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FINANCING INTERNET MARKETING FOR PROMOTING THE BRAND (PRODUCTS) OF UKRAINIAN CONSTRUCTION COMPANIES

ABSTRACT

In this article, the authors examine current aspects of financing internet marketing for construction companies in the context of digital market transformation. Given the growing role of digital channels in promoting products and brands, the current state of marketing activities of companies in the construction industry in Ukraine is analyzed, and the most common problems arising in the process of organizing and financing Internet marketing campaigns are identified. The study showed that despite the gradual growth of companies' interest in digital tools, the lack of a comprehensive approach to planning the budget for marketing activities, insufficient staff qualifications, and the neglect of the strategic component led to a decrease in the effectiveness of investments in this area. Based on the analysis, the authors propose an adaptive model for financing Internet marketing that takes into account the scale of the company's activities (small, medium, or large business), market conditions, the type of product being promoted, and the availability of resources. The model is designed to enable construction companies to flexibly and reasonably form their marketing budget, distributing priorities between SEO, contextual advertising, CRM systems, branding, automation, and analytics. The proposed approach is based on a combination of practical market analysis and evaluation of the effectiveness of digital tools used in the construction industry. The results of the study can be used as a theoretical basis for further scientific developments in the field of digital marketing financing, as well as a practical tool for managers and marketers of construction companies in the process of making decisions on the effective use of resources for brand promotion on digital platforms.

Keywords: digital marketing, internet marketing, financing, marketing budgeting, construction industry, SEO, contextual advertising, CRM systems

JEL Classification: M31, L74

INTRODUCTION

Over the past decade, the digital component has ceased to be peripheral – for many industries, including construction, it has become the space where reputation, trust, and market resilience are shaped. In the context of the Ukrainian construction business, which is undergoing an intense period of transformation, the importance of internet marketing has grown significantly. However, this rising importance is not always matched by adequate funding.

The belief that construction “speaks for itself” through its results still persists within the business environment. Yet in today’s world of high competition and information overload, the mere existence of a completed project is no longer sufficient. Before contacting a company, a potential client often encounters its digital image – a website, social media profile, search results, and reviews. This is where internet marketing begins to function as a powerful instrument of influence.

Nevertheless, most Ukrainian construction companies still do not perceive digital promotion as an integral part of strategic planning. In many cases, marketing efforts are carried out sporadically, without a defined budget or long-term goals. This creates an illusion of savings but, in reality, leads to lost opportunities.

Among the key reasons for this situation are not only financial instability but also limited access to institutional financing, which could otherwise be directed toward the development of marketing communications. Furthermore, the level of digital competence often remains insufficient to effectively choose appropriate channels, configure sales funnels, analyze user behavior, or assess the return on marketing investments. And this poses a serious barrier.

At the same time, attention should be paid to the broader direction of industry development: in the context of post-war reconstruction, the construction sector fulfills not just a technical role, but becomes a symbol of resilience and hope. A construction company's brand, its public stance, transparency, and quality of communication with clients are gaining importance that extends beyond commerce. All of this falls within the realm of internet marketing – an area that requires proper and well-considered funding.

Ultimately, this is not just about advertising expenses – it is about building a foundation of trust, without which sustainable development is impossible, whether in domestic or international markets. Funding for internet marketing should, therefore, be viewed as an investment – long-term, strategic, and at the same time highly practical. It is precisely this approach that allows a strong and recognizable brand to emerge – one with the potential to remain relevant in the market of tomorrow.

LITERATURE REVIEW

In recent years, the construction sector in Ukraine has increasingly emphasized the importance of marketing tools. This is no coincidence: as the economy becomes more digitalized, consumers are behaving differently – they now expect greater personalization, convenience, and speed when interacting with companies. In the face of growing competition, traditional promotional methods no longer yield the desired results, prompting businesses to reconsider how they communicate with their target audiences.

In this context, the research by Vasylyk, M. S., & Kovshova, I. O. (Vasylyk, 2021) is particularly relevant. Their studies explored the use of virtual and augmented reality technologies, highlighting how tools such as gamification and immersive experiences can not only entertain clients but also significantly reshape product perception and set new standards of customer expectation. This opens new avenues for marketers aiming to enhance brand attractiveness.

