BUSINESS DIGITALIZATION: INTENSIFYING THE USE OF E-MARKETING TOOLS

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The article deals with the product policy which is considered a key element of the marketing strategy of every enterprise. Product policy is seen as a tool for the organization used to manage its products (works and services) in achieving the desired market competitive advantage. The article pays specific attention to the modern trends in marketing, mostly connected to the use of Internet and e-marketing tools. Firstly, the article describes the role of a Website as a tool of product policy on the Internet, including the features of maintaining a product policy on the Internet, as well as monitoring and evaluating the effectiveness of using the site as a product policy tool. Then the article proceeds with the analysis of Internet marketing tools used by the firm "Zabolon". The firm's website audit and the evaluation of the effectiveness of the presence of firm "Zabolon" in social networks are performed. As a result of the analysis the number of recommendations for improving the efficiency of firm's "Zabolon" website are developed.

Keywords: business digitalization, product policy, E-Marketing Tools, digital marketing, website efficiency, WEB-Analytics System.

Introduction. Nowadays, the growing level of competition and high level of dynamism actively transforms the business environment which in turn results in the rapid change firms' market strategies and tools. In this context e-marketing tools become extremely relevant, transforming traditional product policies and making them more efficient in the digital society. A firm's website, serving as its digital face, is becoming a key element in implementing this policy, and its effectiveness directly impacts commercial success

The purpose of this study is to analyze the role of e-marketing marketing tools in implementing a firm's product policy and develop practical recommendations for improving their effectiveness, using the example of firm "Zabolon". To achieve this goal, the study addresses the following objectives: identifying the specifics of product policy in the online environment, identifying key metrics for assessing website performance, conducting a comprehensive audit of Zabolon's website and SMM activities, and developing a set of measures for their optimization.

The study's methodological framework was based on general scientific methods of analysis and synthesis, classification, modeling, as well as web analytics and expert assessment tools. The theoretical basis was the works of domestic and foreign experts in the field of digital marketing and management.

The main body. *Website as a tool of product policy on the Internet. Features of maintaining a product policy on the Internet* Internet use has united millions of people on the planet who can communicate directly from anywhere in the world [1]. Different researchers have different approaches to the definition of "Internet marketing". According to Chadwick, Chaffey, Mayer, & Johnston, Internet marketing is the use of the Internet and related digital technologies to achieve marketing goals [2]. Barkley believes that Internet marketing is not just about advertising online. This is also your connection with users via email, bulletin boards and forums. This is an update of product information [3]. Shih, Chen, & Chen believe that "businesses need to deliver a message to targeted users. Internet marketing services are aimed not only for increasing online sales but also in physical locations" [4]. The goal of Internet marketing, Ryan believes, is not to understand the latest technology. It's to understand how consumers use technology and help them reach their audiences" [5]. An Internet product is a product that is developed, promoted and provided via the Internet [6, p. 26].

The classical classification of products according to F. Kotler's model is based on the criteria of durability and mass consumption and does not take into account the information component of the product. The information component of the product is especially important when promoting products via the Internet. To compile a comprehensive classification of products, it is necessary to consider what types of information they may contain from the point of view of usefulness and value for the consumer. Information perceived by the senses is divided into auditory, visual, olfactory, gustatory and tactile. Information by the form of presentation is symbolic (text, numbers), graphic, sound, multimedia. The speed of information perception varies: auditory, visual and olfactory are perceived faster, since they are contactless. Gustatory and tactile types of information require physical contact. Internet technologies are still limited in transmitting such types of information, so when selling the corresponding goods, it is necessary to resort to text descriptions (Table 1).

Table 1. – Types and forms of information presentation on the Internet

Type of information	Presentation form
Auditory	Sound, symbolic
Visual	Graphic, symbolic, multimedia
Olfactory	Symbolic
Gustatory	Symbolic
Tactile	Symbolic

The features of offering different categories of goods through online channels is one of the important aspects that should be taken into account when considering product policy in Internet marketing. Table 2 provides examples of types of consumer goods and the features of their offer on the Internet.

