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**Moscow**

**2021**

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# Introduction

At present, the Internet has become the main marketing tool along with television, press and radio, and the world wide web itself is developing quite rapidly, thousands of new sites appear on the network every day. Almost all trading companies are also developing the field of communication activities and transferring their business to the Internet, not an exception to cosmetic companies.

At the current "communication" stage of its development, the main task is to help create an effective corporate website and pages in social networks for its clients and provide the means for organizing the necessary communication with them with the required intensity. Recent research has shown that using a website to grow a business can bring real cost savings and profits for businesses that do business online.

The relevance of the work lies in the fact that through the website of Kapitalika LLC, the flow of information received and processed by humans on a daily basis is rapidly increasing (this phenomenon is called “information explosion” - a constant increase in the speed and volume of publications (volume of information) on a planetary scale; In this regard, companies faced a significant challenge and were faced with the need to stand out from the general information flow in order to convey their advertising message to the consumer. The struggle to obtain a unique competitive advantage is forcing companies to more carefully work out methods of positioning through marketing.

The object of practice is Kapitalika LLC. A digital marketing audit of Kapitalika LLC website is the best way to get a clear picture of current performance, diagnose any key issues and focus on areas that need growth and improvement in the company. But the goal of digital marketing audits shouldn't just highlight these areas. It is also necessary to provide actionable recommendations for various digital channels that can be translated into data-driven strategies. These recommendations should always be linked to the main business and growth goals of Kapitalika LLC.

During the internship, the following tools were selected to conduct a digital marketing audit:

- technical search engine optimization;

- off-page search engine optimization;

- data tracking and reporting;

- conducting a digital marketing audit.

# 1. Characteristics of the company LLC "Kapitalika"

LLC "Kapitalika" was established as a commercial enterprise with a staff of 15 people. The company was registered as a limited liability company on 05/06/2014. The enterprise has been a micro-enterprise since 01.08.2016, it applies a simplified taxation system.

The main activity according: retail trade in cosmetics and personal hygiene products in specialized stores

Additional activities:

- agents specializing in the wholesale of other specific types of goods;

- activities of agents in the wholesale trade of a universal range of goods;

- other retail sale in non-specialized stores;

- retail sale of other goods in specialized stores.

Figure 1. - Organizational structure of management of LLC "Kapitalika"

The organizational structure of management at the enterprise is linear. The enterprise has separate property, an independent balance sheet, settlement accounts in banking institutions, a seal with its name, in its activities is guided by the charter and current legislation, is a commercial organization and pursues profit as the main goal of its activities, has civil rights and bears obligations that are necessary to carry out any activities that are not prohibited by law.

The director belongs to the category of managers, deals with the preparation of documents that are necessary for the implementation of activities for the provision of consulting services, organizes, planning and coordination of activities, controls the rational use of material, financial, labor resources, evaluates the results of the company's economic activities.

Table 1 - Composition of the property of the enterprise

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Indicators | 2018 | 2019 | 2020 | Absolute change | |
| 2019 | 2020 |
| 1. Non-current assets | 0 | 0 | 0 | 0 | 0 |
| 2. Current (current) assets, including: | 7557 | 0 | 0 | -7557 | 0 |
| Inventory | 5517 | 16047 | 21164 | 10530 | 5117 |
| Receivables | 1940 | 1305 | 12232 | -635 | 10927 |
| Cash | 100 | 287 | 737 | 187 | 450 |
| Balance | 7557 | 17639 | 34133 | 10082 | 16494 |

The company's current assets are formed mainly from inventories and accounts receivable for a total of 33396 thousand rubles. A structure with a high share of debt of 35.84% and a low level of cash (2.16%) may indicate problems associated with payment for the company's services, as well as the predominantly non-monetary nature of settlements. During the analyzed period, the total value of the property increased by 16494 thousand rubles. This happened due to the reduction of both non-current (by 100%) and circulating (by 100%) assets of the enterprise.

Table 2 - Composition of sources of formation of enterprise property

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Indicators | 2018 | 2019 | 2020 | Absolute change | |
| 2019 | 2020 |
| 1. Equity capital | 1239 | 5123 | 17014 | 3884 | 11891 |
| 2. Long-term liabilities, including: | 2475 | 0 | 0 | -2475 | 0 |
| borrowed funds | 2475 | 2267 | 10436 | -208 | 8169 |
| 3. Short-term liabilities, including: | 3843 | 0 | 0 | -3843 | 0 |
| borrowed funds | 539 | 3797 | 477 | 3258 | -3320 |
| accounts payable | 3304 | 6452 | 6206 | 3148 | -246 |
| Balance | 7557 | 17639 | 34133 | 10082 | 16494 |

Comparison of equity and non-current assets made it possible to identify the organization's own working capital (17014 thousand rubles), which also indicates the sufficient financial stability of the enterprise.