The integration of digital technologies in retail was explored by Borysenko, O. (Borysenko, 2025), whose work emphasizes the role of personalized systems powered by intelligent analytics. These technologies enable companies to remain agile and quickly adapt to changing conditions while building seamless communication with their customers.

The financial dimension of marketing tool deployment was addressed in the work of Havrylenko, T. V., & Belyenko, D. R. (Havrylenko, 2023). They argue that only a comprehensive integration of classical and digital marketing approaches allows construction companies to remain resilient in rapidly shifting markets. According to their findings, digitalization is not a fleeting trend but a fundamental component of strategic marketing that requires consistent financial support.

Among the key instruments forming the foundation of modern marketing, marketing communications play a pivotal role. A well-designed, strategic communications approach enables businesses not only to convey product or service value but also to build long-term, sustainable relationships with customers. In this regard, the research of Pashchenko, O. P., Vyhovskiy, V. H., and Zavalij, T. O. (Pashchenko, 2022) highlights that an effective marketing communications system enhances organizational manageability, strengthens stakeholder relations, and lays the groundwork for long-term brand loyalty.

Companies today must not only seek new audience acquisition methods but also gain deeper insight into what truly interests their clients. Modern tools such as Big Data, CRM systems, and digital analytics are instrumental in this process. As Bilousko, T. M. (Bilousko, 2023) correctly observes, these tools enable a more precise analysis of consumer behavior, helping businesses avoid wasting budgetary resources on ineffective activities.

The role of the modern marketer has also evolved significantly. It is no longer sufficient to be merely an "executor" – the role now requires a strategic thinker who combines creative insight with strong analytical capabilities. Mykhalchenko, I. H., Tokar, Y. V., and Lytvynenko, A. O. (Mykhalchenko, 2024) emphasize that automation tools – from chatbots to artificial intelligence – not only help forecast customer behavior but actively influence it.

An important observation about marketing strategy planning, specifically in the construction sector, was made by Ovsienko, N. (Ovsienko, 2021). According to her, having a well-developed strategy does not guarantee immediate commercial success, but it does provide a solid foundation for systematically entering competitive markets. Such a strategy enables companies to establish a reputation among potential consumers and investors as reliable, professional market players – a critical factor for financial stability and long-term profitability.

The growing focus on digital interaction tools across various economic sectors – particularly construction – has been noted in numerous academic discussions. For instance, Untilov, A., and Shmidhal, K. (Untilov, 2020) attempted to systematize marketing activity in the construction industry and outline potential avenues for its development. They stress the need to incorporate elements of e-marketing, which, in their view, should not merely supplement traditional channels but serve as the core of a renewed corporate communication platform.

A consistent and methodical approach to building a marketing strategy is proposed in the works of Hudz, Y., Dzhereliuk, Y., and Kravchuk, Y. (Hudz, 2023). The authors present a logically structured model of strategic thinking based on detailed market niche analysis, competitive positioning, precise audience segmentation, relevant brand positioning, and the adaptation of marketing tools to specific business environments.

A number of contemporary studies – including those by Fisun, Y. V., and Arbora, I. V. (Fisun, 2020) – draw attention to the evolving approaches to competitive dynamics in sales. In an oversaturated market environment increasingly characterized by supply-demand imbalances, companies must focus not only on classical performance indicators but also on intangible yet critical factors. The authors identify a company's adaptability – driven by creative thinking and the flexible use of both digital and traditional marketing tools – as one such factor. The emphasis is shifting from sheer reach or customer volume to the quality of engagement – an aspect difficult to quantify, yet often decisive in the customer's purchasing decision.

A structured overview of scientific approaches to the use of digital tools in the brand promotion systems of construction companies is presented in Table 1.