Table 2. – Types of consumer goods and features of their offer on the Internet

Product Category	Features of the online offer
Consumer Goods	Their marketability via the Internet is low to average. The main reason for their low efficiency is the lack of a habit of purchasing such products via the Internet
Pre-selection Products	The Internet is highly effective in selling this type of product, as it allows you to provide the maximum amount of information about the product, conduct a comparative analysis of a wide range of characteristics, and has a low cost price
Special demand products	The Internet is highly effective in selling this type of goods. In addition, it allows for a significant expansion of the sales market due to its global presence
Passive demand goods	Due to the low cost of the Internet as a means of advertising and its high information saturation, it can be effectively used for the promotion of goods of this type. However, it should not be forgotten that the sale of such goods, including via the Internet, requires significant marketing efforts

This allows us to realize that the effectiveness of selling products in the online environment may depend on their characteristics and the specifics of demand. Thus, everyday products may experience some difficulties in selling via the Internet due to the lack of consumer habits to buy online. At the same time, pre-selected goods and special demand goods can be successfully sold online due to the ability to provide detailed information and global market coverage. In the case of passive demand goods, the Internet can be an effective promotion tool, but requires significant marketing efforts.

Another characteristic of goods that has changed due to the development of the Internet and e-commerce is the product life cycle. The duration of the entire life cycle and its individual stages depends on the type and kind of product.

However, the general trend, characteristic of both consumer goods and industrial goods, is the reduction of their life cycle. Information technology and the Internet make a significant contribution to this, accelerating the transition from one stage to another, thereby reducing the overall duration of the product life cycle.

As a result, a reasonable solution is a strategy of placing several products on the site, taking into account the pre-planned stages of their life cycles. The creation of such a product portfolio allows the company to carry out balanced activities in the field of production and sales, ensuring constant profit and creating flexible opportunities for using capital in innovation. Thus, the development of the Internet and e-commerce has a significant impact on product policy and methods of offering products. Internet products differ from classic products, since their development, promotion and provision are carried out via the Internet. When selling Internet products, it is important to take into account the information component, which can be represented by various types of information, such as sound, graphic, text and multimedia, the specifics of demand and the life cycle of the product.

Monitoring and evaluating the effectiveness of using the site as a product policy tool. Analysis and evaluation of the effectiveness of marketing tools is an important aspect for business. It helps to achieve goals and increase sales. Evaluation of effectiveness also allows you to optimize marketing efforts, identify the most successful strategies and tactics, and calculate the return on investment. It provides businesses with data and information to make informed decisions, and helps study competitors and market trends.

KPI – Key Performance Indicators (key performance indicators) – a specially developed set of metrics that can be used to evaluate the effectiveness of any area of activity [7].

Performance indicators can be both quantitative (financial indicators characterizing the effectiveness of work, including revenue, profit, accounts receivable, etc.) and qualitative (non-commercial indicators – plan fulfillment, timely submission of reports, regularity of posting, etc.). One of the important quantitative performance indicators is ROI – Return on Investment – an assessment of the return on investment, the main indicator of marketing activities. However, according to the eMarketer study, the most popular performance indicators remain website traffic and the total number of fans, subscribers, friends in a group or on a brand page, i.e. metrics that are easy to calculate and evaluate [8, p. 21].

Thus, the evaluation of the effectiveness of a website is based on various metrics and indicators. Below are some key aspects that can be taken into account when evaluating [9].

1. Traffic and attendance. First of all, when assessing the effectiveness of a website, you should study the volume of traffic and attendance. To do this, you need to analyze the number of unique visitors, the frequency of visits, and the number of pages viewed on the company's website. It is also important to consider traffic sources to determine which channels attract more visitors.

2. Conversion. It is necessary to evaluate what actions users perform on the site. These can be: filling out forms, making purchases, or subscribing to a newsletter. Based on this, you can then calculate the conversion funnel and determine the percentage of visitors who perform target actions.

3. Time on site and bounces. It is important to know the average time users spend on firm's website. A low average session duration often indicates low user engagement. Bounce rate refers to the percentage of visits that ended after viewing only one page of the website.

