

set of measures that would improve the investment climate and promote the attraction of domestic and foreign investment to in our country's economy [2].

The state regulation of investment activity in Ukraine should provide for the solution of certain tasks: 1) increase the potential for investment by enterprises; 2) improve the reputation and attractiveness of the national economy for investors; 3) optimize investment processes to achieve greater efficiency; 4) increase the inflow of foreign investment; 5) attract additional investment resources from various sources.

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EFFICIENCY OF INFLUENCE MARKETING IN MARKETING CAMPAIGNS

Influence marketing has become an integral part of the strategy for most modern marketing companies. It relies on influential figures who have significant authority and followership in social media. This form of marketing is also known as WOM-marketing, as it helps businesses attract a new audience and increase brand loyalty. This research explores the impact of influence marketing on the effectiveness of marketing campaigns using well-known advertising initiatives [4].

Analyzing the use of influence marketing in advertising, one bright example is the CeraVe advertising campaign featuring the famous actor Michael Cera during the SuperBowl broadcast. The campaign cleverly used the concept of a "self-styled character," with Michael skillfully fueling rumors that he is the founder of CeraVe – an unexpected twist that received immense support. The advertisement impressed viewers with its originality and captured interest, leading to a significant increase in brand attention and recognition. According to search data, searches for "CeraVe" and "Michael Cera" during the SuperBowl increased by 960%

and 4660%, respectively, which is an impressive indicator of effectiveness. Additionally, it is important to note that CeraVe collaborated with more than 450 influencers, achieving 6 billion impressions even before the SuperBowl, illustrating the influence of influencer engagement on product promotion. The success was evident not only in increased sales but also in enhanced brand memorability and preference, as evidenced by the results of the Australian CeraVe campaign on TikTok, which garnered over 15 million views and a 29% increase in preferences compared to competitors [1-3].

Another example of using influence marketing in advertising is Rihanna's advertising campaign during the SuperBowl, where she promoted her own brand of powder. This advertisement was also a great success, increasing sales of her products by 25%. Within a day after her performance, searches for her cosmetics brand "Fenty Beauty" grew by 833%, and her account gained 1.5 million subscribers [5].

In addition to SuperBowl commercials, influence marketing is widely used in other industries. For example, many brands collaborate with celebrities and influencers to advertise their products and services. Such partnerships attract a larger audience and boost sales.

In conclusion, it can be said that influence marketing significantly impacts the effectiveness of marketing campaigns. The use of influential figures in advertising allows brands to increase their recognition, attract new customers, and boost sales.

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