


USING CRM SYSTEMS FOR THE DEVELOPMENT AND IMPLEMENTATION OF
COMMUNICATION STRATEGIES FOR DIGITAL BRAND MANAGEMENT AND
INTERNET MARKETING: EU EXPERIENCE

Olena Berestetska^A, Tetiana Iankovets^B, Azyk Orozonova^C, Serhii Voitovych^D,
Aisulu Parmanasova^E, Kateryna Medvedieva^F



ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 28 March 2023</p>	<p>Purpose: The research aims to analyze the use of CRM systems for the development and implementation of communication strategies for digital brand management and Internet marketing based on the experience of EU countries.</p>
<p>Keywords:</p> <p>Digital Technologies; Marketing Activities; Brand Management; CRM System; Target Audience; Information Base; Marketing Tools.</p>	<p>Theoretical framework: Implementing the practice of using CRM systems to develop and fulfill communication strategies for digital brand management and Internet marketing plays a key role in the corporate sector. It is known that the quality of implementation of such a policy will directly affect the commercial result of an enterprise or organization. The problem of using CRM systems and the possibility of improving business processes, which involves the integration of most of the organization's internal processes into the CRM system's operating program, is to find effective means and mechanisms for setting up the marketing and operational work of the enterprise.</p> <p>Design/methodology/approach: The study used scientific research methods, as well as data from official sources of CRM systems that are most popular in the EU.</p>
	<p>Findings: The research aims to analyze the use of CRM systems to improve the quality of internal communication strategy. An equally important task is to evaluate the management of advertising campaigns and brand positioning policy in the selected business segment. The article analyzes the peculiarities of approaches to the use of CRM systems, as well as their application following the internal corporate policy.</p> <p>Research, Practical & Social implications: The article analyzes the peculiarities of approaches to the use of CRM systems, as well as their application following the internal corporate policy. The key trends of modern CRM systems and the practices of their use are analyzed. This makes it possible to determine the competitive advantages in the market that a company gains after implementing CRM systems. The practice of developing the marketing activities of an enterprise or organization is outlined from the perspective of using CRM systems.</p> <p>Originality/value: By using the available research results, the further practice of using CRM systems can be analyzed from the point of view of the development of the</p>

^A Ph.D. in Economics. Economic Cybernetics Department, Ternopil Ivan Puluj National Technical University, Ternopil, Ukraine. E-mail: univ@mtu.edu.ua Orcid: <https://orcid.org/0000-0001-7119-4496>

^B Ph.D. in Economics. Department of Marketing, State University of Trade and Economics, Kyiv, Ukraine. E-mail: t.yankovets@knute.edu.ua Orcid: <https://orcid.org/0000-0002-8159-3826>

^C Ph.D. in Economics. Dean of the Kyrgyz-European Faculty, Kyrgyz National University named after Jusup Balasagyn, Bishkek, Kyrgyzstan. E-mail: azyk.orozonova@gmail.com Orcid: <https://orcid.org/0000-0001-6877-7674>

^D Ph.D. in Economics. Department of Marketing, Lutsk National Technical University, Lutsk, Ukraine. E-mail: gnidawa@gmail.com Orcid: <https://orcid.org/0000-0002-7556-6063>

^E Ph.D. in Economics. Department of Economics, Kyrgyz National University named after Jusup Balasagyn, Bishkek, Kyrgyzstan. E-mail: rektorat@university.kg Orcid: <https://orcid.org/0000-0002-5885-0812>

^F Postgraduate Student of the Department of Marketing, State University of Trade and Economics, Kyiv, Ukraine. E-mail: knute@knute.edu.ua Orcid: <https://orcid.org/0000-0001-8298-5429>

technological aspect of the integration of internal program components of the system into the operating activities of the enterprise.

Doi: <https://doi.org/10.26668/businessreview/2023.v8i4.1613>

UTILIZAÇÃO DE SISTEMAS DE CRM PARA O DESENVOLVIMENTO E IMPLEMENTAÇÃO DE ESTRATÉGIAS DE COMUNICAÇÃO PARA GESTÃO DE MARCAS DIGITAIS E MARKETING NA INTERNET: EXPERIÊNCIA DA UE

RESUMO

Objetivo: A pesquisa visa analisar o uso de sistemas de CRM para o desenvolvimento e implementação de estratégias de comunicação para gestão de marca digital e marketing na Internet com base na experiência dos países da UE.

