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USING MODERN DIGITAL OMNICHANNEL MARKETING TOOLS TO PROMOTE THE FOXTROT BRAND EFFECTIVELY

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ВИКОРИСТАННЯ СУЧАСНИХ ЦИФРОВИХ ІНСТРУМЕНТІВ ОМНІКАНАЛЬНОГО МАРКЕТИНГУ ДЛЯ ЕФЕКТИВНОГО ПРОСУВАННЯ БРЕНДУ «ФОКСТРОТ»

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In the face of growing competition in the home appliances and electronics market, omnichannel marketing is becoming a key tool for attracting and retaining customers. Artificial intelligence, influencer marketing, and augmented reality can increase business efficiency, improve customer experience, and strengthen the competitive position of the Foxtrot brand. The article aims to analyze and substantiate the effectiveness of modern digital omnichannel marketing tools for promoting the Foxtrot brand. The study aims to identify optimal strategies for using influencer marketing, artificial intelligence, and augmented reality to increase brand awareness, improve customer experience, and optimize business processes. The article explores measures to strengthen the Foxtrot brand's omnichannel marketing through modern digital tools. The author analyzes the impact of artificial intelligence (AI), augmented reality (AR), and influencer marketing on increasing the effectiveness of brand promotion, improving customer experience, and optimizing operations. The author considers the prospects for long-term cooperation with influencers, which will increase brand awareness, expand the audience, and compete with Comfy, which actively involves opinion leaders in its marketing campaigns. It is proposed that a product exchange program for reviews be introduced and a focus on regional bloggers to strengthen positions in local markets. Particular attention is paid to using artificial intelligence to forecast demand, personalize content and price offers, and optimize logistics processes. The authors propose analyzing historical sales data, using machine learning algorithms to identify seasonal trends, automated generation of dynamic discounts, and improving supply chain management to reduce costs and delivery times. Integrating augmented reality is an innovative approach to increase brand trust and reduce product returns. It is proposed to develop a mobile

application with AR functionality that allows customers to virtually evaluate products in their space before purchasing. It is also recommended to launch advertising campaigns with demonstration videos of the benefits of AR to popularize the technology among users. It is concluded that the integrated integration of influencer marketing, artificial intelligence, and augmented reality will help strengthen the Foxtrot brand's market position, increase customer loyalty, and increase the efficiency of omnichannel sales.

Keywords: omnichannel marketing, Foxtrot brand, marketing strategy, digital tools, influencer marketing, artificial intelligence, augmented reality, content personalization, retail business.

Introduction. Today's marketing landscape changes due to digital technologies, increased competition, and changing consumer behavior. Omnichannel marketing has become a key strategy for brands that want to deliver a continuous and personalized customer experience. Modern tools such as artificial intelligence, CRM systems, personalized advertising, chatbots, and integrated analytics platforms allow companies to manage communication at different stages of customer interaction effectively. However, despite the obvious advantages, many companies face difficulties in implementing omnichannel strategies. Challenges include creating different channels, optimizing marketing budgets, analyzing data, and adapting to rapid changes in consumer preferences. Therefore, the study of modern omnichannel marketing tools is extremely relevant, as it does not allow for effective approaches to brand promotion

and improved interaction with the target audience. Studying this topic allows us to identify key challenges and find effective ways to overcome them, which will contribute to the successful promotion of brands and increase the competitiveness of companies in today's market.

The article aims to analyze and substantiate the effectiveness of modern digital omnichannel marketing tools for promoting the Foxtrot brand.

Analysis of research and publications. The contribution of scientists to solving the problem of omnichannel marketing and effective brand promotion is significant and diverse. Among the foreign scientists who have studied the use of tools in omnichannel marketing are F. Kotler, G. Katarjay, Y. Setiawan [1], who provide a deep understanding of the principles and strategies underlying the omnichannel approach, emphasizing the importance of integration and coherence of various communication channels for effective brand promotion in the modern digital environment. D. Schultz [2] studied the issue of harmonious connection of traditional and digital communication channels, which ensures more effective brand management, I. Gasparin and L. Slongo [3] defined omnichannel marketing as a consumer-oriented strategy. Thus, these scientists' research helped form modern approaches to omnichannel marketing, including integrating various communication channels, digital technologies, and strategic brand management to ensure its effective promotion.

Among the domestic authors in developing theoretical issues of omnichannel marketing are L. Hrynevych, D. Smotrova [4]. O.

