

Ministry of Education and Science of Ukraine

# ODESA NATIONAL UNIVERSITY OF TECHNOLOGY

International Competition of  
Student Scientific Works

# BLACK SEA SCIENCE 2023

## PROCEEDINGS



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# **BLACK SEA SCIENCE 2023**

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## PROMOTION AND ANALYSIS OF PERSONAL BRAND IN THE SOCIAL NETWORK INSTAGRAM

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**Abstract.** *The scientific work aims to determine the main elements of the possible use of Zizi\_zay\_'s personal brand for the successful development of a business account.*

*The following research methods were used when writing the scientific paper: marketing research methods (desk and field researches, SWOT Analysis of the personal brand, its analysis according to the 4Ps of the Marketing Mix, the Three Product Levels), personal brand audit (competitor analysis, account analysis, and brand analytics Zizi\_zay\_ ), primary methods of information collection (online survey), graphics (construction of a polygon of brand competitiveness and sales funnel), and the algorithm of its promotion in social networks are described.*

*The object of the study is the personal brand account Zizi\_zay\_.*

*Subjects of the study: consumers of the author's products and their competitors.*

*The subject of the study is innovative tools and strategies for business promotion in the Instagram social network.*

*Scope and structure of work. The scientific work consists of an introduction, two chapters, conclusions, and a list of references. The total volume of work is completed on 15 pages of printed text, which contains four tables and seven figures. The list of used sources includes ten names.*

*The scientific novelty consists in improving approaches to the use of communication tools and promotion strategies in the Instagram network at the stage of business growth.*

*The practical significance of this work is that the given recommendations are valuable and promising, so the Zizi\_zay\_ brand can implement them in practice.*

**Keywords:** *Brand-wheel, engagement rate, amplification rate, conversion rate, click-through rate, funnel, audience growth rate, post outreach.*

### I. INTRODUCTION

The actuality of the theme. A personal brand is a leading brand in our life. This is a brand based on a professional position. This is a stable image and reputation, which is postponed in the consciousness of society about a person. Creating a strong personal brand is authentic. It must have sales offers and reviews that build reputation, meet the target group's needs and constantly monitor strategic positioning.

Today, social network development has formed a new channel of communication between the personality, the brand, and the client. The better this connection is, the easier it will be to promote business. Sales on the Internet are gaining more and more volumes, and this segment is developing rapidly compared to others, despite the crisis, exchange rate changes, the pandemic in the world, the war in

Ukraine, etc. It is worth noting that there was a significant increase in user pages on the Instagram network, both personal and business accounts, so their audience increased accordingly. This positive factor allows using this brand to communicate more easily with the client and increase their loyalty.

Therefore, a personal brand is one of the essential components for successful business development.

## II. PERSONAL BRANDING IS ONE OF THE WAYS OF BUSINESS DEVELOPMENT

### 2.1. Theoretical and methodological aspects of personal brand formation

A personal brand is a trend of recent years that will influence business and career development in the 21st century. Reputation management is necessary for every person: an office worker - to facilitate the job search, a blogger - to attract followers and interest in the company, and a creative worker - to find more orders. A business person must create a personal brand to increase marketing potential and create a professional image. A personal brand creates a strong connection between a person and his mission, business, or competence. It also brings recognition and therefore provides a competitive advantage in the market.

Personal branding expert Peter Montoya says building a personal brand is hard work. It is essential to understand that everyone has a personal brand, but not everyone has an effective brand. In his book *The Personal Brand Phenomenon*, Peter Montoya formulated eight laws of personal branding; the law of specialization, the law of leadership, the law of individuality, the law of separation, the law of constant presence, the law of loyalty to the original brand message, the law of persistence, the law of a positive note [9].

"Brand wheel" is a well-known and affordable tool for creating a brand for those who make independent decisions regarding the promotion of the enterprise. Brand-wheel, developed by the British company Bates Worldwide, is considered one of the world's most popular and successful brand-building tools. According to this model, the brand can be represented as a set of circles, each of which represents a separate element (fig. 2.1.) [8].

