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DIGITAL MARKETING FOR SMALL AND MEDIUM BUSINESS

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The current business addresses more digital marketing instruments. In turn, the traditional ones stay behind. It is appropriate to highlight that digital marketing helps businesses achieve maximum return on investment (Bilan et al., 2020; Chygryn et al., 2020; Elsayed, 2021; Khomenko et al., 2020; Kibaroglu, 2020; Minchenko et al., 2020; Mirdamad, 2020; Lyulyov et al., 2020; Palienko et al., 2017; Burlakova et al., 2013). Moreover, by applying new and highly effective methods, such as targeted advertising, the impact on potential consumers increased while costs decreased. As a result, small and medium-sized businesses could scale quickly. Targeted advertising allows hitting the target audience. At the same time, even classic advertising has its segment but is broadcast to all.

Generally, targeted advertising is defined as advertising on social networks such as Facebook or Instagram. It stands to note that it provides an accurate display of advertising (Dubina et al., 2020). Thus, it has a more significant impact on the loyalty of potential consumers. The absence of territorial restrictions, active involvement of consumers in interaction with the brand and easy access to the resource allows reaching more consumers and reduce the advertising cost.

Besides, detailed targeting forms a target audience concerning the particular consumer interests. Thus, advertising is shown only to those users who satisfy all target requirements. For example, in the case of a women's clothing store, there are options to choose the audience based on such interests as women's clothing, dress, fashion, stylish clothes. These interests form an audience that could be adjusted. After establishing the audience and selecting advertising placements, it is necessary to set up an advertisement section.

Summarization of the scientific findings allowed concluding that targeted advertising is used to attract, sell, show, broadcast, and inform (Pavlenko et al., 2020; Melnyk et al., 2018; Kostetskyi, 2021; Chygryn, 2017; Lyulyov et al., 2019; Minchenko and Ivanov, 2020; Novikov, 2021). Effective marketing allows getting cheap customers for almost any business using different sales funnels and advertising goals (from traffic on Instagram to Conversions on a landing page) (Vasilyeva et al., 2020; Syhyda et al., 2018; Pimonenko et al., 2018b; Rosokhata et al., 2020; Pimonenko et al., 2019a; Syhyda and Illiashenko, 2016; Pimonenko et al.,

2016). Noteworthy here, such brands as AUDI, BMW, Mercedes, Louis Vuitton, and Gucci use targeted advertising to reach even more potential customers.

However, it stands to emphasize that not all businesses could use targeting. For example, Rolls-Royce Motor Cars Limited isn't advisable to use targeting because their customers do not look for quality and expensive cars on the social network. For this campaign, it is better to use another sales funnel, for example, through a website offering to take a test drive. It is essential to test different hypotheses and advertising communication types. Indeed, targeted advertising involves testing to achieve maximum effect from the advertising campaign. Before running the advertising campaign, it is necessary to develop ads that match the placement format (Akhundova et al., 2020; Pimonenko et al., 2019b; Urbánné, 2020; Pimonenko et al., 2021; Yula et al., 2020; Pimonenko et al., 2017a; Ziabina et al., 2020; Pimonenko et al., 2017c; Ziabina et al., 2021). Notably, 1080/1080 is a feed format, 1920/1080 – a video or photo advertising format in stories. In the target advertisement, it is advisable to display the product or describe the service, provide an offer and make a call to action. For example, it could be a picture of a girl in women's clothes, a written offer, free delivery, and a call to action "Buy now".

Therefore, advertisement is the first thing a user faces (Us et al., 2020; Thomas, 2020; Starchenko, 2020; Pimonenko et al., 2018a; Rosokhata and Chykalova, 2020; Saher et al., 2018; Skrynnyk, 2020; Pimonenko et al., 2017b). If it gets directly into the client's pain points or, conversely, gives a solution to a problem, the client would interact with the company advertisement and most probably use the service or buy the product. In turn, when the potential client only visited the main web page and quit, it is appropriate to use retargeting. It raises the possibility to return the client showing the services or goods in another way. Therefore, the user is more likely to become a customer.

The obtained results of this study showed that targeted advertising works in small and medium-sized businesses. At the same time, advertising efficiency depends on the selected target audience's accuracy and the construction of an interaction system.

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