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Modern Trends in Digital Marketing

Abstract. Introduction. Today is time when globalization of market space need for the development of a specific area of services, such as digital marketing. The article describes theoretical principles of digital marketing as a modern form of classical marketing in a changing technological basis of production and the information society, its particular qualities, advantages, scope and status analysis.

Purpose. Digital marketing is a term used to achieve your business goals through online channels, including search engines, social media platforms, content creation, and advertising, to raise awareness of your product or service to potential buyers. The first approaches to digital marketing defined it as a projection of conventional marketing, its tools and strategies on Internet. The growth of social networks in recent years is due to increasing the number of people who connect to the Internet through mobile phones. It is noted that the presence or absence of a smartphone among Ukrainians is largely due to the age and practice of using social networks. Buyers today have a great deal of choice companies that are known on the Internet, that's why, and learn and compare. Users want to feel that they are not indifferent to companies that brands are interested in them, both in customers and people.

Results. The authors provided examples of the use of digital marketing by enterprises digital marketing, which contributed to the positive trend of digital-sphere development on the example of the Mykolaiv region.

Conclusions. A digital marketing strategy needs to be frequently revised to stay successful. The expediency of using digital marketing has been proved due to the growth of Internet users and mobile devices. The activities of domestic enterprises made it possible to conclude, that the use of digital technologies enables marketing research and the choice of international sales.

Keywords: digital marketing; digital marketing; native advertising; personalized content; e-commerce; SMM; SEO.

УДК: 339.138

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Постикіна Є. Г., викладач відділу міжнародної економіки та економічної теорії професійного відділу вивчення англійської мови Чорноморського національного університету ім. Петра Могили, Миколаїв, Україна

Сучасні тенденції в цифровому маркетингу

Анотація. В умовах сучасної глобалізації ринкового простору виникає потреба у розвитку специфічної сфери послуг, такої як цифровий маркетинг. В статті розглянуто теоретичне обґрунтування цифрового маркетингу як сучасної форми класичного маркетингу в умовах зміни технологічного базису виробництва та інформатизації суспільства, його особливості, переваги, сферу застосування та аналіз стану. Цифровий маркетинг – це термін, що використовується для досягнення певних бізнес-цілей через онлайн-канали, включаючи пошукові системи, соціальні медіа-платформи, створення контенту та реклами. Зростання соціальних мереж в останні роки пояснюється збільшенням кількості людей, які підключаються до Інтернету через мобільні

телефони. Покупці сьогодні мають величезний вибір компаній, які відомі в Інтернеті. Користувачі хочуть відчувати, що вони не байдужі до компаній, які зацікавлені в них як у клієнтах, так і в людях. Звідси для маркетологів виникає проблема усвідомлення і систематизації інноваційних форм віртуальної комунікації, ефективного застосування їх у маркетинговій діяльності підприємства.

Актуальність роботи зумовлена, з одного боку, великою зацікавленістю питанням цифрового маркетингу в сучасних умовах, з іншого – його недостатньою розробленістю та систематизованістю. Тому для ефективного і повноцінного управління інтернет-маркетингом необхідно проаналізувати його поточний стан та розглянути новітні інструменти та стратегії. На сьогоднішній час розгляд питань, що пов'язані з цією тематикою, має як теоретичну, так і практичну цінність.

Авторами розглянуто особливості інтернет-маркетингу для України, наведено приклади використання підприємствами digital-маркетингу, що сприяло до наявності позитивної тенденції розвитку digital-сфери на прикладі Миколаївської області та визначено фактори, що заважають його ефективному функціонуванню.

Ключові слова: digital-маркетинг; цифровий маркетинг; нативна (природна) реклама; персоналізований контент; електронна комерція; SMM; SEO.

Formulation of the problem. Today, the influence of traditional advertising tools is declining. Modern media involves consumer participation and viral spread of information, so there is a need to change marketing approaches and using new marketing tools. After all, in the natural selection of consumers have begun to prefer companies that are more likely to master digital channels. Enterprises started to create sites and implement electronic forms of doing business. Free access to the Internet generated more effective forms of economic activity, created additional supply and distribution channels. The continuous growth of Internet users, each of whom is a potential consumer, has led to an adequate increasing in the turnover of the electronic economy.

Analysis of recent research and publications. Such foreign researchers as I. Ashmanov, J. Fenwick, O. Kent Wertheim, I. Mann, F. Virin, and others engaged issues of the development of digital marketing. Among the Ukrainian scholars, there are S. Gritsenko, M. Oklander, O. Romanenko, V. Ruban, and D. Yatsyuk.

