

3. Digital marketing activity: theoretical, methodological and practical aspects

3.1 The essence and features of digital marketing

In today's conditions of dynamic development of the information economy and Internet technologies, digital marketing has provided domestic enterprises with a new tool for economic activity and business opportunities. The use of digital marketing tools is aimed at increasing sales volumes, reducing costs, increasing market share, entering new market segments and expanding marketing communications with potential and existing consumers. Today, digital marketing shows a high efficiency of use in the system of forming marketing activities of any enterprises. Thanks to the technologies and tools of digital marketing, wide sources of information about goods and services in offline and online markets, the latest methods and ways of satisfying needs have become available to consumers, and wide opportunities have opened up for the purchase of goods and services in different cities and countries.

Digital marketing is a new stage of marketing development and a new form of marketing activity in the conditions of information society. The term "digital marketing" first appeared in the 1990s of the XX century. In particular, in 1993, an interactive banner appeared for the first time. Various information spaces, software, products, various business models and many goods/services are now being traded. At the same time, the return on investment increases significantly, and costs decrease. This type of marketing has become the basis of modern business, which enables any enterprise to enter new segments and markets and reach the widest possible target audience, consumers [59, p. 214].

Research results show that at present the term "digital marketing" has become quite common and in the scientific literature there is a large number of interpretations of the meaning of this term. Since digital marketing and its practical application appeared relatively recently, there is no consensus among scientists regarding the essence of this concept. We will list and consider the most common definitions of the term "digital marketing" (Table 1).

Table 1.

Common interpretations of the term "Digital marketing"

Author	The essence of the concept
K. Wertheim, J. Fenwick	Digital marketing is targeted channels that allow marketers to conduct a permanent two-way personalized dialogue with each consumer. Such a dialogue, built on the use of data obtained as a result of past interactions with the consumer, to serve such contacts, works like a neural network. In addition, marketers are constantly using real-time information and direct feedback to improve and optimize interactions.
O. Karpishchenko, Yu. Loginova	Using all possible forms of digital channels to promote the company and its products. Television, radio, internet, social media are all digital marketing tools. Digital marketing is closely intertwined with Internet marketing, but it has already developed a number of techniques that allow you to reach the target audience even in an offline environment.
M. Aucklander, O. Romanenko	Digital marketing is a type of marketing activity that allows targeted interaction with target market segments in virtual and real environments using digital channels and digital methods. Digital marketing is the entire complex of marketing activities in the modern world. That is, this is modern marketing, which is characterized by duality due to its hybrid nature: some functions are performed online, and some are performed in an offline environment.
S. Skinner, Z. Sokolovska	Digital marketing is a type of human (marketing) activity that involves the use of various forms of digital channels to interact with consumers and other market participants.
T. Danko, I. Skorobogatykh	Digital marketing is marketing that provides interaction with customers and business partners using digital information and communication technologies and electronic devices, in a broader sense, it is the implementation of marketing activities using digital information and communication technologies.
D. Yatsyuk	From the point of view of marketing communications, it involves the use of all possible forms of digital channels for brand promotion. Digital marketing communications allow you to reach your target audience in an offline environment (use of applications in phones, sms/mms, advertising displays on the streets, etc.). Digital media, in addition to the Internet, include: digital television, radio, monitors, displays and other digital means of communication.
M. Matviyev	Digital marketing is a modern, effective tool for brand promotion; it is the use of all possible forms of digital channels to promote the company and its product. Television, radio, Internet, social media are digital marketing tools.

Source: generated by the author

Based on the theories of the digital economy, marketing, management and other sciences, on the results of the analysis of the above definitions and interpretations, as well as on practical activities, we offer the following definition of digital marketing. Digital marketing is a marketing activity aimed at attracting potential consumers,

meeting their needs and achieving the company's goals through the use of digital technologies. Digital marketing is one of the types (forms) of traditional marketing; this is a new era of marketing. It helps companies to achieve the maximum commercial result in an optimal way, in other words – to avoid unnecessary inefficient costs.

Digital marketing can be divided into two areas. One direction is the application of the tools and means of the Internet itself to expand the marketing activities of traditional enterprises [60, p. 483-484], in particular: organization of information interaction between personnel, employees, buyers, partners, clients, etc.; conducting marketing research; promotion of goods/services on the market; sale of products/services via the Internet, etc. Another direction of digital marketing is due to the emergence of new business models, for which the Internet began to play a major role, namely: the appearance of Internet storefronts, Internet stores, electronic trading platforms, marketplaces, virtual information agencies, etc., which sell goods, provide services for participants online - the market. In this direction, the Internet plays the role of a new modern tool, the purpose of which is to increase the efficiency of business processes, reduce costs, ensure efficient operations and profits [60, p. 484].