Korotun, S. Zbyryt and A. Martyniuk [5], V. Vyshnivskiy, V. Kachmala, S. Petrovska [6] studied the issue of creating effective interaction between the brand and the consumer through omnichannel marketing and its impact on increasing customer loyalty. The issue of introducing omnichannel technologies to improve customer interaction, identifying the benefits and risks of this approach, as well as the key elements of omnichannel strategies, integration of offline and online channels to provide a personalized customer experience were studied by V. Hnoievyyi, T. Buhaichuk, V. Yaremenko [7], O. Semenda [8], O. Kubashevskiy [9].

Omnichannel marketing not only improves communication between the brand and the consumer but also significantly increases the competitiveness of companies. Scientific studies emphasize the importance of an integrated approach to marketing communications, which effectively

manages customer interaction and maintains customer loyalty. Practical research shows that companies implementing omnichannel strategies achieve better customer retention, sales growth, and effective brand promotion.

Despite many studies in omnichannel marketing, questions remain about the best ways to integrate modern tools and personalize customer interaction.

Summary of the main material. The main problems associated with omnichannel marketing are ensuring comprehensive management of free means of customer interaction and adaptation to modern digital trends. One of the key difficulties is the fragmentation of data and the lack of a single platform for processing it. When a company often uses separate tools for different channels, it is difficult to analyze the effectiveness of communication and personalize it. An additional challenge is the integration of online and offline channels, as the planned operation of physical stores, web platforms, mobile applications, and social networks requires deep technical customization and powerful analytics.

Another aspect is the need to quickly adapt to changes in consumer behavior, which expects personalized experiences, fast service, and convenient access to the brand through various channels. Artificial intelligence and machine learning technologies can help in this process, but their implementation requires significant resources. Without it, optimizing marketing spend is critical, as efficient budget allocation across all resources requires accurate planning and ROI analysis.

Equally important is the issue of data security and confidentiality, as the increase in the amount of personal information used in marketing campaigns obliges the company to comply with regulatory standards and ensure a high level of consumer data protection.

Businesses are focused on identifying and meeting customer needs. One of the main conditions for successful market operation is creating and maintaining competitive advantages. The brand plays a key role in shaping these advantages by determining how consumers perceive the product. Although the production of goods takes place directly at the enterprise, they acquire the status of brands only after the influence of psychological and hidden factors that consolidate them in the minds of consumers [10].

We will study the use of modern omnichannel marketing tools for effective brand promotion in the example of the Foxtrot chain of stores.

“Foxtrot” is implementing omnichannel marketing, combining physical and online channels. This strategy is key to the company's success, as it has combined the popularity of offline stores, where customers have been choosing home appliances for many years, with the active development of online sales through the foxtrot.ua website.

The Foxtrot brand needs to look modern and be relevant, visible, and useful to its customers. The Internet provides powerful tools that allow you to reach out to consumers, communicate with them, and discover their needs and expectations when purchasing. For a company, an omnichannel approach is not just a trend but a necessity to improve customer experience and increase business profitability [11].

Before the reforms were implemented, the Foxtrot brand was overly conservative and evoked associations of calm and boredom among consumers. In late 2018, a study was conducted to assess the brand's perception by the Ukrainian audience. The study involved three focus groups covering age groups: 18-23, 25-35, and 45 years and older. Communication with customers of competitive chains was also organized. The results showed that the study participants agreed that the Foxtrot brand is losing its relevance. The online store was also criticized, in particular its structure, search, rubrication, and mobile version, which was recognized as unoptimized [12].

Before the rebranding, the chain used a traditional marketing and sales approach, including physical stores, loyalty programs, advertising campaigns, formal communications, and online sales, which were still in the minority. After the reforms were implemented, the omnichannel approach became the company's main strategy. The update's main goal was to familiarize customers with innovations and organize products into categories according to their purpose. The company created thematic zones: gaming, IT products, home care, beauty, and home appliances showrooms. Omni-shelves were introduced - interactive points for ordering goods from the website if unavailable in the store.

The changes also affected the website: the design was updated, the functionality of the personal account was improved, a smart search was

added, and a neural network, a sales page, and discounted products were introduced. Communications focused on emotional interaction with customers, using slang and first names, which made the brand closer to the audience. At the same time, the official communication style was maintained in stores and service centers.