Referencial teórico: A implementação da prática de utilização de sistemas de CRM para desenvolver e concretizar estratégias de comunicação para gestão de marcas digitais e marketing na Internet assume um papel fundamental no setor empresarial. Sabe-se que a qualidade da implementação de tal política afetará diretamente o resultado comercial de um empreendimento ou organização. O problema da utilização de sistemas de CRM e a possibilidade de melhoria dos processos de negócio, que envolve a integração da maioria dos processos internos da organização no programa operacional do sistema de CRM, é encontrar meios e mecanismos eficazes para configurar o trabalho de marketing e operacional da empresa.

Desenho/metodologia/abordagem: O estudo utilizou métodos de pesquisa científica, bem como dados de fontes oficiais de sistemas de CRM mais populares na UE.

Resultados: A pesquisa tem como objetivo analisar o uso de sistemas de CRM para melhorar a qualidade da estratégia de comunicação interna. Uma tarefa igualmente importante é avaliar a gestão de campanhas publicitárias e a política de posicionamento de marca no segmento de negócios selecionado. O artigo analisa as peculiaridades das abordagens para o uso de sistemas de CRM, bem como sua aplicação seguindo a política corporativa interna.

Pesquisa, implicações práticas e sociais: O artigo analisa as peculiaridades das abordagens para o uso de sistemas de CRM, bem como sua aplicação seguindo a política corporativa interna. As principais tendências dos sistemas de CRM modernos e as práticas de seu uso são analisadas. Isso permite determinar as vantagens competitivas no mercado que uma empresa obtém após a implementação de sistemas de CRM. A prática de desenvolver as atividades de marketing de uma empresa ou organização é delineada sob a perspectiva do uso de sistemas de CRM.

Originalidade/valor: Usando os resultados da pesquisa disponíveis, a prática adicional de usar sistemas de CRM pode ser analisada do ponto de vista do desenvolvimento do aspecto tecnológico da integração dos componentes internos do programa do sistema nas atividades operacionais da empresa.

Palavras-chave: Tecnologias Digitais, Atividades de Marketing, Gestão de Marca, Sistema CRM, Público-Alvo, Base de Informações, Ferramentas de Marketing.

UTILIZACIÓN DE SISTEMAS CRM PARA EL DESARROLLO E IMPLEMENTACIÓN DE ESTRATEGIAS DE COMUNICACIÓN PARA LA GESTIÓN DE MARCAS DIGITALES Y EL MARKETING EN INTERNET: LA EXPERIENCIA DE LA UE

RESUMEN

Propósito: La investigación tiene como objetivo analizar el uso de sistemas CRM para el desarrollo e implementación de estrategias de comunicación para la gestión de marcas digitales y marketing en Internet basadas en la experiencia de los países de la UE.

Metodología: El estudio utilizó métodos de investigación científica, así como datos de fuentes oficiales de los sistemas CRM más populares de la UE.

Conclusiones: La investigación tiene como objetivo analizar el uso de sistemas CRM para mejorar la calidad de la estrategia de comunicación interna. Una tarea igualmente importante es evaluar la gestión de las campañas publicitarias y la política de posicionamiento de la marca en el segmento de negocio seleccionado. El artículo analiza las peculiaridades de los enfoques para el uso de los sistemas CRM, así como su aplicación siguiendo la política corporativa interna.

Implicaciones de la Investigación: Al utilizar los resultados de investigación disponibles, se puede analizar la práctica posterior del uso de sistemas CRM desde el punto de vista del desarrollo del aspecto tecnológico de la integración de los componentes internos del programa del sistema en las actividades operativas de la empresa.

Palabras clave: Tecnologías Digitales, Actividades de Mercadeo, Gestión de la Marca, Sistema CRM, Público-Objetivo, Base de Información, Herramientas de Marketing.