The new era of marketing is complex and surprising. Many traditional rules are being rewritten, and companies have the opportunity to add new aspects to marketing. However, this era of experiments is quite difficult, especially in view of the need to demonstrate the results of activities. However, experimentation should be seen as a natural and important component of digital marketing. Dynamic brand management requires companies to take other approaches to emerging opportunities, to act from a "trial and error" position. As a basis for digital marketing, knowledge from traditional marketing, formed many years ago, is used. The main differences between traditional and digital marketing are listed in Table 2.

Table 2.

Differences between traditional and digital marketing

Traditional marketing	Digital marketing
Consumers as viewers	Consumers as participants
Frequency of impressions	Interactive engagement
Language mass media	Address channels
Binding to time	Lack of reference to time
Imposition by a marketer	Consumer initiation
Push-marketing	Marketing based on permission and participation
One-way communication	Interactivity, possibility of communication
Managed PR	Digital influence
Integrated marketing	Consolidated marketing
Data is only available sometimes	Data is always available
Analysis after the end of the campaign	Real-time measurement
Non-objective ROI	Optimization
Time-consuming promotion process	Fast promotion process
Limited audience reach	Access to the audience is wider

Source: determined and generated by the author

In the theory and practice of marketing, the terms "digital marketing" and "Internet marketing" are common. Sometimes these two terms are equated. In some scientific works, it is considered that digital marketing is an evolution of the development of Internet marketing, a derivative of Internet marketing or a component of Internet marketing. There are also scientific works in which it is noted that Internet marketing is an integral part of digital marketing. Often, these two terms are considered differently with their specific features of application. For a better understanding of the essence of these concepts, the definition of the term "Internet marketing" is given (Table 3).

In our opinion, Internet marketing is managerial marketing activity on the Internet, aimed at identifying, forming, satisfying the needs of the target audience and managing relationships in order to achieve the company's goals (in particular, economic ones) and ensure the desired results. According to modern practitioners, Internet marketing is implemented through laptops and desktop computers, and functions in a hypermedia virtual environment. At the same time, the target audience is considered to be the owners of laptops and computers with direct access (connection) to the Internet.

Table 3.

Common interpretations of the term "Internet marketing"

Author	The essence of the concept
V. Viryn	Internet marketing is the construction of marketing communications through the Internet. This is not an independent field at all, but simply a marketing tool with its own special properties. Internet marketing is a tool that solves part of the company's marketing tasks, and nothing more.
M. Makarova	Internet marketing is a component of the company's overall marketing strategy; is a technology of marketing with the help of computer systems and networks, which helps to solve only those tasks of the firm that will be effective from the point of view of income and expenses.
V. Kholmogorov	Internet marketing is a set of special methods that allow web resource owners to promote their site on the Internet and promote their company's brand, and with this help to earn additional income.
V. Dick, M. Luzhetskyi, A. Rodionov	Internet marketing is a necessary set of activities for researching such a specific market, which is the Internet network market, for effective promotion and sale of goods (services) using the latest Internet marketing technologies.
M. Us	Internet marketing is a new type of marketing, which involves the use of traditional and innovative tools and technologies on the Internet to determine and satisfy the needs and requests of consumers (buyers) through exchange for the purpose of obtaining profit or other benefits for the producer (seller).
E. Petryk, E. Mjatin, I. Lytovchenko	Internet marketing can be defined as the theory and methodology of organizing marketing activities in the Internet environment.
A. Yarlykov	Internet marketing is the promotion of goods and services on the seller's market using Internet technologies using special tools (Internet marketing tools).
G. Mozgova	Internet marketing is the process of using modern Internet information technologies in the course of marketing research, product development, price setting, delivery to the consumer, and the introduction of new approaches to sales promotion with the aim of maximally meeting the needs of consumers through the innovative organization of material and information exchange.
A. Tkachenko	Internet marketing - promotion of products, services, services on the Internet; a significant complex of actions, processes, measures to increase the company's income, expand the market share, popularize the company, the brand, as well as attract consumers, buyers, clients, users to the business using the Internet and modern Internet technologies.
S. Malovichko	Internet marketing is the application of the company's marketing tools in the global Internet network for the effective implementation of its marketing potential in order to achieve goals and generate profit.