Equity capital increased by 11891 thousand rubles. or by 232.11%, which positively characterizes the dynamics of changes in the property status of the organization.

In the reporting period, the share of equity capital increased by 20.81%.

Debt on short-term borrowed funds decreased by 3320 thousand rubles. or 87.44%. The share of borrowed short-term funds in the structure of liabilities in the reporting period decreased from 21.53% to 1.4%.

# 2. Marketing audit of the website of Kapitalika LLC

Marketing of the cosmetic company Capital LLC is an integral part of marketing that uses the Internet to develop businesses based on digital technologies such as desktops, mobile phones and other digital media, and platforms for promoting goods and services.

As digital platforms are increasingly incorporated into marketing plans and daily life, and people increasingly use digital devices instead of visiting physical offices, digital marketing campaigns that use combinations of search engine optimization (SEO), search engine marketing (SEM), content −marketing, influencer, marketing, content automation, campaign marketing, data marketing, e-commerce, social media marketing, social media optimization, direct email marketing, display ads, e-books and optical discs, games have become commonplace. Digital marketing extends to non-internet channels that provide digital media such as television, mobile phones (SMS and MMS), callback, etc.

Official website of Kapitalika LLC

<https://www.intercosmetology.ru/?roistat_visit=3560347>

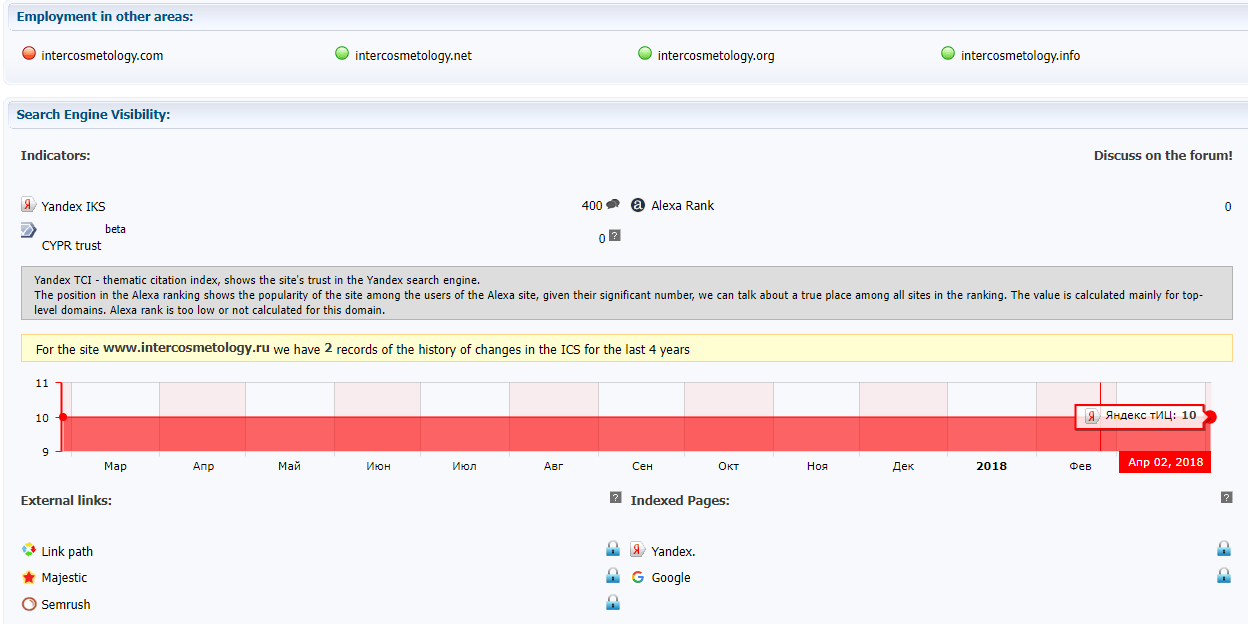


Figure 1. - Indicators of the thematic citation index for the website of Kapitalika LLC

Yandex TCI - thematic citation index, shows the site's trust in the Yandex search engine. A value of 400 indicates an average level of trust in Yandex. Indicator 10 of the site of the company "Kapitalika" speaks of low trust in the site.

The position in the Alexa ranking shows the popularity of the site among the users of the Alexa site, given their significant number, we can talk about a true place among all sites in the ranking. The value is calculated mainly for top-level domains. Alexa rank is too low or not calculated for this domain.

At the same time, the consumer is perceived by marketers as impersonal, as some average potential buyer who owns a certain amount of money.

In practice, in most cases there is no feedback between the consumer and the manufacturer: if the consumer does not like something, he simply does not buy the product offered to him. It is very difficult to determine exactly what actions should be taken to increase demand and how to do it most effectively.