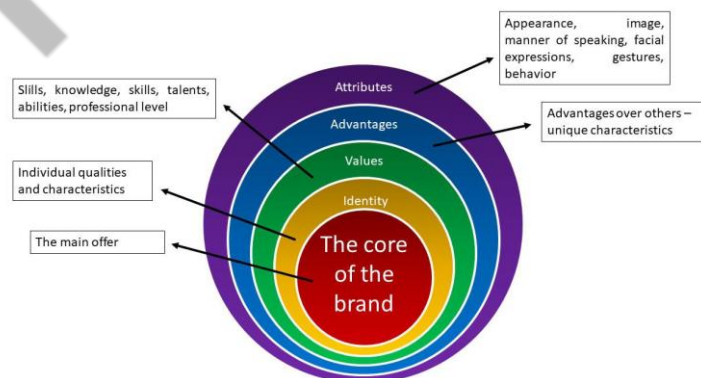


Fig. 2.1. «Brand-wheel»

Source: [8]

Components of "brand wheels": brand attributes, brand benefits, brand value, brand identity, and brand essence. However, this does not consider that the brand's

success is influenced by external factors: the competitive environment and the product positioning process.

## 2.2. A personal brand is the way to success

At the center of the personal brand is the young creative personality of Olesya Ivasechko, a needlewoman from Ternopil who creates exclusive children's toys with her own hands. To promote and sell her works, she made a social page on Instagram and began receiving the first orders. It used to be just a hobby, but now, thanks to posts, high-quality photos, and clever marketing, he successfully sells his products on the Internet. Handmade is a great opportunity to show creativity, emphasize individuality, get satisfaction from work, and get rewarded for your work.

The logo is one of the essential elements of identity, which will help:

Increase the recognition of a personal brand, identify products, evoke specific associations and emotions in the target audience, increase the loyalty of regular customers, facilitate communication with potential customers, create a particular image and reputation, and increase brand popularity.

In the center of the logo is a bunny, which is harmoniously combined with the word zay - the name of the page and a lullaby, which indicates the brand's operation in the children's products market. In the background, there is a figure of yellow color, which symbolizes the greatness of the power of the Sun - a symbol of protection and hope. In the Middle East, it is considered the color of success and prosperity; in Japan - a symbol of courage and aristocracy; in India - profit and prosperous trade.

A logo is a visual trigger that evokes specific associations in a person's memory, and a person unfamiliar with the brand has loose associations that depend solely on personal experience. In the case of the coincidence of free associations and the brand's image, "chemistry" occurs - the client likes it and makes a purchase decision.

The logo is a graphic representation of the brand's essence, and the slogan is its mission. The main feature, aimed at increasing the number of buyers, is laid in the content of the saying "Made with love" that is, quality, safe, ecological products for children are sold under the brand name Zizi\_zay\_ (fig. 2.2.).



Fig. 2.2. Personal brand logo Zizi\_zay\_

Source: [5]

To choose a future development strategy, a SWOT analysis of the personal brand of Olesya Ivasechko was conducted (tab. 2.1.). SWOT analysis is a simple self-assessment tool and, at the same time, ideal for assessing the chances of entrepreneurial activity. SWOT analysis is a mini-tool that will help achieve a goal, strengthen strengths and eliminate weaknesses, use potential opportunities, and control threats [3]. The above analysis showed that the Zizi\_zay\_ brand has a sufficient number of

competitive advantages, which allows it to conduct a successful business and obtain economic benefits.

Table 2.1. SWOT analysis of the personal brand of Olesya Ivasechko

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▪ Acquisition of a manager's profession</li> <li>▪ Basic knowledge of economics and marketing, IT skills</li> <li>▪ Participation in the advertising festival (USFR)</li> <li>▪ Purposefulness, friendliness, sociability, punctuality</li> <li>▪ Skills in various needlework techniques</li> <li>▪ Ability to create original works in handmade style</li> <li>▪ Creative personality</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limited financial resources</li> <li>▪ Anxiety before public speaking</li> <li>▪ Lack of car and driver's license</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▪ Opening of the online and offline store "Toy Workshop."</li> <li>▪ Expansion of product range and geography of sales of goods</li> <li>▪ Activation of the advertising campaign on social networks</li> <li>▪ Participation in master classes, training</li> <li>▪ In plans to become a marketer</li> </ul>	<ul style="list-style-type: none"> <li>▪ Strengthening the positions of competitors</li> <li>▪ Decrease in the birth rate</li> <li>▪ Changing consumer needs and tastes</li> <li>▪ Decrease in purchasing power</li> <li>▪ Change in regulatory legislation</li> <li>▪ Increase in prices for raw materials and energy resources</li> </ul>

Source: compiled by the authors according to [5]

After analyzing the personal brand of Zizi\_zay\_ according to the 4Ps of the Marketing Mix: Product, Price, Place, and Promotion, we get the following results:

**Product.** The assortment line of the Zizi\_zay\_ brand has 26 items, which allows for meeting customers' needs on time. The next step of the research is the analysis of competitors. For this purpose, a survey was conducted among young mothers on social networks. The main competitors for the brands are Fetrova\_kira and fairyshop. Mobiles were evaluated according to the following criteria: saturation of the assortment, affordable price, advertising support, and the number of subscribers, using a 10-point scale. A competition polygon was built for the entire understanding of the place of the Zizi\_zay\_ brand in the market segment, taking into account the positions of competitors (Fig. 2.3.).

