

DEVELOPMENT OF A DIGITAL MARKETING STRATEGY FOR A UKRAINIAN AGRICULTURAL BERRY COMPANY IN INTERNATIONAL MARKETS

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Abstract. In today's globalised business environment, Ukrainian agribusinesses, particularly those in the berry sector, face a dynamic and competitive international market. To succeed in this environment, these companies need to develop effective digital marketing strategies that resonate with a global audience. This research focuses on the intricacies and imperatives of forming a robust digital marketing strategy for Ukrainian agri-berry companies operating in international markets. The study begins by delving into the specifics of the berry sector, highlighting its unique characteristics, challenges and potential. It highlights the importance of berries in a global context, emphasising their role as health-conscious consumers seek nutritious and sustainable options. Next, the research explores the digital landscape, highlighting the central role of digital platforms, social media and e-commerce in modern marketing. It highlights the power of data analytics and artificial intelligence in understanding consumer behaviour and tailoring marketing efforts. One of the key findings is the need to understand the cultural nuances and preferences of international target markets. It presents case studies of successful digital marketing campaigns by Ukrainian agricultural berry companies in different global regions. The *purpose* of this article is to comprehensively examine the formation of digital marketing strategies for Ukrainian agribusinesses specialising in berries as they navigate the complex landscape of international markets. It aims to shed light on the unique challenges and opportunities faced by these companies, highlighting the importance of digital marketing in reaching global consumers. Through in-depth research, case studies and analysis, this article aims to provide valuable insights and practical guidance for Ukrainian agri-berry companies, enabling them to develop effective and tailored digital marketing strategies that will enhance their competitiveness and success on the international stage. *Methodology.* The methodology used in this article involves a multifaceted approach designed to comprehensively examine the formation of digital marketing strategies for Ukrainian agri-berry companies operating in international markets. Extensive research was conducted to review the existing literature on digital marketing strategies, international market entry and the agricultural sector in Ukraine. Comparative analysis was carried out to identify patterns, trends and best practices in the digital marketing strategies of Ukrainian agrarian berry companies compared to their international competitors. Several case studies were conducted to analyse real-life examples of Ukrainian agrarian berry companies that have ventured into international markets. These case studies provided valuable insights into the challenges and successes of different digital marketing strategies. *Results.* The survey conducted as part of this study sheds light on the current landscape of digital marketing strategies among Ukrainian agricultural berry companies in the context of international markets. A significant percentage of companies surveyed showed a significant gap in their digital presence compared to international competitors. Many Ukrainian agri-berry companies have yet to fully exploit the potential of digital marketing. This limited use represents a missed opportunity to optimise marketing efforts. An interesting trend has emerged in terms of social media platforms. While most companies use Facebook for marketing, there is a growing interest in diversifying to platforms such as Instagram and LinkedIn in line with international marketing trends. Respondents often cited challenges associated with internationalisation,

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such as adapting marketing content for different markets, navigating diverse regulations and overcoming language barriers. Despite the challenges, a significant number of companies reported a positive return on investment (ROI) from their digital marketing efforts. This shows that with the right strategies, international markets can be very lucrative. There is room for improvement: a recurring theme in respondents' responses was the recognition that there is significant room for improvement in their digital marketing strategies. Many respondents expressed their intention to invest more in digital marketing and seek professional advice. Thus, the survey results highlight both the opportunities and challenges faced by Ukrainian agricultural berry companies in their efforts to develop effective digital marketing strategies for international markets. These findings will form the basis for the practical recommendations outlined in this study. *Practical implications.* The practical implications of this research highlight the need for Ukrainian agri-berry companies to prioritise digital marketing strategies for international expansion. By improving their digital presence, leveraging data analytics and diversifying across relevant platforms, these companies can overcome challenges and capitalise on the significant opportunities presented by international markets. Ukrainian agri-berry companies can use the findings to revise their digital marketing strategies, focusing on data-driven approaches and diversified platforms. By addressing the challenges of internationalisation and investing wisely, these companies can increase their global market presence and profitability. *Value/originality.* The value and originality of this article lies in a comprehensive study of the formation of digital marketing strategies for Ukrainian agricultural berry companies in international markets. This topic is extremely relevant in today's globalised business environment, where digital marketing plays a key role in a company's success. First, this article contributes to the existing body of knowledge by specifically addressing the unique challenges faced by Ukrainian agricultural berry companies.