The chain has achieved significant success in several key areas, such as introducing innovative solutions, aligning brand values with the target audience's expectations, large-scale rebranding, comprehensive transformation of business processes, and active development of online communications. These achievements have become the basis for increasing competitiveness and building a loyal audience, which has provided the company with high results [13].

For a more detailed analysis of the results of Foxtrot's marketing activities, we evaluated key indicators that reflect the effectiveness of the implemented measures. Table 1 presents the main aspects of this analysis, allowing us to assess the company's achievements and identify strengths and possible areas for improvement.

The Foxtrot brand demonstrates stable growth in key indicators. Website traffic grew from 7 million visitors per month in 2022 to the projected 10 million in 2024, which confirms the formation of an effective marketing strategy. Online sales increased from 20% to 30%, demonstrating the importance of digital channels. The loyalty program is actively developing: the annual increase in participants exceeds 1 million, and the share of purchases with a bonus card reaches 80%. Social networks have become a powerful tool for customer interaction, and new content formats support this dynamic. Pickup points remain the most popular delivery method (65%), while the share of courier delivery is declining. Introducing services such as "home loans," digital checks, and appliance exchange programs demonstrates adaptation to the market. Although the company responds effectively to changes, attention should be paid to the perfection of courier delivery [11; 14].

Foxtrot is actively implementing omnichannel tools, combining online and offline channels to improve customer interaction and drive sales growth (Table 2).

Table 1

Evaluation of marketing activities of Foxtrot chain stores for the period 2022-2024

Indicators	2022	2023	2024
Website traffic (average number of visitors/month)	7 million	8,5 million	10 million
Traffic sources (main channels)	Organic, paid, social media	Organic, paid, social media	Active advertising through social networks and paid channels
Online sales (growth)	20% (growth in online sales)	25%	Expected to grow by 30%
Loyalty program	Increase in participants by 1 million	Increase in members by 1,4 million	Even greater growth is expected in 2024
Share of purchases made using a bonus card	72%	75%	80%
Increase the reach in digital channels	15% of subscribers on social networks	25% of subscribers on social networks	Further growth is expected
Activity in social networks	Likes and comments, mostly through advertising and promotions	Activity increased through content marketing and influencers	Increased interaction in social networks, introduction of new formats
Delivery methods	Courier delivery - 10%, points of delivery - 60%	Courier delivery - 9%, points of delivery - 64%	Courier delivery - 8%, points of delivery - 65%
New services	Launch of "Credit at Home"	Introduction of digital checks	Expanding old equipment exchange programs

Table 2

Use of omnichannel marketing tools in the Foxtrot retail chain

Tool	Application	Function
Integration of online and offline stores	Offline and online stores, website	Ensure a seamless transition between channels, increase customer convenience
Mobile platforms	Online sales and customer interaction	Increase the availability of services and stimulate mobile traffic
CRM systems	Viber, Telegram, email, implemented in 2022	Promote repeat purchases, improve communication with customers
Chatbots and online services	Viber and Telegram chatbots launched in 2022	Convenience and accessibility for customers, optimization of customer support
SEO optimization and contextual advertising	Website.	Increase traffic and brand awareness
Social networks	TikTok, Instagram, YouTube, starting in 2021	Engage new audiences, increase engagement, and reach
Loyalty program	Offline and online stores	Customer retention, stimulating repeat purchases
Customer call center	Used for all communication channels	Ensuring quality customer service
Online payments	Implemented through the website, chatbots, and mobile app	Convenience of payment, increased customer confidence

Modern tools have significantly improved the effectiveness of Foxtrot's marketing activities, as rebranding measures helped to update the corporate style, identity, and design of outlets, improve the image, and increase loyalty, which made the brand closer to consumers. An important contribution to improving the results was the introduction of digital technologies: modernization of the online platform foxtrot.ua, optimization of the mobile version, launch of chatbots for customer support, and an emphasis on omnichannel sales and strengthening of digital communication. The update of the brand

character, 3D Fox Foxy, brought more dynamics to customer interaction. Initially presented as a "muzzle", the character received a full-fledged image during the 2020 lockdown, emphasizing the network's adaptability to change and its focus on a modern audience.

The effectiveness of the implemented marketing tools is confirmed by changes in key indicators in Fig., which shows the changes in indicators after introducing new tools in the company's marketing strategy.