4. SEO analytics. Regularly monitoring a website's search rankings and organic traffic volume is essential for successful SEO. Analytics platforms enable a firm to pinpoint the exact keywords that bringing visitors to firm's website.

5. Measuring the Impact of Social Media on Business. If a firm maintains social media profiles, it's important to analyze how these channels contribute to driving traffic and growing the user base.

There are now many systems for collecting and analyzing the results of a website's operation. We can name the search engine portals Vteme.by, Google, Yandex, which provide search and indexing of web pages. There are also systems that use databases, such as Wikipedia and YouTube, to provide information and video content.

There are paid analytics systems developed by Web Trends, there are free ones, one of the most popular is Yandex.Metrica – an online system that requires only a small fragment of its HTML code on the pages of the fir's website [9]. This system is designed for the collection and subsequent analytical processing of website traffic metrics and user behavior data.

A system of metrics and Key Performance indicators (KPIs) serves as a tool for the quantitative evaluation of business process efficacy and for the diagnostic analysis of a strategy's deficiencies and advantages. Key metrics are monitored and analyzed by marketers to evaluate the results of implemented campaigns and projects. A considerable range of the key analytical metrics is available for analysis within the Yandex.Metrica web analytics system. Developing a KPI system that is both aligned with the firm's strategic objectives and customized to its unique profile constitutes a task of critical importance. Systematic monitoring and analysis of these metrics provides marketers with a foundation for measuring performance efficacy and for justifying decision aimed at optimizing marketing strategies.

From all of the above, it can be concluded that businesses should actively use social media and other online platforms to effectively communicate and promote their products and services, as online presence is becoming increasingly important for business and marketing due to changing audience preferences. Both a website and social media provide various benefits and opportunities for business promotion. A website is the official platform of an enterprise, where information about the business is provided and transactions are carried out. Social media, in turn, facilitates communication, community building and content sharing. Both platforms complement each other and are often used together. However, to successfully promote, it is necessary to regularly track metrics and analyze results in order to adapt the company's promotion strategy and achieve optimal results.

Analysis of Internet marketing tools used at the firm "Zabolon". Website audit. The main tool of electronic marketing is the corporate website of the firm "Zabolon". The firm "Zabolon" uses such type of website as a business card website, i.e. a small website consisting of several pages, on which the basic information about the enterprise, goods or services is posted. On a business card website you can post a description, photos and contact information.

Technically, websites are arranged in a complex way, however there are basic elements, without which most websites cannot work or be useful. These include:

– code files. Code files are documents written in HTML, CSS and JavaScript;

– hosting. Hosting is placing website files on a server. Without hosting, no one will see the website;

– domain. A domain name, or domain, is a unique name of the website, the address by which it can be found. All websites have domains. For example, the domain of the website of the firm "Zabolon" is massiv-polotsk.by;

– functionality. Functionality is a set of features that a website provides. Each resource has its own, depending on why the website was created. For example, on most websites you can navigate through pages;

– design. Design is the visual design of a website. Colors, fonts, and images used on a page, the distance between elements, and their order are all components of design.

– content. Website content is the informational content of web pages: text, images, video, audio, and multimedia.

The website is the face of the company in the online environment and the main channel of interaction with customers, so if the site does not work properly, it automatically leaves a bad impression on visitors. Because of this, they may form the opinion that this company is unreliable and there is a desire to turn to competitors. To prevent this from happening, you should:

– check the functionality of the site, make sure that it opens and loads correctly on different devices and in different browsers;

– check the reliability of the hosting server where the site is located and eliminate all possible technical problems;

– test the functionality of the site, such as transitions and interactive elements, and make sure that they all work properly;

– implement site availability monitoring mechanisms to promptly respond to any problems and ensure its continuous operation.

After conducting such checks of the site of the studied company, the following conclusions were made:

– firstly, the site opens and loads correctly on different web versions and in different browsers. The desktop and laptop versions display fine, matching the design and providing easy navigation through the pages. However, the mobile version of the site may be inconvenient. This is due to the incorrect adaptation of the design and interface elements for the small screens of mobile devices. It is recommended to conduct further checks and make appropriate changes to the mobile design to improve the user experience on mobile devices;

– secondly, the hosting and domain name are paid for and work well, which guarantees reliable and stable operation of the site for users.