The Internet as a global information system has brought about certain adjustments [1]. The first and probably the main difference between the e-commerce market and the conventional market is that here the consumer and the manufacturer are "in one package" and on absolutely equal terms. It is not difficult to ask the user for his opinion on the proposed product or service, and you can do it very quickly. The processing of the statistics obtained in this way is also relatively easy, and the information collected as a result will always be fresh and up-to-date. This allows the manufacturer to flexibly change its marketing policy depending on changing circumstances - not only market conditions in general, but also fluctuations in demand in particular, since in this case the marketer knows the reasons for these fluctuations with a high degree of reliability.

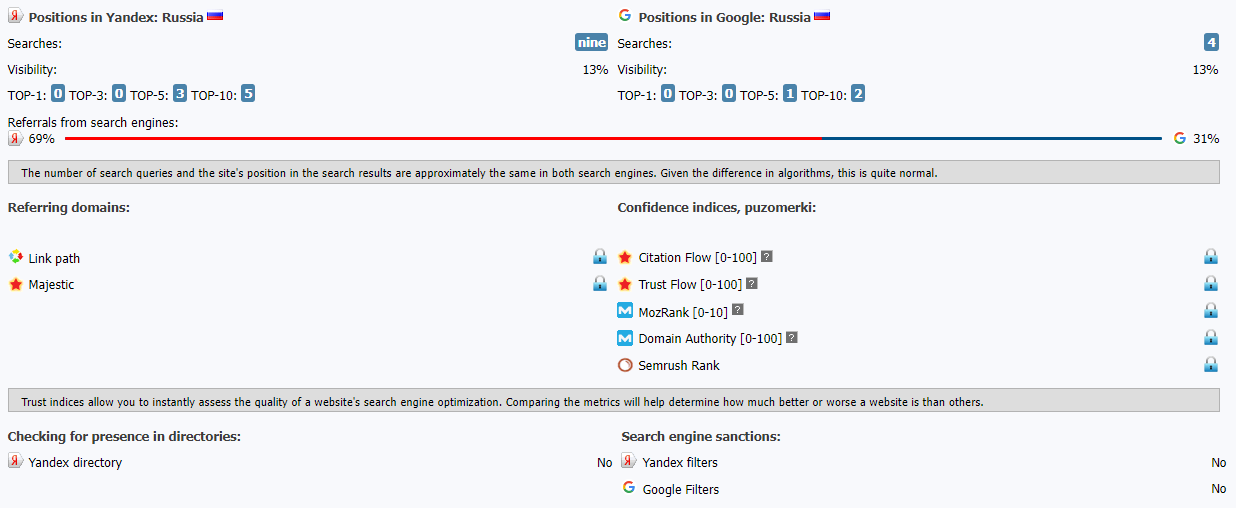


Figure 2. – Positions in Yandex: Russia. Positions in Google: Russia

Link analysis services such as Majestic, Linkpad and Semrush crawl sites on their own, as do search engine robots. They help to analyze the link mass of other people's sites without access to Yandex and Google control panels. The number of search queries and the site's position in the search results are approximately the same in both search engines. Given the difference in algorithms, this is quite normal. News aggregators are informational web resources that accumulate in their structure current domestic and foreign news from various fields. The most famous news aggregators are currently Yandex.News, Google News, Rambler / news and others.

Getting into one or another news aggregator depends on the conditions that the latter sets in front of the news platforms. This can be a specific volume of daily traffic (not less than), frequency of news updates, subject matter of a news portal, etc.

The presence in the news aggregator gives the site several undeniable advantages. Firstly, it is an additional source of traffic, which in some cases can multiply the site traffic. Secondly, thanks to cooperation with news aggregators, the site can significantly improve the indexing of its new pages (search robots almost instantly index new content that is published in news aggregators). Thirdly, the publication of material in a news aggregator is one of the methods of obtaining natural external links (many information sites practice "legal" plagiarism - borrowing news from aggregators, while keeping the link to the original source open for indexing).

