



USE OF DIGITAL TECHNOLOGIES IN MARKETING

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Abstract.

Today, digital marketing is one of the most effective elements of the marketing communications complex, which does not show signs of slowing down or stopping. Therefore, leading companies and their marketers focus their efforts on the formation of digital communications with their consumers. The global network has changed the communication between the consumer and the company. In the digital era, the focus of companies has changed: now they seek not so much to maximize profit, how much to satisfy the client's need in order to be sure that their product has value in the market and will be in demand.

Keywords:

Marketing, digital marketing, consumer, authentic engagement, marketing tactics, marketing mix, advertising, social media marketing, native advertising, contextual advertising.

In the modern period, the marketing methods that businesses have traditionally used and uses (print advertising, direct mail, radio advertising and many others) are gradually disappearing and are being replaced by digital technologies. Now the success of any business largely depends on how effectively it will apply digital marketing, which is a completely innovative approach to the consumer; new tactics, a strategy for understanding his behavior, both in the network and in the market.

Marketing in the digital age has different meanings for everyone. For many, digital is associated with ongoing transformation across most industries. Digital transformation is the process of eliminating inefficiencies and identifying leading-edge technologies that meet the individual needs of companies.

Meanwhile, the essence of marketing in the era of digitalization is not only about introducing as many new technologies as possible. Analytics, automation enable organizations to succeed only when digital transformation of their brands is carried out in a conscious and focused way.

Leveraging advanced digital marketing tools will only deliver the expected results if marketers know their customers, their challenges and hidden needs. In other words, it's not just which tools you use, but why and how you use them.

Digital marketing is a general term used to refer to targeted and interactive marketing of products and services that uses digital technology to attract leads and retain them as consumers. The main objectives of digital marketing are brand promotion and sales growth through various techniques. Digital marketing involves a wide variety of marketing tactics to promote products,

services and brands. In addition to mobile technologies, traditional TV and radio digital marketing methods use the Internet as the main communication intermediary.

Marketers who can build trust (authentic engagement) and credibility (credible content) have an edge over the competition. In the digital age, the focus of marketing is not on impressions, but on engagement. Engagement metrics allow brands to better understand their customers and customers to better understand their favorite brands. Digital marketing tactics such as influencer marketing are growing in popularity because influencers are the perfect mix of informed consumers and celebrities whose recommendations are heard by their audiences. These authentic interactions on intuitive social platforms strengthen the brand-customer relationship. At the same time, customers' demand for reliable information continues to grow. As far-sighted marketers have found out, the easiest way to reach customers is those who view a brand as an authority in a particular industry. A brand that freely distributes informative content through multiple channels becomes an authority in the minds of customers.

What is Authentic Interaction?

Interaction is a two-way dialogue between brands and customers. Authentic interaction conveys a sense of authenticity, consistency and transparency. Many marketers have realized that in order to keep up with the competition, they need to evolve and create dynamic two-way interactions throughout the consumer journey and product lifecycle.

Social media and influencers foster authentic interactions. When customers have the opportunity to engage honestly with brands and their representatives about real issues and without fear of leaving frank reviews, they are more likely to invest in the brand both emotionally and financially. Customers want to feel like they made the right decision based on well-researched information. Brands that help customers gain knowledge and understanding improve the quality of life for those customers.

The main advantage of digital marketing is, first of all, the ability to accurately obtain and measure results and effectiveness. Secondly, with the help of digital tools, it is possible to reach more than a thousand users from different countries of the world rather quickly in one advertising impression, as well as receive information from them and quickly analyze it. And, finally, digital technologies can be used by a large number of users in the world, especially through the worldwide network, they make it possible to flexibly respond to the target audience of Internet users.