Table 1. Systematization of Approaches to the Use of Digital Tools in the Brand Promotion System of Construction Companies in Ukraine. (Source: Vasylyk et al., 2021; Pashchenko et al., 2022; Borysenko, 2025; Bughin et al., 2017)

№	Approach	Core Idea	Key Contributors	Examples of Digital Tools	Advantages for the Enterprise
1	Channel-Based Approach	Selection of an optimal set of digital promotion channels	Vasylyk M.S.	Email marketing, SEO, contextual advertising	Reduced communication costs, precise targeting
2	Behavioral Approach	Focus on personalized customer behavior	Vasylyk M.S., Kovshova I.O.	Big Data, CRM analytics	High conversion effectiveness, increased customer loyalty
3	Integration Approach	Combining traditional and digital communications into a single strategy	Pashchenko O.P., Zavaliiy T.O.	Marketing automation, omnichannel solutions	Consistent brand positioning
4	Emotional Approach	Influencing the emotional sphere of the consumer through digital means	Borysenko O.	AR/VR solutions, video storytelling	Creation of an emotional connection with the brand
5	Analytical Approach	Continuous measurement of the effectiveness of digital efforts	McKinsey Digital, Accenture (Source: Bughin et al., 2017)	Google Analytics, heatmaps	Transparent budget planning, real-time campaign adjustments

The proposed approaches are not mutually exclusive – on the contrary, their combination enables construction companies to establish a sustainable market presence and respond flexibly to customer demands. For instance, integrating emotional and analytical approaches allows businesses to simultaneously foster emotional engagement and rationally assess the return on each marketing tool.

AIMS AND OBJECTIVES

The purpose of this research is to examine the financial aspects of internet marketing aimed at promoting the brand (or products) of construction companies, to analyze the current state of marketing activities within the construction sector, and to develop an adaptive model for financing internet marketing strategies for construction firms.

To achieve this goal, the following research objectives were identified:

- to analyze the current state of marketing practices among construction companies in Ukraine;
- to identify key problems in financing internet marketing initiatives in the construction industry;
- and, based on an analysis of digital marketing tools, to construct an adaptive model for financing internet marketing tailored to the specific needs of construction companies.

METHODS

In preparing this study, a set of complementary research methods was employed, each contributing to the development of a comprehensive understanding of the financing practices related to internet marketing in Ukraine's construction sector. The primary objective was to ensure analytical depth, reliability, and a systematic approach to the subject matter.

At the conceptual stage, the authors relied on a deductive approach, which facilitated the formulation of general theoretical principles regarding the nature of digital marketing, subsequently adjusted to reflect the specific characteristics of the construction industry. In parallel, an inductive method was applied – by analyzing the practical experience of selected Ukrainian construction companies, the researchers identified recurring patterns in the implementation and effectiveness of internet marketing strategies.

A systems analysis was also conducted, enabling the authors to holistically review and systematize the outcomes of marketing activities as an interconnected set of processes – from strategic vision and budgeting to the implementation of digital impact tools. Particular attention was given to content analysis: a wide array of empirical material was gathered through the review of thematic academic literature, industry reports, and marketing case studies, forming the empirical basis for the study's analytical conclusions. To determine the most effective promotional tools in practice, comparative analysis and ranking methods were utilized to assess and categorize the relative effectiveness of various digital marketing instruments.

RESULTS

The current stage of development of Ukraine's construction industry is characterized by the simultaneous influence of several factors: wartime risks, declining investment activity, changes in the structure of housing demand, and increasing digital competition. Under such conditions, the effectiveness of internet marketing directly depends on how rationally a company plans, finances, and controls its expenditures on brand promotion. Internet marketing has evolved beyond being merely a communication tool – it has become a crucial financial and investment component that affects the cost of capital, return on assets (ROA), and cash flow dynamics (CF).

According to estimates by the State Statistics Service of Ukraine and industry associations, as of 2023, more than 22,000 construction enterprises were operating in Ukraine, approximately 35% of which were actively engaged in the residential construction market. Among them, over 60% already use internet marketing tools to stimulate demand, including SEO promotion, targeted advertising, video marketing, and virtual property tours.

Survey data show that the average share of internet marketing expenses among construction companies ranges from 3% to 8% of total operating expenditures, whereas in 2020, this figure did not exceed 2.5%. Thus, the share of marketing investments has nearly tripled over the past three years.

The efficiency of internet marketing in the construction sector is determined not only by the total investment volume but also by the structure of its distribution among key areas of digital promotion. For medium-sized companies (with annual turnover ranging from UAH 50 million to UAH 300 million), the structure of marketing financing is based on an optimal balance between direct sales-driving tools and brand image-building activities.

According to analytical observations and sectoral surveys conducted among construction companies in 2023–2024, the structure of internet marketing expenditures is presented below.

