

*Електронний журнал «Ефективна економіка» включено до переліку наукових фахових видань України з питань економіки (Категорія «Б», Наказ Міністерства освіти і науки України № 975 від 11.07.2019). Спеціальності – 051, 071, 072, 073, 075, 076, 292.
Ефективна економіка. 2023. № 5.*

DOI: <http://doi.org/10.32702/2307-2105.2023.5.31>

УДК 004.738.5:658.8.012.1

O. Nahorna,

PhD in Economics, Associate Professor, Associate Professor of the Department of Marketing and International Trade, National University of Life and Environmental Sciences of Ukraine

ORCID ID: <https://orcid.org/0000-0001-7573-0874>

N. Makohonchuk,

PhD in Pedagogical Sciences, Associate Professor, Senior Lecturer of the Department of Psychology, Pedagogy and Socio-Economic Disciplines, National Academy of the State Border Guard Service of Ukraine named after Bogdan Khmelnytsky

ORCID ID: <https://orcid.org/000-0001-7378-8917>

T. Chebanova,

PhD in Economics, Associate Professor, Associate Professor of the Department of Entrepreneurship and Tourism, Odessa National Maritime University

ORCID ID: <https://orcid.org/0000-0002-5142-1185>

O. Havrylets,

PhD in Economics, Associate Professor, Associate Professor of the Department of Accounting, Taxation and Marketing, Mukachevo State University

ORCID ID: <https://orcid.org/0000-0001-7333-0041>

**USING INTERNET MARKETING TO INCREASE WEBSITE CONVERSION:
CHALLENGES OF EFFECTIVENESS OF DIFFERENT TOOLS AND
TECHNIQUES**

О. В. Нагорна,

*к. е. н., доцент, доцент кафедри маркетингу та міжнародної торгівлі,
Національний університет біоресурсів і природокористування України*

Н. В. Макогончук,

*к. пед. н., доцент, старший викладач кафедри психології, педагогіки та соціально-
економічних дисциплін, Національна академія Державної прикордонної служби
України імені Б. Хмельницького*

Т. Є. Чебанова,

*к. е. н., доцент, доцент кафедри підприємництва та туризму,
Одеський національний морський університет*

О. В. Гаврилець,

*к. е. н., доцент, доцент кафедри обліку і оподаткування та маркетингу,
Мукачівський державний університет*

ВИКОРИСТАННЯ ІНТЕРНЕТ-МАРКЕТИНГУ ДЛЯ ЗБІЛЬШЕННЯ КОНВЕРСІЇ САЙТУ: ПРОБЛЕМИ ЕФЕКТИВНОСТІ РІЗНИХ ІНСТРУМЕНТІВ ТА ТЕХНІК

Все більш поширеним явищем в підвищенні ефективності бізнесу стає процес оптимізації вебсайту для забезпечення максимальної конверсії відвідувачів сайтів у клієнтів або покупців. Це зумовлене її безпосереднім впливом на динаміку оборотів, прибутків компанії та на підтримку довгострокових відносин зі споживачами. Інтернет-маркетинг може безпосередньо впливати на відношення між кількістю відвідувачів сайту, які залучаються до виконання цільової дії, та загальною кількістю відвідувачів сайту. Проте, рівень впливу Інтернет-маркетингу та його спрямованість допускають значну полярність результатів, зумовлену досягнутим рівнем ефективності обраних інструментів та технік просування сайту в Інтернеті, зокрема особливостей їх дії на конверсію. Відтак, стаття спрямована на дослідження особливостей використання інтернет-маркетингу для збільшення конверсії сайту та ідентифікацію проблем

ефективності різних інструментів та технік. За результатами дослідження доведено, що результативність конверсії сайту формується лише за поєднання якісної інструментальної та технологічної основи інтернет-маркетингу. Одночасно, саме потреба у такій результативності є ключовим фактором, який формує доволі широку проблематику, пов'язану із застосуванням інструментів і технік, що є базовими елементами, які формують означену основу. При дослідженні звернено увагу на те, що основною проблемою щодо інструментальної основи інтернет-маркетингу для збільшення конверсії сайту є коректний добір платформ, сервісів та рекламних каналів, які здатні забезпечити високий рівень залучення та збереження клієнтів через внесення налаштувань та коригувань у них. При виборі платформи, сервісу або рекламного каналу необхідно враховувати специфіку бізнесу та його цільову аудиторію. При дослідженні технік інтернет-маркетингу необхідно розглядати ті, що спрямовані на конверсію сайту, а саме на коригування дій інструментів інтернет-маркетингу. Доведено, що основною проблемою технологічної основи інтернет-маркетингу для збільшення конверсії сайту є добір таких технік та прийомів, які здатні забезпечити високу швидкість завантаження сайту, адаптивність, якість контенту, легкість навігації та функціональність. Констатовано, що лише поєднання якісної інструментальної та технологічної основи здатні забезпечити високу результативність конверсії сайту.

