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## SOCIAL AND ECONOMIC ACTIVITY OF THE ENTERPRISE: THE ROLE OF INTERNET MARKETING IN CRISIS CONDITIONS

*The rapid evolution of the economy and technological progress creates new conditions for interaction between businesses and consumers. In the digital era, the Internet has become a key channel of communication and information exchange, empowering companies to rethink their marketing approaches and integrate online tools to maintain their competitive position. The modern consumer is characterized by high information awareness, mobility, and demanding service quality. This requires businesses not only to engage their audience through digital platforms, but also to ensure effective interaction that builds trust and loyalty. Thanks to online marketing, businesses can strategically segment the market, optimizing advertising campaigns and reducing the cost of attracting new customers. The integration of online marketing with anti-crisis strategies, which are proactive measures taken to mitigate the impact of potential crises, opens up new avenues for stimulating the social and economic activity of companies through digital channels such as social media, e-commerce platforms, and online advertising. It also contributes to the development of long-term relationships with customers and partners, which is especially important in times of economic instability. The study of this issue is of practical importance for businesses seeking to remain competitive and adaptive in a dynamic market and is particularly relevant in view of the digital transformation of business and global economic challenges. Internet marketing tools used as part of an anti-crisis strategy play an important role in increasing the social and economic activity of an enterprise in times of economic instability. They ensure quick adaptation to the changing market environment, effective communication with the target audience and maintaining interest in goods or services. Most importantly, they help to maintain and strengthen customer loyalty, which is critical during crises, as a stable customer base provides the company with the necessary financial resources to overcome difficulties. This article defines the features of crisis management, considers the classification of marketing strategies for crisis management, analyzes the essence of Internet marketing, its advantages, such as cost-effectiveness and global reach, and disadvantages, such as potential for negative feedback and data privacy concerns, as a tool of crisis management strategy for increasing the socio-economic activity of enterprises in the context of economic instability; describes the key tools of Internet marketing and their impact on increasing the socio-economic activity of an enterprise in the context of economic instability.*

**Keywords:** social activity, economic activity, enterprise activity, Internet marketing, crisis.

**Jel classification:** M31; H56.

## СОЦІАЛЬНО-ЕКОНОМІЧНА АКТИВНІСТЬ ПІДПРИЄМСТВА: РОЛЬ ІНТЕРНЕТ-МАРКЕТИНГУ В КРИЗОВИХ УМОВАХ

*Стрімка еволюція економіки та технологічний прогрес диктують нові умови взаємодії між бізнесом та споживачами. В епоху цифрових технологій інтернет став ключовим каналом комунікації та інформаційного обміну, що змушує компанії переосмислювати свої маркетингові підходи та інтегрувати онлайн-інструменти для збереження конкурентних позицій.*

*Сучасний споживач характеризується високою інформаційною обізнаністю, мобільністю та вимогливістю до якості обслуговування. Це вимагає від бізнесу не лише залучення аудиторії через цифрові платформи, але й забезпечення ефективної взаємодії, що сприяє зміцненню довіри та лояльності. Завдяки інтернет-маркетингу підприємства отримують можливість більш точної сегментації ринку, що дозволяє оптимізувати рекламні кампанії та скоротити витрати на залучення нових клієнтів.*

*Інтеграція інтернет-маркетингу з антикризовими стратегіями відкриває нові перспективи для стимулювання соціально-економічної активності компаній за допомогою цифрових каналів, таких як соціальні мережі, платформи електронної комерції та онлайн-реклама. Це також сприяє розвитку довготривалих відносин з клієнтами та партнерами, що є особливо важливим в умовах економічної нестабільності. Дослідження цієї*

проблематики має практичне значення для підприємств, які прагнуть залишатися конкурентоспроможними та адаптивними в умовах динамічного ринку, та є особливо актуальним з огляду на цифрову трансформацію бізнесу та глобальні економічні виклики.

Інструменти інтернет-маркетингу, що застосовуються в рамках антикризової стратегії, відіграють важливу роль у підвищенні соціально-економічної активності підприємства в періоди економічної нестабільності. Вони забезпечують швидку адаптацію до мінливого ринкового середовища, ефективну комунікацію з цільовою аудиторією та підтримання інтересу до товарів або послуг. Крім того, вони сприяють збереженню та зміцненню лояльності клієнтів, що є критично важливим під час криз, оскільки стабільна клієнтська база забезпечує компанії необхідні фінансові ресурси для подолання труднощів.