INTRODUCTION

The use of CRM systems plays a key role in the current digitalization of commodity markets. Moreover, the introduction of automation technologies in the process of enterprise operations and marketing activities is a top priority. Improving such foundations will contribute to the commercial success of the enterprise and serve as a key factor for the efficiency of its operation. The use of this approach will be most appropriate and important for the dissemination of the enterprise's strategic management policy and can contribute to its improvement following the main development strategies. The policy of using brand management and Internet marketing in the modern sense involves the formation of automation projects. This applies, primarily, to setting up an advertising campaign with the ability to select the target audience and send a targeted advertising message. The advantage of using CRM systems is that they contain customer databases. Moreover, the use of the company's operational experience makes it possible to combine key aspects and promote effective interaction. This will have a positive impact on the perception of the company's brand. Moreover, in today's environment of global corporate development and the proliferation of various marketing tools, their use requires a detailed study. Implementation of CRM systems will have many key advantages, as it allows us to analyze the available information and apply the most appropriate and relevant methods based on automation methods. Furthermore, the practice of using a CRM system is often used by an enterprise to control its staff and operational work. Using it as a means of control will have a positive impact on the overall state of the enterprise and can improve the quality of its functioning in the long run. Moreover, the modern practice of implementing a CRM system contains significant advantages in contrast to the automation of a specific process. A CRM system combines a whole range of operational processes of an enterprise. It is worth noting that when one process interacts with another, its use can provide better results and prevent mistakes in the automation of each process.

The research aims to analyze the use of CRM systems for the development and implementation of communication strategies for digital brand management and Internet marketing based on the experience of EU countries. The key task of the study is to conduct an analytical assessment of the peculiarities of using CRM systems for advertising campaigns. It is equally important to identify the relationship between the modules of the CRM system and the key strategic goals of the advertising campaign. The possibility of improving the quality of formation and development of CRM systems under the brand management policy has led to an analysis of the functionality and possibilities of using such systems to improve the image of an

enterprise in the commodity markets. An important factor in the development and possible spread of the use of CRM systems will be the most appropriate conduct of advertising campaigns in a rapidly changing market and a dynamic marketing environment. The study of the circulation and use of CRM systems is a priority direction for analysis, which requires determining the key factors of using such a system following the development of Internet marketing tools.

LITERATURE REVIEW

The issue of using CRM systems has been studied by scholars from the perspective of implementing the technological aspect, as well as the possibility of using them to control the work of internal departments and broader aspects of functioning such as marketing, financial accounting, human resources, etc. Hinton (2020) believes that a CRM system is essentially a software solution for an enterprise's business processes. Owing to the development of digital technologies, can automate most of the operations at the enterprise and positively affect the commercial result. According to Gartner (2019), the use of CRM systems in modern marketing is a major challenge. The development of digital technologies has led to the emergence of dynamism in the market and the proliferation of online platforms, which are difficult to analyze and control. Therefore, the use of a CRM system can solve the complex tasks confronting the marketing department. According to Edwards (2013), CRM systems in the modern sense are often underestimated by the corporate sector. It is worth recognizing that the automation of any process can become a risk automatically. However, according to the practical experience of their use, the implementation of such a policy is still advisable. Marketing, according to Castagna (2020), has changed significantly since the advent of the Internet, as new platforms for communication have been created, as well as online platforms as a tool for promoting services and products. Therefore, Rodriguez (2020) believes that the Internet is a communication medium that provides opportunities to use automation to communicate with customers. The vast majority of retail customers, according to Rouse (2019), use social networks and web resources to meet their needs. Given this, the scientist believes that the use of CRM systems to record requests and the possibility of operational work with them in further integration into the business processes of the enterprise is the highest priority task for any enterprise. This can affect the quality of such a policy and serve as a factor in improving commercial development. According to Harrigan (2020), modern enterprise brand management is based on planned communication with customers and effective dialogue, which can be

achieved both through automated technologies and using a contact center. In any case, the implementation of a CRM system for processing customer requests, as noted by Mokhtar (2019), has a positive impact on the communication strategy of the enterprise and provides benefits in the long run. In addition, according to Pohludka (2019), the use of such tools is a priority in any industry, as a communication strategy is a skill for conducting professional negotiations and achieving the ultimate commercial goal. According to Bachmann (2018), the use of marketing technologies in the modern practice of the corporate sector is gaining popularity. The target audience in the global commodity markets is much more attractive than the domestic ones. According to Wang (2016), the emergence of a global communication network and the possibility of long-distance transportation is a revolutionary factor for commercial activities. Moreover, the use of digital technologies makes it possible to increase the speed of operations. In turn, the introduction of CRM systems improves communication strategies and increases the use of brand management strategies and the use of Internet marketing tools.

