

## Strategic marketing in IT projects and the work of virtual teams

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Marketing in IT project management today is not just a matter of advertising or promoting a product. After all, it is in the IT field that marketing performs a strategic function - it helps project teams determine the right market guidelines, make informed decisions and create products that users really need and solve their pressing problems. This issue deserves special attention for virtual teams, where most of the management processes of specific IT projects take place online, and their effectiveness directly depends on clear coordination and a shared vision of each member of the project team.

One of the key aspects of marketing in IT project management is a customer-oriented approach. Customer development methods, digital analytics and user experience research help to more accurately understand what the audience expects from the product created by the IT project team. For virtual teams, such tools are not only those that allow for an accurate analysis of the current situation during the project implementation process, but also managerial, as they create a common basis for making management decisions, and also minimize the risk of misunderstandings that may arise due to different contexts and lack of personal interaction between members of virtual IT project teams.

Digital communication channels are of particular importance in marketing modern IT projects. Social networks, content marketing, targeted advertising and multi-level online platforms help both to tell about the product of the IT project to the customer and to receive feedback on the implementation of the IT project in real time. For virtual teams, such channels can become a way of internal coordination, as they allow to maintain transparency in work on IT projects, as well as quickly coordinate marketing actions and maintain unity in strategic decisions during the implementation of IT projects.

Another strategic element of managing virtual teams in IT projects is marketing analytics. It is the collection of data on user behavior, A/B test results, and performance metrics that allow virtual IT project teams to plan product development more reasonably. It should be emphasized that this is especially important for virtual IT project teams, because a single analytical space simplifies project management as a whole, helps

synchronize work, and reduces the risk of communication errors in particular.

However, it should not be overlooked that strategic marketing management in IT projects today is accompanied by a number of challenges. After all, rapid technological changes, market saturation, a variety of digital channels and growing user expectations require constant adaptation of participants in virtual IT project teams to the current situation. Additional difficulties in this area may arise precisely in virtual teams, since different time zones, cultural differences and limited opportunities for informal communication can complicate the rapid coordination of management decisions in the process of implementing IT projects. Therefore, strategic marketing of such projects should be based on flexible planning, clear interaction algorithms and clear communication rules, taking into account the specifics of the work of virtual teams.

It should be noted that it is modern digital tools that help overcome the above barriers. Such new tools as artificial intelligence, automated CRM systems, personalization and predictive analytics services enhance the quality of management decisions in the process of implementing IT projects and make marketing processes in such projects more predictable. For virtual teams, such technologies create a common workspace in which it is easy to coordinate actions, maintain transparency and ensure consistent product development.

In the future, strategic marketing in IT projects will be increasingly combined with digital transformation, cross-functional collaboration and ecosystem thinking, and virtual teams, as one of the leading forms of work in the IT industry, will play a key role in implementing innovations and ensuring competitive advantages in the market.

In general, strategically built marketing activities allow you to create more popular products, make effective decisions and ensure the sustainable development of IT projects. For virtual teams, marketing becomes not only an external function, but also a tool for internal synchronization, which promotes coordinated work and increases project performance.

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