У даній статті було визначено особливості антикризового управління; розглянуто класифікацію маркетингових стратегій антикризового управління; проаналізовано сутність інтернет-маркетингу, його переваги та недоліки як інструменту антикризової стратегії для підвищення соціально-економічної активності підприємств в умовах економічної нестабільності; описано ключові інструменти інтернет-маркетингу та їхній вплив на підвищення соціально-економічної активності підприємства в умовах економічної нестабільності.

**Ключові слова:** соціальна активність, економічна активність, активність підприємства, інтернет-маркетинг, криза.

**Statement of the problem.** Today's rapid economic and technological changes dictate new rules of interaction between businesses and consumers. In the digital era, the Internet is becoming the main channel of communication and information exchange, forcing businesses to review their marketing strategies and integrate online tools to maintain competitiveness.

The modern consumer is information-savvy, mobile, and demanding of the level of service. This necessitates businesses to engage their audience through digital channels and maintain a high level of interaction that builds trust and loyalty. Online marketing empowers businesses to perform more accurate market segmentation, thereby increasing the effectiveness of advertising campaigns and reducing the cost of attracting new customers. This sense of control over their marketing strategies can instill confidence in businesses.

The combination of online marketing and anti-crisis strategies, which are proactive measures taken to mitigate potential crises and maintain business continuity, opens up new opportunities to stimulate enterprises' social and economic activity through digital channels such as social networks, e-commerce platforms, and online advertising. It also contributes to forming long-term relationships with customers and partners, which is important in economic instability. The study of this topic is of practical value for businesses seeking to remain competitive and adaptive in a dynamic market environment. It is particularly relevant given the digitalization of business and global economic challenges.

Internet marketing provides opportunities to measure an enterprise's social activity. Analytical tools allow you to track engagement rates, user behavioral patterns, and the level of social interaction through various digital platforms. This contributes to the formation of an effective Strategy for managing customer and stakeholder relations, which can lead to increased customer satisfaction, improved brand reputation, and ultimately, higher sales and profits, positively impacting social and economic results.

Social media, email marketing, and content marketing are tools that can increase an enterprise's social activity, contributing to brand awareness and building a positive image. More importantly, they allow businesses to connect

with their customers on a personal level, integrating their feedback into decision-making processes. This not only increases adaptability to market changes but also makes customers feel more engaged and valued.

Online marketing, in addition to its economic benefits, has a significant social aspect. It promotes the active involvement of businesses in socially responsible initiatives, including through the support of environmental, educational, or charitable projects. This not only improves interaction with the public and increases the level of trust in businesses but also fosters a sense of social responsibility and commitment.

Thus, online marketing is a success factor in today's environment that allows businesses to increase their socio-economic activity by adapting to dynamic changes in the global economy.

**Analysis of recent research and publications.** The following scholars have devoted their works to the issues of this research topic: Lucius O. P., Skakun O. M. [1] studied the possibilities of using Internet marketing in agribusiness; Opashnyuk Y., Shyrshykov N., Kostiuk M. [2] considered Internet marketing as a means of improving the efficiency and competitiveness of companies in the tourism industry; Naumchuk V. V., Shmarovoz O. V., Pinchuk A. P. [3] studied Internet marketing given its role in the formation of the marketing Strategy of the enterprise; Zemlyakova O. D. and Taranych O. V., Novosad O., Opashniuk Y., Bereziuk M., Korytko M. [4] studied the use of Internet marketing tools in the service market. Despite numerous scientific works on this topic in the professional literature, certain aspects remain poorly understood. In particular, little attention is paid to using Internet marketing as a tool of anti-crisis Strategy to increase the socio-economic activity of an enterprise in conditions of economic instability [2, 8, 11, 12, 13].

**The purpose of the study** is to analyze the effectiveness of using Internet marketing to increase the socio-economic activity of an enterprise, to determine the optimal tools and strategies of digital marketing, as well as their impact on business development, attracting new customers, increasing profits and forming a positive image of the enterprise in the context of economic instability.

To define the features of crisis management; to describe

the classification of marketing strategies for crisis management; to characterize the essence of Internet marketing, its advantages, and disadvantages as a tool of crisis management Strategy to increase the socio-economic activity of enterprises in conditions of economic instability; to describe the main tools of Internet marketing and their role in increasing the socio-economic activity of enterprises in conditions of economic instability.