The analysis of competitors in social networks showed that all personal brands have good content on the page important for the user (saturation of the product range, reviews, interesting articles, prices) and attractive design. In the information circle, the Fetrova\_kira brand occupies a leading position according to the criteria: the number of subscribers, saturation and creativity of the product range, advertising support, and the presence of a toy studio and an online store. Fetrova\_kira and Zizi\_zay\_ personal brand pages are modern, bright, and informative, with good content, design, and video content. The brand fairyshop.mobiles is easy to use, low occupancy, small assortment, and insufficient advertising. The listed brands generally have the same features -

emphasizing environmental friendliness and the hypoallergenic material used [6, 7]. The Zizi\_zay\_ brand is attractive to users due to the saturation of the assortment and affordable price and takes a decent place among the respondents' answers.

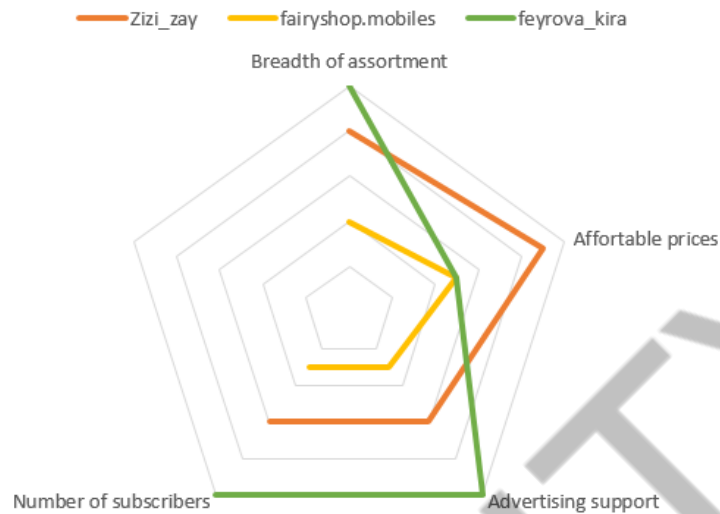


Fig. 2.3 The polygon of the competitive environment of the Zizi\_zay\_ brand  
Source: built by the authors according to [5]

Applying the concept of integrated marketing, it is advisable to consider a 3-level product model [5]. The largest share of the sales volume of products of the Zizi\_zay\_ brand is made up of hanging toys for the crib, so it is suggested to consider three levels of this particular product (Table 2.2).

Products of the Zizi\_zay\_ brand are at the growth stage of the Product Life Cycle. To strengthen the position on the market and increase the market share, it is necessary to expand the product range, intensify advertising, involve digital communication channels, and develop measures aimed at expanding the brand's popularity on the Internet.

**Price.** For setting the base price using the strategy of average prices.

**Place.** Olesya's customers order products individually; therefore, the brand offers a diverse range of products designed for a specific age category. This will expand market segmentation and meet the needs of preschool children. In this case, to analyze customer behavior, it is advisable to use an analytical tool - a sales funnel- to determine potential customers- and to create a portrait of an ideal customer. Based on this data, form a sales strategy, build a targeted advertising campaign, and consider this when setting up targeted advertising in social networks. It depends on what kind of traffic to send, what methods to communicate with customers and where to send warm leads. All this directly affects the sales conversion rate.

The funnel shows the buyer's path from when the product attracted the customer's attention to the process of its purchase [1]. Funnel is the cheapest and fastest method, which is carried out on social network pages, allowing you to evaluate the effectiveness of marketing and sales.