However, this is not the end of the work with the site, but only the beginning. The site requires constant updating of information about the enterprise, its products and contact information. Visitors should have access to current, complete, and most importantly necessary information. To do this, it will be necessary to identify the target audience of the site, since an incomplete picture of the client can lead to a decrease in sales efficiency and overall profitability.

Therefore, preliminary segmentation of the audience and taking into account its preferences and needs are important steps when using Internet marketing tools. Without this step, investments in marketing may be ineffective.

The target audience of the firm "Zabolon" website includes the following groups:

1) wholesale and retail buyers: furniture stores, interior designers and other enterprises and organizations interested in purchasing or restoring furniture for sale or use in their projects. For this group, it is important to provide detailed information about the products, catalogs with photographs and furniture specifications, as well as contact information for communication and the ability to place an order;

2) furniture manufacturers: other furniture factories or companies that need to supply components or cooperate with the firm "Zabolon". For this group, it is important to provide information on cooperation opportunities, product range and quality of offered components in the form of certificates;

3) potential employees: people looking for work at the firm "Zabolon". For this group, it is important to provide information on vacancies, requirements, career opportunities, contact details for sending resumes and other information about the enterprise as an employer.

Thus, the company's website must satisfy the needs of all the above groups, and also contain all the information and documentation they need.

The web analysis was carried out in stages and included the following steps.

Stage 1 – Analysis of the technical condition. According to the results of the PR-CY service analysis, the website of the analyzed enterprise has some positive aspects, but they cannot be fully revealed due to the existing negative sides. The advantages include:

– SSL certificate: the site is accessible via HTTPS and has a valid certificate, which ensures a secure connection between the user and the server;

– successful resource request: the server response code 200 OK indicates successful receipt of the requested resource;

– indexing: the HTTP header and meta tag do not prohibit indexing of the site, which allows search engines to index its content.

The disadvantages, in turn, are:

– HTML loading speed: the HTML loading speed is 1.42 seconds, which is slower than most of the tested sites. This may negatively impact user experience;

– no robots.txt file: the presence of the robots.txt file allows you to specify instructions for search robots. In this case, the file is missing, which may limit indexing control and the availability of website pages;

– no sitemap: the presence of a sitemap simplifies indexing and navigation on the site for both search robots and users. In this case, the sitemap was not found.

Stage 2 – Internal optimization analysis. According to the analysis, the massiv-polotsk.by website has the following internal optimization features:

– page title: "Massiv-polotsk.by solid wood furniture production – Home". The title contains the keywords "solid wood furniture production" and "Home", corresponding to the main content of the website;

– page description: the page description contains information about solid wood furniture production, the location of the enterprise and services. The description contains keywords reflecting the products and services of the enterprise;

– internal and external links: the page contains internal links that are indexed by search engines, and one external link. This helps improve navigation and indexing of the site pages;

– Schema.org micro-markup: the page contains Schema.org micro-markup, which helps search engines better understand the page content and display additional information in search results;

– favicon: the site has a Favicon, which contributes to recognition and professional visual perception of the site.

It is also recommended to pay attention to the use of H1-H6 headings, improve the internal and external link structure, add links to social networks to improve user experience and promote the site.

Stage 3 – Analysis of loading speed. Judging by the information provided by the PR-CY service, the massiv-polotsk.by site has some problems with loading optimization and performance, especially on mobile devices. Performance metrics related to page load time and content rendering on desktop platforms fall within acceptable thresholds, yet do not reach optimal levels. This indicates the existence of a performance gap and, a reserve for efficiency gains.

Image load optimization is a critical factor for enhancing website performance and user experience quality. In the current configuration, the lack of optimization for graphical content is a potential cause of increased load times. The optimization methodology includes image resampling while preserving visual quality, selecting appropriate file formats, and applying efficient data compression algorithms.

Another key optimization opportunity is the deferred loading of CSS styles which are non-critical for initial content rendering, and reduces the main page load time. The analysis also revealed a suboptimal caching configuration for static resources: some lack appropriate HTTP headers or utilize an insufficient cache lifetime. This oversight results in redundant network requests upon repeat user visits. The implementation of these optimization measures forms the foundations for enhancing the web platform's performance and improving end-user subjective perception.