**Presentation of the main research results.** In today's environment of economic instability, businesses are forced to look for new approaches to maintaining and strengthening their social and economic activity. Internet marketing plays an important role in this, as it optimizes marketing costs and provides flexibility and speed of response to market changes. Using digital marketing tools such as social media, online advertising, and e-commerce allows businesses to effectively interact with consumers, adapt strategies in real time, and expand markets even in times of crisis. Combining Internet marketing with anti-crisis strategies allows businesses to increase their resilience to external challenges, ensuring long-term stability and competitiveness.

Strelchuk R. M. believes that “crisis management in the context of managing the strategic capabilities of an enterprise is a process of detecting and identifying signs of crisis

phenomena to prevent their negative impact on the ability of an enterprise to achieve its strategic goals and objectives” [14].

The development of an anti-crisis strategy involves a comprehensive analysis of internal and external factors affecting the enterprise's activities, identification of key risks and weaknesses, adaptation of business processes, optimization of resources, and the use of effective marketing communications tools, including Internet marketing, to maintain demand, attract new customers, and strengthen customer loyalty.

In today's economy, an anti-crisis strategy is key to ensuring an enterprise's stable functioning and efficiency in a competitive market. It acts as a tool for change management and is focused on developing alternative ways to overcome crisis situations, which allows the enterprise to restore stability and continue development [15].

The main feature of marketing strategies for crisis management is their ability to quickly adapt to changes in the external environment and create new business opportunities, stabilizing the enterprise's financial condition and strengthening its position in the market.

Consider classifying marketing strategies for crisis management according to the approach of Tereshchenko D. A. and Titova N. O. (Table 1).

Table 1

Classification of marketing strategies for crisis management

Classification feature	Type of strategy
<b>By the stage of crisis management</b>	<ul style="list-style-type: none"> <li>- Pre-crisis management - preventing crisis situations (positional/flank/mobile defense);</li> <li>- crisis management - smoothing the impact of crisis phenomena, activating the way out of the crisis (retreat, diversification);</li> <li>- post-crisis management - aimed at eliminating the consequences of the crisis, searching for new opportunities (market/product development, deep market penetration).</li> </ul>
<b>Depending on the nature of the impact of the crisis on the company's operations</b>	<ul style="list-style-type: none"> <li>- "reduction" strategies (freezing strategy, cost optimization);</li> <li>- market capture strategy (diversification, regional expansion, direct integration)</li> </ul>

Source: formed by author based on [15]

When applying crisis management strategies, a company should implement a change monitoring system that tracks the positive results of its implementation and promptly identifies negative factors that may affect its effectiveness.

Marketing in crisis management is not just one of the functional systems of the enterprise but is a key basis that ensures the stability and efficiency of all its departments. The development of an anti-crisis mechanism should be based on the enterprise's internal resources, in particular on the development of such management elements as forecasting, planning, information support, staff motivation, balance between centralization and decentralization, integration and diversification of management processes, and organizational structures and control mechanisms [10].

Internet marketing as an anti-crisis Strategy tool is “a set of online activities aimed at promoting a company's products, increasing sales, increasing its recognition, and retaining customers using various tools” [1].

Its key features make it particularly effective in

challenging economic conditions. First, it provides flexibility and speed of adaptation, which allows businesses to respond quickly to changes in the market situation. Secondly, targeting capabilities allow you to focus on specific consumer groups, which is important in a crisis.

Internet marketing is also characterized by low advertising costs compared to traditional methods, and its weatherability of results helps businesses accurately assess the effectiveness of campaigns. Interaction with customers through social media helps to increase loyalty, and the broad audience reach allows new consumers to be attracted. The relevance of content, a variety of communication formats, the possibility of testing and optimization, and integration with other crisis management tools increase the overall effectiveness of Internet marketing in supporting businesses in times of economic instability.

Krainiuchenko O. F. and Poltavtsev V. O. believe Internet marketing is an important e-commerce component. They emphasize that it is critical for an enterprise to implement online marketing promptly and effectively.

According to the researchers, Internet marketing can cover key elements of managing an enterprise's marketing activities, such as PR, sales strategy, marketing management, online services for working with buyers and customers, online advertising, and information management [4].