An increasingly common phenomenon in improving business efficiency of optimizing a website to ensure maximum conversion of website visitors into customers or buyers. This is driven by its direct impact on the dynamics of a company's turnover, profits, and the maintenance of long-term relationships with customers. Internet marketing can directly influence the relationship between the number of websites visitors attracted to perform a specific action and the overall number of website visitors. However, the level of impact of Internet marketing and its direction can result in significant polarity of results, depending on the achieved level of effectiveness of the chosen tools and techniques for a website promotion on the Internet, including their

specific effects on conversion. Therefore, the article aims to investigate the peculiarities of using Internet marketing to increase website conversion and to identify problems in the effectiveness of different tools and techniques. The study results show that the effectiveness of website conversion is formed only by the combination of a high-quality instrumental and technological core of Internet marketing. At the same time, the need for such effects is a key factor that shapes a fairly broad range of issues related to the application of tools and techniques that are basic elements forming the mentioned core. During the research, attention was paid to the fact that the main problem with the instrumental core of Internet marketing for increasing website conversion is the correct selection of platforms, services, and advertising channels that can ensure a high level of customer acquisition and retention through settings and adjustments made to them. When choosing a platform, service, or advertising channel, it is necessary to consider the specifics of the business and its target audience. In researching Internet marketing techniques, it is important to consider aimed of website conversion, specifically adjusting the actions of Internet marketing tools. It has been proven that the main problem with the technological core of Internet marketing for increasing website conversion is selecting techniques and methods that can ensure high website loading speed, adaptability, content quality, ease of navigation, and functionality. It has been noted that only a combination of the high-quality instrumental and technological core can ensure high website conversion performance.

Ключові слова: *контекстна реклама; соціальні медіа-кампанії; веб-аналітика; А/В-тестування, лендінг; результативність.*

Key words: *contextual advertising; social media campaigns; web analytics; A/B testing; landing; effectiveness.*

Target setting. An increasingly common practice for improving business efficiency is the process of optimizing a website to ensure maximum conversion of website visitors into customers or buyers (or the so-called website conversion practice). This is due to its direct impact on the dynamics of turnover, company profits, and the

maintenance of long-term relationships with customers. Internet marketing is capable of directly influencing the ratio of website visitors who are attracted to perform a targeted action (which may include purchasing a product, filling out a pre-order or feedback form, subscribing to a newsletter) to the total number of website visitors. However, the level of influence and direction of internet marketing is a category that allows for significant polarity of results, which is determined by the achieved level of effectiveness of the selected tools and techniques for promoting the website online, including their particular impact on conversion rates. Each of the applied tools and techniques not only has unique application features that allow for different results regarding website conversion but also creates various challenges in converting visitors into customers or buyers, the scope of which is quite broad and requires comprehensive research. Therefore, within the scope of the study, researchers have examined not the practice of website conversion (since understanding of this process is established), but rather the process specific to this practice of using various techniques and tools that are capable of adjusting the behavior of website visitors and influencing their conversion into customers or buyers.

Analysis of research and publications. Issues related to the development of internet marketing and the peculiarities of creating websites are the subject of study for such researchers as Holysheva Y.O., Kyrychenko T.V., Kovalenko Ya.A. [2], D'yachuk I. [2], Zatsna L. [3], Kholodny H.A. [4], and others. However, despite previous research, there are a number of issues and drawbacks that require further refinement, including: undefined issues of internet marketing tools (based on their communicative essence); undefined nature of the action and specificity of using internet marketing tools to increase website conversion; undefined specificity of the impact of internet marketing techniques on its tools; undefined issues of using internet marketing tools (based on their optionality).

The wording of the purposes of article. The aim of the article is to investigate the peculiarities of using Internet marketing to increase website conversion, aimed at identifying issues related to the effectiveness of various tools and techniques.

The paper main body with full reasoning of academic results. The use of Internet marketing to increase website conversion involves a significant variability of tools and techniques that help attract and retain customers on the website, as well as a diverse nature of their actions and specificity (in terms of how they work). The authors distinguish between tools and techniques because their relationship and interaction create different issues related to the effectiveness of website conversion (determined by how successfully the website converts visitors into customers or temporarily interested users). So, within the study, the authors approach the understanding of Internet marketing tools based on their communicative essence (provided by various platforms, services, and advertising channels used to attract and retain customers), which manifests itself through the nature of their actions and specificity of their usage.

It should be noted that according to the stated logic, among the main tools of Internet marketing, the following are distinguished: contextual advertising, social media campaigns, email marketing, video advertising, and retargeting. These outlined tools are not exhaustive but focus on the nature of their actions and terms of usage specificity formalization. The presence of these elements allows concluding that there is significant variability in the ultimate level of website conversion generated by the properties of these elements (Table 1).