METHODOLOGY

The study used scientific research methods, as well as data from official sources of CRM systems that are most popular in the EU. The essence of the concept of CRM systems and the peculiarities of its application in the context of implementing communication strategies of digital brand management and Internet marketing were analyzed based on the search method and synthesis. The analysis of this concept made it possible to outline the key trends in the introduction of effective digital marketing tools and the peculiarities of their implementation in a dynamic marketing environment. Moreover, the practice of using CRM systems is considered from the point of view of their application in the formation of the enterprise's communication strategy, the possibility of working with clients, as well as the use of tools aimed at improving the enterprise's brand. The main characteristics of CRM systems following the marketing activities and corporate goals of the enterprise are determined by the method of abstraction. It is also determined that the introduction of business process automation at an enterprise is a key factor for its further development and the possibility of integration into new product markets. Moreover, the modern use of CRM systems to improve management activities over functional units will serve to develop the efficiency of commercial feasibility, allocation of financial resources, and the possibility of using them with the subsequent launch of an advertising campaign. The research methodology is based on the introduction of up-to-date CRM systems

as software modules that contain many complex solutions for the functional units of the enterprise and provide for their use to improve performance. Moreover, the current practice of implementing such CRM systems will serve as a factor in increasing the commercial result and calls for an analysis of further policy and strategy for the development of brand management. Based on the method of deduction and induction, the author identifies priority areas for further development and application of CRM systems in the context of global digitalization. These research methods were also used to conduct an analytical assessment of the EU experience, based on open data from multinational corporations and large retailers. Moreover, the peculiarities of the implementation and quality of implementation of Internet marketing and brand management tools were studied. The outlined research methodology makes it possible to outline the following research results.

RESULTS

The modern practice of using CRM systems to improve the quality of digital brand management and internet marketing is playing an increasingly important role. Improving the quality of technologies and innovative approaches in project management requires more interactive solutions that can help improve the performance of modern enterprises. The essence of the concept of CRM systems is the use of automated technology that carries out programmatic activities through some built-in modules aimed at ensuring the continuity of business processes. Moreover, the use of CRM systems currently falls under the creation of models that are aimed not only at the quality of their functioning but also at creating key principles for the possible control of business processes. The modern capabilities of any CRM system offer control over functional departments, regardless of their focus. Implementation of such an automated system provides many benefits to any enterprise, as it minimizes the risks of human error and increases the efficiency of any department. The availability of financial accounting functions can help improve the quality of the distribution of financial assets, regardless of the direction, because this approach is qualitative. Moreover, the policy of using CRM systems is the highest priority product market among the B2B segment. Companies that provide customization and installation services for such systems offer to build a high-quality business based on process automation.

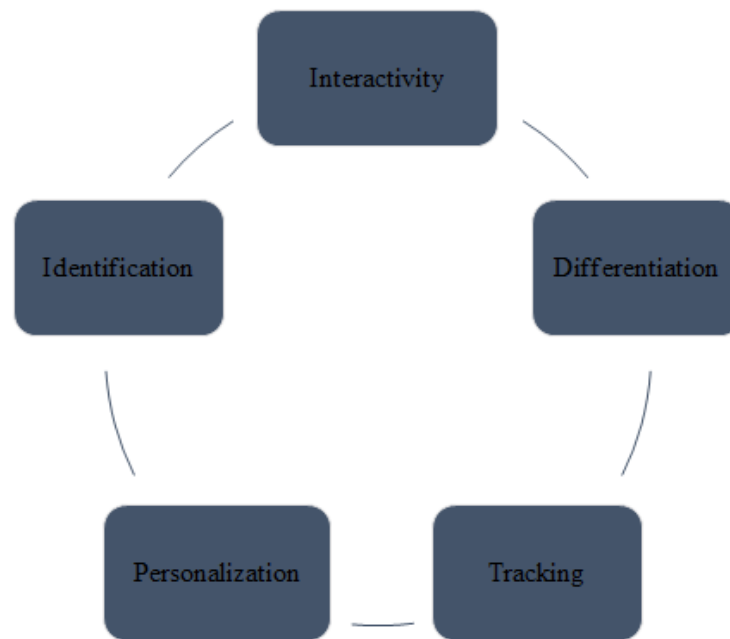
The use of CRM system processes can be applied not only to processing customer requests but also to marketing activities. For example, the concept of brand management provides for the possibility of promoting and positioning the company's brand in the selected