Stage 4 – Metrics evaluation. The site massiv-polotsk.by has a low level of trust and authority, which is confirmed by its PR-CY Rank, which is 6 out of 100. The absence of Turbo pages on Yandex and a small number of indexed pages (2 on Yandex and 30 on Google) also indicate low popularity and traffic of the site. However, the site is considered safe according to Yandex virus scanning and is not in the register of prohibited sites.

Stage 5 – Analysis of the site structure. The logic of the site tree construction was checked using the octopus.do service and showed that the massiv-polotsk.by tree looks clear and logical. The structure of the site menu and navigation on it is focused primarily on buyers of products and potential partners. However, it should be noted that the site does not have a tab for vacancies. This can mean two things: either the company is currently fully staffed, or the lack of a tab with vacancies is a disadvantage of the site.

If the company needs to attract new employees, the absence of a tab with vacancies on the site may be an omission. A tab for vacancies provides an opportunity to attract talented candidates and provide them with information about available positions in the company. This can be a useful tool for attracting new employees, so you can add this tab to the top menu of the site. At the moment, the top menu (header) looks like Figure 1 shows. The side drop-down menu (left menu) in turn contains the following main tabs: "Stairs", "Kitchens", "Tables", "Doors", "Furniture", "Interior", "For a bath", "Windows". The advantage of this arrangement of tabs and a static top (header) and side menu is the ability to switch from any tab to any other tab, regardless of the current location on the site. This makes it easier for users to navigate the site, maintains consistency and gives them the freedom to choose any tab at any time without having to return to the main page, which is important for maintaining the usability of the site and improving the overall user experience.
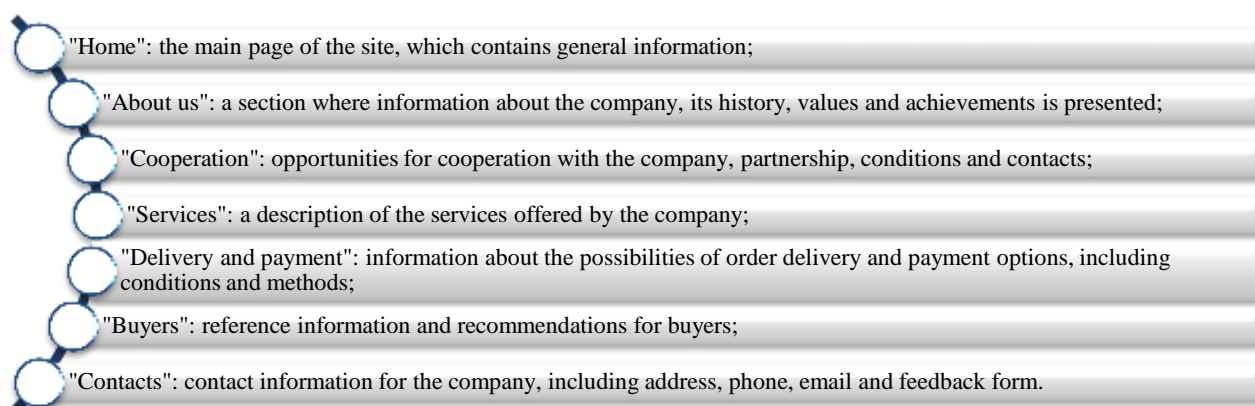
"Home": the main page of the site, which contains general information;

"About us": a section where information about the company, its history, values and achievements is presented;

"Cooperation": opportunities for cooperation with the company, partnership, conditions and contacts;

"Services": a description of the services offered by the company;

"Delivery and payment": information about the possibilities of order delivery and payment options, including conditions and methods;

"Buyers": reference information and recommendations for buyers;

"Contacts": contact information for the company, including address, phone, email and feedback form.

Figure 1. – Example of the top menu of the website

Stage 6 – Website content assessment. Seolik service was used to assess the website content, as it is more strict in assessment than the previously mentioned pr-cy. The main page of massiv-polotsk.by was selected for assessment:

– text spam: 11.29%;
– water content: 31.97%;
– classical nausea: 2.65%;
– academic nausea: 9.14%.

