



UDC 659.1

## MODERN TOOLS FOR FORMING AN EFFECTIVE ADVERTISING STRATEGY OF RETAIL ENTERPRISES IN THE FIELD OF CONSTRUCTION

Marchenko S.M. / Марченко С.М.

Ph.D., Associate Professor

ORCID: 0000-0003-2425-8535

Kyiv National University of Construction and Architecture,

Kyiv, 31 Povitryany Sil Avenue, Kyiv,

**Annotation.** The article examines modern tools for the development and implementation of an effective advertising strategy of retail enterprises in the field of construction. Key trends in digital marketing are substantiated, including the use of social media, content marketing and targeted advertising, and their impact on consumer engagement. Particular attention is paid to the challenges faced by enterprises in the conditions of growing competition, changes in consumer preferences and rapid development of technologies. The article focuses on the practical aspects of the application of technologies that help enterprises in the construction industry to increase the level of customer engagement, strengthen the brand and optimize. Practical recommendations for increasing the effectiveness of advertising strategies in the construction industry have been formulated.

**Keywords:** advertising, retail enterprises, construction industry, digital marketing, advertising strategies, social media, emotional influence, consumer preferences, branding.

### Introduction.

In modern conditions, the building materials market is becoming more and more competitive and dynamic, which creates new challenges for retail enterprises in the field of advertising. The main problem arises in the insufficient effectiveness of traditional methods of product promotion, which often leads to the loss of customers and a decrease in sales. In response to rapid changes in consumer preferences, information overload, and growing demands for service quality, businesses need to adapt their advertising strategies to today's conditions. Recent studies in the field of advertising activities of retail enterprises in the field of construction demonstrate significant achievements in the use of new technologies and approaches to attract consumers. For example, the rise in popularity of digital marketing has led to the emergence of new promotion strategies such as content marketing, social media, and the use of analytics for audience segmentation and ad targeting. Publications of recent years by domestic scientists N. Vasyutkina[10], O. Yevseytseva[1], O. Zolotukhina[2], N. Ivanechko[6], S. Marchenko[10] etc. emphasize the importance of adapting to the rapidly changing market and new consumer habits, particularly in the conditions of martial law in the country, which significantly affected the behaviour of buyers.

The purpose of this article is to study current trends and challenges in the advertising activities of retail enterprises in the construction sector with an emphasis on identifying effective strategies and tools for attracting consumers.

### Presentation of the main material.

Advertising activity for a retail enterprise in the field of construction has its own characteristics due to the specifics of this industry. Firstly, it is visual appeal. Visual



appeal plays an important role in advertising activities for a construction company, as it helps to attract the attention of potential customers and create a positive impression of the brand.[6] Advertising materials should be visually attractive and illustrative, showing high-quality photos or videos of products and services. High-quality photos and videos, design and colours, detail and adherence to standards, adaptation to mobile devices, emotional connection, etc. will help make advertising visually attractive and effective in attracting customers. Professionally selected design and colour scheme are important elements for creating a visual brand identity. They should reflect the essence of the company, be recognizable and resonate with the target audience. For this, it is necessary to take into account several aspects, namely: brand compatibility, colour psychology, design aesthetics, uniformity, etc.

Design and colours should convey key brand characteristics such as values, mission, and core message. For example, warm colours can convey friendliness and openness, while cool colours can convey professionalism and restraint. Each colour evokes certain emotions and associations in people, for example, red can be associated with energy, passion, urgency; blue evokes trust, calmness, professionalism; green is associated with nature, freshness, environmental friendliness; yellow can convey optimism and positivity. The design should be aesthetically appealing and arouse the interest of the target audience. Contrasting colours, competent use of space, fonts and graphic elements will help make the brand visible. The colour scheme should be consistent across all platforms and materials (website, advertising, and packaging) to create a unified and recognizable identity. A successful design will help not only distinguish the brand in the market, but also make it closer to the target audience, influencing their perceptions and choices. Regarding detail and compliance with standards - when developing advertising campaigns for a construction company, detail and compliance with standards are key aspects, namely: legal compliance, accuracy of information, product image, quality and safety standards, ethics and social responsibility. These aspects will help to ensure detail and adherence to standards in the development of advertising campaigns, which in turn will contribute to a positive perception of the brand and increase trust on the part of customers. During the development and implementation, it is necessary to ensure that the advertisement meets all legal requirements, such as compliance with the legislation in the field of advertising, the truthfulness and validity of the declared information about products or services. All data placed in the advertisement must be accurate and reliable. This applies not only to prices and specifications, but also to all information about the business. If there is a demonstration of products in the course of an advertising campaign, it is necessary to make sure that the images correspond to the real appearance (performance) of the product or service. It is important to avoid manipulation of images that can mislead consumers. If products or services are subject to certain quality or safety standards (for example, ISO, CE certification, etc.), it is necessary to display this information in the advertisement. This will help increase consumer confidence. Advertising must be ethical and not violate generally accepted social standards. Adherence to the principles of social responsibility can increase the brand's reputation among consumers. [7]