Based on the given information, it is evident that the existing variability is caused by the difference in the instrumental core for converting website visitors into customers or buyers. Internet marketing tools can attract attention to a product or service, retain customer attention, encourage repeat purchases, track visitor behavior on the website, and collect data on their interests in products or services.

Table 1. Results of formalizing the nature of action and specificity in the use of Internet marketing tools to increase website conversion.

Internet marketing tool	Formalization of the nature of the tool's action*	Formalization of specificity, use of tool.	The instrumental core of converting website visitors into clients or customers.
Contextual advertising	Communicates with website visitors in accordance with its context.	The communication process is initiated by the keywords that users enter in the search engine.	Allows to draw the attention of a specific group of users (searching for them on the Internet) to the product or service offered by the company. However, the level of reach depends on the number of searches for keywords in the search engine and the ability to bypass blockers.
Social media campaigns	Communicates with website visitors via social media platforms	The communication process is initiated through communities where businesses can interact with consumers.	Allows to draw attention to a company's product or service. Oversaturation of advertising on social media can lead to a campaign's effectiveness decrease.
Email-mailing	Communicates with website visitors through email.	The communication process is initiated through personalized messages to customers.	Allows to retain customers' attention and encourage repeat purchases. However, such emails are often perceived as annoying spam lists.
Video advertisement	Communicates with website visitors through video content hosted on various video hosting platforms	The communication process is initiated through effective and memorable advertising campaigns.	Allows for the promotion of a product or service. However, it can be a costly marketing tool that does not always guarantee high conversion rates due to the possibility of customers skipping or blocking ads using ad-blocker programs.
Retargeting	Communicates with website visitors through targeted advertising sessions.	The communication process is initiated through displaying advertisements to users who have a high likelihood of making a purchase.	Allows tracking visitor behavior on a website and collecting data on their interest in products or services. However, the tool can be perceived as intrusive advertising.

Note:

* Is directed by the action of various internet marketing techniques.

Source: Formulated by the authors based on [1; 5-6].

However, this only happens if a quality instrumental core for converting visitors into customers or buyers has been formed.

A quality instrumental core should be built on the ability of these tools to interact with the consumer to the widest possible extent and to convey a communicative message about the product or service, taking into account the principles of intelligent communication. According to modern research, the quality of the instrumental core is

formed by specific characteristics, the presence of which contributes to the highest level of website conversion. These characteristics are outlined and generally systematized in Figure 1.

