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ПОСТРОЕНИЕ МОДЕЛИ МАРКЕТИНГ-МИКС ПРОДВИЖЕНИЯ КРАУДФАНДИНГ-ПРОЕКТА

Аннотация

Стремительное развитие рынка стартапов как прогрессивной формы предпринимательства обусловливает необходимость формирования новых методов аккумулирования капитала. С учетом эффективного зарубежного опыта одним из таких методов выступает краудфандинг. В статье раскрыта сущность понятия «краудфандинг», которая отражает механизм коллективного финансирования проектов с использованием интернет-платформ. Выделены составляющие системы краудфандинга. Ключевое место в системе отведено краудфандинг-проекту. В статье уделено внимание изучению факторов продвижения краудфандинг-проекта с использованием инструментов маркетинга. На основе анализа теоретических подходов к построению модели 5P системы краудфандинга, которая включает элементы: люди, цель, платформы, участие и продуктивность, сформировано авторское предложение модели 7P краудфандинг-проекта. Модель включает такие элементы, как: команда, планирование, проект, презентация, продвижение, постоянный контакт с аудиторией, вознаграждение. По мнению авторов статьи, совокупность элементов модели 7P краудфандинг-проекта отражает специфический комплекс действий по формированию и дальнейшему продвижению проекта на специализированных краудфандинговых платформах.

Ключевые слова

Система краудфандинга, модель маркетинг-микс, краудфандинг-проект, краудфандинговая платформа, продвижение.

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BUILDING A MARKETING-MIX MODEL FOR CROWDFUNDING PROJECT PROMOTION

Annotation

Rapid development of startup market as a progressive form of entrepreneurship necessitates the formation of new methods of capital accumulation. Taking into account the effective foreign experience, one of these methods is crowdfunding. Article reveals the essence of concept of «crowdfunding», which reflects the mechanism of collective financing of projects using Internet platforms. Components of crowdfunding systems are highlighted. Crowdfunding project has a key place in the system. Article focuses on the study of factors for promoting a crowdfunding project using marketing tools. Based on the analysis of theoretical approaches to the construction of 5P model of crowdfunding system, which includes the elements: people, purpose, platforms, participation and productivity, the author's proposal for 7P model of crowdfunding project has been formed. Model includes elements such as people, planning, project, pitch, promotion, permanent contact, perks. According to the authors of article, set of elements of 7P model of crowdfunding project reflects a specific set of actions for formation and further promotion of project on specialized crowdfunding platforms.

Keywords

Crowdfunding system, marketing-mixmodel, crowdfunding project, crowdfunding platform, promotion.

Introduction

A system as a general scientific concept is a set of interrelated and properly arranged elements of a certain holistic education. The economy of any State functions as a multidimensional system, which con-

sists of a large number of different interrelated and interdependent components, developing in accordance with the laws common to the whole system.

One of the first to define the concept of «economic system» was F. L. Pryor. The scientist has noted that the economic system covers a part of political, social, and economic institutions and organizations that determine property relations in a particular society and that directly or indirectly affect the consumption, distribution, exchange, and production of goods and services [9].

The economic system includes a system of methods for attracting investment, which, in the context of digitalization of economic relations, acquires new tools that function using network services and cloud platforms. One of such tools is crowdfunding-an innovative tool of investment activity, which makes it possible to accumulate financial and other resources from a significant number of participants for the implementation by the authors (initiators) of crowdfunding projects of various target areas using specialized platform solutions. As with traditional methods of attracting investment, crowdfunding is a combination of people, technology, financial and other resources that together make up a crowdfunding system.

Materials and methods

The study of the crowdfunding system is relevant for many scientists and practitioners. A special place is given to the study of the factors of promoting a crowdfunding project, as a key element of the system, using marketing tools. Some provisions of this approach are covered in the works of E. Gerber, J. Hui, P. Kuo [3], V. Kuppuswamy, B. Bayus [4], E. Mollik [6].

Article has been used the following methods of scientific research: analysis, synthesis, comparison and generalization — to clarify the conceptual and categorical apparatus, in particular to substantiate the essence of concepts of crowdfunding, crowdfunding system, crowdfunding project; structural and logical analysis — to build the 7P model of the crowdfunding project; graphic — for visual display of the results of the study.

Discussion

Currently, in foreign studies [7, 10] , the term «5P» is widely used in relation to the crowdfunding system, similar to the marketing mix model, based on the four coordinates of marketing planning — «4P»: product, price, promotion, place (fig. 1) [5].