Table 2.2. Three product levels

Product levels	Essence and components
<b>1. Core Benefit</b>	The mobile helps the child learn to focus on toys, follow them, and distinguish shapes and colors.
<b>2. Actual Product</b>	Quality. The mobile is made only from eco-friendly and hypoallergenic felt material, sintepon filler, a wooden base and strong threads. It has its production technology and an original approach to creating toys.
	Packaging. The entire set of the toy is placed in a box made of kraft cardboard on which the logo and the page's name on social networks are printed. Inside the box is a greeting card; the box is specially designed for the size of the mobile phone and its accessories.
	Design. Olesya develops all varieties and appearances. New mobile designs are created 2-3 times a month with the possibility of making corrections: replacing toy parts and color at the customer's request.
	The Zizi_zay_ brand is still relatively young, but it is quite recognizable by its logo and variety of products among consumers and users of the Instagram social network.
<b>3. Augmented Product</b>	For sale. Advance order, customer consultation, and the possibility of the individual order. Personalization of toys, embroidery of name, date of birth and baby's name. The option of placing an order through various messengers.
	After the sale. Receiving the goods by various delivery services at the customer's request within the country and abroad.

Source: compiled by the authors according to [9]

**Promotion.** The main promotion tool is the presence of a page on a social network. The content of the pages is created with high quality using professional photos. On the page, groups of products are separated by assortment, photos, and videos - reviews, the workflow of order fulfillment in an accelerated format, and the packaging process. It is created to convey to the consumer information about new products, tools for sales promotion, and announcements of discounts and promotions. Targeted and blogger advertising has been used several times. Such a tool as advertising for bloggers requires a professional approach to writing a brief. It is worth noting that low-quality content from a blogger in the form of advertising harms brand perception among consumers and is also an inappropriate use of the budget. However, advertising with bloggers and paid advertising on social pages is quite expensive, although necessary.

Olesya Ivasechko positions herself as a personal brand Zizi\_zay\_, which evokes in the target audience associations related to the harmonious development of a child, produces an author's, high-quality, safe toy made with love.

### III. ANALYSIS OF THE ZIZI\_ZAY\_ BRAND ACCOUNT

Currently, social networks are one of the effective methods of promoting goods and services and attracting customers. If you promote a brand on social networks, you need to constantly analyze the engagement rate and the dynamics of the growth of subscribers, and collect information about your audience. We will evaluate the personal

brand of Zizi\_zay\_ in the social network according to the following criteria:

Account analysis. The Zizi\_zay\_ brand on Instagram is quite fashionable, dating back to 2020 (fig. 3.1.). The subject of the account: handmade toys for children. It contains photos and video materials about the range of products and the process of their creation, packaging, and reviews. On Zizi\_zay\_'s profile page, a logo is used as an avatar, which will highlight the brand against the background of competitors and increase its recognition [5].

The brand page on the Instagram network is saturated with colors but maintained in one style. This is very important for online profile design to maintain your original and recognizable style.

Today, the audience of Zizi\_zay\_'s brand has more than 900 followers. The largest percentage of followers are Ukrainians - 91%, as well as representatives from other countries: Great Britain (2.1%), the Czech Republic (1.3%), and Italy (0.8%).

Content - analysis. Most of the content meets the requirements of the social network. The brand publishes short stories with popular mass hashtags (#mobile, #toys, #giftsforbabies, #pregnancy, #busyboard), which it complements with high-quality photos and video materials, organize contests, and interestingly and creatively support the interests of the target audience.