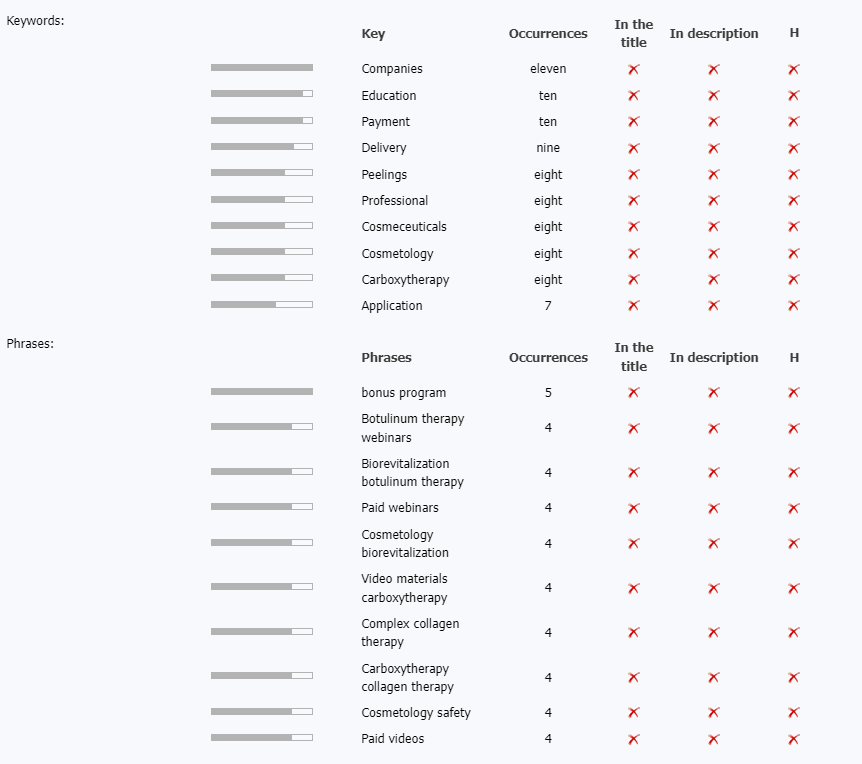


Figure 3. – Content analysis

This is the kind that a site can take in search results, given the Title and Description tags. Search engines can set their own Title and Description if they are absent on the site, or Ps consider them to be incorrect or not relevant to the content of the site. They can be cut off if the length does not fit into the established frames, so it is advisable to set these tags, taking into account our hints.

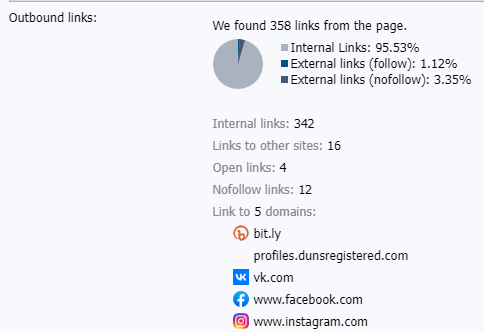


Figure 4. – Outbound links

The region assigned by Yandex directly affects the site's position in a particular region. The region for www.intercosmetology.ru is not assigned, the site does not have advantages for geo-dependent requests either in one of the search regions. If the vast majority of users are from one region or country, you should set this region in the site settings in Yandex Webmaster.

Yandex filters sites with content not recommended for viewing by children, placing them in the 18+ category. The www.intercosmetology.ru website is safe for children to browse.

Social media activity takes into account website optimization for social media users. networks, the number of mentions on the pages of social networks, the presence of groups on the website. The history of saved pages will be introduced from July 18, 2016.

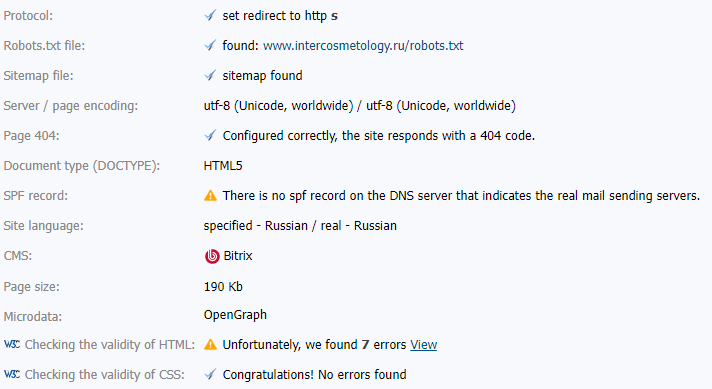


Figure 5. – Additional information

Nginx is one of the fastest web servers.

The connection to the site is encrypted using the https protocol. This increases user confidence.

Content compression is enabled by gzip method. It saves up to 70% of web server traffic and speeds up website loading.

Txt crawler management file found, found sitemap URL.

Microdata is a semantic optimization standard that makes it easier for search robots to get information from a website. Microdata found.

Website optimization for mobile devices, smartphones and tablets.