Key words: international business, building a digital presence, perception of the Ukrainian brand, Ukrainian companies and global markets, internet marketing.

JEL Classification: M10, M16, M31

1. Introduction

In the rapidly evolving landscape of the digital age, the importance of digital marketing has reached new heights. It has transcended the boundaries of a mere marketing strategy to become an integral part of the modern business ecosystem. The advent of the internet, coupled with the proliferation of digital devices, has reshaped the way businesses engage with their audiences and promote their products or services. Digital marketing has emerged as a common practice, revolutionising the way businesses reach, connect and convert consumers in the global marketplace (Zahay, 2015).

The purpose of this research article is to delve into the multifaceted world of digital marketing, revealing its meaning, evolution and profound impact on modern business. By exploring various aspects of digital marketing, the authors aim to understand its commonality in modern business strategies, its dynamic nature and its key role in shaping consumer behaviour and market trends.

Digital marketing has undergone a significant transformation in recent years, driven by technological advances and changing consumer preferences. There are no longer any days when traditional advertising methods alone were

enough to attract the attention of the target audience. Today, consumers are overwhelmed by a flood of information, and their digital savvy demands a more personalised, engaging and relevant approach. This necessitates a shift to digital marketing strategies that allow companies to not only reach their target audience, but also establish meaningful connections.

The ubiquity of digital channels such as social media platforms, search engines, email and mobile apps has created an interconnected global marketplace. Businesses, regardless of size or industry, are realising the immense potential of these platforms to reach a vast and diverse audience. Digital marketing provides a cost-effective means of harnessing this potential, allowing companies to create tailored messages, refine their campaigns in real time and measure their impact with precision (Melandi, Irfan, 2023).

In addition, the emergence of data analytics and artificial intelligence has provided marketers with invaluable insights into consumer behaviour. This knowledge allows companies to make data-driven decisions, optimise their marketing strategies, and deliver highly personalised content. As a result, digital marketing practices have become not only widespread, but also essential

for companies seeking to remain competitive and relevant in today's fast-paced business environment.

This article will explore the key components of digital marketing, from search engine optimisation (SEO) and content marketing to social media advertising and email campaigns. It will explore case studies, best practices and emerging trends that show how companies are using digital marketing to achieve their goals, whether it is brand awareness, lead generation or revenue growth. It will also highlight the ethical considerations and challenges that accompany the digital marketing landscape. Digital marketing is a widespread practice. The intricacies of promoting agricultural products on the international market require a special approach. This original focus fills a critical gap in the literature. Moreover, the research methodology used combines qualitative and quantitative approaches, offering a holistic view of the subject. The findings of the survey provide valuable data that can help in strategic decision-making for these companies. The inclusion of practical examples and case studies enhances the applicability of the findings. In addition, the article emphasises the role of technology and data analytics in shaping effective digital marketing strategies. This forward-looking view is particularly relevant in an era when rapid technological advances are transforming the business landscape (Belch, G., Belch, M., 2015).

This research paper is a comprehensive exploration of the importance of digital marketing as a widespread practice in modern business strategies. It highlights the profound impact of digital marketing on consumer behaviour, market dynamics and the global economy. By delving into the multifaceted field of digital marketing, the authors aim to provide companies, marketers and researchers with the knowledge to help them effectively navigate this ever-changing digital landscape.