At the present stage of technological development, enterprises started to require a new technology process in marketing. The digital marketing took a new role of classic marketing. Brands consider digital marketing as a lever of growth and a source of competitive advantage.

As for the definition of digital marketing, then T.P Danko, O.V Kitova think that "digital marketing is a marketing that ensures interaction with clients and business partners on the use of digital information and communication technologies and electron devices, the broader SENSE is implementation of marketing activities on the use of digital information and communication technologies" [1]. O. Karpishchenko, Yu. E. Loginova point out that "digital marketing is the use of all possible forms of digital channels for the promotion of firms and goods. Television, radio, Internet, social media - all these are digital marketing tools » [2].

Formulation of research objectives. The aim of the work is to study the foreign experience of using internet marketing strategies in virtual business and to analyze its status in Ukrainian enterprises.

Presentation of the main results and their justification. To our way of thinking, digital marketing is a kind of marketing activity that through digital channels, methods allows realizing interaction with target market

segments in the virtual and real environment. Actually, this is a complex of marketing actions in the present-day world.

Digital marketing remains one of the main areas of enterprise development. Brands quickly refine their plans for targeting digital commerce, investing in digital transactions, and some experiments related to digital products or packaging. It is important to note that there is an increase in the number of virtual enterprises: banks, shops, representative offices, auctions. Concerning this, there is a stimulation of the distribution of virtual goods (software, sites, and computer games) and electronic money. They are unique phenomena of the electronic economy, which do not exist separately from the productive forces of the electronic economy (computer devices and telecommunication facilities). As a result, emerging areas of e-economy are e-commerce, e-cash, e-marketing, e-banking and e-insurance.

The first approaches to digital marketing defined it as a projection of conventional marketing, its tools and strategies on Internet. However, the particularities of the digital world and its appropriation for marketing have fostered the development of channels, formats and languages that have led to tools and strategies that are unthinkable offline.

At present, digital marketing uses digital channels as the Internet and devices that access (computers, tablets, and smartphones), local networks, mobile devices, digital television, interactive screens, POS terminals.

The new phenomena that give the digital economy autonomy and specificity are mobile technologies, cloud technologies business intelligence based on digital technologies and social networks.

Mobile technology significantly changes the behavior of the business model, as various activities for the search, research and analysis of information to be able to carry out remotely. Smartphones are a personalized multifunctional network device that has a wide range of applications, cameras, and allows you to connect with all devices on the Internet with other people. In Mykolaiv region, the number of smartphone owners increased to 55% versus 7% in 2011. This is evidenced by research from Research & Branding Group surveys (see figure 1) [3].

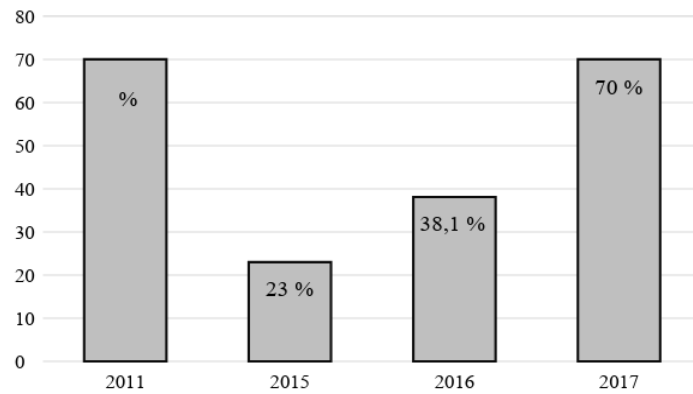


Figure 1 – Dynamics of the number of owners of smartphones in Mykolaiv region

Source: designed by the author on the basis of sources [3]

"More than half of Mykolaiv region (55%) has a device like a smartphone, and 45% have not bought it yet. It should be noted that in 2011, only 7% of residents of the Mykolaiv region owned a smartphone or communicator, and in 2013 11%, – noted in the company [3].

Speaking of cloud technologies, they facilitate the efficient processing of a large array of non-systematic information, codifying it. This makes it easier to make marketing decisions. Therefore, the cost of implementing cloud services is increasing in the world (see figure 2).



Figure 2 – Dynamics of volume of the world market of cloud technologies

Source: designed by the author on the basis of sources [4]

It is important to keep in mind that the development of cloud technologies changes the form and content of analytical activity in entrepreneurship.

