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INFLUENCE MARKETING IN BLOOD SERVICE FACILITIES

Abstract. *Traditional marketing tools are gradually losing effectiveness. Every year, Internet users grow, and interaction with the company through social media becomes popular. This stimulates the development of new areas of marketing activities of the company. There is a need to find more modern and at the same time practical marketing tools. One of them is influence marketing.*

Marketing and PR agencies, SMM specialists, and marketers are paying more and more attention to the study of impact marketing; among scientists Gvozdetskaya I. V., Dyachenko K. V., Kueva-Estrada J., Belova T. G., Kislitsyna A. A., Zhurilo V., and others.

Selection of unexplored parts of the general problem. Although the number of publications on marketing in the blood service is growing every year, there are no scientific publications on the interaction with opinion leaders in blood service institutions.

The work aims to determine possible formats of work with opinion leaders, analyze positive experiences in marketing influence in blood services abroad, and develop recommendations for its use in Ukrainian blood establishments.

The paper identified achievable goals and formats of work with opinion leaders, criteria for selecting bloggers, and indicators for assessing interaction effectiveness. The experience of using influencer marketing in blood establishments, particularly in the Date 2 Donate campaign in the UK, collaboration with a writer and blogger in Italy, blogger posts in Singapore and South Africa, were analyzed.

Recommendations were developed for the use of influence marketing in blood service establishments of Ukraine. The Blood Service can interact with bloggers through blog posts; an invitation to the blood center, videos showing the process of donating blood; live broadcasts; maintaining an account or heading of the blood center on social networks; conducting competitions on social networks, and others.

Keywords: *influencer marketing; blogs; bloggers, blood service; marketing communications; marketing tools; marketing management.*

Fig.: 5. Table: 2. References: 18.

Urgency of the research. Traditional marketing tools are gradually losing effectiveness. The average consumer is oversaturated with advertising messages and ignores them; there is resistance from the consumer when receiving advertising information. Simultaneously, it is growing the number of Internet users; it is becoming popular the interaction with the company through social media. It is increasing the number of bloggers whose opinions are listened to by their followers. This stimulates the development of new areas of marketing activities of the company.

МАРКЕТИНГ

Formulation of the problem. There is a need to find more modern and, at the same time, effective marketing tools. One of them is influencer marketing, which effectively interacts with the consumer and forms the necessary attitude towards the company, ideas, problems, and others.

It involves the brand interacting with consumers through trusted bloggers. To do this, they use social networks (posts on social networks, YouTube channel, reviews, contests, etc.). The feature of influencer marketing is that it does not look like advertising. People trust favorite bloggers more than advertisements on television, radio, etc. Most people believe the recommendations of others, even if they are not personally acquainted. Influencer marketing allows a company to be more effective in interacting with its target audience than with traditional advertising. It is being used in more and more fields.

A few years ago, famous people were involved in the advertising campaign: singers, athletes, top models, etc. Recent trends focus on ordinary people with a growing number of social network subscribers (from 3 thousand to 1 million) or bloggers.

Actual scientific researches and issues analysis. Influencer marketing research is increasingly focused on marketing and PR agencies, SMM professionals, and marketers. Among scientists Gvozdetskaya I. V. [1], Dyachenko K. V. [2], Kueva-Estrada J. [3], Belova T. H. [4], Kislytsyna A. A. [5], Zhurylo V. [6], and others study ways to promote goods and services through Influencer marketing and features of its application.

Gvozdetskaya I. V. [1] analyzed current trends in influencer marketing development, studied the impact on the audience with thought leaders, considered examples of effective use of influencer marketing and its advertising benefits.

Dyachenko K. V. [2] analyzed the mechanism of influence on the audience. Cueva-Estrada J. [3] proved the relationship between influencer marketing and consumer buying behavior.

Belova T. H. [4] explored the stages of working with bloggers on social networks.

Jurylo V. [6] analyzed the benefits of bloggers engaging in social networks on the Internet, the stages of marketing activities to attract bloggers, and made a psychographic profile of influencer marketing's target audience.