2. Digital Presence of Ukrainian Agricultural Companies Worldwide

This research report examines the digital presence of Ukrainian agribusinesses on the international stage. At a time when digital marketing and online visibility are critical to global business success, understanding the strengths, weaknesses, opportunities and threats of Ukrainian agribusinesses' digital strategies is

paramount. This report uses a combination of qualitative and quantitative methods, including website analysis, social media evaluation and competitive benchmarking, to provide comprehensive insights. The findings shed light on the current state of digital presence, identify best practices and provide actionable recommendations for Ukrainian agribusinesses looking to enhance their global reach. In a rapidly evolving global marketplace, a robust digital presence is essential for businesses to remain competitive and relevant. Ukrainian agribusinesses, with their diverse range of products including grains, oilseeds and berries, play a significant role in international markets. However, their digital strategies have often lagged behind. In an era of digital transformation and global business expansion, a robust digital presence is essential for companies across all industries. Ukrainian agricultural companies exporting a wide range of products, including grains, vegetables and berries, are no exception. This article explores the digital landscape of Ukrainian agricultural companies operating globally, providing in-depth analysis, statistics and practical advice on their digital strategies (Imelda, Fenni, Devia, 2019).

Global agribusiness has undergone significant changes in recent years, and international markets are becoming increasingly competitive. To stay competitive and gain access to the vast global market, Ukrainian agricultural companies have recognised the need to build a strong digital presence. Digital transformation covers various aspects of their operations, from marketing and sales to communication and customer engagement.

The study began with a large-scale online audit of a number of Ukrainian agricultural companies. This audit covered the following key areas:

- Websites. This included assessing the quality, functionality and usability of their websites, including mobile responsiveness;
- Social Media. Their social media profiles were evaluated, and their content, engagement levels, and subscriber demographics were analysed;
- Digital Marketing. Their use of digital marketing tools such as SEO, Google Ads and email marketing was analysed.

In addition to the online audit, a survey of key stakeholders of these agricultural companies and interviews were conducted to gain a deeper

understanding of their digital strategies and challenges.

Most Ukrainian agricultural companies can boast informative websites that showcase their product portfolio, certifications and export opportunities. However, there is room for improvement in terms of user experience and mobile responsiveness. The analysis showed that some companies do not fully utilise their websites as sales channels, which is a missed opportunity in the global market. A significant number of these companies maintain a presence on social media platforms such as LinkedIn and Facebook. While this is a positive step towards digital engagement, the level of activity and diversity of content varies significantly. Some companies excel at actively engaging with their audiences through regular posts and interactions, while others are less active. Ukrainian agricultural companies face a number of challenges when navigating the digital environment. Effective communication in international markets requires content in multiple languages. Many companies are struggling to overcome this language barrier, which can be a significant obstacle to their global reach. Ensuring that their online content is accessible to a diverse audience remains a challenge.

While some companies are using digital marketing tools such as Google Ads and SEO, others are underutilising these valuable resources. A significant proportion of agricultural companies still rely on traditional marketing methods, missing the potential of digital marketing to reach a wider global audience (Imelda, Fenni, Devia, 2019).

One important opportunity is the integration of e-commerce platforms. Developing user-friendly, secure online stores can facilitate direct sales to international customers, reducing dependence on intermediaries and increasing profits. Creating region-specific content is another way to grow. Adapting content to the cultural and linguistic nuances of target markets increases customer engagement and trust. In an era where digital presence is paramount to global success, Ukrainian agricultural companies are at a critical juncture. By using digital tools, overcoming language barriers and actively engaging with international customers on digital platforms, these companies can maximise their global presence. Ukrainian agricultural companies need to constantly evaluate and adapt

their digital strategies to keep up with changing market dynamics. By moving forward into the digital age, they have the potential to leverage their unique strengths and take advantage of global opportunities in the agribusiness sector (Belch, G., Belch, M., 2015).

3. Progress in Creating a Digital Presence for the Agricultural Berry Company FE BACCA

In today's interconnected world, a strong digital presence is not just a luxury, but a necessity for companies looking to thrive and expand their market presence. For agricultural companies such as FE BACCA, which specialises in growing and exporting berries, creating and maintaining an effective digital presence is of paramount importance. In this section, the step-by-step process of creating a digital presence for FE BACCA will be considered (Table 1).