business segment. The formation of a brand management strategy involves the use of technologies that can improve performance and create competitive advantages in the market. In addition, modern technologies used to improve CRM systems can be a key means of improving the quality of any enterprise. Digital marketing tools include the ability to optimize advertising activities on the Internet. The emergence of the Internet has contributed to the emergence of new types of advertising, as well as the search for a new audience in relevant social networks and other communication platforms that improve the integration of the enterprise into the digital environment. Any marketing process involves the use of analytical tools, the allocation of financial resources, communication processes with customers, as well as the search and planning of new advertising campaigns. To improve such activities, it is necessary to use effective tools aimed at automating such processes. The corporate strategy of the enterprise should be used to ensure efficient operation and stimulate the quality of the enterprise. Such an approach will stimulate the development of marketing policy and form the perfect activity of functional units.

Any CRM system is aimed at improving the work of functional departments. Their use in online marketing can improve planning, work with the target audience, and expand the segment of influence according to the market position. The development of such a program should include the basic principles of organizing and ensuring the operation of CRM systems, which are shown in more detail in Figure 1.

The principles shown in Figure 1 provide for the use of features aimed at improving the functioning of the enterprise. Moreover, ensuring the efficient operation of functional units will contribute to the formation of a positive brand of the enterprise in the market. The modern policy of any enterprise is aimed at improving its presence in the commodity markets, as well as at innovative search for sales platforms. The communication policy of any enterprise is based on the use of special communication units that analyze proposals, and requests to provide feedback to the client. This approach is the most popular in the practice of any enterprise and will serve as a factor of effective activity in the Internet marketing system.

Figure 1. The basic principles of using a CRM system in brand management and online marketing



Source: compiled by the author

The principles shown in Figure 1 provide for the use of features aimed at improving the functioning of the enterprise. Moreover, ensuring the efficient operation of functional units will contribute to the formation of a positive brand of the enterprise in the market. The modern policy of any enterprise is aimed at improving its presence in the commodity markets, as well as at innovative search for sales platforms. The communication policy of any enterprise is based on the use of special communication units that analyze proposals, and requests to provide feedback to the client. This approach is the most popular in the practice of any enterprise and will serve as a factor of effective activity in the Internet marketing system.

The development of CRM systems at enterprises is a top priority for the modern corporate sector. This is important because the process of functioning of such a system provides for the possibility of controlling financial resources, searching for tools to manage the customer base, as well as possible means of marketing analytical operations that provide many competitive advantages. The implementation of such a system, regardless of its type and form, will be aimed at controlling the company's communication policy with customers. This is because many of the software components of such a system are aimed at tracking the order acceptance policy and processing business processes. The "sale and purchase" cycle is based on the formation of marketing policy and communication with customers. As a rule, large enterprises use CRM systems to implement and record customer requests in one database that

operates on a local and global server. It provides information for the functional departments of the enterprise, which later process these requests and proceed directly to sales. The formation of CRM systems at an enterprise can help improve the quality of brand management, as they contain a database of all customers, as well as the ability to implement operational strategic measures. Such measures will contribute to the positive formation of the company's perception among the target audience. In addition, the positioning of an enterprise is formed based on the use of marketing tools. In today's world, more and more digital marketing tools are used, and traditional ones are fading into the background. The introduction of such tools will contribute to the efficiency of the enterprise, regardless of the choice of its business segment. Moreover, the modern practice of an enterprise in Internet marketing involves the use of tools aimed at improving the policy and expanding the consumer base. The end consumer is usually included in the information base. CRM systems in the modern sense are most effective for communication policy, as they can combine the largest number of functional units that directly interact with customers. For instance:

- The process of purchasing services - the use of CRM systems will serve for possible identification, transaction, and automation of response to any customer purchase. The use of such a tool will have a positive impact on the quality of the company's activities and form its positive brand in the chosen business segment.
- Request for the purchase of services - as a rule, the availability of CRM systems makes it possible to enter such a request into the internal database, which will be processed as quickly as possible by a special unit, customer managers, etc. The efficiency of processing a request plays a big role in any retail business, and it can also be relevant for large enterprises that record the time, date, and specifics of such a request.
- Quality control of functional departments - regardless of the company's marketing policy, CRM systems are also used for possible further control of a particular department, which is aimed at the quality of the formation and improvement of corporate strategy. The ability to control personnel is a key advantage of using such systems, since the speed of operations in large enterprises is high, the presence of a tracker will encourage them to perform their duties efficiently and promptly.

