

integrate a large number of technologies with sales and customer service, ensuring a consistent quality link between the advertiser and the end consumer. Digital marketing is based on the analytics of user data, their behavior, penetrating traditional communications to capture the attention of the audience and drag it into the virtual world. Digital marketing involves personalization, which enhances the impact of marketing tools on the target audience.

Therefore, according to the author, digital marketing can be called a scientific concept that studies the processes that affect the response of consumers under the influence of digital media and contributes to the best use of all opportunities to measure efficiency and optimize marketing activities.

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FEATURES OF YOUTUBE MARKETING IN MODERN CONDITIONS

In the 21st Century, YouTube has the top three search services in the world (the first place Google takes), enabling users to receive information on their requests in the form of video content. Given the large number of users of this service, it is advisable for a large number of companies to optimize their operation to use YouTube to enhance communication with the target audience. This service is one of the best sources for online businesses in terms of profitability, since in many niches it is possible to attract potential customers using small amounts of money.

In the process of implementing a marketing strategy on YouTube, the company needs to focus on the specifics of its products, the main socio-demographic characteristics of the target audience and effective tools for communication with potential customers, which will be realized through video content. The ineffectiveness of promoting a company's product on YouTube should be noted if its potential customers use other social media. In this case, it is advisable for companies to focus their efforts on developing pages in relevant social networks. Instagram and Snap Chat allow company to post a variety of content, including video content, but the specifics of the videos will be different from YouTube, since users of these social networks in most cases do not want to watch videos longer than 3 minutes.

A detailed analysis of the target audience of the company will determine the most appropriate format for submitting information in the videos. Here are some basic YouTube audience data in 2019:

- 62% of YouTube users are male;
- 80% of YouTube users are outside the US;

- 9% of small businesses are on YouTube;
- 35+ and 55+ age groups have the highest growth in YouTube users;
- 75% of adults turn to YouTube because they want to watch a video that reminds them of past events in their lives, and for helpful tips or current activities;
- millennials prefer YouTube over traditional television;
- 37% of users in the 18-34 age group watch video content for a significant portion of the day. This phenomenon was called «Binge-watching» when viewers watched one video after another for a long time;
- YouTube serves 88 countries in 76 languages (or 95% of all Internet users);
- men mainly watch football or strategy games;
- women watch thematic videos about beauty in the first place;
- 50 million video content creators have been recorded on YouTube [1].

In formulating the YouTube marketing strategy for a company, it is important to first identify the main purpose of using the specified social media. The main goals are:

1. Formation of target audience.
2. Increase the traffic on the company website.
3. Take a leading position.
4. Building a brand.
5. Increase in sales.

It is advisable to use 7 types of marketing videos in the process of establishing user communications with YouTube companies, based on product and target audience characteristics.

Among the types of marketing videos presented, the easiest way to start a YouTube channel is through vlogging. When creating this video content, only the dock with the camera and microphone is enough. A large number of bloggers conduct video blogs, talking about certain events in life, revealing their attitude to current problems and so on. In many cases, vlogs contain explicit or hidden advertising for certain products.

YouTube's implementation of the concept of video marketing involves creating its own video channel. A YouTube channel will only succeed if it is implemented as a long-term project, with regular content being uploaded periodically. The average channel unwinding time is 1 year and the minimum is 6 months. As mentioned above, video content should be created based on the specificity of the product of the company and its target audience.

Initially, a number of strategic issues need to be addressed that will ensure the successful launch of the company channel and the steady growth of its popularity among the target audience. It is important to address the content of the videos and the level of professionalism of their creation. Promoting the production of luxury cars requires the creation of videos that will test the drive of new cars. In this case, it is advisable to use the services of specialized companies, which will provide the involvement of professional presenters and using specialized equipment to shoot a video with a specific story. It is clear that small businesses have limited opportunities to engage professional video recording studios. The current level of development of

electronics makes it possible to independently shoot video content on devices that have cameras (it is possible to use even smartphones). In this case, the main thing is to ensure a certain level of image and sound quality, adhere to a certain plot and properly convey the necessary information. To address organizational issues, it is advisable to involve a wide range of company employees, which will allow you to consider a variety of perspectives and find a descriptive option.

If you are creating video content for a company YouTube channel yourself, you must take the following steps:

1. Determine the theme of the first movie.
2. Develop a detailed thematic plan for filming for a certain period of time (week or month).
3. Select artists who have the appropriate video shooting and editing skills.
4. Write a script for the shoot. In some cases, shooting without a script is possible.
5. Install and test the shooting technique.
6. Make a video and mount it.
7. Create a video box and a corresponding description.
8. Post the video on the channel.
9. Communicate with your target audience by answering questions that appear under the video in question.

Keep in mind that the primary purpose of a YouTube business is to build a relationship with your target audience and further accomplish your planned tasks. Therefore, the level of video quality and content are closely correlated with users' personal traits. For example, Volodia Rzhavyi RED21 video blog channel shows video content with specific jokes, accompanied by profanity, but the number of subscribers is more than 2 million people. Skyeng provides students with examples of different events, films, videos and other contemporary content. In the course of communication slang language (Urban Dictionary) is used [2].

Along with the product characteristics and financial capabilities of the company, the direct view of the chosen marketing video becomes important. When you post videos that are marketed as customer reviews or video blogging, quality requirements are significantly reduced.

References:

1. YouTube by the Numbers: Stats, Demographics & Fun Facts. Available at: <https://www.omnicoreagency.com/youtube-statistics/>
2. Urban Dictionary. Available at: <https://www.urbandictionary.com/>