

у регионов и муниципалитетов отсутствуют стимулы и бюджеты для формирования и использования арендного жилья социального использования.

В настоящее время проблема обеспечения жильем некоторых категорий граждан, которые претендуют на поддержку со стороны государства в сфере жилой недвижимости, реализуется с помощью ипотечного жилищного кредитования, а также благодаря социальным жилищным программам. К сожалению, в настоящее время уже существующий фонд социального жилья не способен решить проблему обеспечения граждан жильем, которые имеют право на улучшение жилищных условий, за счет федерального, регионального или муниципального бюджета [4].

Таким образом, доступность жилья является важнейшим социально-экономическим индикатором, который отражает демографические, социально-экономические характеристики текущего уровня благосостояния населения, параметры бюджетно-нормативной и кредитно-финансовой системы, ценовой и тарифной политики в сфере жилищного строительства.

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## ROLE OF ANALYTICS IN STRATEGIC MARKETING

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*Abstract. Digitalization allows companies to implement new analytical technologies and big data to develop companies' competitive advantages. This abstract discovers the role of analytics in every stage of strategic marketing.*

**Keywords:** strategic marketing, analytics in marketing, strategic planning, big data in marketing.

Strategic marketing can be described as a long-term marketing strategy that provides the context and objectives needed to maximize the value of the existing communications. Being future-oriented strategic marketing requires both creativity and rational analysis based on data including big data. Strategic marketing is usually based on accurate and relevant measures, such as big data [4].

The concept of big data can be defined in many ways. In this thesis, big data is going to be referred to as a very large amount of data that can be analyzed by computers to identify patterns, trends, and relationships, especially concerning human behaviour and interactions. The technological term in this interpretation is closely related to the socio-humanitarian component, so, concerning the original definition, there is an evolution of big data towards its humanization. Therefore, the content of the concept is slowly changing towards the practical possibilities of analyzing human activity [2]. In marketing, such data is often used to studying demographics, analyzing traces of consumer behaviour in the records and the customers in the databases. The processed data allows extracting valuable information that, for example, could help to divide the initial target audience into profiles of buyers with a low, medium or large demand in certain

products, which is very useful for fetching special promotions or loyalty programs.

The goal of integrating data mining and analysis into the strategic marketing processes is to improve the effectiveness of sales and customer support management by better understanding their behaviour. With the increasing availability of data in the current information age, companies have recognized the competitive advantages of big data management and analytics, which has contributed to its development and extensive research [1]. In this context, the use of specially developed algorithms and advanced analysis methods revolutionize sales and marketing methods. Analysis based on the knowledge extracted from a set of big data can be used to predict the future behaviour of clients, which has a great impact on targeting and positioning in strategic marketing processes.

The data-driven approach has multiple advantages, such as the ability to make the price optimization process more accurate; ability to provide a clearer view of the customer profile, which could help to increase the profit leverage; ability to help increase the customer loyalty and shape the competitive advantage for the industrial leaders. Such advantages explain the fact that over 79% of advertisers use their own data management platforms and almost 88% external analytics platforms in strategic planning [3].

Big data management and analytics aim to provide more information to businesses that will lead to better results. Good data access as it is may not provide the most effective strategy, but it could provide the right insight, to be more efficient and competitive in the market. Data analysis provides accurate metrics of marketing effectiveness. Using metrics, the marketing team and the company could determine exactly how marketing affects revenue. Besides, these analytics is a management tool that helps to optimize marketing efforts.

Data analysis in strategic marketing. According to Kotler, the formula «segmentation, targeting, positioning» is the essence of strategic marketing [5]. Each stage of strategic marketing could use the implementation of big data analysis.

Segmentation can be described as the process of dividing buyers into subgroups so that the members of each segment group would display a similar reaction according to certain criteria. However, some data can contain such a complex structure that even the most effective data mining technologies are not able to identify meaningful patterns. There are several algorithms and formulas designed for segmentation, one of the most well-known is the clustering algorithm based on finding a fixed number of clusters that are defined in the proximity of the data point to each other based on the Euclidean distance formula or the theory of relational analysis. Typically, companies perform segmentation based on demographic, geographical, or psychographic characteristics.

