging, shelf life, features of the biological drug and brand and manufacturer recognition.

In way of using biological products with low quality and efficiency for such enterprises, there is a risk of losing a significant part of profits. That is why, for the most part, agricultural holdings, operating with significant human and information potential, conduct independent research on biological products and only then make the right decision for themselves without undue risk. Under these conditions, companies producing biological preparations or distributors need at least 1 year for agricultural holdings to start using their biological preparations.

Given the above, the following are the stages of cooperation of a manufacturer or distributor of biological products in the study of the effectiveness of biological products on the lands of the agricultural holding (Table 1).

This sequence, which is shown above, is necessary not only for effective results from the use of biological consumer now, but in order to collect much information as possible regarding not only the product itself, but also large agricul-

Table 1

**Stages of the research of the effectiveness of biological products
on the lands of agricultural holdings**

Stage	Peculiarity
Enterprise analysis	Need to know which crops grow agricultural holding, region growing crops that use biological products.
Organization of the meeting	It is necessary to present the benefits of the product and the preliminary results of research in the form of a presentation, to agree on the area of the research site, to agree with which preparations competitors will conduct research.
Transportation of the biological product to the experimental site	Necessary personal delivery to a biological research site and control the process of its use in research area.
Control of plant growth phases	Important to monitor the effectiveness of the biological product at different stages of the growing season. Record everything in photos, videos and write down the necessary data.
Presence at harvest	Important to make sure that the study is transparent, so you need to be present during the harvest. It is important to record the data of all research sites.
Formation of research results	After receiving all the results, it is important to record all the data in the form of a document.

Source: formed by author

tural holding consumer requests. After forming the results of the study, the information obtained can be used to directly promote the product and, accordingly, to begin long-term cooperation with the agricultural holding.

The price and efficiency of the applied biological product are important for effective work with farms and private estates. Ukrainian biological products are much cheaper than foreign ones, but there is a stereotype that domestic ones are inferior to foreign ones in terms of efficiency. In order to convince the main target audience that the biological product is effective, it is necessary to show yield results and feedback from other farms or farmsteads. Table 2 shows the stages of cooperation with farms in order to obtain feedback on the effectiveness of the

Table 2

Stages of cooperation with farmers to record positive reviews on biologics

Stage	Detailing
Analysis of the customer base of a particular sales season	Important to cover each region of Ukraine, so it is necessary to allocate from the client base from 7 to 17 farms or estates in each region of Ukraine.
Organization of the meeting	Necessary to arrange a meeting in the field with each of the selected farms.
Gifts with a product or company logo	Important to prepare gifts: (branded paraphernalia), certificates with a discount on the next purchase.
Direct meeting	Important to record all the events in the photo, video and get a comment from the owner or agronomist farm or homestead.
Forming interview results	After receiving all the data and yield indicators, it is important to record all the data and comments in the form of a document.

Source: formed by author

biological product.

After receiving feedback from all farms and estates, it is mandatory to approve and obtain their permission to publish in the Internet. Yields and feedback from the photo, the name of the farm, the region must be formed in the form of an article and must be distributed. The peculiarity of this segment of the target audience is that it is necessary to use online and offline marketing.

At the present stage, it should be noted that among the representatives of agriculture, the social network Facebook works effectively. With this tool it is possible to share news, publish the results of the effectiveness of biological, disseminate feedback, give recommendations and useful advice, talk about the range of biological, talk about the critical state of the environment, the state of soils.

An important aspect is that the most valuable and useful information must be disseminated not only on your page, but also in the social networks of agricultural

portals and agricultural groups. As for the Facebook page of the manufacturer or distributor of biological products, all valuable and useful information should not only be published, but also promoted with the help of such a tool as targeted advertising, as only 1% of the page’s subscribers see organic publications. With this tool, important news, information or advertising article will be able to see not only the subscribers of the page, but also potential consumers of biological products.

In the concept of common sense, targeted advertising has to be understood as form of advertising that is aimed at a target audience of parameters defined beforehand advertiser. Launching targeted advertising on the social network Facebook is very effective among the target audience of biotechnology production. There are several steps you must take to use this tool (Fig. 1):