According to Seolik standards, the optimal values for the indicators are up to 30% for spam, up to 15% for water content, less than 7% for classical nausea and 5-15% for academic nausea.

Based on these data, it can be concluded that the level of spam and classical nausea corresponds to the norm and is acceptable. However, the water content of the text exceeds the optimal value, which may indicate excessive use of common and repetitive expressions, phrases or keywords. This may negatively affect the quality of the content and its uniqueness. Thus, the company's website affects the image for both potential buyers and future partners. Therefore, for high-quality promotion, it is necessary to take into account the statistics of the site's indicators, various site metrics, in order to use the obtained results to improve the quality of the resource provided and the content on it.

Evaluation of the effectiveness of the presence of firm "Zabolon" in social networks. The firm "Zabolon" is represented in such social networks as Instagram, VK. Since there are many social networks, and the company's resources are limited, it is necessary to carefully approach the choice of the method of contact with the audience. Instagram is a platform popular among a young audience (aged 18 to 34). The figures published in Meta advertising tools indicate that at the beginning of 2024, Instagram in Belarus had 3.90 million users. At the beginning of 2024, 66.7 percent of Instagram's advertising audience in Belarus were women, and 33.3 percent were men. The company uses Instagram to share behind-the-scenes views of its activities, demonstrate the results of its work and promote its brand.

The firm "Zabolon" account in this social network is active. However, due to the lack of a permanent SMM specialist, the photos and other content differ significantly from each other, which leads to an insufficiently balanced, heterogeneous profile. Therefore, it is important to create a unified and recognizable style of visual content in order to attract the attention of potential customers and present the company in the best light. There is also a community of the firm "Zabolon" in the VKontakte social network, which is called "Custom production of solid wood products". The community is open and has a number of subscribers, but potential buyers have difficulty finding it due to the lack of key keywords in the name. This community presents photographs of 106 products made by the company from solid wood. However, for more than 5 years the community has stopped updating with relevant content and at the moment it looks abandoned. This can create a negative impression on potential clients and visitors of the community.

Thus, the account of firm "Zabolon" on Instagram has greater potential for development due to an active audience and better visual content. However, the low quality of the images and videos themselves, as well as the lack of a unified style in publications are problems that require attention.

On the other hand, in the case of VKontakte, due to limited resources, the firm "Zabolon" does not yet have the opportunity to fully revive the community. However, there are enough resources to publish something new at least once a month to maintain activity in the community and not lose the existing audience.

Problematic aspects were identified that hinder the successful promotion of the firm "Zabolon" in the Internet space.

1. Disadvantages of the company's website:

a) the company's website does not use web analytics systems, which makes it difficult to understand audience behavior, identify strengths and weaknesses of the site, as well as track technical problems of the site and analyze search queries;

b) the site is not fully adapted to the mobile version;

c) the site is poorly indexed by search robots, which makes it difficult for users to find it;

d) the design of the company's website can be improved to a more modern and relevant concept.

2. Disadvantages of SMM (Instagram, VKontakte): a) lack of a unified style in the design of social networks; b) rare publication of new content; c) the quality of images and video content is low.

Thus, there is a need to form a holistic concept for promoting the analyzed enterprise in the Internet space, taking into account the shortcomings of the Internet marketing tools used, the goals and capabilities of the firm "Zabolon" to form a positive image for target groups of users.

"Zabolon" website: recommendations for improving website's performance. The quality of the "Zabolon" website. The design implies not only the visual (color, logo and icons) but also the overall user experience of the website. Website development needs to take into account the abundance of factors. These factors may not be explicit. However, taking these factors into account creates a pleasant experience of interaction.