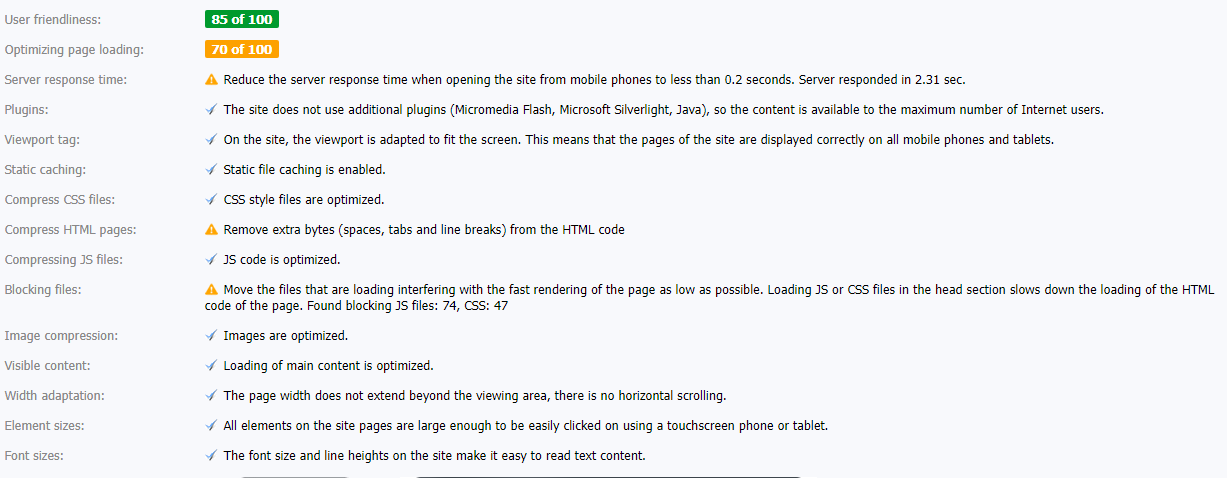


Figure 5. – Website optimization

Analysis of optimization for mobile devices allows you to find out how convenient a web resource is for viewing on smartphones or tablets. Key elements of this analysis include information about the website loading speed on mobile devices, the width of the viewing area of ​​its pages, the size of the fonts used, the presence of pop-up windows, the correct operation of the HTML and CSS code, as well as other aspects of website adaptation for gadgets.

Today, when the leading search engines (Google and Yandex) focus on the development of mobile search, the possession of such useful information can significantly increase efficiency. website optimization for mobile devices.

For example, knowing that the site needs to increase the page load speed, its owner can take a number of measures necessary to achieve this goal. As a consequence, display acceleration pages will reduce the bounce rate, increase the time users spend on the site, and also improve its behavioral factors.

The target audience of Kapitalika LLC is presented in the table below.

Table 2 - Target audience

|  |  |  |  |
| --- | --- | --- | --- |
| Specifications | Main group | 35+ | 45+ |
| Geographic | all cities\* | all cities\* | all cities\* |
| Demographic | 18-34 | 35-44 | 45+ |
| Needs | purchase of cheap cosmetics | purchase of cosmetics in an expensive segment | purchase of cosmetics in the mid-price segment |
| Internet activities | active users | Frequent users | Rare users |
| Having children | No | Yes | Yes |
| Service motivation (Loyalty) | Average | High | High |
| Financial opportunities | Average | Tall and very tall | Tall and very tall |
| \* and other territories where the company's advertising will be shown | | | |

At the same time, the concept of a business using electronic and computer technology is much broader than a simple study of consumer demand.

To summarize, we can say that the Internet offers commercial enterprises a multi-million consumer audience at the lowest price.

Indeed, the cost of a full-scale advertising campaign using the Internet is many orders of magnitude lower than when using other advertising media, which, given the possibility of individual access to each individual user, make this approach truly unique.



Figure 6. – Positions in Yandex

For the site www.intercosmetology.ru found: 9 search queries in Yandex. Average visibility on Yandex search: 13%.The possibilities of the Internet are used in marketing in the following areas: advertising (posting product information, sending emails, participating in newsgroups); sales promotion; public relations (publishing press releases on the network, providing current information to shareholders, the public, raising awareness of the organization, answering questions about the organization and its products, etc.); sale of training services via the Internet (e-commerce); marketing research; provision of after-sales services (consultations, information on inquiries).

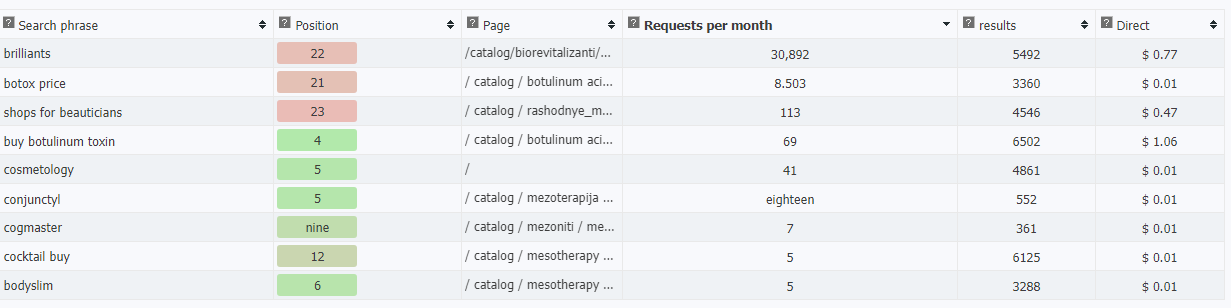


Figure 7. – Positions in Yandex

For the site www.intercosmetology.ru found: 4 search queries in Google. Average visibility on Google search: 13%



Figure 8. – Positions in Google

Marketing is a set of measures aimed at increasing the rating of an Internet resource in the network, increasing attendance and, as a result, attracting new customers and developing the company [2].

