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APPLICATION OF PERSONALIZATION, PERSONIFICATION AND CUSTOMIZATION IN ENTERPRISE E-MARKETING

It is advisable for almost any enterprise in the XXI century to use the electronic environment and apply the Internet marketing in order to achieve the main goal, namely profit maximizing. Auxiliary platforms can be both a website and an Instagram/Facebook/TikTok page, etc.

Thanks to the Internet, businesses can attract customers in a matter of seconds, while minimizing the cost of transportation, marketing promotion strategy, the number of intermediaries, and can also increase functionality, simplify the process of scaling and implementation, which allows a more thorough and individual focus on one-to-one marketing. But an important drawback to the advantage of the above is the increase in the level of competition among manufacturers. This feature increases the value of buyers and gives room to improve interactions to keep the customer's eyes on you [1].

So, in order to get the attention of the client, we suggest using personalization, personification and customization as methods of promoting the company among competitors. Let's consider the type of economic activity of the enterprise using the example of the introduction of business in the B2C format (from the English "Business-to-Consumer"), the basis of which is electronic retail trade [2].

Personalization. The process of personalizing the site is attuning to each specific user. Setting up personalization of the online store allows you to adapt to each client by selecting results in the search engine, issuing special offers, banners. The visitor receives advice with the most interesting products for him based on his personal preferences. That is, personalization allows:

to increase conversion	the user's journey is shortened, since the buyer does not have to search for the product, the system offers it by itself
to increase the average check	the system offers the most relevant products in cross-sale and upsell blocks, which increases the probability of purchase
to form user loyalty	the program helps to satisfy the needs and desires of customers, thus you take care of them, which increases their loyalty
to improve behavioral factors	the content becomes more personalized, which helps to attract the user to the site, increase the session time, the depth of views
to increase the effectiveness of the sales force	with the help of the system, you adapt the site to the behavior and needs of the user, which positively affects the effectiveness of the sales surge

An example of the use of personalization is Quizzes by BuzzFeed, which was launched by CadBury and produced personalized video quiz results that increased consumer awareness and brand loyalty. This quiz selected the taste for the customer based on the data they left. These videos were so engaging that 90% of users watched the video in its entirety, 65% went to Cadbury's website and 12% even shared their video on social media, further driving popularity.

Personification. Site personalization is often confused with personification. In turn, personification is a function of the site that has been given the features of a living person. It's a good idea to refer to your client as a fictional character, hero, or company representative. An effective way is to apply on behalf of someone who is an employee or the head of the company, as this creates trust and helps to form a positive image of your company in the customer. Basically, personification helps to solve the following tasks:

to take the place of competitors	there are many manufacturers and similar products today, and in order for the consumer to distinguish your brand and choose it from among others, we offer an individual approach to each consumer, which will raise your service a step above competitors
to maintain relations with customers	a good manifestation of personalized marketing is the creation of a chat, the involvement of assistants and bots to solve customer support issues. This tool will help to better interact with consumers, take into account and improve shortcomings

An example of the successful use of personification is the well-known candy brand "M&Ms", which thanks to this tool has updated its business introduction since 1995 and is still holding high positions.

Customization. The customization process is launched specifically based on individual requirements and product requests. Sometimes an online store offers to change almost all options of a thing, to develop a completely new design and functionality. For this purpose, a separate section is created under the names Customization, Creating your own model, etc. Customization of the product suggests changing the parameters at the user's request, for example, the color of the item (including its individual part), shape, size, etc. The customization system is a pretty strong psychological trick. As the customer changes the color, size, style, and other configurations of the model, he begins to feel like the designer of the item. Customization allows you to meet individual needs, taking into account all the features and requirements of the consumer, and as a result, create the absolute exclusivity of your products. The brand "Nike «can be given an example.

So, personalization, personification and customization, the set of three methods of promotion, will allow you to develop your unique approach in providing services to the client, increase brand recognition and competitiveness.

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