Adapting to mobile devices is critical to the effectiveness of advertising companies in today's world. As more and more users view content through mobile devices, it is important to have responsive advertising materials, namely: Responsive Design - The website, banner ads, and landing pages should have a responsive design that adapts to the screen size of the mobile device.[1] This will allow for convenient viewing and interaction with content on any device. Mobile content optimization - when creating advertising materials, it is necessary to take into account the features of mobile devices, such as short and clear messages, easy navigation with the help of fingers, quick access to important information. Using mobile applications - the possibility of developing your own mobile application to improve interaction with customers. The application can be an effective means of advertising and attracting new customers. Testing on mobile devices - all advertising materials and the website are displayed correctly and attractively on different mobile devices. It is necessary to conduct testing using different models of smartphones and tablets. Local orientation - consideration of local features and requirements of mobile users in different regions. For example, taking into account language settings, local promotions and offers in advertising for each region. These approaches will help to ensure effective adaptation of the advertising campaign to mobile devices, which in turn will increase its effectiveness and attract more target audience. [7]

Creating an emotional connection in advertising with the target audience is an important element for focusing attention, increasing interest and creating a positive perception of a brand or product. In this regard, we will offer several strategies for achieving an emotional connection in advertising campaigns, namely: [10]

1. Creating stories - using effective stories or fairy tales that capture the audience's imagination and create an emotional connection with the brand. Stories can be about customer successes, interesting stories from life, or stories about how products change lives for the better. Using emotional stimuli - it is necessary to pay attention to the emotional needs and desires of the target audience. For example, a sense of achievement, security, belonging, love, etc. Advertising should stimulate these emotions and provide consumers with pleasant feelings.

2. Use of music and sounds - well-chosen music and sound effects can enhance the emotional impact of your ad. For example, the use of cheerful and positive melodies can evoke and stimulate positive emotions in consumers.

3. Use of humour - humorous elements form pleasant associations with the brand and help make it more recognizable and easily remembered.

4. Authenticity - consumers respond to authenticity. It is necessary to show the reality and honesty of the brand in advertising materials. Candour and focus on relations with consumers will strengthen the emotional connection.

These strategies will help create an emotional connection in advertising with the target audience, which will contribute to a positive perception and increase in brand awareness.

Effective construction advertising often includes displaying completed projects or renovations to show the professionalism and quality of the work done. Demonstration of works in the construction sector is a very effective way to show potential customers your professionalism, quality of work and create a positive



impression about the company. [6] For example, a photo and video portfolio - creation of a portfolio of photos and video materials of completed projects, repairs or construction of objects. Before-after image - use of photo or video images that show the object before the start of work and after its completion. Customer reviews - adding reviews and recommendations of satisfied customers who participated in projects. Positive reviews confirm the quality of work and strengthen trust in the brand. Success cases - placement of success cases, which describe in detail the challenges, solutions and results of the projects. This will allow potential customers to better understand the approach to work and the quality of execution. Participation in exhibitions and competitions - demonstration of work at construction exhibitions, competitions or professional events - will allow not only to demonstrate the best projects, but also to attract attention from other professionals and potential customers.

Using social media to attract customers in the construction industry can be a very effective strategic approach. Here are some practical tips on using social networks to promote construction products: creating a profile on the main social networks - starting a company profile on popular social networks, such as Facebook, Instagram, LinkedIn, etc. This will attract more attention to the target audience, since many people are looking for information about products and services through social networks. Publishing visual content - using visual content such as photos, videos, architectural designs to show products and services in the best light. Regular publication of materials, profile updates and support of activity in social networks. Interaction with the audience - creating an open and friendly interaction with the audience through comments, answers to questions, conducting surveys and quizzes. Engaging customers in communication helps increase brand loyalty and increase interest in products. Promotions and promotions - holding regular promotions, promotions and contests through social networks. This not only drives purchase, but also attracts new customers and increases brand engagement. Cooperation with influential persons - the opportunity to cooperate with influential persons in the field of construction or interior design. They can help increase brand awareness among their subscribers and followers.