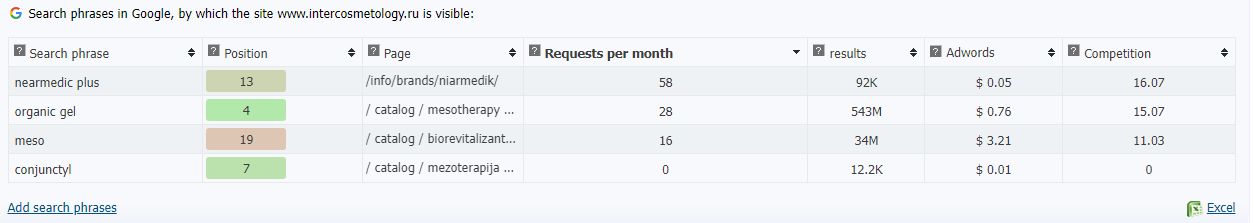


Figure 9. – Positions in Google

Total pages of the site www.intercosmetology.ru visible in Google search: 4

This direction is not limited to the placement of paid ads. It is also the analysis of advertising sites and the development of an effective advertising strategy, distribution of advertising information and contextual advertising.



Figure 10. – Analysis of competitors www.intercosmetology.ru

Major Marketing Channels - Instagram and Youtube.

Company marketers need to delve into website performance data and have a deep understanding of how to measure that performance in relation to your KPIs. There are several free tools to help you do this effectively:

Google Analytics: Get critical insights into how your site gets traffic, how customers interact with your content, and measure ROI.

Google Search Console: Used to track and exclude your website's natural presence in Google search results.

Google Keyword Planner: Used for keyword research, understanding search needs, and calculating predictions.

Ahrefs (7-day free trial available): Used to measure website visibility, keyword research, competitor analysis, keyword rank tracking, and backlink analysis.

Screaming Frog (free version available): Used to crawl site's pages to diagnose technical SEO and content issues on the site.

Based on the results of the analysis, the following conclusions can be drawn. The snippets are not optimized, but despite this, the information in the search already gives the visitor the opportunity to understand what the site is about, the contact phone number is visible. The presence of a chat in the SERP allows you to contact the company directly on the SERP page. The Yandex search engine makes it possible to create extended snippets. These are information fields under the standard snippet that contain additional data about the page: address, contacts, products, promotions, rating.

Work on optimization of snippets: it is necessary to determine on an ongoing basis: place in search results; relevance to the request; appearance, attractiveness; Google also has featured snippets. They are displayed before the start of search results and take up much more screen space, so they have a much higher click-through rate. Develop an original title title and description for each page of the site. Let's consider the selection of the semantic core and draw up a comparative table on the parameters of the search results in Yandex and Google (the analysis was carried out using the service <http://spywords.ru/>).

# 3. Proposals to improve the website promotion of Kapitalika LLC

The purpose of the advertising campaign of the site of LLC "Kapilika" is to attract a new audience, get leads. In all Internet resources, the company tries to select interest groups for the choice of online schools.

The social network also offers a wide range of formats for advertising offices. For example, a multi-format is considered the most reach and is an ad (teaser, banner, etc.) that change depending on the placement and device. The advertising calculation was made for the social network VKontakte.

Ad format - text and graphic blocks.

● A rate equal to the lower end of the range will cover about 75% of the selected target audience;

● A rate equal to the upper end of the range will cover about 90% of the selected target audience.

The minimum rate for text and graphic blocks when paying for transitions is 5 rubles.

It is not recommended to launch ads at high bids, therefore we take a rate of 22 rubles and calculate the approximate coverage, focusing on the lower limit of the recommended rate using the following formula:

75% = RUB 47.15

X% = 22 rubles.

22 \* 75 / 47.15 = 34.99%

3800 people \* 34.99% (0.3499) = 1329 people

(with a bet of 47.15 rubles, we get approximately: 3800 \* 0.75 = 2850)

Thus:

1329 people - 100% coverage at cost per click (CPC) = 22 rubles.

Let's take an average CTR of 0.04%

number of impressions = reach \* 5 (average value of ad impressions per user, taking into account the TGB format) = 1329 \* 5 = 6645

number of clicks = number of impressions \* CTR / 100 = 6645 \* 0.04 / 100 = 2.66

budget = number of clicks \* per click cost = 2.66 \* 22 = 58.52 rubles.

When paid using the CPC model, the cost per click is inversely proportional to the CTR of the ad: the lower the CTR, the higher the CPC (cost per click), the calculation can be useful in media marketing planning in conditions of tight budgets or to determine cost targets.

Key performance indicators of posted content

1. Increase the number of video views by 1000 each.

2. Increase the registration rate by 10%.

3. + 100 views to blog articles within a month.