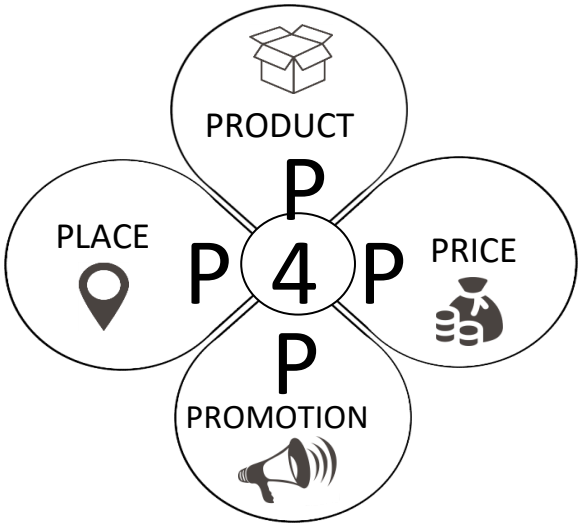

Figure 1 — **Basic marketing-mix model «4P»**

So, the model «5P» includes a set of elements that form a crowdfunding system: people, purpose, platforms, participation and productivity (fig. 2).

1. People. Crowdfunding is carried out on the basis of communication interaction between people, focused on meeting their needs and the interests of society as a

whole. The subjects of the crowdfunding system include people who enter into communication relationships: founder — author of project — seeker or recipient of capital for the implementation of the crowdfunding project; funder (backer, investor) — provides funds for the implementation of a crowdfunding project; intermediary — the organizer of the crowdfunding platform — combines the interests of the founder and funder on specialized platforms where funds are raised for the implementation of the project. Intermediaries also include banks or other payment providers through which funds are transferred.

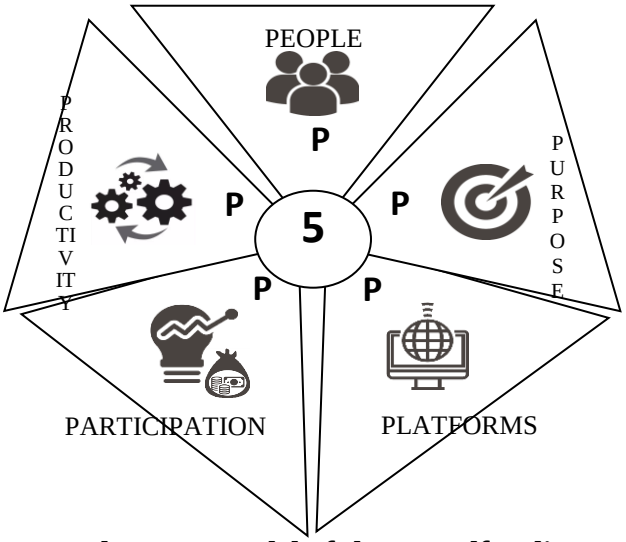

Figure 2 — **The «5P» model of the crowdfunding system**

2. Purpose. Conscious activity of a person, aimed at satisfying personal and social needs, has a specific purpose. The purpose of the activity can be described as an aspiration that reflects the motivated decision of the subject to achieve the desired result of its activities and acts as its regulator. However, the problem of insufficient financial resources continues to be one of the most important challenges for most entities and hinders the achievement of the goal, especially for innovative start-ups and companies engaged in social initiatives and environmental projects. The purpose of crowdfunding is to involve a large number of people in financing the project. In order to achieve the goal, the project author needs to be interested in acting as investors (sponsors) and ensuring the implementation of the project [1].

3. Platforms. A platform should be considered a service that is a «meeting place» for initiative project authors and investors, that is, people who want to become part of a particular project or are interested in the results of its implementation. The crowdfunding platform contains information about registered projects and ensures their information availability. The use of crowdfunding platforms makes it possible to assess the potential of project: reaction of investors to the project (whether or not they want to invest), the «place» of the project in the market and its competitiveness. At the same time, the reliability and popularity of platform are one of the main factors that can motivate or demotivate potential investors. Projects hosted on crowdfunding platforms undergo a validation procedure — preliminary verification for compliance with validity of these data. As a rule, owners of crowdfunding platforms take a commission from the final fees of successful projects. Crowdfunding platforms are the most popular in Russia Boomstarter.ru (2181 successful projects, 936 thousand participants and 453.7 million rubles of funds collected) [2] and Planeta.ru (632 successful projects, 1.1 million participants and 321.4 thousand rubles of collected funds) [8].

4. Participation. Investing money in a project is the main manifestation of investor participation for most traditional financing

methods. For crowdfunding, participation consists not only in funding, but also in creative, informational support of the project, as well as in its critical analysis in order to improve the results of the project. The idea of joint project implementation is a determinant of crowdfunding activities.