Influencer marketing is now used not only in the commercial fields but also in other industries. Thus, Kislytsyna A. A. [5] studied the role of influencers in modern political campaigns. One of the areas where influencer marketing can give good results is the blood service [7-9]. It can help to increase the number and quality of donors.

The research objective. To achieve this goal, it is necessary to solve the tasks: 1. Identify possible formats of work with bloggers. 2. Analyze the experience of using influencer marketing in blood service facilities. 3. Develop recommendations for the use of influencer marketing in Ukrainian blood service facilities.

Target setting. The aim of work is to identify possible formats of work with opinion leaders, analyze the positive experience of influence marketing using in blood services abroad, and develop recommendations for its use in Ukrainian blood service facilities.

The statement of basic materials. Influencer marketing is a type of social media marketing that uses influencers – individuals who have a dedicated social

МАРКЕТИНГ

following and are viewed as experts within their niche. It is used by different companies indicates fairly high efficiency. According to research [10], 92% of consumers trust recommendations from other people – even someone they do not know – over brand content. 70% of consumers reports online customer reviews as the second most trusted source. Working with bloggers begins with defining the purpose and tasks of interaction (Fig. 1).

sales increasing	trust level increasing	negativity decreasing
increasing the knowledge level of the target audience about the company	Tasks of interaction with bloggers	growth in the number of subscribers to social networks pages
demonstration of product using ways		brand awareness increasing

Fig. 1. Tasks of interaction with bloggers

Source: developed by the authors based on [11]

Interaction with bloggers allows the company to solve different tasks. In most cases, bloggers are involved for image purposes, the formation of the necessary attitude to the brand, and, consequently, to increase sales in the future.

There are different formats of interaction with thought leaders or bloggers (Fig. 2).

product review from a blogger	live broadcast with a blogger	heading or profile branding	blogger – a brand ambassador
private parties and press tours with a blogger	Formats of interaction with bloggers		product in the blogger's account with a mark and a recommendation
attracting a large number of bloggers at once			product placement in a video or posts
maintaining a brand account within one day (week)	various special projects	unpacking parcels with the product	contests and giveaways with gifts for subscriptions, friends' marks, contacts publication

Fig. 2. Formats of interaction with bloggers

Source: developed by the authors based on [10-11]

The format of interaction is chosen based on initial goals and tasks. Sometimes companies combine several formats of interaction with bloggers or work simultaneously with several bloggers in one direction. Next, it needs to choose the bloggers with whom the company will cooperate. The selection of bloggers is based on the following criteria (Fig. 3).

Blogger location	Submission of advertising	Views and engagement
The ratio of advertising and blogger's own content on the website	Criteria for bloggers selection	A number of subscribers and their quality (no bots)

Fig. 3. Criteria for bloggers selection

Source: developed by the authors based on [12]

МАРКЕТИНГ

As a rule, companies compare bloggers with each other not by one but by several criteria. This allows you to conduct an advertising campaign more effectively. Based on the results of interaction with bloggers, it is carried out to evaluate of efficiency by indicators (Fig. 4).

revenue generated	Indicators for effectiveness assessing of interaction with bloggers	earned media value
social shares		click-throughts
number of views or likes		the number of users who took the target action
detailed information about the audience		the number of comments, their general tone
	average viewing time of the video	

Fig. 4. Indicators for effectiveness assessing of interaction with bloggers

Source: developed by the authors based on [10-12]

The company selects several key performance indicators from a large list of existing performance indicators. Then it monitors them throughout the advertising campaign and makes adjustments as necessary. Although any work with bloggers is temporary, most indicate that interaction with bloggers gives additional benefits for a long time from now (Fig. 5).

most bloggers tell their friends about the brands they have worked with	on a free and voluntary basis, bloggers create additional content about the brand, and after the campaign	bloggers admit that they are more likely to buy the sponsor's product in the future rather than its competitor
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Fig. 5. Additional benefits for the company from interacting with bloggers

Source: developed by the authors based on [10-12]

According to [10], 65% of brands use influencer marketing in some way to promote their products and services. 52% of the current budget for Influencer marketing and 25% of companies spend \$ 500,000 on influencer marketing.