Table 2. Structure of Internet Marketing Financing in Ukrainian Construction Companies, 2024. (Source: State Statistics Service of Ukraine – ukrstat.gov.ua)

Category of Expenditures	Average Share in Company Budget, %	Primary Purpose
SEO and Content Marketing	25	Enhancing brand recognition and generating organic traffic through the website and media platforms.
Targeted Advertising (Facebook, Instagram, Google Ads)	30	Lead generation and stimulation of residential property sales through paid digital channels.
Video and VR Content	20	Visual demonstration of construction projects and creation of an immersive customer experience.
SMM and Public Relations on Social Media	15	Building corporate reputation, brand positioning, and fostering client trust.
Analytics, CRM Systems, and Automation Tools	10	Monitoring communication efficiency, optimizing data-driven decision-making, and personalizing client interaction.

Analyzing the data presented in Table 2, it can be observed that the largest share – 30% – is allocated to targeted advertising, which today serves as the primary driver of residential property sales. This can be explained by the fact that this tool ensures direct interaction with potential buyers, enables companies to tailor advertising campaigns to specific consumer segments, and allows for real-time measurement of financial efficiency through such indicators as Customer Acquisition Cost (CAC) and conversion rate.

The second most significant component is SEO and content marketing (25%), aimed at the long-term development of brand awareness. In the construction industry, where the decision-making cycle for purchasing real estate may last several months, content marketing ensures the company’s sustained visibility in search engines, directly influencing Cost per Lead (CPL) and the overall marketing campaign ROI.

Video and VR content, accounting for around 20% of marketing budgets, represent a strategic investment in customer experience. In a context where potential clients often cannot physically visit the construction site, 3D visualization and virtual tours create an immersive presence effect, significantly increasing trust in the company.

Social Media Marketing (SMM) and Public Relations (PR) activities represent approximately 15% of expenditures – a relatively modest yet steadily increasing share. These investments yield the highest reputational impact, as they ensure two-way communication with consumers, foster emotional brand attachment, and support organic growth of customer loyalty.

The final component – analytics, CRM systems, and process automation (10%) – is gaining increasing importance in financial planning and performance control. Through the integration of analytical platforms such as Google Analytics, Power BI, and CRM systems, companies can conduct financial assessments of marketing channel performance, calculate Return on Marketing Investment (ROMI), and adjust budgets dynamically in real time.

Overall, this structure reflects a gradual transition of construction enterprises toward an investment-based approach to marketing financing, where expenditures on digital promotion are viewed not as operational costs but as investments in intangible assets – brand equity, consumer trust, and corporate market capitalization.

The dynamics of capital investments serve as a key indicator of the business activity of construction enterprises, reflecting not only their financial resilience but also their commitment to technological innovation, market expansion, and the implementation of large-scale projects (Table 3). A parallel analysis of internet marketing expenditures enables an assessment of the level of digitalization of business processes and the strategic readiness of companies to compete in an increasingly digitalized economy.

Table 3. Dynamics of Capital Investments and the Share of Internet Marketing Expenditures in Construction Enterprises of Ukraine, 2020–2024. (Source: State Statistics Service of Ukraine – <https://ukrstat.gov.ua>; author’s calculations)

Year	Volume of Capital Investments, UAH billion	Growth Rate, %	Share of Internet Marketing Expenditures, % of Operating Costs	Characteristics of the Dynamics
2020	41.6	–	1.2	High investment activity before the COVID-19 pandemic
2021	32.2	–22.5	1.6	Decline due to crisis phenomena and funding constraints
2022	33.5	+4.1	2.3	Beginning of digital transformation and demand stabilization
2023	35.6	+6.3	3.4	Intensification of marketing campaigns in digital networks
2024	46.8	+31.5	4.8	Recovery of investment dynamics and digitalization of marketing

During 2020–2024, the dynamics of capital investments in Ukraine’s construction industry were uneven, reflecting a complex interplay of external and internal factors. After a relatively high investment level in 2020, there was a sharp decline in 2021 (by 22.5%), largely due to macroeconomic instability and the aftereffects of the COVID-19 pandemic, which restricted access to credit resources. A slight recovery occurred in 2022–2023 (+4.1% and +6.3%, respectively), though it did not fully compensate for prior losses. The significant increase in 2024 (over +30%) became possible due to post-war reconstruction efforts, state infrastructure support programs, and international financial institutions’ involvement in construction project financing.