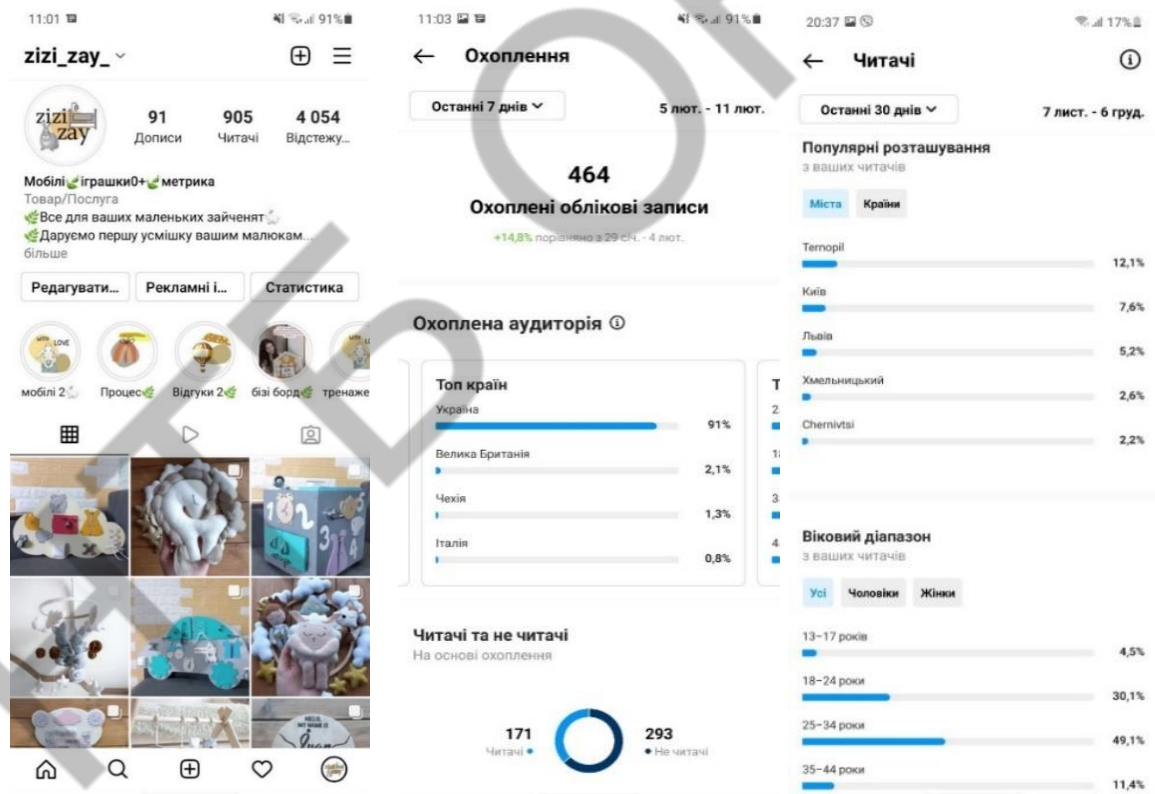


Fig. 3.1. Profile cap and visual. Portrait of the target audience.

Source: [5]

Marketing effectiveness is at the average level, so it is advisable to conduct a statistical analysis of hashtags and evaluate their effectiveness. The hashtag #pregnancy received the largest number of comments, and hashtag #toys were used more often than others (fig. 3.2.). So, hashtags are a simple and affordable way of free promotion that allows you to increase the audience reach rate.

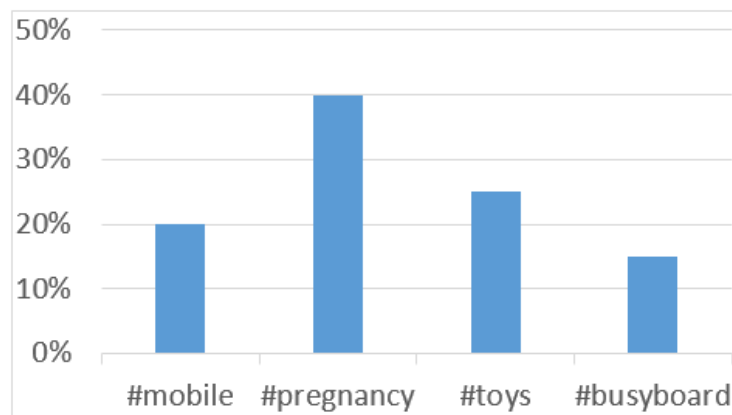


Fig. 3.2. Rating of the most popular hashtags

Source: built by the authors according to [5]

Analysis of communication with subscribers. The Zizi\_zay\_ brand has enough active communication with subscribers. Posts on the page appear 3-4 times a week and collect an average of 35 likes, and videos at the same time - 260 views. Audience activity can be seen in comments, story views, and message requests. The engagement rate is 3.71%.

Analysis of personal brand promotion. The Zizi\_zay\_ brand periodically advertises its account, while using targeted advertising, and promotes its page through mutual advertising with other bloggers.

To promote the Instagram account at the beginning of the business, the brand used targeted advertising, but it turned out to be ineffective and did not help to increase the target audience.