However, influencer marketing is now used not only in the commercial sphere. Consider examples of influencer marketing using in the blood service.

In 2018, the UK Blood Service ran the # date2donate campaign [13].

There were recorded the series, where the main characters were stars and celebrities on social networks who wanted to show that donating blood is something to choose from.

The task of the campaign: to normalize the conversation about donating blood. In the process of donating blood, they talked to each other on various topics: about friends, the Arabic alphabet, celebrities, children's successes, growing up in the age of social networks, experience, the trolls they faced on social networks... Some of them donated blood for the first time [13].

There were used the following promotion channels: website, Twitter, Facebook, YouTube, Instagram. The average video duration was 2-3 minutes [14].

Tables 1 shows the results of this campaign in the network Facebook. In analysis it was includes only the most popular videos from campaign.

МАРКЕТИНГ

Table 1

Results of influencer marketing in Facebook

Engaged bloggers	Views, thousands	Likes	Comments
Maya Jama and Jolyon Rubinstein	84,7	406	41
The Mac Twins	65,7	393	52
Kelechi & Cassandra	40,2	121	18
Mim Shaikh x Harry Pinero	32,6	348	13
Trailer	29,2	104	16
Andi & Miquita Oliver	120,1	799	143
Total	372,5	2171	283

Source: developed by the authors based on [14]

Table 1 shows that the video with bloggers Andi & Miquita Oliver received the most coverage in terms of the number of views, likes, and comments. The results of this campaign in the YouTube is shown in the (Tab. 2).

Table 2

Results of influencer marketing in YouTube

Engaged bloggers	Views, thousands	Likes	Comments
Amelia & Cadet	40,1	1200	34
Gemma Styles & Laura Doggett	26,9	819	33
Love Island	17,9	241	8
Jeff & Katy	11,7	176	8
Trailer	11,3	96	4
Yasmin, Remel & Jordan	6,1	56	1
Maya Jama & Jolyon Rubinstein	5,6	39	8
Andi & Miquita Oliver	3,3	25	3
The Mac Twins	2,2	10	1
Kelechi & Cassandra	1,5	24	0
Blind Date	1,4	24	3
Total	154,8	3529	136

Source: developed by the authors based on [15]

However, on YouTube, the most popular was another video - with Amelia & Cadet, providing almost a third of all views, likes, and comments. Although YouTube is the most popular video platform, the data in Tables 1 and 2 show that Facebook as an advertising platform has shown greater effectiveness: there have been more views, likes, and comments.

In Italy, a non-profit organization has collaborated with writer and blogger Giancarlo Liviano d'Arcangelo. He wrote the book "From the Same Blood: Stories of Gift, Love, and Life That Change." The author told about some children's family life, who, thanks to the donation, managed to improve relations with their parents, others who first went to donate blood as soon as they turned 18, and then extended their lives. The book aims to raise awareness among young people through stories of solidarity and hundreds of lives saved and changed every day through donations. In this book, the main characters are not only donors but also recipients. The book is

МАРКЕТИНГ

published in the series "Il mulino a vento" by Raffaello, specializing in texts for children. It was exciting to involve students, potential new donors. The book is sold on Amazon and is recommended for reading during summer vacations among Italian schoolchildren. The next stage of the campaign is AVIS volunteers attending school lessons and presenting stories from the book to students and teachers [16].

There are also many publications on the Internet where bloggers talk about their visit to the blood center and accompany it with photos from the scene [17; 18]. Moreover, they offer others to involve in the donor movement. So, in Singapore in 2012, bloggers were involved in donating blood. As a result of donations, they published posts about these events in their own blogs, dispelled the myths about donation [17]. In one blog, a nurse from Great Britain talks about her experience in South Africa in 2016 and how she managed to save one mother's life by donating blood [18].

