

BASICS OF DIGITAL MARKETING

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Abstract

This article covers the basics of digital marketing. Digital marketing is a very popular trend in our world, as it is aimed at modern technologies. The article covers the main features and analyzes the main reasons for the popularity of digital marketing. In conclusion, digital marketing tools were reviewed.

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Digital marketing is the marketing of goods and services promotion through the use of digital channels in order to increase consumer reach. This term has many synonyms, including such concepts as "online marketing", "e-marketing", "Internet marketing" and others. They all mean the same thing: attracting potential buyers to purchase products and services of a certain company. At the same time, to increase the competitiveness of brands in the market, their further development, as well as to increase the sales of the company's products, various specific forms and methods of attracting and retaining customers are used, which include technologies, tactics, tools, methods, channels, Internet services and other capabilities of the digital space.

Digital marketing has a number of characteristic features: [1]

1. Decentralization of the information provider, what to buy - is determined in a dialogue with the buyer, since the information received from the consumer is of particular value.
2. The type of information transfer has fundamentally changed from vertical to horizontal due to the interactive nature of new media.
3. New media have a multimedia ability to transmit content. Interactive content has a greater impact on the intended consumer and involves not only pictures, photos, videos, text, numbers, information, graphs, but also visual, verbal and tactile elements of communication.
4. Unlike classical media, the transmission of information using new media requires the use of innovative tools and technologies, including the necessary professional knowledge of employees.
5. Traditional media inform an indefinite number of people, while one of the trends in the digital communications market is the growing attention to personalized marketing and increased attention to targeted communications. In this regard, new Internet media are targeted and interactive. They have the ability to transmit multimedia messages and involve feedback with the target audience. The principle of communication of conventional media is "from one to many", while new ones are "many to many".
6. Unlike classical media, new ones update their information (content) constantly, often around the clock, and users have instant access to them.

The main reasons why digital marketing in the modern world is in the attention of many companies representing all spheres of activity are the following:

1. The ability to target, that is, to select from the entire audience only that part of it that meets the criteria and to which, accordingly, an appeal will be more productive. Traditional advertising on television or in the press, despite efforts at high-quality media planning, is distinguished by a very wide coverage, including a completely disinterested audience, in connection with which, with such an extensive coverage, the advertiser has almost no way of who exactly will watch the advertisement. In the modern world, the consumer has adapted to targeted offers and tends to ignore everything that is not in his circle of interests, as a result of which, at best, part of this advertising (and the advertising budget) is wasted, at worst, it pushes a potential client away from the company, and digital marketing tools take targeting to a new level and allow you to avoid contact with consumers who are not interested.

2. The ability to collect and process large amounts of information about potential buyers, and based on the available data, make them an offer that will be fully adapted to their interests and tastes, this opportunity has appeared in the context of digital marketing and has shown quite high efficiency.

Digital marketing channels are a material and technical space that is designed to implement and organize communication between the parties for the transmission and exchange of information content. In this context, the parties are the advertising producer and the consumer. One party - the advertising producer informs the potential clients about their companies' brands through a set of activities aimed at making a purchasing choice. The other is that the consumer is the recipient of information, processes it and makes a conscious consumer choice. The marketing focus of communications solves a single problem for companies and buyers - notifying potential clients about the company's goods and services, and also helps to create interested relationships that can ultimately lead to mutual benefit on both sides: satisfying consumer needs and making a profit for the company. In turn, corporations are aimed at maximizing the use of all available channels and methods of informing clients, obtaining a synergistic effect from the use of various channels for delivering marketing messages to their target audiences.

As for the tools of marketing, these include events that are aimed at generally informing a large number of people or attracting the attention of the target audience to the goods and services of a particular company. It is often more effective to combine several tools.

At the moment, several trends have developed on the communications market. First, I would like to note the importance of content marketing. For a long time, the basis of all marketers' activities has been considered content, which through digital resources has increased its impact on potential consumers. The development and implementation of useful content is one of the main tasks in marketing activities.

It should also be noted that the importance of E-mail marketing has increased. It is no secret that companies continue to send spam, which is disguised as content. In this type of marketing, it is worth noting micro targeting and hyper segmentation. These are technologies for working with user information, used to improve the targeting of mailings. Correct segmentation and personalization helps to increase the percentage of email openings to 15%, and the number of clicks on links to 86% [3].

There is a growing interest in big data and Internet of Things technologies. These technologies have increased the focus on targeted communications, which involve the use of extensive data sets that allow for targeted work with various groups of potential customers, resulting in the creation of highly personalized customer offers.

Particular attention is paid to native advertising, which is a mixture of editorial content and advertising. In the modern world, it is difficult to attract the user's attention to a product without interesting and high-quality content, and it is also impossible to do without storytelling, which consists in creating catchy, emotionally and emotionally engaging content. Communication and storytelling are two forces that help brands get into the hearts and minds of the audience, and therefore the power of

communication cannot be underestimated [3]. This principle is followed by specialists on platforms such as Instagram and Facebook when they tell readers about brands and their products.

A key role in the consumer's decision-making process is played by the search for information about a particular product or service. Since, according to a study on the impact of the digital environment on purchasing, it is the Internet that shortens the stages of consideration and evaluation in this process [4]. At the same time, due to the lack of the Internet, buyers would have to spend more time searching for the necessary information and data about a product or service. Statistics confirm that the efficiency of the entire purchasing process has increased in the digital environment, as a result of which many companies, in addition to traditional offline stores, are simultaneously creating and developing online stores.

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