Concerning digital technology based business intelligence; it modifies the traditional, timed, analytical work: information has been collected for some time, and then analyzed. For today, an automatic network analysis of the flow of undocumented data that has a direct or indirect relation to the enterprise is important.

Social media harmonize inter-functional coordination of business units and connect with consumers and partners. The growth of social networks in recent years is due to increasing the number of people who connect to the Internet through mobile phones. It is noted that the presence or absence of a smartphone among Ukrainians is largely due to the age and practice of using social networks. According to the survey, among the young people of Mykolaiv region up to 30 years old, they have a smartphone with 92%, and among the representatives of the generation "60+" – only 12%. Among social network users have a smartphone 88%, and among non-users – 19%. In 2019, more than half of smartphone owners in Mykolaiv can hardly imagine their lives without social

networks (61%), while 38% would still be able to do without them [4].

Practice shows that with the right strategy, a company can gain many benefits from creating conditions in which the consumer begins to feel openness, orientation to his needs, willingness to discuss shortcomings or major mistakes, the company's appreciation for its products or services, recommendations for improving its effectiveness. The practical experience of marketers allows you successfully implement a product or company promotion plan with use digital channels.

The usage of digital marketing in enterprise operations helps to take advantage of a number of benefits that will ensure that the company has always been a few steps ahead in comparison with its competitors.

The benefits of digital marketing are following: interactivity – active involvement of the consumer in interaction with the brand; absence of territorial restrictions in the implementation of marketing ideas. Therefore, a brand can appeal to a wider audience, not limited to the Internet; ease of access to the resource (web-and wap-resources); significant distribution of the Internet and mobile communication provides active

involvement of the target audience; the ability to quickly assess campaign activities and manage events in real time [5].

Digital marketing solves the following tasks as support brand image, support the withdrawal of a new brand or product on the market, improved brand recognition and stimulation of branded sales of goods (services) [6].

Internet marketing is part of e-commerce. It is also called online marketing. It may include such parts as Internet integration, information management, PR, customer service and sales. E-Commerce and Internet Marketing have become popular with the expansion of Internet access and have been an integral part of any normal marketing campaign. The segment of Internet marketing and advertising is growing both the consumer sector, as evidenced by the emergence of every day all new online stores and in B2B market. The main advantages of Internet marketing are interactivity, the ability to maximize accurate targeting, the ability to post-call analysis, which leads to the maximum increasing in such indicators as site conversion and ROI Internet advertising.

In general, digital marketing includes three components: content (blog posts, articles, publications, research, e-books, copy of a sales page, social networking campaigns, SEO); design (inclusion of photos and images for content, infographics, diagrams, photos, videos); statistics (analytics, key performance metrics, goals and objectives, conversion channels, customer LTVs).

The main methods of digital marketing are: contextual advertising of Google AdWords', Yandex Direct, technology Big Data – arrays of large volumes, retargeting (retarding) – redirection, mobile marketing, email, viral marketing, RTB (English real time bidding), Real-time bidding, SMM (English social media marketing) – social media marketing, SMO (English social media optimization) – Optimization for social networks, SEO (English search engine optimization) – site optimization in search engines, SEM (English search engine marketing) – Search Engine Marketing.

The best examples of the right content marketing are companies with a worldwide reputation. In the world of high technology leadership, of course, belongs to Apple and Google.

Among the trends of 2018, the following should be noted online video - its consumption is growing intensively among adolescents and young people. Native advertising – replaces pop-up ads, is organically embedded in content, has a better chance of being read by the user, as it seems more natural to him. Personalized content – content should be more personalized to influence. Big data – gives advertisers the ability to more accurately identify their audience, spend less money on advertising aimed at those who do not respond to it. Community development – Internet users create more content than ever, without encouragement. Another strategy is to pay bloggers, loggers and other opinion leaders for discussing a product or service [7].

The most advanced online marketing companies in Ukraine are Krokus Studio (krokus.ua), BX master (bx-master.com), SEO Solution (seosolution.ua). The successes of these agencies are confirmed by typical positions in international rankings. Companies can also boast the richest portfolios and contracts with the most popular brands in Ukraine and other countries [8]. Using their services, you can count on the formation of a favorable authority among a wide audience of users, as well as a noticeable increase in sales. Of particular interest are the package offers of companies that are very profitable and promising for brands and brands of various sizes.

Unfortunately, Falgoni J. believes that there are such problems of introducing digital marketing methods into the activities of enterprises [9]. The problem of lack of specialists. This problem has to do with the existence of a shortage of marketers analysts and IT specialists to process large volumes of accumulated marketing information - according to data from the McKinsey consulting agency, only 140,000 leading analysts and 1.5 million auxiliary analytical staff for analysis of large data array [10].