However, not in all cases this or that channel is effective. The art of the marketer is to skillfully apply digital marketing channels. For example, contextual advertising will be effective when the task is to promote a brand among a small target audience. The effect will be given by the use of contextual advertising also among potential consumers who have this type of advertising so popular. If a company produces a product for which advanced young people are consumers, then to reach a significant number of them, it would be appropriate to use the advantages of a social network, mobile applications, Internet advertising and viral content. Thus, having unique opportunities, digitalization has created a whole range of advantages of digital marketing.

The effectiveness of digital marketing depends a lot on the skillful use of its tools. One of these tools is SMM or social marketing. Figure 1 shows social marketing channels.

The huge active audience, which is characteristic of the social network, allows you to use it to promote your brand, expand your audience and engage in active sales. With the help of SMM, it is possible to find a loyal audience and increase its activity, while receiving feedback. Thus, digital marketing has become a more significant benefit for brands and businesses. Nowadays, consumers often post online reviews on social media, blogs and websites about their experiences with a product or brand.



1-figure. Social Marketing Channels

Advertising messages addressed not on behalf of the company, but directly from the same users, opinion leaders, often have a greater impact on customers. This is a new way of communicating with the audience and promoting products with the help of bloggers. Also, ordinary users of social networks share their experience, highlighting certain brands and products.

Companies are increasingly relying on social media platforms to connect with their customers and create dialogues and discussions. The potential reach of social media is supported by the fact that in 2014, Facebook had over 126 million unique users each month, and YouTube had over 97 million unique users.

The traditional tool that allows you to send product information via email to a specific person or group of users is Email. But it should be noted that the effectiveness of using this tool largely depends on how competently it is used. It should be noted that in the modern period, firms are most actively using such digital marketing tools as marketing influence, contextual advertising, targeted ads, advertising in mobile applications. So, for example, in order to influence users and draw their attention to a company and its product, they use a person - authority or a successful company that is not its competitor.

Contextual advertising adjusts the content of advertising on the Internet to match the context of the page content, as well as the user's preferences. For example, if the advertising network has somehow become aware that you have recently searched for information about kitchen furniture, and at the moment you are visiting the website of well-known furniture companies, the system may come to the conclusion that you will not be uninteresting to look at an advertising offer with accessories. for kitchen furniture. Targeted ads are also an advanced digital marketing tool. This tool belongs to a promising direction for promoting products on social networks such as VKontakte, Ok, Facebook and Instagram. With the help of this type of advertising, advertisements consisting of text and graphic information are distributed, aimed at the target audience interested in the promoted goods or service. Further, users themselves begin to distribute videos or advertising links that interest them, sending them to their friends or simply posting on their page on a social network. A digital marketing tool such as native advertising from English is actively developing and gaining momentum. native advertising, it is also called natural advertising, branded content. Native

advertising is focused on certain values for the audience and has educational, informative and media value for them. This advertisement is different from ordinary advertising and therefore the audience treats it positively and with its help it also avoids banner blindness. Compared to traditional banners, native ads have 18% higher intent to buy online. Research has shown that 52% of consumers intend to make a purchase after viewing native ads and 34% after viewing regular ads. Most of those who have already bought the advertised product (71%) answered that they began to identify themselves with the brand after viewing native advertising.

As you can see, the advantages of native advertising are quite significant. However, before you start using this tool to promote a resource, you need to familiarize yourself with its disadvantages. So, it is weak, in comparison with banner advertising, can adapt to the expansion of requirements and an increase in the volume of problems being solved. As in any other project, native advertising starts with an idea, then comes the approval and ends with the launch. However, unlike banner advertising, its implementation takes much more time and sometimes, while it is launched, it may lose its relevance.

The use of digital technologies in marketing activities will open up broad prospects for enterprises and organizations to retain loyal customers and develop long-term partnerships with them, increase positive consumer attitudes, trust in their products and services, provide an individual approach to each client and a flexible response to changes in their tastes and preferences. The benefits of digital marketing identified in the paper will be key areas for the development of a customer-centric approach, the use of which will allow organizations to strengthen their competitiveness and effectively promote their brand in the market.

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