These examples used in CRM systems are the highest priority task of any enterprise planning to introduce them. The outlined principles of its activities are aimed at forming a high-quality communication policy, which will be reflected in the level of commercial results of the

enterprise. Rational and optimal communication from the enterprise will contribute to the effective development, as well as spread the quality of the enterprise's activities following its policies.

Modern brand management and Internet marketing policies involve the use of a wide range of tools. This will be effective in improving the quality of the company's activities in the course of spreading its activities and implementing advertising campaigns. Depending on the form of activity and the priority of its choice, you can draw a correspondence between CRM systems and tasks, as shown in Table 1.

Table 1. Characterization of CRM systems according to the tasks of brand management and Internet marketing

Operational CRM system	Analytical CRM system	Collaboration CRM system
Supply chain control	Information database of advertising campaigns	Formation of personal contact
Sales automation in marketing	Availability of a target audience, core customers	Improving online marketing
Partial automation of targeted advertising	Database of product catalog and prices	Control of email marketing
Automation of operational marketing activities	Automation of marketing campaigns	Distribution of tasks by Call Center

Source: compiled by the author

The data presented in Table 1 show that the availability of various CRM systems is aimed at performing key functions that are necessary for the enterprise under its corporate needs. The use of CRM systems, regardless of the direction of a specific advertising policy, will be effective and provide strategic advantages in the market. Automation processes can improve the quality of PPC advertising control and management, as well as the effectiveness of SEO optimization.

The current EU experience shows that most corporate enterprises plan to use high-quality digital marketing tools through CRM software management. This experience has been widely implemented in Germany and France, where they use the SAP system, which is designed to provide effective tools for managing communication policy and optimizing internal business processes. In addition, this system includes tools for processing customer requests, as well as settings for automating e-mail marketing and specifics of advertising campaigns. In modern conditions, the corporate sector's policy is aimed at ensuring the scaling of commercial activities, which involves the search for new product markets. For successful operations, it is essential to use tools to control advertising campaigns. In EU countries, the practice of automating and managing advertising campaigns is popular. To do this, it is planned to use the project structure of any advertising campaign and allocate a certain budget for it, which will

then change depending on the effectiveness of such a campaign. In the Baltic States, the approach of using SEO optimization of any resources is popular, as the issue of search engine optimization is complex and ambiguous. Internet marketing planning is carried out based on a short-term period of 3 to 6 months, and the settings of CRM systems are changed to continue the policy. Such approaches are used not only when planning online marketing. As a rule, the effectiveness of a company's communication policy has a positive impact on commercial results. That is why companies revise their existing corporate policies on brand management and quality of remote communications quarterly. The most popular CRM systems, which are commonly used both in the European Union and in the world in general, are shown in Table 2.

The CRM systems proposed in Table 2 indicate the availability of a wide range of tools for managing marketing activities and the possibility of transforming the internal strategy focused on the development of commodity markets. Improvement of the quality of CRM systems use is based on flexible customization of program modules, which are the basis for the formation of an effective communication policy, as well as improvement of the quality of sales policy. The availability of a customer base that requires automated processing of such requests will serve as a priority area for improving the quality of work of the corporate sector and enterprises that implement this approach in their commercial activities.

Table 2. Characteristics of the functionality of the most popular CRM systems

CRM system	Features of operation
Microsoft Dynamics CRM (The US)	The presence of PPC advertising automation, management of marketing campaign results, target customer base, and financial accounting.
Oracle CRM (The US)	Automation of marketing business processes, customer database management, newsletters, push notifications, and other digital tools.
SAP (Germany)	Using the SEO optimization and PPC advertising management system, target audience, and advertising campaign forecasting.
Teamwox (The UK)	A wide range of tools for customer communications, document management, financial control, and monitoring.
APPTIVO CRM system (The US)	E-mail marketing management, internal customer base, and financial accounting of marketing companies.
Onebox CRM (Ukraine)	Control of the customer base, the availability of document flow automation, and artificial intelligence.