According to Mozgova G. M., "Internet marketing is the process of using modern information Internet technologies in conducting marketing research, product development, pricing, bringing to the consumer and introducing new approaches to stimulate sales in order to maximize consumer satisfaction through the innovative organization of material and information exchange" [9].

Krasovska I. Y. interprets Internet marketing as "a social and managerial process aimed at meeting the needs of consumers on the Internet when creating an offer and exchanging goods/services through information and communication technologies" [5].

Internet marketing is a set of strategies and methods for promoting goods and services via the Internet, including tools such as websites, social networks, e-mail, contextual advertising, and content marketing. Its main goal is to attract new customers and retain existing ones by creating high-quality content that meets consumers' needs. Internet

marketing is flexible, responsive to market changes, and allows for precise targeting, making it a cost-effective tool for modern businesses.

Let's examine the advantages and disadvantages of Internet marketing as an anti-crisis strategy tool for increasing the socio-economic activity of enterprises in the face of economic instability.

First, one of the main advantages of Internet marketing is its flexibility and speed of adaptation. In crisis situations, businesses can quickly adjust their marketing campaigns to reflect changes in consumer preferences or market conditions.

Second, online marketing provides significant cost savings compared to traditional forms of advertising. Online channels allow businesses to reach a larger audience for less money, which is especially important in times of financial difficulty. With the ability to target advertising, companies can focus on specific market segments, increasing cost efficiency and the chances of attracting new customers.

As for the advantages of Internet marketing that distinguish it from traditional marketing, they include (Fig. 1):

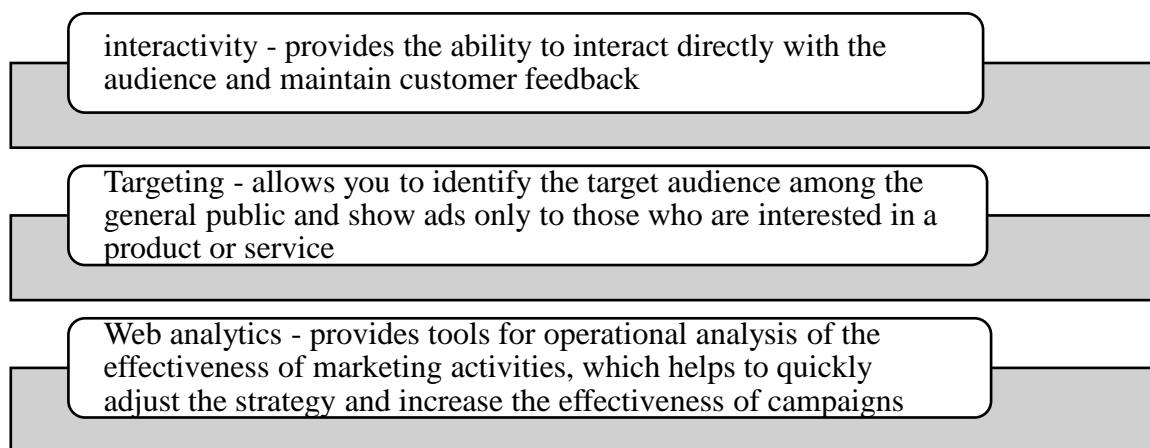


Fig. 1. The main advantages of Internet marketing that differ from traditional marketing

Source: developed by the author

- interactivity - provides an opportunity for direct interaction with the audience and maintaining customer feedback;

- Targeting - allows you to identify the target audience among the general public and display ads only to those who are interested in a product or service;

Web analytics provides tools for operational analysis of marketing activities' effectiveness, which helps to quickly adjust strategy and increase campaign effectiveness [7].

However, despite all the advantages, online marketing also has its drawbacks. For example, high competition in the online environment can make it difficult to stand out from other players. Businesses need to improve their strategies to stay relevant and visible constantly. In addition, rapidly changing consumer habits and preferences require constant monitoring and analysis, which can be resource-intensive.

It is also important to note that online marketing requires specific technical knowledge and skills. Not all

businesses have access to specialists in this field, which can hinder their practical use. Dependence on technology and the possibility of negative feedback through social media can also create additional risks.

Thus, for Internet marketing to be successfully implemented in an enterprise's anti-crisis strategy, it is necessary to plan carefully and consider its advantages and disadvantages.

These tasks make Internet marketing an indispensable tool for achieving business goals and increasing competitiveness in the current environment.