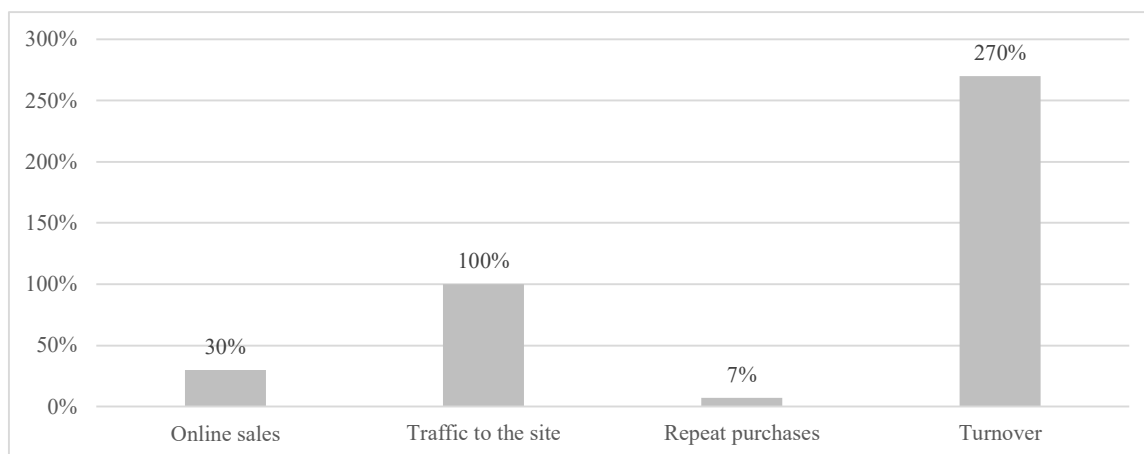


Fig. Changes in indicators after using modern tools on the effectiveness of Foxtrot's marketing activities

Foxtrot has significantly improved its key marketing performance indicators in recent years, resulting from successfully implementing its omnichannel strategy. Online sales grew by 20-30%, which confirms the effectiveness of the integration of online and offline stores, as well as the active use of mobile platforms for the convenience of customers. This made the products more accessible to a wider audience, contributing to sales growth through digital channels. The 100% increase in website traffic (from 5.5 to 10 million visits) is evidence of successful SEO optimization, effective contextual advertising, and improved website interface. This indicates a successful digital channel strategy for attracting new customers [15].

Using a CRM system, chatbots for personalized offers, and active interaction via messengers such as Viber and Telegram contribute to effective customer communication. The 7% increase in the share of repeat purchases can be attributed to omnichannel tools, such as online promotions, bonus programs, and email marketing, which motivate customers to make regular purchases and increase their loyalty [16-18]. Improving customer service through chatbots, online ordering and delivery services, and efficient customer call center operations helps maintain customer trust and satisfaction. The growth of activity on platforms such as TikTok and YouTube, including more than 15 thousand memes and videos, demonstrates the success of viral videos, collaboration with influencers, and social media campaigns, which help to build a positive brand image. The 270% increase in turnover is a clear confirmation of the success of the chain's omnichannel strategy, which effectively combined

online and offline sales, resulting in a significant increase in sales.

In general, Foxtrot's omnichannel strategy has proven effective, providing sales growth, improved customer experience, and a significant increase in turnover, which is confirmed by the positive dynamics of key indicators. Considering these results after introducing modern omnichannel marketing tools, we can conclude that innovations significantly impact the efficiency of the company's marketing activities. Integrating the latest technologies and innovative strategies can significantly improve the effectiveness of marketing campaigns, contributing to revenue growth and strengthening the brand presence in the market. Further improvement of Foxtrot's marketing strategy is impossible without using modern tools, ensuring its competitiveness and sustainable development in the future.

Modern tools, such as influencer marketing, artificial intelligence, and augmented reality, have become important components of brand strategies in the retail business. Influencers, as authoritative personalities, allow brands to interact directly with the audience, as consumers increasingly trust recommendations from bloggers and influencers over traditional advertising campaigns. This is partly due to the ability of influencers to create an emotional connection between a brand and its audience.

According to Statista, 73% of marketers actively use influencer marketing, and 90% of brands recognize its effectiveness for brand campaigns [19]. Influencer marketing significantly increases brand trust, as consumers tend to trust the recommendations of influencers with whom they feel connected more than direct advertising from

brands. For example, 72% of consumers say they trust products recommended by influencers [20]. Influencer marketing becomes profitable because of its ability to adapt to various platforms and formats. Influencers can use text posts, photos, videos, stories, or live broadcasts. This allows brands to increase their reach and engagement with the audience through various communication channels, opening up new opportunities for targeting and creating interactive content that motivates interaction and sharing.