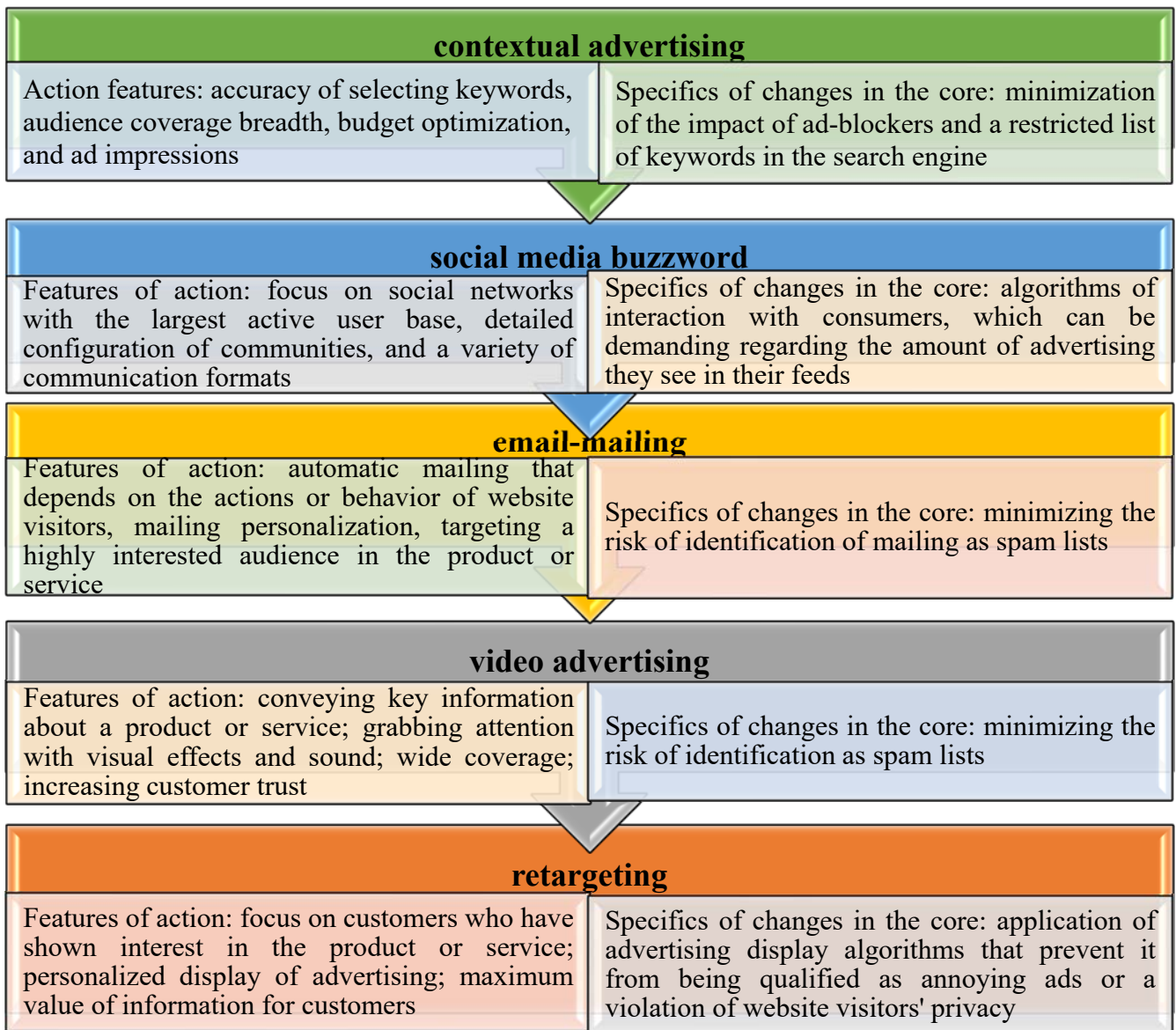


Figure 1. Features of the instrumental core that contribute to the highest level of website conversion.

Source: Formulated by the authors based on [1; 5-6].

Based on Figure 1, it is evident that the tools form the instrumental core of Internet marketing, characterized by a significant abstraction regarding the nature of its activities and the way used it. Given this abstraction, the characteristics of the instrumental core that contribute to the highest level of website conversion from visitors to customers or

buyers should be directed by the action of various techniques. However, these characteristics can generally be systematized into two groups:

1. Internet marketing tools should maximize their positive features to attract customers' attention, retain their interest, and encourage repeat purchases.

So contextual advertising should provide:

- 1) accuracy in selecting keywords (which allows for achieving high conversion rates);
- 2) audience coverage (by displaying on multiple websites that work with advertising networks);
- 3) optimization of the budget and ad displays on selected websites or their sections.

Social media campaigns should provide:

- 1) attracting a large audience (focusing on social networks with the most active users);
- 2) detailed community settings (based on the interests, behaviors, and characteristics of the target audience);
- 3) communication formats (with priority given to content that uses the different formats of interaction with consumers such as discussions, likes, reposts, comments, etc.).

Email-mailing should ensure:

- 1) setting up automatic mailings (which depend on the actions or behavior of website visitors);
- 2) personalization of messages (focusing on integrating personal data of website visitors into the messages);
- 3) selectivity (mailings should reach precisely the target audience with a high level of interest in the product or service).

Video advertising on different platforms should provide:

- 1) conveying essential information about the product or service (the video content should demonstrate the product or service in action);
- 2) drawing the customer's attention through visual and sound effects (the video content should evoke emotions and positive feelings in the customer);

3) coverage (by placing the video content on various video hosting sites with the highest number of visitors);

4) increasing customer trust (the video content should help minimize the probability of refusal to purchase).

Retargeting should provide:

1) identifying customers who have shown interest in the product or service (which should help reduce advertising costs);

2) personalizing advertising display sessions (which should improve customer interaction and engagement);

3) maximizing the value of information for customers (advertising display sessions should be focused on website visitors who are already familiar with the product or service but have not made a purchase).

2. Internet marketing tools should be characterized by a minimal set of negative features that could potentially deter customers and hinder repeat purchases.

Contextual advertising should take into account the possibility of ad blockers and limited keyword selection in search engines. To minimize the impact of these drawbacks, it is important for companies to:

1) carefully select keywords that match the context of the ad to ensure its relevance and informativeness;

2) use ad networks that ensure ad delivery to the audience despite the use of ad blockers;

3) consider recommendations provided by relevant ad providers (for example, Google Ads provides recommendations on selecting keywords to avoid ad blocking by ad blocker programs).

Social media campaigns should take into account algorithms of interaction with consumers, who can be demanding in terms of the amount of advertising they see in their feeds. Ad oversaturation can cause messages to become intrusive to users, leading to them being ignored or blocked. To avoid this, it is important for social media campaigns to [6]:

1) use communication formats that are not intrusive to users and do not come across as forced advertising;

2) choose the right moment and time for advertising messages;

3) quickly respond to changes in the moods and interests of the audience.