The problem of e-commerce. This problem relates to the growth of e-commerce volume, which reduces the profitability of transaction transactions because of lower prices. On the US consumer market, online sales increased by 15%, which is five times higher than the increasing in sales in traditional retail. In general, 10% of US retail sales are concentrated on the Internet.

The problem of social networks. This problem is associated with the non-existence of a method for evaluating the effectiveness of marketing activities in social networks. With the growth of the using of social networks, it is clear that the accumulation of potential target audiences on certain network platforms allows marketing research and communication activities to take place there. However, the effectiveness of these measures is difficult to assess and some experts even believe that such efficiency is extremely low.

The problem of increasing the cost of digital advertising. This problem is connected with a demand increasing for advertising on the Internet and its relative efficiency stimulates the growth of prices for it.

The problem of increasing the number of mobile devices (smartphones and tablet computers) as opposite to stationary computers. The number of smartphone and tablet owners grows at a high speed. Mobile and portable technologies radically change the behavior of consumers. There is the effect of showrooming – consumers in the real store choose the goods and then, from the trading room, order it through a mobile device in an online store. Showrooming becomes one of the factors behind the decline in retail prices [10].

The problem of media planning taking into account various digital platforms. If Internet advertising was previously limited to just one platform, then the same digital advertising be able to view on mobile devices,

stationary computers, laptops, tablets, and television. The emergence of the latest devices does not mean that the effectiveness of traditional carriers is reduced and they cease to be relevant. This tendency complicates the management of media planning: firstly, modern media plans should take into account the multiplatform nature of communicative perception; secondly, in assessing the effectiveness of the implementation of media plans, it is necessary to calculate the local effect for each digital platform.

In Mykolaiv, the most well-known marketing services firm is UkrKontext. These are young, but already quite experienced teams that offer comprehensive solutions with a non-standard approach. For a rather short period of activity, the specialists of these organizations were able to reach the leading positions in the Ukrainian and international rankings, which indicates the huge potential of the teams.

The main activities of this company are in: using of non-standard advertising media (promotional games, viral videos, game branding); creating online exhibitions, online auctions; web conferencing (podcasts, webcasting, webinars, broadcasts, webinars); using of vendor interaction systems (VRM); website promotion in social media (SMO - optimization for social media, SMM marketing in social networks, Social Ads - advertising in social networks); mobile advertising (mobile application - advertising in mobile applications).

UkrKontext is not yet among the digital leaders marketing, however, is rapidly gaining momentum and in the near future one should expect its share growth in the total volume of the provision of advertising services. As a rule, today most enterprises trust the traditional advertising carriers, which dominated for a long time and have long confirmed their position on the market.

The frequency of the usage of digital marketing methods in UkrKontext is as follows: first place – SEO (site optimization in search engines); second place – SMM (social media marketing) and SEO (optimization for social networks); the third place – contextual advertising.

Attracting the attention of advertisers, all market players need to pursue a policy of openness and provide

information about their audience to agencies and advertisers. Such an assessment should be carried out by independent companies according to defined criteria and provide data not only in terms of quantity but also in audience quality [11].

Buyers today have a great deal of choice companies that are known on the Internet, that's why, and learn and compare. Users want to feel that they are not indifferent to companies that brands are interested in them, both in customers and people. To meet expectations, UkrKontext need to strive to achieve: digital coverage, which brings brand awareness, and companies are popular and good fame; user engagement, which involves increasing user loyalty through communication tools; online reputation, which is provided by marketing online, thankful loyal, satisfied, happy users and clients; generation of online income; obtaining target revenues - Revenues from specific groups users; individualization of communication, provided by communicating directly with users.

Conclusion. The results of the research made it possible to draw the following conclusions that digital marketing – is the usage of all possible forms of digital channels to promote the company and its product. Television, radio, the Internet, social media – all these are digital marketing tools. Using of digital marketing in the activities enterprises allows people to take advantage of a number of benefits that will ensure that the company has always been a few steps ahead of its competitors.

In the future, two types of companies will remain on the market: those who use digital technologies and those who have left the business.

Trends and prospects for the development of the Internet environment in Ukraine suggest a sharp increasing in the number of enterprises engaged in Internet business in the coming years. In order to better integrate into the new economic virtual reality of Ukrainian companies, protect against mistakes and large losses, it is necessary to study and apply creatively the experience of companies operating in developed local virtual markets (USA, Western Europe).

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