To achieve leadership in influencer marketing, Foxtrot needs to develop a long-term strategy for cooperation with bloggers and create its own platform for interaction. The company has already cooperated with bloggers, such as Ruhankomen and Anton Savlepov, but these campaigns were limited in time and irregular. Foxtrot is most active on Instagram and TikTok, organizing sweepstakes, but unlike competitors such as Comfy, its influence on marketing remains inconsistent. Creating a platform for constant interaction with influencers will significantly increase the effectiveness of marketing campaigns.

Artificial intelligence is a key tool for personalizing marketing communications, enabling brands to more accurately predict consumer behavior and offer relevant products, reducing advertising costs and increasing conversions. AI automates inventory management and logistics processes in retail, which helps reduce costs and optimize supply. The Foxtrot brand is already using AI, but there is potential for further improvement in demand forecasting, personalization of offers, logistics optimization, and chatbot enhancements, which can significantly improve customer experience and operational efficiency.

Augmented reality (AR) is becoming an important tool in retail, improving consumer decision-making and bringing online shopping closer to physical shopping. The technology allows you to virtually try on products or evaluate them in a real environment, which is especially useful for product categories where accuracy of choice is important. AR also facilitates the integration of online and offline channels, providing a seamless interaction experience with the brand across different platforms. This increases customer satisfaction, builds loyalty, and creates a positive brand impression. AR is a key element of an omnichannel strategy that allows brands to engage with modern consumers effectively.

Comparing the Foxtrot brand with its competitors, it can be noted that Comfy is one of the leaders in Ukraine in influencer marketing. It

actively cooperates with local bloggers and creates targeted marketing

campaigns to promote the brand. In 2023-2024, Comfy engaged more than 100 influencers from different regions, which allowed the brand to reach an audience of more than 6 million users and promote significant activity on social media. The company's strength is continuously integrating influencers into its marketing processes, including reviews, streams, and local events such as new store openings. In addition, Comfy actively uses short video formats on YouTube, Instagram, and TikTok, which allows it to interact with the youth audience [21] effectively. "Rozetka focuses on a technological approach to omnichannel marketing, actively using artificial intelligence to personalize content, analyze customer behavior, and automate communications through chatbots. Although influencer marketing is not the company's main focus, it compensates by innovating in logistics and integrating artificial intelligence to improve the efficiency of both digital and physical sales channels.

Unlike Comfy and Rozetka, Foxtrot has not yet implemented these technologies, opening up an opportunity to become a market leader. Integrating virtual showrooms or "try-on" products into the mobile app could be a significant step forward, allowing customers to evaluate products before purchasing and reducing the number of returns.

Foxtrot has not implemented such technologies, which allows the brand to become a market leader by integrating the latest solutions, such as virtual showrooms or "try-on" rooms in the mobile app. This will allow customers to evaluate products before purchasing and reduce the number of returns. Foxtrot's marketing efforts with modern omnichannel tools can be seen in Table 3.

In particular, developing influencer marketing involves introducing a long-term program of cooperation with influencers and creating a platform for exchanging goods for reviews. Investing in campaigns targeting local influencers can become a powerful competitive strategy against Comfy, especially in regional campaigns.

Expanding the use of artificial intelligence requires the implementation of algorithms to analyze historical sales data and identify seasonal trends, which will help optimize inventory and reduce the risk of overstocking. In addition, artificial intelligence can be used to dynamically generate price offers and adapt the website to each user, which helps to personalize the content. Integrating artificial intelligence will also improve logistics processes through efficient supply chain

Table 3

Measures to strengthen modern omnichannel marketing tools to promote the Foxtrot brand