Email-mailing should take into account the possibility of being identified as spam lists. To minimize the impact of this drawback in internet marketing, companies need to adhere to several rules:

1) collect legitimate emails that users provided by subscribing to the mailing list (excluding emails received from third parties);

2) send relevant and interesting content;

3) provide unsubscribe options (including the unsubscribe option in each email, so that subscribers can stop receiving emails if they are not interested in the content).

Video advertising should be created taking into account the possibility of skipping or blocking by clients using ad-blocking programs. To reduce the possibility of the company's video ads being skipped or blocked, internet marketing professionals should consider [6]:

1) placing content on popular video platforms that have measures to combat ad blockers;

2) using content formats that are less sensitive to ad blockers, such as native advertising videos;

3) incorporating elements into the content that cannot be blocked by ad-blocking programs, such as sound effects or animation elements (thus attracting user attention even when ad blockers are in use).

Retargeting should be implemented in a way that is not perceived as spam or a violation of visitors' privacy on websites. Specifically, it is recommended to regulate the frequency of ad display sessions during a visitor's time on the site. To avoid a sense of privacy violation, website visitors should be notified about the use of retargeting and provided with the option to opt out of behavior tracking on the site.

The main challenge in terms of the instrumental basis of Internet marketing for increasing website conversion is selecting platforms, services, and advertising channels

that can provide a high level of customer acquisition and retention through configuration and adjustments. When choosing a platform, service, or advertising channel, it is necessary to consider the specificities of the business and its target audience.

Within the scope of the research, the authors delved into the understanding of Internet marketing techniques aimed at website conversion by adjusting the actions of Internet marketing tools. By the aforementioned content, it is noted that such techniques manifest themselves through various methods and approaches, which allow for the adjustment of the communicative essence of Internet marketing tools by focusing on changes in website conversion rates (i.e., data on the conversion of visitors into customers). For example, these techniques may include search engine optimization, web analytics and A/B testing, landing page optimization, user interaction techniques, and others.

These outlined techniques are not exhaustive, but through the formalization of their inherent methods and approaches to adjusting the action of Internet marketing tools, it can be concluded that they are highly optional (Table 2).

It should be noted that optionality can have different meanings depending on the context. However, within the scope of the research, it is used to denote the characteristics regarding the features of the technical basis of website conversion, which is formed by a set of functions that can be included or excluded based on the content of the available methods and approaches, as desired by the user. One example of significant optionality in Internet marketing techniques is the choice of metrics for web analytics. Depending on the goals of A/B testing, different metrics can be used, such as time spent on site, number of page views, and so on. Additionally, various web analytics tools can be used to collect data, such as Google Analytics, Adobe Analytics, Piwik, etc., each with its unique features and capabilities. Another example of optionality is the choice of format and content for advertising materials for landing pages.

Table 2. Results of formalization of the peculiarities of the action of Internet marketing techniques.

Techniques	Features of adjusting the action of Internet marketing tools.	Main methods and approaches of adjusting the action of Internet marketing tools	Technical core of website conversion.
Search Engine Optimization	It includes optimizing the content and technical aspects of the website to increase its ranking in search engines. As a result, the website can be better noticed by search engines and receive more visitors from organic search.	Establishing keywords, content optimization, optimization of technical aspects, backlinks, social media, local Search engine optimization.	Optionality techniques of internet marketing, which ensure the selection and combination of various methods and approaches that affect the number of conversions on the website.
Web analytics	They are used to set up processes for collecting and analyzing data on user behavior on the website. These techniques allow for determining which pages of the website are of the greatest interest to visitors, how they interact with the content, and how effective various elements of the website are. This data can be used to improve the website and increase its conversion rate.	Setting up analytical systems, goal setting, conversion tracking, sales funnel construction, audience segmentation, and user behavior analysis.	
A/B testing	They are used when two different versions of the same element (such as a page headline, button color, form layout, etc.) are simultaneously tested on the website, and their results are compared. This allows for determining which version is more effective for conversion.	Defining success metrics, selecting elements for testing, splitting traffic, collecting data and analyzing results, multivariate testing, ongoing testing.	
Landing	They are used for optimizing a landing page that aims to attract more visitors and convert them into customers or subscribers.	Includes headlines, descriptions, videos and images, order forms, call-to-action buttons, and other design and content elements.	
User interactions.	They are used to configure tools that enable the website to interact with visitors, providing them with a convenient and enjoyable user experience. This may include notifications about news and promotions, the ability to comment and rate products, the ability to contact customer support, and more.	Includes feedback forms, chatbots, surveys, comments, social interaction, user testing, and personalized content.	

Source: Formulated by the authors based on [2; 3; 6].