Conclusions. Thus, the following formats of the interaction of the blood center with bloggers can be offered. The blog post about a visit to the blood center.

Invitation to the blood center for blood donation, record a video about this process, and take a picture of it. In the process of donating blood, you can dispel fears about donation, show the ease of helping other people, show the attitude of the donor to the donation process, why he does it, what it gives him, and so on.

Video on Youtube. Showing the delivery process, satisfied faces of donors, positive.

Live broadcast from the center of blood with a blogger.

Souvenir products of the blood center in the blogger's account with a mark and a recommendation.

The offering a blogger one week to maintain a blood center account on social networks.

The blood center can invite a blogger to the blood center's internal events or organize a press tour of the country's various blood centers with the publication of a photo report on these events.

Holding a contest with a blogger on social networks with souvenir prizes for the largest number of reposts and likes for a subscription.

The offering a blogger during a month to run 1 column on the social networks' blood center's page.

Creating a viral video together with a blogger.

These formats creates additional opportunities for effective interaction with consumers, attracting their attention, forming the value of the product, improving the effectiveness of informing target consumers.

Influence marketing can be a very effective channel for promoting not only products but also social ideas. Opinion leaders attract large audiences of supporters, and they can influence people's views, decision-making process, and concrete actions. Interaction with thought leaders allows you to create a positive image of the institution, brand, product, or service in the consumer's imagination and increase

МАРКЕТИНГ

targets. To do this, you need to decide with bloggers, choose the best interaction formats, and monitor the final indicators.

Today, influencer marketing is one of the most powerful and effective modern digital promotion channels, enhancing brand awareness and addressing social issues. Opinion leaders can influence the opinions, views, actions, and decisions of subscribers. They create a positive image of the organization. Moreover, to get the maximum effect, it needs to find bloggers close to the organization's values, identify options for interaction with the target audience, and track the results of publications.

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МАРКЕТИНГ

МАРКЕТИНГ ВПЛИВУ В ЗАКЛАДАХ СЛУЖБИ КРОВІ

Анотація. Інструменти традиційного маркетингу поступово втрачають ефективність. З кожним роком зростає кількість інтернет-користувачів і стає популярною взаємодія з компанією через соціальні медіа. Це стимулює розвиток нових напрямів маркетингової діяльності компанії. Виникає необхідність в пошуку більш сучасних і разом з цим ефективних маркетингових інструментів. Одним із них є маркетинг впливу.

Дослідженню маркетингу впливу все більше уваги приділяють маркетингові та PR-агенства, SMM-фахівці та маркетологи; серед науковців Гвоздецька І. В., Дяченко К. В., Куєва-Естрада Дж., Белова Т. Г., Кислицина А. А., Журило В. та інші.

Хоча з кожним роком збільшується кількість публікацій щодо маркетингу в службі крові, однак відсутні наукові публікації щодо взаємодії з лідерами думок в закладах служби крові.

Метою роботи є визначення можливих форматів роботи з лідерами думок, аналіз позитивного досвіду використання маркетингу впливу в службах крові за кордоном, розробка рекомендацій щодо його використання в українських закладах крові.

У роботі було визначено можливі цілі та формати роботи з лідерами думок, критерії вибору блогерів та показники для оцінки ефективності взаємодії з ними. Були проаналізовані досвід використання маркетингу впливу в закладах служби крові, зокрема в кампанії «Date 2 Donate» в Великобританії, співпраця з письменником та блогером в Італії, пост блогерів в Сінгапурі та ПАР. Було розроблено рекомендації для застосування маркетингу впливу в закладах служби крові України.

Служба крові України може взаємодіяти з блогерами через пости в блозі; запрошення до центру крові; відеоролики з показом процесу здачі крові; прямі ефіри; ведення акаунту або рубрики центру крові в соціальних мережах; проведення конкурсів в соціальних мережах та інші.

Ключові слова: інфлюенс-маркетинг; маркетинг впливу; блоги; блогери; служба крові; маркетингові комунікації; маркетингові інструменти; управління маркетингом.

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