Source: generated by the author

Digital marketing is carried out through all mobile devices, gadgets and other devices with direct and indirect connection (via Wi-Fi) to the Internet; the scope of functioning increases due to the transition to the real environment; consumers (target audience) are owners of any mobile devices. Therefore, Internet marketing is closely

related to digital marketing. Their main difference is that Internet marketing uses one communication channel of interaction - the Internet, while Digital marketing uses a significant number of communication networks, including: SMS, gps, gsm, gprs, Wi-Fi, Internet, IRV, mobile for relationships, bluetooth, MMS, QR codes, digital displays, LCD stands, etc., attracting the target audience into the virtual world. Digital marketing uses: (1) new possibilities of television: augmented reality (Augmented Reality) - the technology of reproduction of virtual elements in reality; (2) new possibilities of interactive screens: 3D-projection (3D-mapping) – the technology of projecting an image onto an object in the environment; (3) new possibilities of POS-terminals, video cameras: biometric technologies – technology of automated identification of consumers based on physiological characteristics. The basic differences between the concepts of "Internet marketing" and "digital marketing" are shown in Table 4.

Table 4.

Differences between Internet marketing and digital marketing

Comparison criteria	Internet marketing	Digital marketing
Target audience (consumers)	All Internet users	All users of digital devices
The environment of influence on consumers (target audience)	Online environment	Online and offline environment
Channels of communication with consumers (target audience)	Internet resources (sites, landing pages, pages in social networks), contextual advertising, media advertising, email newsletters.	Internet resources (sites, landing pages, pages in social networks), contextual advertising, media advertising, email newsletters. Also: advertising on all digital media, SMS and MMS mailings, interactive outdoor advertising, media advertising and others

Source: [61, 62, p. 58]

Digital marketing and its tools attract:

- ease of content creation, speed of information dissemination, free channels of information dissemination;
- the ability to reach a wider audience of consumers with more "targeted" targeting, lower transaction and operational costs;
- lack of physical, geographical and linguistic business restrictions;

- interactivity - direct controlled interaction with a potential client; reduction of time for finding business partners and making deals;
- operational quantitative measurement of the effectiveness of marketing tools (visits, transitions, clicks, registration, purchases, recommendations, comments);
- management of positive customer experience (interactions between the customer and the company), which allows to increase customer satisfaction and loyalty and ensure income stability;
- growth of social responsibility of companies;
- an opportunity to involve the consumer in creating a brand and increasing its value.

As research shows, digital marketing has many features and benefits. One of the distinctive features is that digital marketing has a significantly high degree of personalization. In most cases, marketing in the traditional offline market is aimed at a mass target audience, and in the Internet, the opinion of each consumer is taken into account and there is a clear interaction with each consumer. Also, the presence of personal information makes it possible to attract consumers, carry out clear targeting of advertising campaigns, involve users in interaction and various business processes (games, participation in contests, surveys, testing, etc.). Users can be given the opportunity to carry out certain important tasks, in particular, making calls, forming orders, paying for goods/services, receiving online consultations, etc.. Digital marketing activity is also characterized by high transparency, which makes it possible to clearly and accurately assess the effectiveness of advertising campaigns, monitor the flow of traffic, understand the motives and interests that bring users to the site, count conversions, receive feedback, perform competitive analysis, etc. Various marketing activities (testing of new products, advertising campaigns) on the Internet require significantly less expenditure of resources, time, and money. At the same time, geographic market segmentation becomes less important on the Internet, because visiting online stores does not require significant effort from users compared to visiting physical stores in an offline environment [60, p. 485-486]. Also, the advantages and features of digital marketing are shown in Figure 1.