4. + 10% to registrations of accounts on the service within a month.

The bulk of the work on the implementation of the promotion strategy is carried out by a full-time marketer. Its tasks include: monitoring the activity of competitors, benchmarking, creativity, searching for relevant news, collecting and analyzing user preferences, developing and following a content plan, tracking statistics on KPIs, reporting. To implement all the tasks, it is required to occasionally or regularly involve a designer, third-party copywriters and psychologists. Expert-level analytical materials are checked and edited by the service's own specialists (experts).

E-mail-mailings on the base (2-3 times a month): own content manager, visual content and branded mailing template helps to arrange a full-time or freelance designer.

Analytical article for social networks (once a month): the task and the plan of the article are drawn up by a marketer, theses are drawn up or spoken by an expert, stylistically competent writing of the article is entrusted to a freelance journalist-copywriter, the article is edited by service employees.

Webinars (2-3 times a month): by well-known bloggers.

Maintaining groups in social networks VK and Fb (announcements, polls, links, reports): own specialists.

Photos for photo reports from events: marketer, on his behalf - all other service employees.

Infographics, branded illustrations for blog and social networks: marketer together with designer.

# 4. Recommendations for the development of digital marketing of Kapitalika LLC

In terms of average pageview time, it ranks first among competitors. From this, you can make that the site has more interesting content that makes users stay there longer. The company has the lowest bounce rate as well as the highest direct site visit rate, which means the site is very popular. There are referral links on the site. Perhaps it is worth considering placing links on thematic portals, since the company receives 3.64% of the traffic from there, which is a lot. In organic traffic sources, the online school lags behind. This means it's time to get serious about the CEO. Work with keywords, form popular queries, work out a promotion strategy It is necessary to think about promotion in social networks, since competitors practically do not use this channel.You can create good mailings for discounts and promotions, and build a base through the lead capture form on the site. Moreover, competitors do not use this channel, which means that this is a niche in which the company can experiment.