Olesya decided to periodically use barter advertising from bloggers to promote her page. This type of advertising turned out to be effective because bloggers have their target audience that trusts the recommendations of this person, there are common interests, and also an honest review of the product, because, before advertising, the blogger reviews the product, and then shows it to his followers. After two barter ads, the result turned out to be insignificant, because the profile was not yet ready, namely, there were no high-quality photos and interesting posts that attract the attention of buyers, and the assortment was not distributed among the saved stories. However, despite this, the first orders arrived. After buying a toy, people wrote down reviews and posted them in the story on my page, which contributed to the increase in sales. To increase the activity of the page, I decided to repeat the barter advertisement once again from 13.12.2021 - 09.01.2022. The result was simply impressive, namely a 100 increase in the number of subscribers and 70 saved under the post. You can analyze how the conversion rate has changed with the help of a sales funnel (fig. 3.3.).



Fig. 3.3. Sales funnel before blogger advertising

Source: compiled by the authors according to [5]

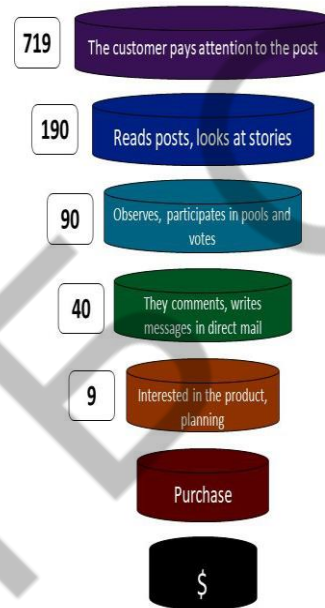


Fig. 3.4. Sales funnel after blogger advertising

Source: compiled by the authors according to [5]

With the help of the conducted analysis, it is possible to find out at which stages of the client's preparation for the purchase, a significant part of the target audience is screened out and, accordingly, make operational decisions to reduce the percentage of rejections. At the first stage of advertising, the conversion was 11% ( $60/544 \cdot 100$ ), and after advertising - 26% ( $190/719 \cdot 100$ ). The overall funnel conversion was 0.55% ( $3/544 \cdot 100$ ) and 1.25% ( $9/719 \cdot 100$ ), respectively. Thanks to barter advertising, the conversion rate increased by 2.3 times.

The NPS index (Net Promoter Score) is one of the indicators that shows

customer loyalty. This method was developed by Fred Reichheld in 2003 (tab. 3.1). The essence of the method is to answer only one question. How likely is it that you will recommend Zizi\_zay\_ brand products to your friends and acquaintances?

Table 3.1. Survey scale

<b>I will not recommend</b>									<b>Recommend</b>	
0	1	2	3	4	5	6	7	8	9	10
Critics						Neutral		Promoters		

Source: [10]

After the survey, all respondents are divided into three groups depending on the scores:

- loyal customers - ratings of 9-10 points;
- neutral buyers - 7-8 points;
- critics - 0-6 points.

To study the level of commitment on the Instagram page, a customer survey was conducted, and the sample population for the study period was 100 people. 30 people rated handmade products with 9-10 points, 65 with 7-8 points, and 5 with 0-6 points. Then the customer loyalty index is

$$NPS = \frac{(promoters - critics)}{total\ number\ of\ respondents} * 100\%$$

$$NPS = \frac{(30-5)}{100} * 100\% = 25\%$$

The customer loyalty index indicates the potential for growth of the customer base due to their loyalty. It should be noted that customer loyalty is an important factor that affects the recognition and competitiveness of the Zizi\_zay\_ brand. This indicator can change over time, so periodic monitoring is necessary to respond to changes on time and prevent the loss of customers.

Using the indicator of return on investment in marketing, you can determine the effectiveness of advertising from bloggers using the formula:

$$ROMI_{\square} = \frac{(income - expenditure)}{expenditure} * 100$$

$$ROMI = \frac{(6120-2180)}{2180} * 100 = 180\%$$

Income for the studied period was UAH 6,120, and barter advertising expenses were UAH 2,180. Since in this case, the ROMI indicator is more than 100%, the invested investments in marketing made it possible to obtain a profit based on every hryvnia - 1.8 UAH of profit [2, 4].

So, advertising with Insta-bloggers is a great offer for the budget-free promotion of the brand on Instagram.

#### IV. ZIZI\_ZAY\_ ACCOUNT ANALYTICS

Key Performance Indicators - KPIs are used to evaluate the effectiveness of brand promotion in social networks. Analytics suggests using different types of metrics:

**1) engagement indicators** - help to measure the number of users who interact with the company's publications. The virality score helps you understand what kind of content goes viral.

**2) reach indicators** - the number of unique users who viewed the company's publication. Coverage metrics include the following:

growth outreach - reflects the percentage of people who saw the publication;

audience growth rate - helps track the speed of page growth based on the growth of subscribers.