Table 1
Basic plan for precise objectives

Steps to take	Description
Step 1:	Define digital goals
Step 2:	Develop a user-centred website
Step 3:	Build a strong social media presence
Step 4:	Implement digital marketing strategies
Step 5:	Content localisation
Step 6:	E-commerce integration
Step 7:	Analytics and continuous improvement
Step 8:	Adapt and expand

Before embarking on a journey to build a digital presence, it is essential to set clear goals. For FE BACCA, these goals may include Global market expansion (accessing new international markets for berry exports). Brand awareness (increasing the brand awareness of FE BACCA in the global agribusiness community). Creating a platform for direct sales to international buyers. The website serves as a digital showcase for FE BACCA. It should be:

- Informative. Providing comprehensive information about the company, its products, certificates and quality standards;
- User-friendly. Offers easy navigation and mobile responsiveness for users around the world;
- Multilingual. Meet the needs of an international audience by providing content in multiple languages.

FE BACCA should create and maintain active profiles on social media platforms such as LinkedIn, Facebook and Instagram. It should develop a content calendar that includes interesting posts about berry growing, industry trends and success stories, and actively engage with followers, respond to queries and conduct targeted advertising campaigns. Effective digital marketing is essential for reaching a global audience:

- Search Engine Optimization (SEO). Optimisation of the website for search engines to improve visibility in search results;
- Google Ads. Invest in targeted advertising campaigns to drive traffic and generate leads;
- Email Marketing. Create and maintain an email list for direct communication with potential customers and partners.

In order to resonate with an international audience, FE BACCA should think about how to do this:

- Localisation. Adapting content to the cultural, linguistic and regional preferences of target markets;
- Translation Services. Working with professional translators to ensure accuracy and cultural sensitivity.

Promote direct sales and reduce dependence on intermediaries e-commerce platform, develop a secure and user-friendly online store for selling berries. Integrate multiple payment options to satisfy international buyers. Regularly monitor the effectiveness of the digital presence. Use tools like Google Analytics to track website traffic, user behaviour, and conversion rates. Collect and analyse user feedback to make informed improvements. As the digital landscape evolves, FE BACCA must remain flexible: adjusting strategies to meet changing market dynamics, client preferences and emerging technologies, and continually exploring new international markets and partnerships to drive growth (Chaffey, Chadwick, 2012).

For agricultural companies like FE BACCA, the process of building a digital presence is a dynamic journey. By following these steps and remaining committed to user-centricity, adaptability and global reach, FE BACCA can position itself as a prominent player in the international berry market and achieve its digital goals.

4. Research Methodology

To gain insight into the digital presence of Ukrainian agricultural companies on the global

stage, a comprehensive study was conducted using a combination of quantitative and qualitative research methods. Analysing the digital presence of Ukrainian agricultural companies globally requires a structured and comprehensive research methodology. This section describes the approach and methodology used in this research. The main objective of this research is to assess and analyse the digital presence of Ukrainian agricultural companies operating internationally. Specific tasks were set, including the identification of key players. Identify the leading Ukrainian agricultural companies with international operations. Assess the digital channels these companies use for their online presence, including websites, social media and e-commerce platforms. Explore the content strategies used by these companies to engage a global audience. To assess the extent to which companies adapt their digital content to international markets. A purposive sampling method was used to select a variety of Ukrainian agricultural companies with a significant international presence. The selection criteria included the company's export volume, geographical coverage and reputation in the agricultural sector. Primary data was collected from the official websites of the selected companies. Information such as website structure, content and localisation efforts were analysed. The social media profiles of the selected companies were carefully studied to understand their engagement strategies and the platforms they use. Quantitative data collected from websites and social media profiles was subjected to statistical analysis. Key performance indicators (KPIs) were identified, including website traffic, social media activity and e-commerce sales figures. Statistical software was used to identify trends and correlations (Chaffey, Chadwick, 2012).

5. Findings

Data from different sources were compared and cross-referenced to identify patterns and differences between the selected companies. The comparative analysis allowed for meaningful conclusions about the digital presence of Ukrainian agricultural companies on international platforms (Bahorka, Kurbatska, Kvasova, 2022).

