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## **METHODOLOGICAL APPROACHES TO ASSESSING THE EFFECTIVENESS OF MARKETING STRATEGIES AND THE LEVEL OF AWARENESS OF GOVERNMENT INSTITUTIONS**

This article examines methodological approaches to assessing the effectiveness of marketing strategies and the level of recognition of state institutions in the context of the digitalisation of public communications, information competition, and increasing demands for transparency in the activities of public administration bodies. It is argued that for state and diplomatic institutions, a marketing strategy is not merely a means of providing information, but a component of reputation management, public diplomacy and the building of trust in the state. Unlike the commercial sector, where marketing effectiveness is largely measured by financial indicators, in the public sector, social and communication indicators take on key importance: audience awareness levels, media visibility, trust, positive perception, public engagement and the alignment of communications with the institution's objectives.

The paper systematises the main tools of marketing activities for state and diplomatic institutions, in particular public communications, social advertising, partnerships, digital channels, content marketing, media relations and communication via social media. Emphasis is placed on the fact that a modern marketing strategy for a state institution must be based on identifying target audiences, tailoring messages to their information needs, the rational use of resources, adherence to the principles of political neutrality, ethics and transparency, and regular monitoring of results.

A comprehensive approach to evaluating communication and marketing activities is proposed, combining two interrelated components: communication and marketing. The communication component involves analysing the institution's brand awareness, media presence, tone of messaging, trust among target audiences, and reputational impact. The marketing component focuses on assessing the clarity of positioning, the coherence of communication channels, the effective use of budgetary, human and digital resources, the level of audience engagement and the consistency of the communication presence. The practical significance of the study lies in the possibility of using the proposed approach to plan, monitor and adjust the marketing strategies of state institutions whose activities influence the international perception of the state, its reputational stability and support for socially important initiatives.

**Keywords:** marketing strategy, public sector organisations, brand awareness, public communications, performance evaluation, reputation management, digital communications.