Direction	Events	Expected results	Competitive advantages	Realization
Influencer marketing	- Developing a program of long-term cooperation with influencers; - Integration of local influencers for regional campaigns	- Increased brand awareness; - Increasing brand confidence; - expanding the audience, especially among young people	- competition with Comfy; - strong presence in the region	Stable cooperation with influencers in the form of advertising and exchange of goods for reviews has been established
Artificial intelligence	- implementation of demand forecasting; - personalization of content and price offers; - optimization of logistics	- optimizing inventory and reducing costs; - improving customer experience; - reducing delivery time	- efficient inventory management; - unique personalization for each client	- use of algorithms for analyzing sales data; - formation of dynamic offers
Augmented reality	- development of an AR application for the virtual location of goods in a real environment; - demonstration videos of AR benefits	- Reduction of product returns; - Increased brand trust; - improving customer experience	- innovation in the market; - synergy of digital and physical channels	the function of "trying on" household appliances or furniture in a real interior

management, which will reduce delivery times and storage costs. In addition, the use of natural language processing (NLP) to analyze customer feedback will allow for a better understanding of their needs and emotional reactions to products. One of the most important areas is integrating augmented reality (AR), which involves developing an AR-enabled application that will allow customers to evaluate the size and design of goods in a real environment. For example, virtual placement of household appliances in the interior will help avoid buying mistakes and increase brand trust. In addition, it is recommended to launch advertising campaigns that demonstrate the benefits of using AR, for example, through demonstration videos in a mobile application.

Conclusions. Thus, to strengthen the promotion of the Foxtrot brand, it is advisable to introduce long-term cooperation with influencers and local opinion leaders, allowing the brand to compete effectively with Comfy. The development of artificial intelligence for demand forecasting, content personalization, and logistics optimization will help reduce costs and increase efficiency. At the same time, introducing augmented reality, including the virtual location of goods in a real environment, will improve customer experience and strengthen brand trust.

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Сафронська І.М., Курочкін Д.Ю.
Використання сучасних цифрових інструментів
омніканального маркетингу для ефективного
просування бренду «Фокстрот»

В умовах зростаючої конкуренції на ринку побутової техніки та електроніки омніканальний маркетинг стає ключовим інструментом для залучення та утримання клієнтів. Використання штучного інтелекту, інфлюєнс-маркетингу та доповненої реальності дозволяє підвищити ефективність бізнесу, покращити клієнтський досвід та зміцнити конкурентні позиції бренду «Фокстрот». Метою статті є аналіз та обґрунтування ефективності сучасних цифрових інструментів омніканального маркетингу для просування бренду «Фокстрот». Дослідження спрямоване на виявлення оптимальних стратегій використання інфлюєнс-маркетингу, штучного інтелекту та доповненої реальності для підвищення впізнаваності бренду, покращення клієнтського досвіду та оптимізації бізнес-процесів. В статті

досліджено заходи щодо посилення омніканального маркетингу бренду «Фокстрот» шляхом використання сучасних цифрових інструментів. Проаналізовано вплив штучного інтелекту (AI), доповненої реальності (AR) та інфлюєнс-маркетингу на підвищення ефективності просування бренду, покращення клієнтського досвіду та оптимізацію операційної діяльності. Розглянуто перспективи довготривалої співпраці з інфлюєнсерами, що дозволить підвищити впізнаваність бренду, розширити аудиторію та конкурувати з компанією «Сотфу», яка активно залучає лідерів думок до своїх маркетингових кампаній. Запропоновано впровадження програми обміну товарів на огляди, а також акцент на регіональних блогерах для посилення позицій у локальних ринках. Окрема увага приділена використанню штучного інтелекту для прогнозування попиту, персоналізації контенту та цінових пропозицій, а також оптимізації логістичних процесів. Запропоновано аналіз історичних даних продажів, використання алгоритмів машинного навчання для виявлення сезонних трендів, автоматизоване формування динамічних знижок і покращення управління ланцюгами постачання для скорочення витрат і часу доставки. Інтеграція доповненої реальності розглянута як інноваційний підхід для підвищення довіри до бренду та зменшення повернень товарів. Запропоновано розробку мобільного додатку з функцією AR, що дозволяє покупцям віртуально оцінювати товари у своєму просторі перед здійсненням покупки. Також рекомендовано запуск рекламних кампаній із демонстраційними відео переваг AR для популяризації технології серед користувачів. Зроблено висновок, що комплексна інтеграція інфлюєнс-маркетингу, штучного інтелекту та доповненої реальності сприятиме зміцненню ринкових позицій бренду «Фокстрот», підвищенню лояльності клієнтів і зростанню ефективності омніканальних продажів.

Ключові слова: омніканальний маркетинг, бренд «Фокстрот», маркетингова стратегія, цифрові інструменти, інфлюєнс-маркетинг, штучний інтелект, доповнена реальність, персоналізації контенту, ритейл-бізнес.

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