Source: compiled based on [12]

The most effective way to improve your communication strategy is to use email marketing automation. It involves the use of emails to notify customers, provide responses, and enable prompt communication, regardless of the location or time of the request. Such a policy is effective in mastering new product markets on the international level. Modern brand management tools also involve the use of sales to improve the quality of perception of the image

of an enterprise operating in a selected segment. To do this, companies use tools aimed at improving the quality of their communication strategy and improving online marketing by automating and improving analytical tools.

Thus, the current policy of using CRM systems is aimed at improving the quality of customer information databases and the ability to process them analytically and use them in the company's operations. The practical implementation of such tools will stimulate the improvement of the brand management strategy. Moreover, it can create prospects for improving marketing activities. It is known that the rational allocation of financial resources and the ability to plan advertising campaigns will be key advantages for any enterprise. The policy aimed at improving customer service involves the creation of automated solutions for the contact center operating according to the existing scheme offered by the CRM system. Moreover, any CRM system is aimed at simplifying the business processes of an enterprise by using operational solutions that improve the quality of processing customer requests, provide opportunities to manage financial resources, and install solutions under the marketing strategy. For example, if the potential profit exceeds the expected figure, the CRM system can offer to add an advertising campaign or, on the contrary, stimulate the improvement of the current one. Conversion is also widely used in analytics in CRM systems, as automation must have certain threshold values at which the system will change its policy or use it to continue its activities. The formation of effective communication policy tools will be a priority for any enterprise engaged in digital brand management and using a wide range of digital marketing tools that need to be controlled and monitored.

DISCUSSION

Further research should be performed based on the study of current digital marketing tools and their possible improvement following the state policy. It is known that the dissemination of quality communication strategy plays a key role in shaping the corporate strategy of an enterprise and its possible further development. The policy of developing and implementing a quality strategy for the enterprise will serve to ensure a positive attitude toward the brand and a quality advertising campaign. An analytical study on the possible expansion of the functionality of CRM systems is important in terms of the use of financial resources since the correct allocation of financial resources can serve as a means of improving the corporate strategy and directly affect the commercial result. The use of effective CRM software modules

is a top priority for any modern enterprise. Its application in practice will ensure the effective work of functional departments.

The current development of digital technologies is reflected in the transformation of most business processes into digital ones. The practice of using this approach to qualitatively reflect the key principles and possible forms of interaction between internal departments of the enterprise and aspects of the implementation of the communication strategy following the brand management policy is spreading. The EU's experience in the implementation and use of CRM systems provides for the possibility of interaction with information databases, as well as the use of digital marketing tools to improve the company's communication activities. The use of automated communication channels can improve the quality of operational activities of support departments and ensure a positive attitude towards modern means of information dissemination. The study of the modernization of CRM systems based on the software level is an important task for the scientific community. The formation of powerful servers and the possibility of using cloud technologies can improve not only the number of requests for CRM systems but also improve the mechanism for using it in broader aspects of corporate activities, which may include financial accounting, analytics, and forecasting. The possibility of using CRM systems for further forecasting of commercial results will be the highest priority area for further research.

The current policy of the corporate sector using digital marketing tools is aimed mainly at international commodity markets. This factor should be integrated into the CRM system, which, in turn, should support English and other languages at the program level. Moreover, the use of a multicultural CRM system will serve as a factor in ensuring smooth operation and customer support regardless of cultural identification. The communication strategy involves the use of negotiation technologies that will have a positive impact on the company's image. Thus, improving the quality of the communication strategy will be the most important area for research in the linguistic and semantic context.

The results of the study indicate that modern Internet marketing policy involves the use of a wide range of digital marketing tools that require project management and financial resources. For possible control and monitoring, automation systems should be used, which can create not only means of controlling and using such resources, but also improve their direction.

CONCLUSION

Thus, based on the study, it can be determined that a CRM system is a complex product of digital technology development used in the corporate sector and has some advantages over the automation of each business process separately. The key advantage of using CRM systems is the ability to integrate and link most of the company's operational processes into a single chain that interacts with each other and has a positive impact on functional activities. In marketing activities, the use of CRM systems is a top priority. The use of these tools will have a positive impact on the quality of analytical market research and serve as a factor in the further development of the enterprise, which is constantly changing in the context of socioeconomic instability and requires additional resources to ensure the effectiveness of its corporate activities.