Depending on the audience and the goal of the landing, different advertising formats can be used, such as videos, text ads, graphic banners, and so on. Additionally, the advertisement content can consist of various elements, such as a headline, subheading, text block, photo or video materials, "Buy" button, etc., which can be

edited and selected according to the user's needs. So, the technical core of website conversion is the optionality of Internet marketing techniques that determine the combination of different methods and approaches that affect the number of site conversions.

The characteristics of the optionality of the technical core of website conversion can generally include:

1. Search engine optimization optionality (SEO) enables you to adjust the content and operational aspects of a website using a set of techniques and approaches, including identifying sets of keywords that describe the website's theme, search queries that users enter into search engines, creating content for the website that attracts users' attention and improves the website's ranking in search engines, using optimal technical solutions to ensure fast website performance, obtaining high-quality backlinks to the website, which increases the website's authority and ranking in search engines, using social media to promote the website and increase its popularity and authority on the web, promoting the website in search engines for local search queries, and using web analytics to monitor and analyze website traffic, which helps identify issues and refine the SEO strategy. Figure 2 defines the search engine optimization optionality, which determines the content and technical aspects of website functioning.

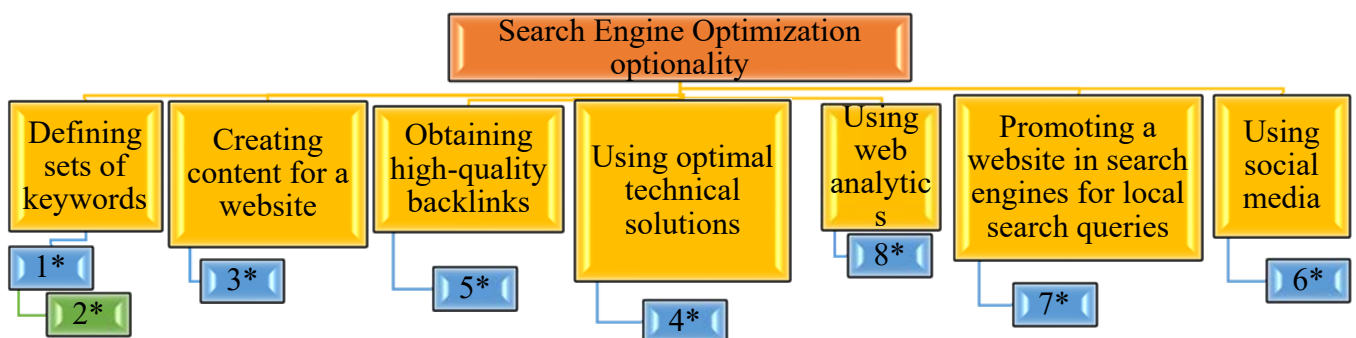


Figure 2. Search engine optimization optionality (SEO) determines the content and technical aspects of website functionality.

Note:

*Keyword optimization provides: (1) placement of keyword sets in the text, headings, meta tags, and other parts of the website; (2) variation in keyword sets; (3) different means of attracting users' attention and improving the website's ranking in search engines (text content, photo and video materials, infographics, blog articles, virtual tours, and other content formats); (4) means of indexing website pages by search engines and improving their performance; (5) placement of links to the website from other high-ranking websites; (6) use of social media; (7) use of search engines; (8) various means of monitoring and analyzing traffic on the website.

Source: Formulated by the authors based on [1; 6].

2. The nature of web analytics optionality allows for the customization of data collection and analysis processes regarding user behavior on the site, through sets of techniques and approaches such as: installing analytical systems that allow for the collection and analysis of visitor behavior on the site; setting goals that allow for tracking actions that lead to the achievement of business objectives; tracking conversions that allow for monitoring which traffic sources are most effective in achieving business goals and optimizing advertising campaigns; building sales funnels to track visitor steps on the path to conversion, which allows for understanding where and why visitors are leaving; audience segmentation; and analyzing user behavior (analyzing the use of site features).

3. A/B testing optionality allows for selecting website versions based on their effectiveness in terms of conversion rates, and using this information in the future through a set of techniques and approaches that involve [3; 4]: defining performance metrics (necessary to determine success metrics); selecting elements of the website to be tested; splitting traffic between website versions; collecting data and analyzing results for each website version, comparing them to determine which version leads to better results; continuously testing using optimization tools and constant testing to improve website effectiveness; conducting multivariate testing with more than two website versions tested simultaneously. So, the optionality of A/B testing, which determines the content and technical aspects of website functionality, is indicated in Figure 3.

