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DIGITAL MARKETING AS AN EFFECTIVE SALES TOOL IN THE XXI CENTURY

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Основною метою статті є пояснення частого використання цифрового маркетингу в сучасному світі, а саме ефективності та важливості цього напрямку маркетингу в порівнянні з іншими в контексті комп'ютеризації та цифровізації всіх секторів сучасного суспільства.

***Ключові слова:** цифровий маркетинг; оцифрування; інструменти цифрового маркетингу.*

The main purpose of the article is to explain the frequent use of digital marketing in the modern world, namely, the effectiveness and importance of this direction of marketing in comparison with others in the context of computerization and digitalization of all sectors of modern society.

***Keywords:** digital marketing; digitalization; digital marketing tools.*

The relevance of this work lies in the fact that in the conditions of computerization and digitalization of various sectors of society, it is quite difficult for large corporations, manufacturers and even small organizations to draw the attention of buyers and interest them in their new products or services using classic advertising. Advertising and traditional means of promoting products are becoming less and less effective against the backdrop of the digital transformation of society.

Digital marketing allows manufacturers to achieve their goals: to find buyers and offer them their product or service.

Most companies around the world prefer digital marketing in the B2B and B2C segments. It is the oversaturation of the market that pushed companies to use advanced digital opportunities, reaching the majority of potential consumers, to achieve high efficiency level of interaction with them, which will ensure the effectiveness of this approach.

Digital marketing is a marketing of goods and services using modern digital technologies. At the present stage, digital marketing covers not only Internet channels, but also offline zones [1].

Digital marketing tools can be divided into three groups [2]:

- 1) paid resources are resources for which the company needs to pay fees;
- 2) own resources - such resources include pages on social networks, sites that the business already owns and can safely dispose of;
- 3) earned resources - this can be earned media or word of mouth, that is, free or purchased communication channels.

These digital marketing methods and tools are used by many companies to increase sales, improve and promote products and services, for example, Red Bull. Nowadays it is not only an energy drink brand, but also the organizer of the largest events in the sports industry. Analysis of the history of development and activities of Red Bull will identify effective solutions for the use of digital marketing.

Red Bull's digital strategy is different from other companies. Product information is brought from a central place in the company's communication with consumers to the periphery. The company's strategy is based on showing viewers in the Internet space what they want to see: creativity, extreme sports, and at the same time embed a brand in this content.

One of the main opportunities that digitalization opens up for a company is social networking. The main social networks that showcase all of the organization's activities are Instagram, Twitter and the YouTube platform. Currently, about 14 million people have subscribed to Instagram, 2 million on Twitter, and 9.88 million on YouTube.

The Red Bull YouTube channel is entertaining, exciting, relevant and fresh - this is Red Bull's signature style. The videos cover a wide range of areas from music to motorsport, and they also cover brand-sponsored events. Videos are watched by millions of people, some videos have surpassed the 100 million views mark, which gives brand recognition.

Instagram and Twitter are aimed at communicating with subscribers, which builds trust and loyalty to the company. This has a positive effect on the image, on the attitude of Red Bull towards consumers. With such communication, the company strengthens the brand in the market now and in the future competition.

To promote its own brand, the company uses product placement, the drink and the Red Bull logo often appears in many films and TV shows, such as Scary Movie 2 (2001), The Big Bang Theory (2007–2019), Terminator 3: Uprising machines ”(2003),“ Silicon Valley ”(2014–2019). With digital streaming services, consumers can come back to their favorite movies anytime and on any supported device.

Red Bull keeps up with the times and begins to promote its brand in a variety of mobile applications. The company has developed about 20 mobile applications that cover many areas of user activity (an application with its own TV, in which you can watch online broadcasts of various sports, personal applications of sports teams, a virtual reality games). In all programs, a brand logo or a drink flashes, which further contributes to an increase in demand for products.

The experience of using digital marketing by many global companies proves that the classic methods of marketing tools are complemented by modern digital tools. The use of digital marketing can play a key role in the growth of a company's sales, thanks to the use of a modern method of advertising a product and attracting the necessary audience that may be interested in the product.

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THE INFLUENCE OF GLOBALIZATION PROCESSES ON THE ACCOUNTING SYSTEM IN UKRAINE (ВПЛИВ ГЛОБАЛІЗАЦІЙНИХ ПРОЦЕСІВ НА СИСТЕМУ БУХГАЛТЕРСЬКОГО ОБЛІКУ В УКРАЇНІ)

Смутило О. В. - здобувач вищої освіти групи Б 4/1

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У статті розглянуто особливості впливу глобалізаційних процесів на розвиток системи бухгалтерського обліку в Україні, проаналізовано результати і наслідки впливу глобалізаційних процесів світової економіки на розвиток системи бухгалтерського обліку в Україні.