STRATEGIC DIRECTIONS OF MARKETING ACTIVITIES OF AGRICULTURAL ORGANIZATIONS

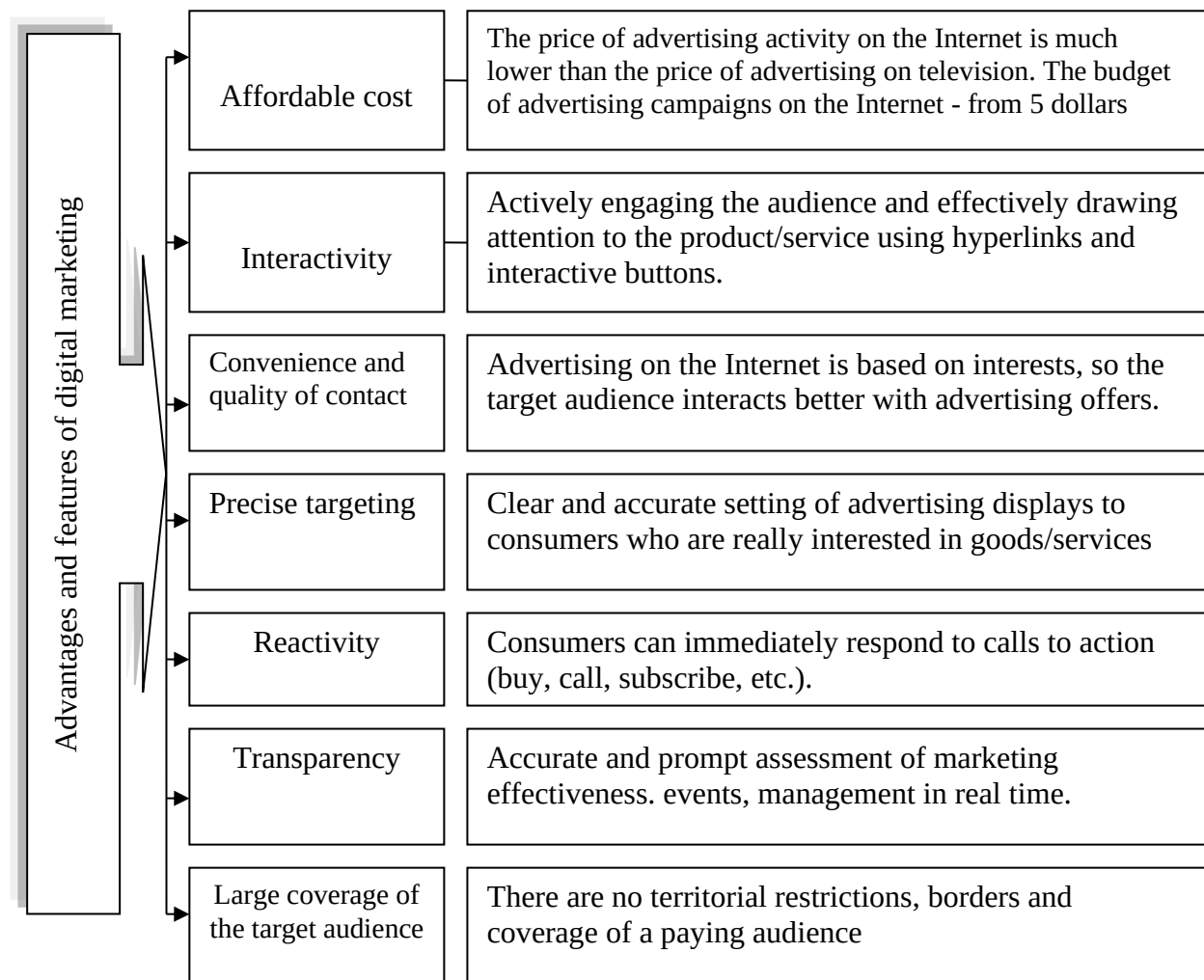


Figure 1. Advantages and features of digital marketing

Source: defined and constructed by the author

The characteristics of digital marketing include the properties of the Internet itself, in particular its multidimensional media nature. It is manifested in the high efficiency of presentation and assimilation of information, which increases the possibility of marketing influence in strengthening relationships between firms, companies and consumers (Figure 2) [63, p. 64]. Another feature is multimedia, which is manifested in the possibility of placing information in the form of sounds, videos, graphics, infographics, texts, etc. Therefore, when using digital marketing, information and communication capabilities are significantly expanded and unique conditions are created for the implementation of various management solutions.

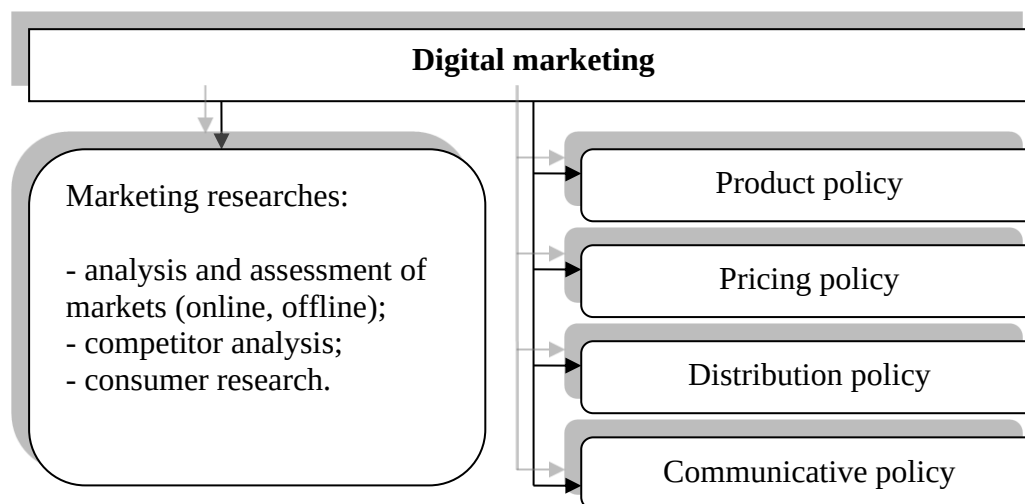


Figure 2. Internet marketing resources

Source: created by the author based on sources [59, 63]