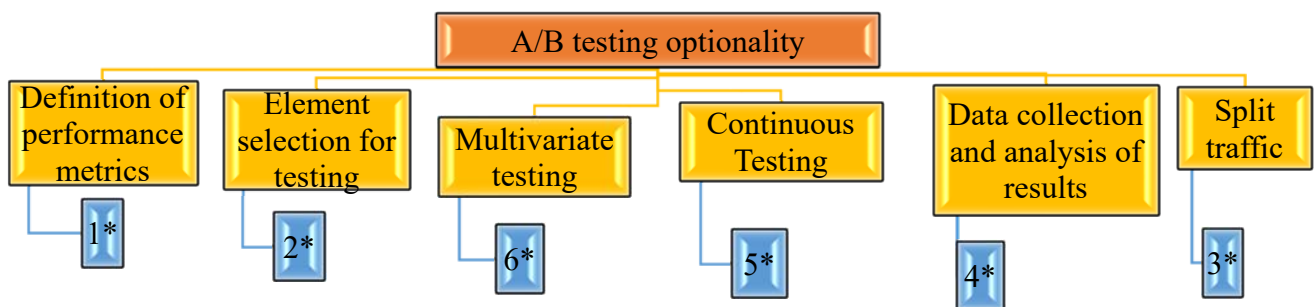


Figure 3. A/B testing option optionality determines the content and technical aspects of website functionality.

Note:

**Keyword optimization provides: (1) selection of performance metrics (conversion rate, time on site, number of sales, etc.); (2) selection of webpage elements to be tested, such as headlines, buttons, images; (3) distribution of traffic between the original and test versions of the webpage; (4) selection of tools for collecting data on performance metrics; (5) selection of tools for optimizing the webpage and continuous testing to improve its effectiveness; (6) selection of testing tools (for example, different headlines, images, and buttons can be tested simultaneously to determine the optimal combination).

Source: Formulated by the authors based on [4; 6].

4. Landing optionality allows for configuring the processes of attracting visitors and converting them into clients or subscribers, using sets of techniques and approaches to shaping: titles and subtitles (which can have different levels of clarity and attractiveness [4]), descriptions, videos and images (which attract visitors in different ways [4]), order forms or call-to-action buttons (which can have different calls to action [4]), and other design and content elements.

5. User interaction optionality allows customizing how a website interacts with visitors through a range of techniques and approaches, including [2; 3]: feedback forms (allowing users to contact website owners); chatbots (programs that provide automatic responses to user questions in real-time); survey forms (collecting feedback from users on the quality and convenience of the website; comments (allowing users to leave feedback on website content, products, and services); social interaction (enabling communication with users through social media and other channels); usability testing (analyzing user interactions with the website to identify potential issues); personalized content (providing an individualized approach to content). So, the optionality of user interaction, which determines the content and technical aspects of the website's functioning, is indicated in Figure 3.

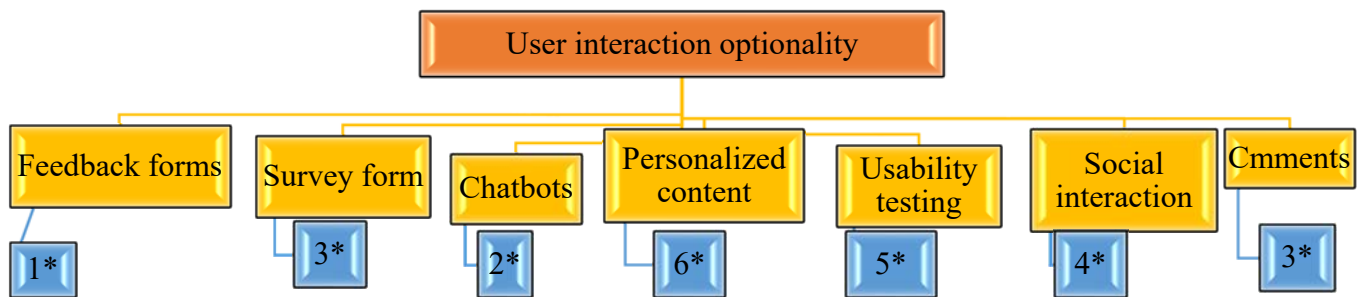


Figure 4. User interaction optionality determines the content and technical aspects of website functionality.

Note:

*Keyword optimization provides: (1) selecting communication tools to address issues that website owners may encounter while using the site; (2) choosing programs that provide automatic real-time responses to user queries; (3) selecting survey and comment forms; (4) selecting social media and other channels for communication; (5) choosing tools that allow for analyzing user interactions with the site and identifying potential issues in the process of its use; (6) varying content.

Source: Formulated by the authors based on [3; 2].

In all cases, the elements of the technological core of internet marketing are characterized by a wide range of options to choose from. Given this specificity, it is

evident that the main challenge in terms of the technological core of internet marketing to increase website conversion is the selection of techniques and methods that can ensure high website loading speed, adaptive design (the website should be accessible and convenient for users on any device [4]), quality content (the content on the website should be informative, understandable, and attractive to users [4]), ease of navigation, functionality (in particular, the website must be functional and meet the needs of users, providing the ability to perform various actions on the website, such as purchases, registrations, form submissions, etc. [4]).