A particularly noteworthy indicator is the share of internet marketing expenditures in the total structure of operating costs. In 2020, this share amounted to only 1.2%, whereas by 2024 it had grown to 4.8%, indicating a shift toward active use of digital promotion tools – including targeted advertising, SEO optimization, content marketing, and partnership programs.

The upward trend in this indicator correlates with growing consumer trust in online communications and the increasing importance of reputational capital in the digital environment.

The analysis of the presented data demonstrates that the investment behavior of construction enterprises in Ukraine has been gradually recovering after the period of economic decline. At the same time, the fourfold increase in the share of internet marketing expenditures over five years indicates a strategic shift in companies' priorities toward digital communication and promotion tools. This trend highlights a growing recognition of digital technologies as a key catalyst for demand generation, brand trust formation, and client relationship management.

Between 2020 and 2024, construction enterprises in Ukraine transitioned from occasional use of online advertising to the systematic implementation of integrated marketing strategies that combine financial, investment, and informational instruments for sustainable sectoral development. Such a transition reflects the maturing approach of businesses to marketing as an investment in intangible capital – reputation, visibility, and long-term competitiveness.

Analyzing the structure of capital investments in the construction sector over this period allows us not only to identify priority directions of tangible asset allocation but also to trace the interconnection between the scale of investment activity and the evolution of marketing strategies. In the context of ongoing structural transformation of the construction market, it is essential to consider not only the physical scale of investments, but also the information and communication component – namely, internet marketing, which has become a principal tool for corporate positioning, project promotion, and investor attraction.

Throughout the analyzed period, there was a consistent upward trend in the share of expenditures on digital promotion activities. In 2020, these costs amounted to only 1.2% of total operating expenses, whereas by 2024, they had risen to 4.8%. This growth evidences a more conscious adoption of digital marketing strategies and the strengthening of online reputation as a decisive factor of competitiveness within the Ukrainian construction market.

Table 4. Structure of Capital Investments in Ukrainian Construction Enterprises by Type of Assets and Share of Internet Marketing Expenditures, 2020–2024. (Source: State Statistics Service of Ukraine – <https://ukrstat.gov.ua>; author's calculations)

Year	Non-Residential Buildings, UAH million	Engineering Structures, UAH million	Residential Buildings, UAH million	Total Capital Investments, UAH million	Share of Non-Residential Buildings, %	Share of Engineering Structures, %	Share of Residential Buildings, %	Share of Internet Marketing Expenditures, % of Operating Costs
2020	5,824	2,146	698	8,668	67.2	24.7	8.1	1.2
2021	4,382	2,590	621	7,593	57.7	34.1	8.2	1.6
2022	4,875	2,718	599	8,192	59.5	33.2	7.3	2.3
2023	5,321	2,980	654	8,955	59.4	33.3	7.3	3.4
2024	6,458	3,294	692	10,444	61.8	31.5	6.6	4.8

The data presented in Table 4 indicate that the investment structure in the Ukrainian construction sector is consistently dominated by the non-residential segment, which, on average, accounts for over 60% of total capital expenditures. This trend reflects the focus of enterprises on commercial, industrial, and logistics projects, which generate long-term economic returns.

At the same time, the share of engineering structures remains consistently high, highlighting the growing role of infrastructure projects in the formation of the country's productive base.

A noteworthy observation is the parallel growth in internet marketing expenditures, which correlates directly with the increase in investment activity. This suggests that construction companies are increasingly recognizing the strategic value of digital communication channels for demand generation, client acquisition, and corporate image management.

Marketing expenditures in the digital environment are increasingly regarded not as supplementary costs but as essential strategic investments that contribute to the long-term capitalization of the corporate brand.

Thus, it can be concluded that between 2020 and 2024, Ukrainian construction enterprises gradually transitioned from fragmented use of online promotion to systematic implementation of integrated marketing strategies, encompassing both financial and communication components of their development.

Table 5 provides an overview of the key financial barriers to funding internet marketing initiatives in the Ukrainian construction industry.