1. Consumers often look for information about construction materials, techniques, technologies, etc. Creating educational content, such as blogs or video tutorials, can attract the attention of your target audience. Satisfied customers can become the best promoters. Loyalty programs and incentivizing feedback and referrals from satisfied customers are very effective tools for increasing brand awareness and attracting new customers in the construction industry. Here are some practical tips for these programs, namely: Loyalty programs - the possibility of creating a loyalty program for customers that will encourage them to repeat purchases and interact with your brand. For example, a cumulative system of bonuses for each purchase, discounts or special offers for regular customers. Stimulation of reviews and recommendations - additional bonuses or discounts for each positive review on social networks or in the online store. Personalized offers - emails with individual offers and discounts based on previous purchases. Referral programs - creation of a referral program for which clients receive bonuses or discounts for each recommended new client. [8] This encourages customers to actively recommend the



brand to their friends and colleagues. Promotions to attract new customers - holding special promotions and promotions for new customers that inspire the first order and interaction with the brand.

These approaches can be combined to achieve the greatest effect in the advertising activity of any enterprise in the construction industry.

### **Conclusions and prospects for further research.**

According to the results of the study of the key aspects of the advertising activity of a retail enterprise in the construction sector, it is necessary to emphasize such important points as visual appeal, design and colour scheme, legal and ethical compliance, adaptation to mobile devices, as well as creating an emotional connection. These are very important elements for forming a positive image and increasing brand recognition. The conclusions drawn determine the prospects for further research, which are focused on an in-depth study of specific aspects of advertising activities for enterprises in the construction industry, actively adapt advertising strategies to modern trends and challenges, gain an advantage in the competitive market, which will contribute to sustainable growth and success.

### **References**

1. Yevseytseva O. Targeting – purposeful influence on the consumer/O. Yevseytseva, D. Merkulova // *Economy and state*. 2019. No. 3. P. 107–113.
2. Zolotukhin O. Placement of advertising in mass media: accounting aspects for the advertising company/O. Zolotukhin Access mode: <http://www.visnuk.com.ua/ua/pubs/id/2046>
3. Kalinichenko L.L., Sydorova Y.R. Analysis of trends in the development of the construction industry and construction products of Ukraine. A young scientist. 2017. No. 4 (4). P. 64-68.
4. Latysheva O.V., Saiko A.D. The construction industry of Ukraine: current state and its role in ensuring the sustainable development of the national economy. *Economic Herald of Donbass*. 2019. No. 2 (56). P. 66-73.
5. Digital trends that will change the Ukrainian media market in 2020. *Sostav.ua*. – 2020. URL: <https://sostav.ua/publication/digital-trendi-yak-zm-nyat-ukra-nskijmeda-rinok-v-2020-84296.html>
6. Ivanechko N. Management of advertising activity: training. manual. Ternopil: West Ukrainian National University, 2022. - 88 p.
7. Image advertising as a tool of advertising activity in increasing the competitiveness of a modern enterprise in the construction industry / S. M. Marchenko, N. S. Danylchenko / III International Scientific and Practical Conference "STRATEGIC PRIORITIES OF THE DEVELOPMENT OF ENTREPRENEURSHIP, TRADE AND STOCK ACTIVITY", Zaporizhzhya National University polytechnic", May 10-11, 2023, Zaporizhzhia, Ukraine, -S. 201-204.
8. Marketing [Electronic resource]: teaching. manual / N. Ivanechko, T. Borisova, Yu. Protsyshyn [and others]; under the editorship N. R. Ivanechko. - Ternopil: ZUNU, 2021. - 180 p., URL: <http://dspace.wunu.edu.ua/handle/316497/42757>



9. Marchenko S.M., Zakharchenko P.V. Industrial marketing in construction: education. help./ S.M. Marchenko, P.V. Zakharchenko. -Kyiv: KNUBA, 2023. - 240 p.

10. Evaluating the effectiveness of marketing in the sales activity of enterprises/ Vasyutkina N. V., Marchenko S. M. / Scientific Bulletin of the Poltava University of Economics and Trade. Series "Economic Sciences" / Vol. 2(103). -K. 2021 -S. 111-119.

***Анотація.** У статті розглядаються сучасні інструменти розробки та реалізації ефективної рекламної стратегії підприємств роздрібної торгівлі у сфері будівництва. Обґрунтовано ключові тренди цифрового маркетингу, зокрема використання соціальних медіа, контент-маркетингу та таргетованої реклами, та їх вплив на залучення споживачів. Особливу увагу приділено викликам, з якими стикаються підприємства в умовах зростання конкуренції, зміни споживчих уподобань та стрімкого розвитку технологій. Стаття присвячена практичним аспектам застосування технологій, які допомагають підприємствам будівельної галузі підвищити рівень залучення клієнтів, зміцнити бренд та оптимізуватись. Сформульовано практичні рекомендації щодо підвищення ефективності рекламних стратегій у будівельній галузі.*

***Ключові слова:** реклама, роздрібні підприємства, будівельна галузь, цифровий маркетинг, рекламні стратегії, соціальні медіа, емоційний вплив, споживчі переваги, брендинг.*

Стаття відправлена: 25.10.2024 р.