It should be noted that only the combination of high-quality instrumental and technological core can ensure high performance of the website conversion process.

Conclusions from this study and prospects for further exploration in this area.

According to the research results, it has been proven by the actors that the effectiveness of the website conversion process is a category that is formed only by the combination of a high-quality instrumental and technological core of Internet marketing. At the same time, the need for such effects is a key factor that shapes a fairly wide range of issues related to the application of tools and techniques that are the main elements forming the mentioned core. Therefore, based on the research results, the following conclusions have been made by the authors:

During the exploration of Internet marketing tools, their communicative essence has been identified as being manifested through the nature of their actions and the specific ways in which they are utilized. It has been noted that:

1. These tools serve as the instrumental foundation for Internet marketing and are characterized by a significant level of abstraction to their actions and usage. Given this level of abstraction, the features of this instrumental core that lead to the highest levels of conversion from website visitors to clients or customers should be directed through different techniques.
2. The main problem regarding the instrumental core of Internet marketing for increasing website conversion is the selection of platforms, services, and advertising channels capable of providing a high level of customer attraction and retention through configuration and adjustment. When selecting a platform,

service, or advertising channel, it is crucial to consider the unique features of the business and its target audience.

When studying Internet marketing techniques aimed at website conversion through the adjustment of internet marketing tools, it was found that:

1. Specifically, these techniques form the technological core of Internet marketing, characterized by a wide range of options to choose from.
2. Based on this specificity, it has been demonstrated that the main problem with the technological core of Internet marketing for increasing website conversion is the selection of techniques and methods capable of providing fast website loading speed, adaptive content quality, ease of navigation, and functionality.

It has been proven that only the combination of the high-quality instrumental and technological core can ensure high performance in website conversion. The performance of the website conversion is determined by the ratio of the number of users who have performed a specific action on the site (such as making a purchase, filling out a contact form, subscribing to a newsletter, etc.) to the total number of site visitors.

According to the research findings, the prospects for further research should be focused on the development of the instrumental core of Internet marketing. Specifically, it is important to study new tools, their communicative essence, and the specifics of their use to create a more effective instrumental core. Attention should also be paid to the actions and methods of using these tools, which will help find more optimal solutions to ensure the highest level of website visitor conversion.

Література

1. Голишева, Є.О., Кириченко Т.В., Коваленко Я.А. Особливості використання інструментів Інтернет-маркетингу на підприємстві, *Молодий вчений*, 2014, Вип. 10 (13) (1), С. 53 – 56.

2. Дьячук, І. Інтернет-маркетинг та digital-стратегії. принципи ефективного використання, *Вчені записки Університету «КРОК»*, 2021, Вип. 4(64), С. 106–113.

3. Зацна Л. Інноваційні можливості застосування комунікацій в інтернет, *Галицький економічний вісник.*, 2013, Вип. 4 (43), С. 214-221.
4. Кузнєцова, Н. Інтернет-маркетинг в Україні: проблеми та перспективи, *Вісник Київського національного університету імені Тараса Шевченка Економіка*, 2012, Вип. № 137, С. 63-65.
5. Холодный Г. А., Родионов С. А. Исследование факторов, определяющих тенденции развития Интернеттехнологий в маркетинге, *Економіка розвитку*, 2013, Вип. № 4 (68), С. 99—105.
6. Шпилик С. Інтернет як ефективний маркетинговий інструмент сучасного підприємства, *Галицький економічний вісник*, 2015, № 2 (49), С. 212-223.

References

1. Golysheva, E.O., Kyrychenko, T.V. and Kovalenko, Ya.A. (2014), “Peculiarities of using Internet marketing tools at the enterprise”, *Molodyy vchenyy*, vol. 10 (13) (1), pp. 53 – 56.
2. Dyachuk, I. (2021), “Internet marketing and digital strategies. principles of effective use”, *Vcheni zapysky Universytetu «KROK»*, vol. 4(64), pp. 106–113.
3. Zatsna, L. (2013), “Innovative possibilities of using communications on the Internet”, *Halyts'kyu ekonomichnyy visnyk*, vol. 4 (43), pp. 214-221.
4. Kuznetsova, N. (2012), “Internet marketing in Ukraine: problems and prospects”, *Bulletin of Taras Shevchenko Kyiv National University Economics*, vol. 137, pp. 63-65.
5. Kholodny, G.A. and Rodionov, S.A. (2013), “Research of factors determining development trends of Internet technologies in marketing, *Економіка розвитку*, vol. 4 (68), pp. 99—105.
6. Shpylyk, S. (2015), “The Internet as an effective marketing tool of a modern enterprise”, *Halyts'kyu ekonomichnyy visnyk*, vol. 2 (49), pp. 212-223.

Стаття надійшла до редакції 02.05.2023 р.