Other characteristics can also be defined through the big data analysis, for example, the industrial or commercial activity companies are engaged in. Evaluating market segments requires strategists to determine the characteristics and needs of consumers, analyzing the similarities and differences between consumers and creating profiles of consumer groups. Segmentation of consumer markets is easier than segmentation of industrial markets or service markets since the latter two are intended for all consumers without any additional option [5]. A company can operate in different segments by developing several effective strategies to determine the origin of more accurately identify niche market segments as new business opportunities and optimize marketing efforts.

The next stage of strategic planning is targeting. Depending on the degree of segmentation, one can further differentiate the wishes and preferences of consumers at different times and at the same time determine the profitability of each segment and the number of target segments in which companies want to participate. The more homogeneous a group is, the easier it is to establish the preferences of its members and the easier it would be to succeed in the next stages for that segment. Data mining techniques also allow solving the prospect of value for the customer.

The last step of strategic marketing – positioning may be the most difficult to determine by metrics, given its relative nature and the difficulty to quantify the measurements. The positioning strategy covers a wide range of marketing practices: product, support services, sales channels, prices, and promotions. The actual brand positioning is determined by the customer's current perception of it. Some promising results have been achieved by models that include sale periods combined with marketing program data. Companies are constantly reinventing themselves to achieve market leadership. This way technological advancements have become the predominant role in obtaining and managing information that improves strategies and minimizes marketing efforts.

Recent research and development are encouraging the usage of big data that allows the

analysis of large databases that cannot be deeply processed by humans without the support of these tools. This study aims to demonstrate the potential of big data management, artificial intelligence, and analytics in the field of strategic marketing. Companies with better access to information can better choose their markets, develop a better quality of products, develop better product suggestions for consumers and plan better marketing communications. Each company must organize and distribute a continuous flow of information for its marketing.

The use of specially developed algorithms and advanced analysis techniques in the digital age is becoming a must for every marketing strategy. Analytics allows organizations to significantly increase profits at all levels, regardless of the organization size. Therefore, big data analytics are becoming a vital part of strategic marketing.

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## ИСПОЛЬЗОВАНИЕ ТАРГЕТИРОВАННОЙ РЕКЛАМЫ ДЛЯ РЫНКА СПОРТИВНЫХ УСЛУГ

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Реферат. В статье определены роль и значение маркетинговых коммуникаций на рынке спортивных услуг. Обоснованы преимущества таргетированной рекламы в социальных сетях. Проведено сравнение возможностей настройки таргетированной рекламы через приложение «Instagram» и социальную сеть Facebook, сделан вывод о наиболее эффективном способе коммуникаций.

Ключевые слова: рынок спортивных услуг; цифровая экономика; маркетинговые коммуникации; таргетированная реклама, таргетинг.

Уровень развития физической культуры и спорта в различных странах коррелируется. Численность лиц, занимающихся физической культурой и спортом в Республике Беларусь, составила 24 % (2337 тыс. чел.) в 2019 г. и имеет тенденцию к росту [1], что отражено на рисунке 1.

Положительная динамика роста численности занимающихся говорит о перспективности и развитии рынка индустрии спорта, эффективности вложения средств в нее, в том числе в маркетинговые коммуникации.

Рынок рекламы в социальных сетях динамичен и постоянно развивается. На сегодняшний день это: контекстная реклама (поисковая), банерная, лидогенерация, блоги, форумы и т. д. Востребованным и современным инструментом маркетинговых коммуникаций для развития спорта в условиях цифровой экономики является таргетированная реклама.

Таргетинг – это рекламный механизм, позволяющий выделить из всей имеющейся аудитории только ту часть, которая удовлетворяет заданным критериям (целевую аудиторию), и показать рекламу именно ей [2].