**3) conversion rates** – characterizes the benefits the content will bring to the business:

conversion rate - a metric that shows how many people were converted into customers through the page;

CTR (click-through rate) - an indicator that reflects the number of users who responded to a call to action.

Table 3.2. Key Performance Indicators

№	Indicators	
1	2	3
1	Engagement rate	
	Post 09/11/2021 $RT_1 = \frac{(45+13+4)}{780} * 100 = 7.94\%$	Post for 12/13/2021 $RT_2 = \frac{(40+14+6)}{880} * 100 = 6.81\%$
2	Average engagement rate	
	For posts for the period from 11/10/2021 to 12/08/2021 $ART_1 = \frac{(261+60+21)/8}{780} * 100 = 5,48$	For posts for the period from 12/13/2021-01/09/2022: $ART_2 = \frac{(314+46+32)/12}{880} * 100 = 3.71$
3	Amplification rate	
	For posts for the period from 11/10/2021 to 12/08/2021 $AR_1 = \frac{21}{780} * 100 = 2,69\%$	For posts for the period from 12/13/2021-01/09/2022: $AR_2 = \frac{32}{880} * 100 = 3.63\%$
4	The level of fidelity	
	For posts for the period from 11/10/2021 to 12/08/2021 $\kappa_1 = \frac{21}{1337} * 100 = 1,57\%$	For posts for the period from 12/13/2021-01/09/2022: $\kappa_2 = \frac{32}{1500} * 100 = 2,13\%$
5	Post outreach	
	For posts for the period from 11/10/2021 to 12/08/2021 $PO_1 = \frac{576}{780} * 100 = 73,84\%$	For posts for the period from 12/13/2021-01/09/2022: $PO_2 = \frac{714}{880} * 100 = 81,13\%$

Continuation of table 3.2

6	Audience growth rate	
	For posts for the period from 11/10/2021 to 12/08/2021 $AGR_1 = \frac{30}{780} * 100 = 3,84\%$	For posts for the period from 12/13/2021-01/09/2022: $AGR_2 = \frac{100}{880} * 100 = 11.36\%$
7	Conversion rate	
	Post for 09/18/2021 $CR_1 = \frac{3}{11} * 100 = 27.27\%$	Post for December 13, 2021 $CR_2 = \frac{5}{70} * 100 = 7.14\%$
8	Click-through rate	
	Post for 09/18/2021 $CTR_1 = \frac{11}{840} * 100 = 1.3\%$	Post for December 13, 2021 $CTR_2 = \frac{70}{714} * 100 = 9.8\%$
9	Organic reach	
	For posts for the period from 11/10/2021 to 12/08/2021 $OF_1 = (\frac{780}{690} - 1) * 100 = 13.04\%$	For posts for the period from 12/13/2021-01/09/2022: $OF_2 = (\frac{880}{780} - 1) * 100 = 12.82\%$
10	Attractiveness level	
	For posts for the period from 11/10/2021 to 12/08/2021 $LR_1 = \frac{30}{780} * 100 = 3.8\%$	For posts for the period from 12/13/2021-01/09/2022: $LR_2 = \frac{42}{880} * 100 = 4.77\%$
11	The level of sociability	
	For posts for the period from 11/10/2021 to 12/08/2021 $TR_1 = \frac{8}{780} * 100 = 1,02\%$	For posts for the period from 12/13/2021-01/09/2022: $TR_2 = \frac{10}{880} * 100 = 1,13\%$

Source: compiled by the author according to [5]

To evaluate feedback from the audience, such metrics as the level of attractiveness and the level of sociability are used.

Based on the conducted analysis, there is a positive trend in the growth of indicators of marketing effectiveness in social networks: the level of credibility, attractiveness, sociability, clickability, and coverage of the post (tab. 3.2.). The growth rate of the audience for the month has increased by 3 times, which indicates the growing interest of subscribers in this content. The increase in the number of followers is affected by the regularity of publications, so it is advisable to continue to adhere to 3 posts per week.

The engagement rate decreased, but the number of followers increased during this period. The more interesting the content is for users, the higher this indicator will be. However, there is one regularity that is important to know for analytics: namely, as the number of subscribers on the page increases, the engagement rate will decrease. There is also a decrease in the conversion rate to 7.14% with a simultaneous increase in the number of targeted actions and followers. In general, this indicator is above the normative limit - of 2%.