Internet marketing solves several important tasks: increasing brand awareness, attracting users to the company's website, analyzing the customer's path through the stages of the sales chain, determining the most effective advertising offers, increasing customer loyalty, providing quick access to information about goods and services; the possibility of detailed targeting to show ads only to the target audience; choosing promotion channels by the specifics of

the target audience; supporting the launch of new products on the market through information campaigns [6].

The main tools of Internet marketing are (Fig. 2):

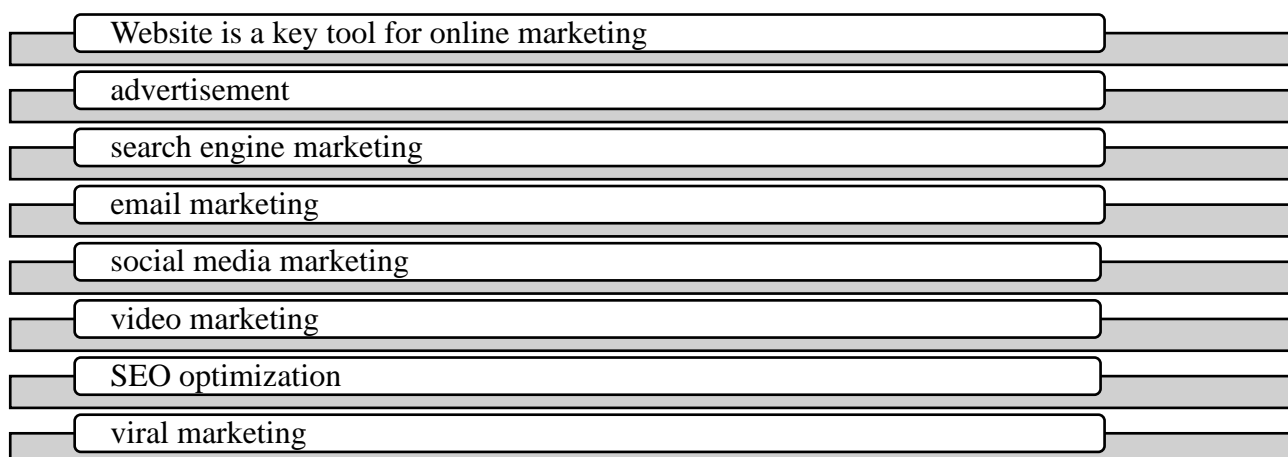


Fig. 2. Basic tools of Internet marketing

Source: developed by the author

- A website is a key tool for online marketing. Its creation, placement in the online environment, and competent use provide the owner with broad competitive advantages, help to gain market leadership, and increase brand awareness of the company;

- advertising (search, display, banner, contextual);

- search engine marketing - a distinctive feature is that the choice of advertising messages to be displayed is determined based on the user's search query;

- email marketing (direct marketing) is a form of advertising with an individual approach that allows you to establish personal contact with each user. It is based on direct communication with the recipient of the message to develop relationships and generate revenue;

- Social media marketing is the process of promoting a brand, goods, or services through social networks and platforms to attract an audience, increase awareness, interact with customers, and drive sales;

- video marketing is a Strategy for promoting goods, services, or a brand that covers various formats, such as commercials, training videos, customer testimonials, vlogs, and streams, which can be distributed through social networks, video platforms, and company websites;

- SEO optimization - search engine optimization of a

website, its promotion or promotion;

Viral marketing is a popular type of advertising that uses entertaining or humorous videos that spread quickly among users and reach a wide audience [3].

Internet marketing tools used in the anti-crisis Strategy significantly contribute to the increase of socio-economic activity of the enterprise in the conditions of economic instability. They allow you to adapt to a changing market environment quickly, ensuring effective communication with the audience and maintaining interest in products or services. They also help to maintain and strengthen customer loyalty, which is very important in times of crisis, as maintaining a stable customer base provides the company with the necessary financial resources to overcome difficulties.

**Conclusions.** The article defines the features of crisis management, describes the classification of marketing strategies for crisis management, characterizes the essence of Internet marketing, its advantages and disadvantages as an instrument of crisis management Strategy for increasing the socio-economic activity of enterprises in conditions of economic instability; describes the main tools of Internet marketing and their role in increasing the socio-economic activity of enterprises in conditions of economic instability.

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