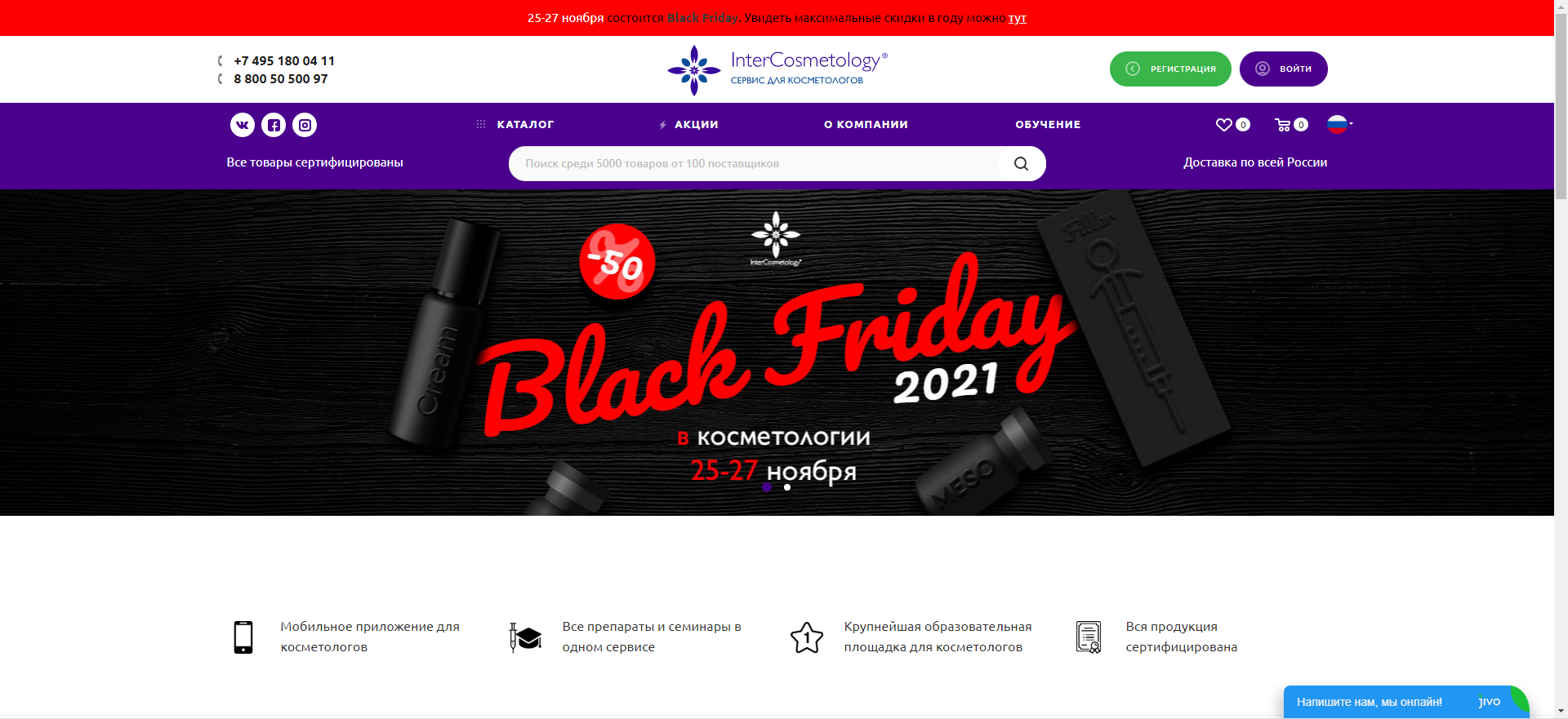


Figure 11. - Official site of the company "Kapitalika"

In the course of the analysis, problems were identified in the operation of the site using Google tools, and the following recommendations were received from Google to solve these problems:

1) use modern image formats;

2) defer loading of hidden images;

3) remove unused CSS code;

4) eliminate the resources blocking the display;

5) reduce the server response time (time until the first byte is received);

6) reduce the size of the CSS code;

7) reduce the size of your JavaScript code;

8) set up efficient image encoding;

9) minimize work on the main thread

10) set up all text to be shown when loading web fonts

11) reduce the impact of third-party code;

12) set the rules for efficient use of the cache for static objects;

13) reduce the execution time of JavaScript code;

14) prevent overloading the network;

15) reduce the size of the DOM structure;

16) reduce the nesting depth of critical queries;

17) try to reduce the number of requests and the size of the transmitted data.

The company needs to develop a sitemap for convenient user navigation.

The above strategies mainly relate to the software execution environment of the site, but from the marketing side, there is a lack of purposeful strategic activity.

Within the framework of this study, the following strategy for promoting the Kapitalika company on the Internet is proposed, the company's website.

1. Why? The company operates in the B2C sector, as the most basic need of the target audience is to get to know another person for the co-building of seven. They can get a positive result in the form of profit and growth of the client base if they satisfy the needs of the target audience. The target audience needs:

- to plan events in such a way that in a minimum period of time it was possible to get acquainted with the maximum number of applicants;

- events must be planned in such a way that there is no need to go to dozens of meetings in different parts of the city;

- Dating should be organized in such a way that it is convenient and fun.

2. Who?

- women and men aged 18-34 years, high and very high level of income (search for new cosmetics);

- women and men aged 35-45 +, high and very high income (search for expensive cosmetics).

3. What?

Message to target audience: "Site Service" makes your purchase special! "

4. How?

- Video: create a video, in which there will be a video sequence of positive examples and successful teaching technologies, in parallel with the frames, you can make a text with comments from the participants themselves and their acquaintances about their successful purchase of cosmetics. Videos can also be released on topics such as: "Why are you unlucky in choosing cosmetics?"

- Landing page. Landing page with the message "Special techniques for teaching cosmetology techniques." The landing page consists of blocks: Video clip, questionnaires of project participants, concluded contracts for further training, stages of work with a detailed description, contacts, a call to action "Create your own training plan."

- Banner. Photos with satisfied customers. Text: "Create your own learning plan." Banners will be posted electronically on the Internet, as well as in printed form along the route.

- A large number of visits to partners and transitions from social media to the official website of the company.

- The launch of videos with bloggers PepsiCo, Unilever and L'Oreal can attract the audience of these bloggers to purchase services on the website of the online school /

- Launching videos with bloggers Pavel Volya, Olga Buzova, Kseniya Borodina will help attract the audience of these bloggers to purchase training services.

5. Where? Internet channels and social media channels in which the target audience is present: Yandex direct, Google Adwords, targeted advertising on Youtube, VK, Instagramm.

# Conclusion

Without a digital marketing audit, you’re basically in the dark. It’s difficult to set achievable and realistic KPIs without having a good understanding of your performance metrics on each digital channel. This is relevant across owned, paid and earned activity. Once you’ve established these performance metrics you can benchmark them historically and competitively to identify trends. Knowing this information will enable you to take a data-led approach to what you do next. A digital marketing audit is usually the pre-cursor to “getting things done”. Whether you want to build a new website, activate a new marketing channel or optimize what you’re publishing – a digital audit can outline the business case backed up with data insight.

By properly improving the technical foundation of their company website, the company's website will have a better chance of being discovered, crawled, indexed, and ranked higher in search engines. A website's technical SEO review should focus on page crawlability and indexing. Web crawling is an expensive process for Google, so it's important to make your site crawl as easy and efficient as possible. This will help you re-crawl content on a regular basis and help you quickly discover new content.

Then comes the question of the quality of the user experience provided by the website. Things like mobile usability and page load times are taken into account by Google and are known ranking factors. Consequently, taking steps to improve these aspects of the user experience will result in a higher ranking and will increase Kapitalika's sales in the future.

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