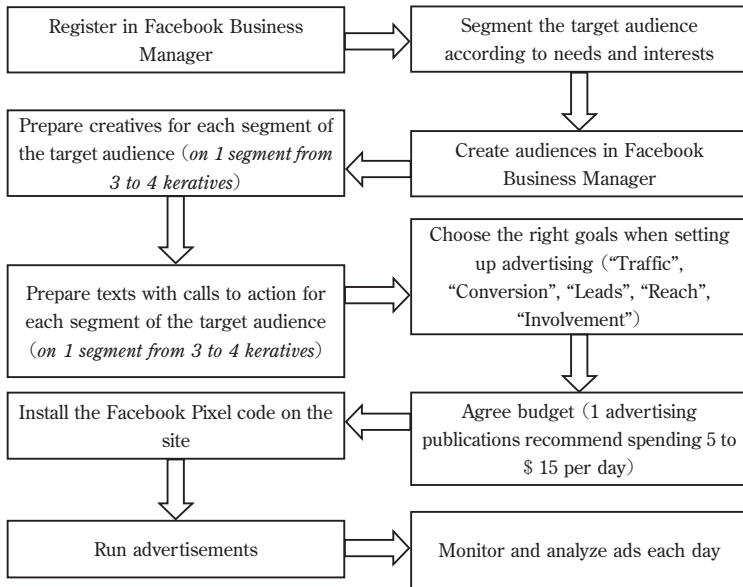


Fig. 1. Stages of using targeted advertising for biotechnology companies

Source: formed by author

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Following consideration of the operation tarhetovanoyi advertising biotechnological production should be considered separately 5 goals in the most effective advertising tarhetovaniy such as “Traffic,” “Conversion”, “Lida”, “Coverage,” “involvement”. Detailed characteristics are shown in the table below (Table 3).

Table 3

Characteristics of the goals of targeted advertising in biotechnological production

Goal	Characteristic
“Traffic”	With this purpose, the website of the manufacturer or distributor of biological products may attract a new audience and introduce it to the product or company.
“Conversion”	With this objective may customize advertising for sale of biological products on the site. At first glance, the ad will be similar to the ad for the purpose of “Traffic”, but Facebook will show advertising to the audience that most often buys online.
“Lids”	Facebook allows you to create a form where the target audience can fill out contact information and send it. For this type of ad, you need to describe in detail the benefits of the product in the ad, so that the target audience understands why they leave contact information.
“Coverage”, “Involvement”	These goals are best used to promote posts on the Facebook page - go to the site, download the catalog or leave contact information, these advertising goals do not allow, the target audience will be able to see the post and comment on it

Source: formed by author

In addition to what is shown in table 3, it should be noted - the use of the goal “Traffic” requires a fast, convenient and informative site with the ability to make an online purchase. Also important is the “Go to Store” button when setting up your ad. The basis of such an advertisement is its relevance to the pages or section of the site. Another important feature of targeted advertising is that Facebook shows advertising for a specific purpose to those who most often perform such actions.

For such a goal as “Conversion”, when setting up this type of advertising you need to have a fast, convenient and informative site with the ability to make an online purchase. In this case, you should not turn off the ad for a long period, because for the effective work of such a goal requires from 3 to 4 weeks, and a budget of at least \$ 10 per day.

As for such a goal as “Lady”, this goal works best in the context of exchanging a “gift” from the company or useful consumer information. In particular, below are the results of the effectiveness of the launch of an advertising campaign in the company of the manufacturer of biological for the purpose of “Lids” in the social network Facebook (Table 4).

Table 4

**The effectiveness of launching an advertising campaign aimed at “Lids”
on the social network Facebook**

Name	Indexes
Lids	1665 pcs
Buyers	178 pcs
Conversion	11%
Cost for 1 ice	82 UAH
CAS (Cost of attracting 1 client)	1094 UAH
ARPU (Average revenue per active user)	236 UAH
ARPUU (Average revenue per customer)	2208 UAH
ROMI (Return on marketing investment. How many percent of profits exceeds costs)	102%
ROAS (How much money did 1 invested unit bring)	202 UAH

Source: formed by author

The results presented above were obtained as a result of modeling an advertising campaign for biological. The launch period of the advertising campaign is 3 months. During this time, managed to get 1665 “lids”, the contacts of potential buyers interested in biologics. Then the sales department of the biotechnology

The Use of Digital Marketing Approaches in the Biotechnological Production company works directly with these potential buyers. As can be seen from Table 3.8, the biological product was purchased by 178 people, the conversion was 11 %. Effective conversion is considered to be from 3 to 5%. From the table. table 3.8 also shows that the return on marketing investment was 102% - this means that the advertising company was effective and brought the company a profit.

CONCLUSION

Summing up the consideration of this issue, it should be noted that the further development of biotechnological production in Ukraine from the standpoint of environmental marketing is possible only through the systematic use of digital marketing tools. Business entities in the biotechnology industry in the long run need to rely on a system-based digital strategy to promote their products based on key conditions:

- Availability of a functional site with these criteria;
- Active use of marketplace platforms;
- Purposeful and constant work with social networks;
- Use tools to help index a site or online store on the first page of the Google search network.

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