When creating a professional website for a field such as furniture manufacturing, there are several key aspects that are worth paying special attention to:

1) the needs of the target audience: the site should be informative, attractive, and provide useful information about products, cooperation opportunities, and vacancies to meet the needs of wholesale and retail buyers, furniture manufacturers, and potential employees;

2) geographic coverage: the analyzed enterprise carries out sales throughout the Republic of Belarus, so there is a need to provide information on the specifics of sales in each region in order to satisfy local customers and take into account their needs and preferences;

3) branding and positioning: the website design should reflect the uniqueness of the "Zabolon" brand and emphasize the enterprise's experience in the furniture market. The color palette, fonts, and design elements should be consistent with the brand to help create a unified visual experience.

Currently, Jakob Nielsen's "heuristics" are widely used in design because they are general rules of thumb rather than specific guidelines that help improve interface design (Figure 2).

1. Visibility of system status.	• The website design should always inform users about what's happening with the system. Users need to see the results of their actions.
2. Match between system and the real world.	• The design should speak the users' language, using words, phrases, and terms that are familiar and understandable to them.
3. User control and freedom.	• Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.
4. Standardization.	• The system shall be homogeneous, perform homogeneous functions, terms and names. Users should be able to use the knowledge of any elements of the system.
5. Avoidance of errors.	• Error reporting is meaningful, but a better system minimizes problems.
6. Visualization.	• Reduce user memory usage, make items and actions explicit.
7. Adaptability.	• Different functionality for experienced and inexperienced users, the ability to insist on recurring acts.
8. Minimalism in design.	• The interface should not be loaded with junk data. The user must concentrate on solving his plans.
9. Consulting users.	• Error notifications shall be clearly indicated (without codes), indicate the difficulty and initiate solutions.
10. Help and documentation.	• If a user encounters difficulties using the system, they should be able to obtain assistance. This can be achieved through documentation integrated into the interface, using interactive assistants such as AI-powered chatbots or contextual prompts.

Figure 2. – Jakob Nielsen's "heuristics" in website's design

The font "Ubuntu" was chosen for the design of the project. It combines clean lines and legibility, which makes it suitable for use in both headings and text blocks. The main menu of the site was not changed, because according to the results of the research presented in the second chapter, it was found that the initially presented architecture is intuitive for the user. On the main page, the main element is a static image with the buttons "Calculate cost" and "Go to catalog", as well as headings displaying the company's advantages. Background images were selected in accordance with the theme using photos provided in the public domain. For ease of navigation on the site, it should be noted that the logo on any of the pages of the site should be clickable and lead to the main page.

To improve the visual presentation of a specific type of product on the page, it is recommended to make some changes, especially in the area of photos. It is recommended to review the current gallery of works and update it in accordance with more modern styles. To display the text blocks available on the site, a minimalist but structured format was chosen. At the bottom of the block, it is advisable to add a button "Read more", by clicking on which the user goes to a page with more detailed information about the presented topic. At the bottom of the page, before the footer, it is suggested to use a form for ordering the calculation of the cost of manufacturing a product.

Providing fields for entering a name, phone number and comment allows customers to describe their requirements and preferences in more detail. This allows the company to understand the customer's needs more accurately and offer appropriate solutions.

In addition, the functionality of attaching a document up to 100 MB in size allows customers to attach specifications, drawings or other relevant files that can greatly help in the calculation process and understanding of the customer's requirements. This form allows the furniture manufacturing company to improve the quality of service by providing a deeper understanding of the customer's needs and providing accurate cost estimates based on the data provided.

Recommendations for the implementation of a web analytics system on the website of the firm "Zabolon". For the purpose of detailed study and optimization of the website operation, two most popular web analytics tools can be used – Google Analytics and Yandex.Metrica. They provide various functionality and are suitable for different needs.

Google Analyics and Yandex.Metrica collect, analyze, and display information about website traffic and its sources, as well as user behavior. The choice of an adequate system for the firm "Zabolon" should take into account their characteristics.

1. Goal-setting. Yandex.Metrics has a limit of 200 goals. Google Analytics operates with events, a maximum of 500 per account.

2. Reports. Google Analytics provides a wide range of reports for in-depth analysis of user behavior and assessment of marketing decisions. Yandex.Metrica gives a simple reporting structure (for beginners in the field of analytics).

3. Add-on tools. Each system has its own unique tools. For example, Yandex.Metrica offers Webvisor, which allows you to view records of site visitors' actions, and Google Analytics offers multi-channel analysis to evaluate various traffic sources and sales funnels.