5. Productivity. Crowdfunding allows you to bring an idea to life and implement a project much faster, easier and saving human and financial resources. The greatest performance of crowdfunding is observed in charitable and social projects.

Results

The presented specifics of the formation of the «5P» model of the crowdfunding system influence the traditional approach to project management, during which goals are defined and achieved. It is worth noting that for a specific crowdfunding project, the marketing-mix model will include elements that reflect a specific set of actions for the formation and further promotion of the project on specialized crowdfunding platforms (fig. 3).

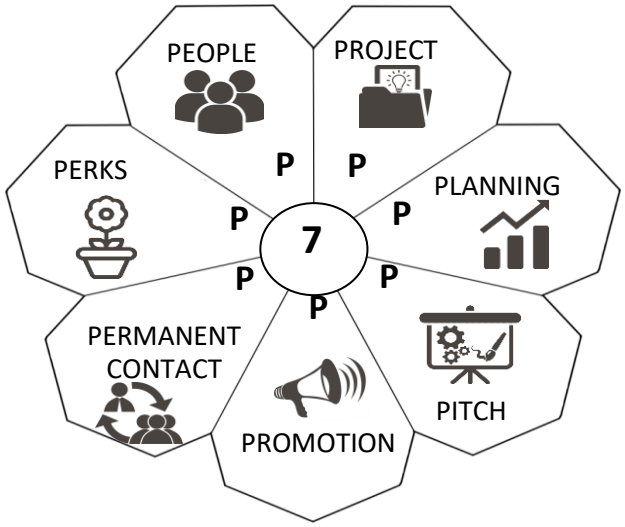

Figure 3 — **The «7P» model of the crowdfunding project**

1. People. The project team is a fundamental factor in the successful implementation of any project, since its coordinated work depends on the influence on the perception of the project in the eyes of the target market. The task of the team is to ensure that the goals of the project are achieved.

2. Planning. Before placing a project on crowdfunding platforms, its authors should plan and form a clear vision of the project, its goal, the terms of the crowdfunding campaign and the project implementation period, the required amount of their own and attracted funds, determine its uniqueness and value for potential investors.

3. Project. This element of the system is the key one. To overcome the barrier of trust and arouse interest in the project, you should pay attention not only to working on a project description that reflects its essence, clearly indicates the purpose of fundraising and answers all the questions of the target audience, but also to how the project will look in the list of projects on the crowdfunding platform — the name, cover and a brief description of the project, which will be shown in the widget immediately under the project name. A successful project should be considered a project that has collected at least the minimum amount announced by the initiators of the project.

4. Pitch. You can make a perfect project of a new business based on a brilliant commercial or innovative idea, but you cannot form a convincing idea and the project will be untenable. Recently, the «crowdfunding pitch video» has been very popular, which visually reflects the main characteristics of the project that deserve attention from the point of view of a worthy alternative to other crowdfunding offers.

5. Promotion. Without active information support for the project, the chances of its success are significantly reduced, so many project authors turn to the use of the media, social networks, media personalities, and also conduct various activities to increase interest in the project.

6. Permanent contact. Each project is aimed at the target audience. Having the detailed portrait, it is possible to use the right communication channels, which will increase the efficiency of attracting investments for the project. It is very important not only to present the portrait, but also to regularly communicate with your audience. Well-built relationships with the target audience can not only raise the necessary amount of funds for the implementation of the crowdfunding project, but also find the right assistants in its promotion.

7. Perks. When placing a project on crowdfunding platforms, it is necessary to create a reward scale that will allow you to take into account the investor's share in the project. As crowdfunding has evolved, several major reward models have emerged:

– donation — sponsorship without remuneration. This model has become most widespread in social, political and medical projects. The main motivation for investors (sponsors) of projects is not to receive remuneration, but to support initiatives similar in spirit;

– reward — non-financial remuneration — the most common remuneration model at present. Remuneration is a kind of incentive that arouses the interest of investors and encourages them to support copyright ideas. The amount of the award depends on the amount of funds transferred (for example, a gift publication signed by performer, photo shoot, visit to the set, etc.);

– crowdinvesting — is a very promising and critical model for the global economy of investor participation in crowdfunding projects. Its main characteristic and distinctive feature is the presence of financial remuneration (royalty-based, lending-based, equity-based).

Conclusions

The development of Internet technologies has increased the efficiency of communication links between the subjects of the economic system. The hypermedia nature of the Internet environment is also characterized by a high degree of audience coverage, efficiency in presenting and assimilating information flows, including the publication of content about a crowdfunding project hosted on a specialized platform. In this regard, the use of marketing tools in the promotion of a crowdfunding project has an impact on the effectiveness of raising funds and ensures the achievement of the project goal.

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