As a rule, CRM systems are divided into analytical, operational, and collaborative. Each of them is used to achieve corporate goals and can improve the functioning of enterprise departments at the strategic level. Implementation of any of these systems will involve the use of automation technologies and the extension of the quality of such processes to any business processes aimed at communicating with customers. For example, processing inquiries and the ability to maintain automatic responses is an important task. The ability to manage advertising campaigns and changes to them following the results of their implementation is also an important structural element of the use of CRM systems. Improving the quality of CRM systems implementation is based on the corporate strategy of the enterprise and its long-term goals. Brand management implies the ability to control your staff to improve the quality of market positioning. In addition, the implementation of marketing strategies without proper control will be ineffective, since this process is a top priority due to the monitoring from CRM systems created at the program level.

The experience of the European Union shows that the current practice is to customize CRM systems under the results of the advertising campaign. The key principle of developed countries is to plan a marketing strategy and customize the CRM system for further adjustments and control of its implementation. This approach is effective when innovative marketing tools emerge, as well as when mastering new product markets, which is a top priority for any enterprise in the context of globalization.

REFERENCES

- Batista, L., Dibb, S., Meadows, M., Hinton, M., Analogbei, M. (2020). A CRM-based pathway to improving organisational responsiveness: an empirical study. *Journal of strategic marketing*. 28(6), 494-521.
- Castagna, F., Centobelli, P., Cerchione, R., Esposito, E., Oropallo, E., & Passaro, R. (2020). Customer knowledge management in SMEs facing digital transformation. *Sustainability*, 12(9), 3899.
- El-Gohary, H., Edwards, D. J., & Huang, J. (2013). Customer relationship management (CRM) practices by small businesses in developing economies: A case study of Egypt. *International Journal of Customer Relationship Marketing and Management (IJCRMM)*, 4(2), 1-2
- Gartner. (2019). Gartner Says Worldwide Customer Experience and Relationship Management Software Market Grew 15.6% in 2018
- Harrigan, P., Miles, MP., Fang, YL., Roy, SK. (2020). The role of social media in the engagement and information processes of social CRM. *International journal of information management*. 54, 102151
- Kantorová, K., & Bachmann, P. (2018). Social customer relationship management and organizational characteristics. *Information*, 9(12), 306.
- Kinzyabulatov, R. (2019). What is a CRM program? Overview of CRM systems: what they are and how to use them effectively for small businesses. Technolapiter.
- Krizanova, A., Gajanova, L., Nadanyiova, M. (2019). Design of a CRM level and performance measurement model. *Sustainability*. 10(7), 2567.
- Market Analysis Report. (2021). Customer Relationship Management Market Size, Share & Trends Analysis Report By Solution (Customer Service, Customer Experience Management), By Deployment, By Enterprise Size, By End Use, And Segment Forecasts, 2021 – 2028
- Mokhtar, S., Mus, A. M., & Sjahruddin, H. (2019). An examination of the relationships between customer relationship management quality, service quality, customer satisfaction, and customer loyalty: The case of five-star hotels. *Advances in Social Sciences Research Journal*, 6(2) 524-540
- Nyadzayo, M. W., Khajehzadeh, S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of retailing and consumer services*. 30, 262-270.
- Pohludka, M., & Štverková, H. (2019). The best practice of CRM implementation for small- and medium-sized enterprises. *Administrative Sciences*, 9(1), 22
- RKB Pro. (2020). Five key trends of the CRM market in 2020.
- Rodriguez, M., Boyer, S., (2020). The impact of mobile customer relationship management (mCRM) on sales collaboration and sales performance. *Journal of marketing analytics*. 8(3), 137-148

Rouse, M., Ehrens, T., & Kiwak, K. (2019). CRM (customer relationship management). TechTarget.

Thakur, R., & Workman, L. (2016). Customer portfolio management (CPM) for improved customer relationship management (CRM): Are your customers platinum, gold, silver, or bronze?. *Journal of Business Research*, 69(10), 4095-4102.

Wang, S., Cavusoglu, H., Deng, ZL. (2016). Early mover advantage in e-commerce platforms with low entry barriers: The role of customer relationship management capabilities. *Information and management*. 53(2), pp 197-206.