4. Prompt presentation of results. Yandex.Metrica functions faster in providing analysis results, which is important in the operational aspect.

The choice between Google Analytics and Yandex.Metrica for the firm "Zabolon" depends on the specific needs of the enterprise and its preferences in analytical functionality. However, given the specifics of the products and goals of the firm "Zabolon", Yandex.Metrica seems to be a more suitable web analytics system.

Installation of Yandex.Metrica on the firm "Zabolon" website can be done by placing the analytics code directly in the source code of the site. This will ensure a more reliable and accurate transfer of data to the analytical system. If changes need to be made or new goals set, cooperation with programmers will be required to ensure proper integration.

Yandex.Metrica provides the following advantages.

1. Yandex.Metrica is assimilated with other Yandex services - Yandex.Direct and Yandex.Market. This makes it possible to analyze the effectiveness of advertising initiatives and sales.

2. Yandex.Metrica is focused on interacting with Russian-language sites which is important for a firm with a Russian-speaking visitors.

3. Yandex.Metrica has a traffic counter for evaluating website visitors, number of views and other indicators. Used to assess the content and popularity of the website.

Ultimately, the choice between Yandex.Metrica and Google Analytics largely depends on the current tasks of the enterprise. For the site of the firm "Zabolon", Yandex.Metrica is the optimal choice due to its localization, ease of use, free version and the ability to integrate with other Yandex services. However, if the management of the enterprise in the future will target an international audience, then Google Analytics may also be a good option.

Conclusion. The study confirmed the key role of e-marketing tools, particularly a corporate website, in the development and implementation of an effective product policy for a modern firm. It was found that the online environment imposes specific requirements on product presentation, emphasizing the informational component and the need to consider the specific demand characteristics of various product categories. Using firm "Zabolon" as an example, a detailed audit of its digital tools was conducted. The analysis revealed a number of significant shortcomings hindering the firm's online development: a lack of web analytics systems, poor technical optimization and mobile website adaptation, inconsistent and inconsistent social media management, and outdated visual content.

The study proposes a set of practical recommendations aimed at addressing the identified issues. Key recommendations include: website redesign based on Jakob Nielsen's usability principles, mandatory mobile adaptation, implementation of the Yandex.Metrica web analytics system for data collection and informed decision-making, and the development of a unified content strategy for social media.

Implementation of the proposed measures will allow firm "Zabolon" to not only improve the effectiveness of its e-marketing activities, but also strengthen its overall competitive position in the market, develop a positive image, and establish closer interactions with target audiences. Therefore, the effective integration of digital tools into product strategy is not just a trend, but a prerequisite for sustainable business development in the modern digital economy.

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ЦИФРОВИЗАЦИЯ БИЗНЕСА: ИНТЕНСИФИКАЦИЯ ИСПОЛЬЗОВАНИЯ ИНСТРУМЕНТОВ ЭЛЕКТРОННОГО МАРКЕТИНГА

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В статье рассматривается товарная политика, которая считается ключевым элементом маркетинговой стратегии любой фирмы. Товарная политика рассматривается как инструмент управления продажами товаров (работ, услуг) для достижения желаемого конкурентного преимущества на рынке. В статье особое внимание уделяется современным тенденциям в маркетинге, в основном связанным с использованием интернета и инструментов электронного маркетинга. Сначала описывается роль веб-сайта как инструмента товарной политики в интернете, включая особенности товарной политики в интернете, а также мониторинга и оценки эффективности использования сайта в качестве инструмента товарной политики. Затем в статье приводится анализ инструментов интернет-маркетинга, используемых фирмой «Заболонь». Проводится аудит веб-сайта фирмы и оценка эффективности присутствия фирмы «Заболонь» в социальных сетях. По результатам проведенного анализа авторами предлагается ряд рекомендаций по повышению эффективности веб-сайта фирмы «Заболонь».

Ключевые слова: *цифровизация бизнеса, товарная политика, инструменты электронного маркетинга, цифровой маркетинг, эффективность веб-сайта, система веб-аналитики.*