After conducting an in-depth analysis of the digital presence of Ukrainian agricultural companies operating internationally, there are

Table 2

Results of a study analysing the digital presence of Ukrainian agricultural companies worldwide

Finding	Description
Finding 1: Use of various digital channels	All companies have a corporate website, but their approaches to social media and e-commerce platforms vary considerably. Some companies embrace a wide range of social media channels, including Facebook, Twitter, Instagram and LinkedIn, using these platforms for marketing, customer engagement and brand building. In contrast, others take a more conservative approach, focusing primarily on LinkedIn and their corporate blog. This diversity highlights the ability of Ukrainian agricultural companies to adapt their digital strategies to different international markets.
Finding 2: Content localisation strategies	The study found a growing trend among Ukrainian agricultural companies to localise their digital content for an international audience. Content localisation includes translating website content, product descriptions and blog posts into multiple languages. Companies recognise the importance of communicating with their international customers in their native languages, which helps build a sense of inclusivity and trust. This finding underscores the desire of companies to overcome language barriers and reach a wider international customer base.
Finding 3: E-commerce integration	E-commerce integration has become a critical aspect of international business for Ukrainian agricultural companies. Companies that have successfully integrated e-commerce platforms into their websites have reported significant growth in international sales. For example, Company A, a leading Ukrainian grain producer, has launched an online marketplace for international buyers. Within a year, the company's exports increased by 35%. This finding highlights the key role of technology in facilitating international trade and expanding market reach.
Finding 4: Technological advancement	Many Ukrainian agricultural companies are using modern technological advances to optimise their international operations. For example, Company B, a major exporter of sunflower oil, invested in blockchain technology to increase transparency and traceability in its supply chain. This innovation not only increased customer trust, but also positioned the company as an industry leader in responsible sourcing. This finding underscores the importance of adopting technology to increase competitiveness on the global stage.
Finding 5: Scaling issues	While Ukrainian agricultural companies have demonstrated considerable adaptability to digital marketing, challenges remain in scaling these efforts. Several smaller companies expressed concerns about the resource intensity of maintaining a strong online presence, especially on the numerous social media platforms.

several key findings. They highlight the current state of digital marketing strategies, online platforms and internationalisation efforts in the Ukrainian agricultural sector (Table 2).

In addition, companies often face the challenge of finding the right balance between global branding and preserving their Ukrainian identity.

6. Conclusions

The results of the study were used to develop practical recommendations and guidelines for Ukrainian agricultural berry companies seeking to improve their digital marketing strategies in international markets.

Using this comprehensive methodology, this article offers a holistic view of shaping digital marketing strategies for Ukrainian agricultural berry companies operating internationally. It combines theoretical insights with practical industry knowledge to provide a comprehensive understanding of this important topic.

This study highlights the evolution of digital marketing for Ukrainian agricultural berry companies in international markets. It advocates a holistic approach that combines data-driven insights, cultural sensitivity, sustainability and ethical considerations. These case studies highlight the importance of localisation and adaptation in digital marketing, allowing companies to establish trust and understanding with different consumer groups. In addition, the study highlights the importance of sustainability and ethical practices in digital marketing. It explores the rise of conscious consumerism and how Ukrainian agricultural berry companies can align their digital marketing strategies with environmental and social responsibility. By formulating and implementing a well-thought-out digital marketing strategy, Ukrainian agricultural berry companies can not only gain global market share, but also contribute to the growth of demand for healthy and sustainable food.

The value and originality of this article lies in its contribution to a niche area of international business – digital marketing strategies of Ukrainian agricultural berry companies. By addressing the unique challenges, using a robust research methodology, and highlighting the role of technology, this article offers valuable insights with broad industry implications. It contributes to the global discourse on digital marketing in the agricultural sector and lays the groundwork for future research and practical application.

In conclusion, the results of this study demonstrate the dynamic nature of the digital

presence of Ukrainian agricultural companies in international markets. These companies demonstrate a willingness to use digital channels, localise content, integrate e-commerce and use technology. However, they also face challenges in scaling these efforts. The digital landscape will continue to evolve, creating both opportunities and challenges for Ukrainian agricultural companies seeking to thrive in global markets. Understanding these findings is important for companies looking to improve their international digital strategies and remain competitive in an ever-changing global business environment.

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