Table 5. Assessment of Barriers to Financing Internet Marketing for Product Promotion in Ukrainian Construction Companies. Note: Weighted Index = (Share of respondents × Impact assessment) / 100. (Source: developed based on the author's expert survey)

Indicator / Barrier	Share of respondents indicating the issue, %	Estimated impact score (1–5)	Weighted problem index
Limited marketing budget	85%	5	4.25
Lack of a clear digital strategy	70%	4	2.80
Low level of management awareness of internet marketing	65%	4	2.60
Absence of ROI analytics and performance evaluation systems	60%	5	3.00
Lack of qualified specialists	55%	4	2.20
Limited access to external financing	50%	3	1.50
War-related risks and unstable environment	80%	5	4.00

As evident from the data presented, the most pressing challenges remain limited marketing budgets and external risks related to the security situation. On the second level are the absence of a clear strategy, the inability to measure effectiveness, and a shortage of qualified human capital in the digital sphere. Collectively, these factors create a vicious cycle in which underfunding leads to a lack of effective promotion, and the lack of tangible results further reinforces budget cuts.

In the current environment of digital transformation, the use of digital tools in branding and marketing communications has evolved from being a competitive advantage to an operational necessity, without which a company's presence in the market becomes virtually unsustainable. This is particularly relevant for the construction sector in Ukraine, where market volatility remains high, and consumer behavior models are continuously evolving alongside the rapid development of digital communication channels.

In this context, there is an urgent need to systematize the theoretical approaches proposed in both domestic and international academic literature in order to develop a deeper understanding of strategic guidelines for the use of digital technologies in brand promotion and identity formation.

To this end, we assess the effectiveness of digital marketing instruments for Ukrainian construction companies using adapted performance metrics such as SEO, contextual advertising, data analytics optimization, CRM systems, and other tools (Table 6).

Table 6. Assessment of the Effectiveness of Digital Marketing Tools for Construction Companies in Ukraine Based on Adapted Metrics. Note: Additional clients attributed to analytics are considered as an optimization effect on other channels.

Tool	Average Monthly Budget, UAH	Number of Acquired Clients	Average Check, UAH	Total Revenue, UAH	ROI, %
SEO	30,000	140	25,000	3,500,000	11.567
Contextual Advertising (Google Ads)	20,000	90	24,000	2,160,000	10.800
Analytics (Optimization)*	7,000	20 (additional)	25,000	500,000	7.043
CRM System	10,000	45	23,000	1,035,000	9.350
Targeted Advertising (Facebook/Instagram)	15,000	70	22,000	1,540,000	9.167
Email Marketing	5,000	30	20,000	600,000	11.000
Content Marketing (blogs, videos)	12,000	50	24,000	1,200,000	9.900
Marketplaces and Aggregators	8,000	40	22,000	880,000	10.900
SMM (Organic Promotion)	6,000	25	23,000	575,000	9.483
YouTube Promotion	18,000	60	25,000	1,500,000	8.233
Retargeting	10,000	35	24,000	840,000	8.300
Affiliate Marketing	4,000	20	21,000	420,000	10.400
Influencer Marketing	14,000	55	23,000	1,265,000	8.935

For major market players operating at the national level or managing extensive product lines, digital marketing must extend beyond mere promotion. In such cases, the focus is on building a resilient brand, leveraging Big Data, implementing artificial intelligence elements for content personalization, and automating business processes.

We propose considering an adaptive model for financing internet marketing for construction companies, which is based on an understanding of the company's internal capabilities and prevailing market conditions (Figure 1). This adaptive model involves accurately assessing the scope of activities, defining key objectives, selecting appropriate tools, and allocating the budget in a way that remains flexible and can be adjusted according to the results achieved. Only such an individualized approach allows companies to invest resources effectively, strengthen their brand, and confidently advance in a competitive environment.

