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## Automated Methods of Operational Advertising of Textile Enterprises

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### ABSTRACT

In today's highly competitive environment, entrepreneurs of all types of activities, including textile industry enterprises, increasingly have to make decisions quickly; there is a constant need to respond promptly to the current market situation. Today, it is not enough for enterprises to produce a high-quality product; they also need to distinguish it from competitors through advertising, which is why there is a need to develop advertising messages in the shortest possible time without loss of quality. The need for prompt advertising that effectively solves the set goals and objectives arises quite often.

**Keywords:** textile industry, advertising, design of operational advertising.

**Introduction:** Currently, there are many types of advertising messages in the world. On the one hand, an advertising message is the result of a creative process, and on the other hand, of precise mathematical calculation. To create effective advertising, it is necessary to have both artistic abilities and to know the basic laws of market marketing. And only experts in this field can, taking into account all the features, identify the most effective type of advertising for a particular advertising object.

There is a need for a scientifically based choice of the type of distribution of advertising messages and methods for developing operational advertising for textile enterprises, which will increase their competitiveness.

The tasks of choosing an effective form of advertising distribution and prompt preparation of advertising messages for textile industry enterprises, the solution of which should be based on methods applicable to the problem under consideration, are new and require the development of special mathematical systems and the search for solution methods.

Thus, the development of an information expert system for selecting the type of distribution of an advertising message and an automated method for designing operational advertising is necessary.

To achieve this goal, the following tasks have been formulated:

- Determine the possibilities of operational advertising for textile industry enterprises.
- Develop methods for increasing the efficiency of using computing resources for operational advertising of textile enterprises without losing the quality of design and reducing the time for

its preparation.

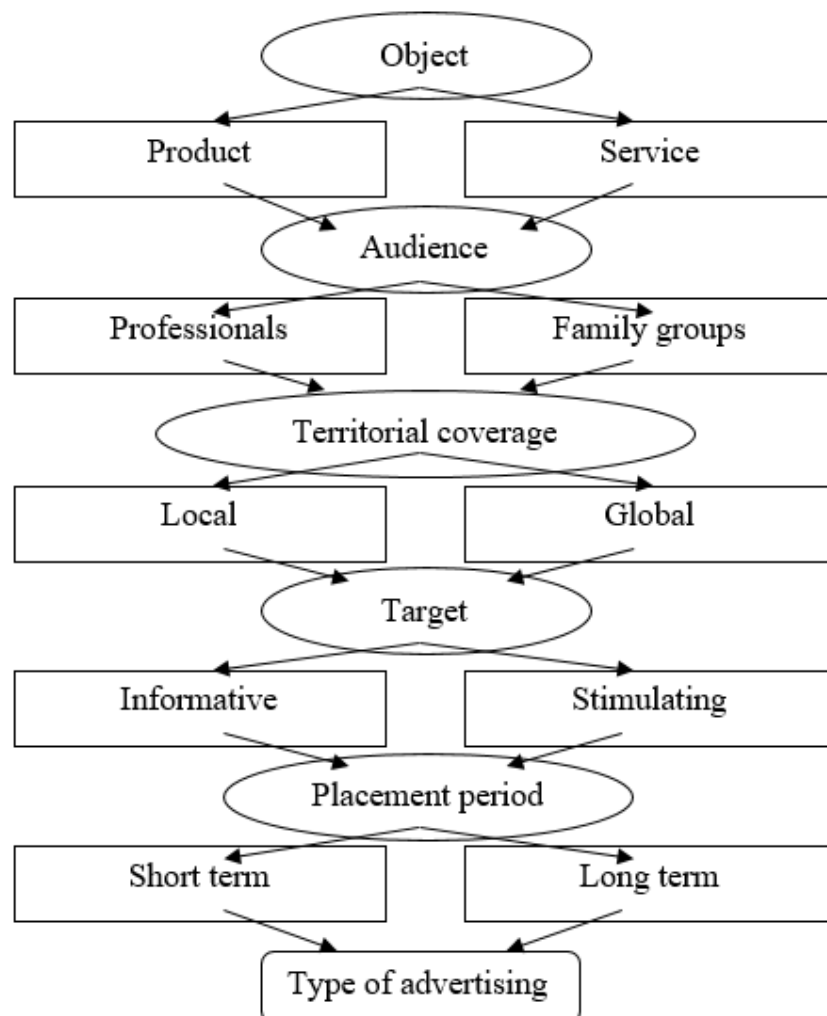
- Develop an information expert system for selecting the type of advertising message distribution.
- Prepare and conduct a survey of experts to fill the knowledge base of the information expert system being developed.
- Develop a software implementation of the algorithm for automating the design of operational advertising.
- Implement the developed information system for selecting the type of advertising message distribution and the software package for the automated method of designing operational advertising.

### Main part.

The main goal is to develop automated methods for prompt advertising of textile enterprises.

A review and analysis of existing types of information expert systems is conducted, combining computer capabilities with the knowledge and experience of experts in such a form that the system can implement a reasonable solution to the task at hand. The process of developing information expert systems is also considered.

An algorithm has been developed for constructing an information expert system for the prompt selection of the type of advertising distribution for textile enterprises (Figure 1) taking into account the main criteria for effective print and online advertising.



**Figure 1. Algorithm of the information expert system for the prompt selection of the type of advertising distribution for textile enterprises.**

A survey of experts was prepared and conducted in the form of a questionnaire to fill in the main element - the knowledge base of the developed information system.

### **Conclusion:**

As a result of scientific research, the need to develop operational advertising for the textile industry to increase the competitiveness of enterprises was identified.

Based on the conducted research of expert systems, an algorithm for the operation of an information expert system for selecting the type of distribution of an advertising message has been developed and implemented.

An algorithm for an automated method for designing operational advertising has been developed and its software implementation has been carried out.

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