

**INFORMATION FIELD MONITORING AS A TOOL TO INCREASE THE  
COMPANY'S COMPETITIVENESS**

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Monitoring the information field (space) involves a continuous or routine search for data on an object of interest, their accumulation and analysis in order to determine the dynamics and trends in its information background [1], which, in the conditions of turbulence in the national and world economy, is extremely important for the effective operation of any company. Monitoring the information field allows managers to accumulate data on the representation of the company in the media, social networks and other public sources of information, collect opinions about the company and study the dynamics of their change over a certain period of time, get to know their customers and competitors better, as well as avoid information attacks and develop a modern tools for their prevention.

Analysis of the information field, as a rule, is carried out using modern system monitoring tools (SemanticForce, MediaMonitoring Telegram Bot, YouScan and others) [2, 3, 4]. The analysis can be carried out retrospectively (for a long period) and situationally, in a mode close to real time. Foreign tools allow to monitor different language semantics, including English (for example, Crimson Hexagon or Sysomos) [5, 6]. At the same time, it should be noted that no monitoring system is able to cover the entire information field of the company and include all references in the analysis, therefore, the conclusions drawn should be analyzed from the standpoint of their logic and correlation with other results of the company's activities.

Modern information field monitoring systems provide an opportunity of audience analysis, sentiment analysis, visual analysis, machine learning, competitive analysis and campaign analytics [7].

Each company or consulting agency prefers its own format for combining monitoring systems or opts for one software. Foreign and more experienced domestic companies, as a rule, use several services, which allows them to work effectively both in the national and foreign markets. Due to the parallel use of services, it is possible to level the shortcomings of each of them and get the most

complete picture of the company's information field. At the same time, it should be taken into account that the support of several systems requires increased financial investments, so this method is not recommended for small companies that do not need to monitor a large number of sites and mentions. These companies are recommended to opt for one monitoring system that will better meet their information needs.

Monitoring the information field extremely effectively allows to solve issues related to additional funding for promotion and analytics of the media field around a particular brand, which often arise with the marketing department of a company. As a rule, the budget for events is limited and controlled by the company's management, which requires the marketing department to analyze a large amount of data in a short time period. The use of monitoring systems allows to avoid analyzing daily reports for the entire period of advertising campaigns, but to select a specific period and display the analytics that affected the increase or decrease in the company's competitiveness.

In highly competitive markets, there is a need to constantly monitor references not only to the activities of one's own company, but also to the activities of competing companies. Such monitoring makes it possible to form an opinion about what semantic content competitors put into the published information and what resources they use to place it. Also, using monitoring systems, it is extremely convenient to track the reaction of the target audience to the offers of competitors, which helps to identify their strengths and weaknesses.

Thus, monitoring the information field of the company allows its management to formulate the most complete vision of the perception of products or services by consumers, which increases the effectiveness of measures in the field of reducing possible reputational risks, as well as intensifies the improvement and modernization of the provided products, making it more competitive. At the same time, it should be noted that the most significant results can be obtained as a result of the synergistic use of several monitoring systems, which undoubtedly requires financial investments, but brings benefits in the long term period.

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