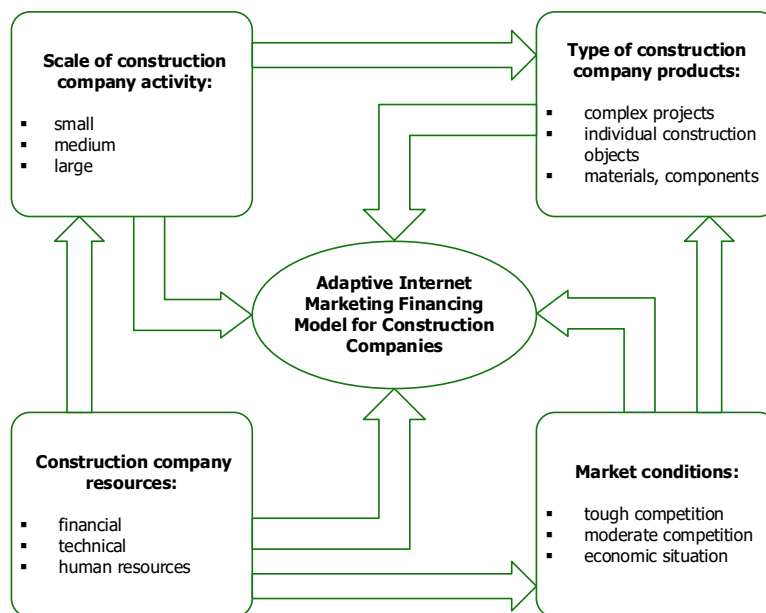


Figure 1. Adaptive Model for Internet Marketing Financing in Construction Companies. (Source: created by the authors based on Tarasiuk et al., 2017; Kloba et al., 2020)

The adaptive model for financing internet marketing in construction companies, presented in Figure 1, is the result of a conceptual synthesis of digital promotion practices, taking into account the specifics of the construction industry, the level of enterprise development, product type, and current market conditions. The essence of this model lies in a differentiated approach to budgeting digital communications based on the scale of the company's operations – small, medium, or large.

For small companies, which have recently entered the market or operate within narrow niches, it is recommended to focus on high-return instruments with minimal initial expenditures.

Medium-sized companies, which already have a certain reputation and a stable client base, move towards comprehensive use of digital channels: in addition to SEO, they actively employ contextual advertising, social media marketing (SMM), marketing automation systems, and basic analytics.

In contrast, large construction companies operating across multiple regions or managing large-scale projects should focus on a multichannel strategy with an integrated approach. At this level, CRM systems, advanced web analytics, automated lead management, and brand communications play a key role. The high level of competition at this stage requires not only technical optimization but also investments in the emotional component of the brand, building trust in the company, and maintaining a sustainable reputation.

Thus, the model considers not only the financial capabilities of companies of different sizes but also their level of digital maturity, the specifics of client communications, and the expected return on marketing investments. However, contradictions arise regarding the precise determination of the optimal percentage of turnover to allocate, as in practice this depends not only on the business type but also on the product life cycle stages, seasonality of construction activities, and overall market conditions. Issues related to measuring the effectiveness of digital efforts – especially over the long term – as well as the balance between promotional expenditures and actual influence on consumer purchasing behavior, remain subject to debate.

The described model holds practical value for marketing managers, CFOs, and owners of construction companies who aim not only to optimize marketing expenditures but also to maximize the effectiveness of digital investments amid a competitive environment and ongoing technological changes.

DISCUSSION

Compared to the studies of Borysenko (2025) and Mykhalchenko, Tokar, and Lytvynenko (2024), the authors of this article propose a practically adapted model for financing internet marketing in construction companies, taking into account the actual capabilities of firms and the specific conditions of the Ukrainian market. While Borysenko emphasizes the strategic role of digital analytics, their study does not address the challenges of implementing such tools in small companies due to limited financial resources and insufficiently qualified personnel. The model proposed in this article provides flexible budgeting and a prioritized selection of instruments, enabling small and medium-sized enterprises to integrate digital technologies effectively without overloading their resource base.

Furthermore, unlike Mykhalchenko, Tokar, and Lytvynenko, who focus on the need to combine analytical skills with the creativity of marketers, we propose a systematic approach to planning marketing investments in construction enterprises, where digital tools are integrated into the financial and investment strategy of the company. This allows a clear linkage between internet marketing expenditures and the dynamics of capital investments, enhancing decision-making transparency and improving managerial efficiency.

Thus, the novelty of the proposed research results lies in the development of an adaptive model for financing internet marketing that considers company size and market conditions, addresses the existing contradictions between the theoretical value of digital technologies and their practical applicability in small and medium construction enterprises, and provides a direct scientific and practical implementation of innovations in the marketing activities of the construction sector.