The click rate increased by 7.5 times, which indicates the effectiveness of the blogger's advertising. Accordingly, the more attractive this offer is, the higher the clickability of the advertisement. It's also a good idea to check how changes in ads will affect CTR and how this will change conversions and sales. Therefore, it is still necessary to analyze the effectiveness of advertising and choose the best option. For effective promotion of the account, it is necessary to change the strategy, and convert your account into a business account, which will allow you to track not only your statistics through the service but also to check the accounts of competitors and bloggers. You should not use a cheat to increase the number of subscribers because soon there will be a mass unsubscribe, which will negatively affect the reach of the target audience.

### V. CONCLUSIONS

The popularity of social networks is growing every year. Social platforms have become not just a place for communication, but also an opportunity to open and promote a business. At the same time, the popularity of the Instagram network, which has become widespread in the field of small business, is growing. Thus, the use of social networks becomes a priority channel of communication between users, promotes the promotion and development of a personal brand, and monetizes the activities of account owners.

In the scientific work, the theoretical and methodological aspects of the formation of a personal brand were studied, the peculiarities of the use of online communications in social networks were considered, and an online survey was conducted to study the opinion of respondents regarding the promotion of the brand in social networks.

The Zizi\_zay\_ Instagram brand was created in 2020 and has over 900 followers. The visual content is mostly photos and videos about the product in the style of hand-made, their creation technologies, and stylized highlights with different headings.

Based on the studied materials and conducted office and field research, the image of a personal brand was formed, and its visual and verbal components were created: a logo, a mission, and a slogan, which are used as one the tools of brand promotion.

As part of the conducted research, an analysis of the effectiveness of marketing in the social network was carried out using the sales funnel and key performance indicators: attraction, reach, and conversion.

During the research, it was found that the main communications for promoting the brand are the social network Instagram and messengers: Facebook Messenger, Viber, and WhatsApp. Active use of them will allow you to declare yourself to a large audience and form your positioning on the market.

To promote a personal brand and build an algorithm for its promotion in social networks, depending on the business goal, 2 scenarios have been developed that can be used in the process of strategic positioning.

**Scenario 1.** Increase the reach and number of targeted actions on the page in the Facebook and Instagram networks.

The goal of a marketing campaign is to increase brand recognition and expand its target audience. To achieve the goal, it is necessary to promote the account to a

certain number of followers (for example, 2000 subscribers), increase the number of views of stories (for example, 1000 subscribers), or increase the number of profile views per week. However, with the growing popularity of the brand, it is planned to receive a greater flow of orders and sales in general, to increase its income and profit. After the formed tasks, it is necessary to segment the potential audience, describe the target audience, and build a new communication process.

They can promote products on Instagram with the help of beautiful visual content. First of all, network users perceive information emotionally. Emotions will be the main trigger that will push them to buy. For successful implementation, it is necessary to involve the following tools:

- create a Facebook page, design it, and duplicate Instagram;
- visually fill and maintain an account according to a competently prepared content plan;
- use targeted advertising and advertising from bloggers;
- evaluate the effectiveness of hashtags;
- organize contests, because thanks to posts in the comments, the number of views increases;
- evaluate the effectiveness of the marketing campaign.

**Scenario 2.** Increased sales and increased brand recognition.

The goal is to increase sales and profits. To do this, it is necessary to scale the business, transfer your account to a business account, create offline and online stores, and automate sales. For segmentation in this scenario, it is advisable to use your customer base in the Facebook and Instagram advertising cabinet to attract look-alike buyers, that is, to attract friends and familiar customers.

Advertising in social networks, cross-promotion, contests, giveaways, bonuses, and promotional codes are the techniques that influence and stimulate the purchase process.

To evaluate the effectiveness of advertising, it is advisable to conduct split testing (A/B testing). With the help of this method, you can understand how the audience reacts to various options for the layout and design of the page, call to action, price, and other business offers. The assessment is carried out using CTR clickability parameters, CPC cost per click, and CPA price per target action. This will help increase sales and customer loyalty to the brand, improve site usability and attract new customers.

Any business is creative. Everyone can turn a hobby into a source of income. This business can be easily scaled in the future.

Today, social networks have become an accessible platform for online sales. You can earn money, help volunteers, and donate to the Armed Forces of Ukraine. It's cool that you can help the country in a difficult time. That is, to make a small contribution to a big victory.

So, the given recommendations are effective and promising, so the Zizi\_zay\_ brand can implement them in practice.

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