

## **THE CONCEPT OF SOFTWARE FOR ENHANCING THE EFFICIENCY OF IT PRODUCT MARKETING STRATEGIES**

**Udovichenko D.I., Moskalenko V. V.**

*National Technical University «Kharkiv Polytechnic Institute», Kharkiv*

In the highly competitive information technology market, the key success factor of an IT product lies in its effective marketing strategy. Traditional marketing approaches are increasingly encountering difficulties in processing large volumes of data on IT market conditions and require automation of these processes. To develop such a concept, it is proposed to design specialized software. Let us examine the key aspects of this software.

One of the most important aspects is improving data analysis efficiency. The software being developed should automatically collect, integrate, and analyze data from various sources. This will enable the identification of market trends and hidden patterns in user behavior and determine the effectiveness of IT product promotion channels. This data will form the basis for making well-grounded and effective marketing decisions for the IT company.

The second aspect is improving targeting efficiency. The software should implement client segmentation and profiling tools so that product managers, IT product sales specialists, and other stakeholders involved in the development and promotion of the IT product can have a clear understanding of the target audience. This will allow the creation of personalized marketing activities aimed at specific segments, increasing conversion rates and reducing customer acquisition costs.

The third aspect is the selection of effective marketing channels. The software should provide product managers with data on the performance of each channel. This will enable the reallocation of the product marketing budget toward the most efficient channels, maximizing the return on marketing investments.

The fourth aspect of the software is enhancing the efficiency of IT market forecasting and marketing planning. The use of scenario modeling tools and forecasting functions within the software will help the product manager assess the potential impact of various factors. This will help reduce the risks associated with the IT product's marketing strategy.

The fifth aspect of the software is the calculation and continuous monitoring of KPIs related to the implementation of the IT product marketing strategy. Analyzing these KPIs will provide a clear picture of marketing effectiveness at each stage of the IT product's sales funnel. This will allow the timely identification of both successful, ineffective tactics, and the prompt optimization of the strategy.

The sixth aspect of the software is processing the results of competitive analysis. Access to competitor data will allow the identification of the company's own advantages and areas for growth, ultimately enhancing the strategic effectiveness of the IT company's marketing efforts.

**Conclusion:** The use of specialized software will enable IT product managers and other users to make informed decisions regarding product improvement, contribute to the development of an effective marketing strategy, and, as a result, increase the IT company's profitability.