CONCLUSIONS

The analysis of the marketing activities of construction companies in Ukraine has shown that over the period 2020–2024, there has been a gradual recovery of investment activity following the crisis downturn caused by the COVID-19 pandemic, the war, and economic instability. At the same time, the share of expenses allocated to online marketing within operating costs increased from 1.2% in 2020 to 4.8% in 2024. This indicates a gradual transition of construction enterprises toward systematic use of digital communication channels for promoting their projects and building brand trust.

The study of online marketing financing structures demonstrated that the greatest emphasis is placed on targeted advertising (30% of the budget), which serves as the main driver of residential property sales. A significant portion (25%) is invested in SEO and content marketing to establish long-term brand awareness. Video and VR content (20%) ensures a sense of presence and improves the perception of projects, while SMM and PR activities (15%) contribute to the company's reputational capital. Analytics, CRM, and automation tools (10%) allow companies to evaluate the effectiveness of marketing channels and adjust budgets in real time.

The proposed adaptive model for financing online marketing in construction companies is both scientifically grounded and practically applicable. It takes into account the company's size, financial resources, and the characteristics of the Ukrainian market, providing flexible budgeting and prioritization of digital tools. This approach enables the effective integration of online marketing into the company's financial and investment strategy, enhancing decision-making transparency and managerial efficiency.

The prospects for further research in this area include an in-depth analysis of the effectiveness of specific digital marketing tools in the construction industry, taking into account regional specificities, consumer behavior patterns, and the level of digital maturity of enterprises. It is also advisable to develop mathematical models for optimizing marketing budgets, which would enhance the accuracy of demand forecasting and the return on investment in digital channels. Special attention should be given to studying the impact of artificial intelligence, big data analytics, and automated management systems on the formation of competitive advantages of construction companies in the digital environment.

ADDITIONAL INFORMATION

AUTHOR CONTRIBUTIONS

All authors have contributed equally.

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CONFLICT OF INTEREST

The Authors declare that there is no conflict of interest.

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ФІНАНСУВАННЯ ІНТЕРНЕТ-МАРКЕТИНГУ З ПРОСУВАННЯ БРЕНДУ (ПРОДУКЦІЇ) УКРАЇНСЬКИХ БУДІВЕЛЬНИХ КОМПАНІЙ

У роботі автори розглянули актуальні аспекти фінансування інтернет-маркетингу будівельних компаній в умовах цифрової трансформації ринку. З огляду на зростання ролі цифрових каналів у просуванні продукції та бренду, проаналізовано сучасний стан маркетингової діяльності підприємств будівельної галузі України, виокремлено найбільш поширені проблеми, що виникають у процесі організації та фінансування інтернет-маркетингових кампаній. Дослідження засвідчило, що попри поступове зростання зацікавлення компаній у цифрових інструментах, відсутність цілісного підходу до планування бюджету маркетингових активностей, недостатній рівень кваліфікації персоналу та ігнорування стратегічної складової призводять до зниження ефективності вкладень у цей напрям. На основі проведеного аналізу автори запропонували адаптивну модель фінансування інтернет-маркетингу, яка враховує масштаб діяльності компанії (малий, середній або великий бізнес), ринкові умови, тип продукції, що просувається, а також доступність ресурсів. Модель побудована так, щоб дати змогу будівельним компаніям гнучко та обґрунтовано формувати маркетинговий бюджет, розподіляючи пріоритети між SEO, контекстною рекламою, CRM-системами, брендингом, автоматизацією та аналітикою. Запропонований підхід базується на поєднанні практичного аналізу ринку та оцінки ефективності цифрових інструментів, які використовують у галузі будівництва. Результати дослідження можуть бути використані як теоретична база для подальших наукових розробок у царині фінансування диджитал-маркетингу, а також як практичний інструмент для керівників і маркетологів будівельних підприємств у процесі ухвалення рішень щодо ефективного використання ресурсів для просування бренду на цифрових платформах.

Ключові слова: цифровий маркетинг, інтернет-маркетинг, фінансування, бюджетування маркетингу, будівельна галузь, SEO, контекстна реклама, CRM-системи

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