It has been established that digital marketing, like traditional marketing, is based on the "4P" concept. This concept is the main component of the business strategy of any enterprise. The "4P" concept is universal in use and is considered a certain sequence of actions of enterprises in the market. Let's consider the elements of the "4P" concept from the point of view of digital marketing [64]:

- a product is everything that is sold on the Internet. A set of modern interactive digital marketing tools make it possible to position, promote and sell not only goods on the consumer market, but even technically complex goods on the B2B market;

- price - in most cases, the level of prices for goods on the Internet is somewhat lower than the level of prices for goods on the traditional (offline) market. Perhaps this is due to lower costs of online sales;

- promotion is a set of activities, methods for promoting goods, services, Internet resources, marketplaces, etc. on the Internet;

- point of sale - points of sale are Internet resources (websites, social networks, marketplaces, messengers, etc.). At the same time, there should be: convenient usability, the possibility of various payment methods, delivery service, etc.

Therefore, the elements of the "4P" concept remain unchanged, only their essence and content are adapted to the Internet environment [60, p. 486-487; 65].

Accordingly, traditional marketing technologies and methods work effectively on the Internet. At the same time, the search for information has become easier: the behavior, views, fears, selection and purchase criteria of the target audience can be found more easily and quickly on forums, blogs and social networks; for searching and analyzing competitors, there are specialized web resources, such as SimilarWeb, Serpstat; various Internet services, such as Google Analytics, are used for research and evaluation of the effectiveness of marketing measures.

Based on the results of the research, it was established that digital marketing helps enterprises to solve many important business tasks, the main ones of which are:

- demonstration of the company's innovations;
- formation of demand for goods/services, support of demand;
- formation and maintenance of the image of the brand, the enterprise;
- increasing awareness of the product (service), brand, company;
- support for introducing a new brand or product to the market;
- increasing recognition of the brand, enterprise;
- formation of consumer loyalty to the product, company;
- providing feedback to the target audience;
- retention of existing customers, communication with them;
- attracting new clients, establishing good relationships with them;
- increase in sales volumes of goods (services);
- generation of offline and online sales, etc.

Now people of any age, with different interests, income levels want to be present online. Trends in the development of the digital sphere are aimed at creating new types of interaction with the audience. Such interaction takes on an individualized and personalized form. Even a small company with a unique and interesting product, without large advertising budgets, can quickly convey its message to millions of potential consumers, and become a large corporation. But on the other hand, one negative feedback about the product can critically affect the sales level of the company. The ability to quickly respond to changes has become a critical factor for survival.

3.2 Tools and technologies of digital marketing

The Internet in the modern sense is the so-called global electronic market with many opportunities. It provides an opportunity to carry out effective commercial operations of purchase/sale, exchange of information and other resources, conduct monetary calculations, etc. Any information in the worldwide Internet, if presented correctly, expands very quickly, so advertising campaigns, texts are distributed, and messages are sent effectively. Thanks to digital marketing, visits to web resources are expanding, new market segments are being created, and the incomes of enterprises are growing [66].

Digital marketing includes a set of tools and channels that are used to promote goods and services in online markets. This is a complex activity based on digital technologies. The general purpose of their application is to find customers, ensure high-quality traffic, make sales, generate income, inform, create an image, advertise, etc. In other words, business promotion and development in the hypermedia online environment. It is necessary to use various mechanisms of combining tools, form strategies and clearly support them in order to ensure competitive advantages, increase the recognition of enterprises, goods, services [67]. Digital media channels enable full two-way communication. They ensure the rapid dissemination of news and information, and remain the main means of advertising and interaction with the client.

Digital media channels are addressable channels that allow businesses to conduct a permanent two-way personalized dialogue with each consumer. Such dialogue is built on the use of data obtained as a result of previous interactions with the consumer to serve subsequent contacts. In addition, digital media channels make it possible to receive analytical information about the consumer's behavior, his socio-demographic portrait in real time, establish direct contact and receive feedback in order to improve and optimize such interaction. Digital media channels include: Internet, local networks, mobile devices, digital television, interactive screens, touch screens, readers, digital gadgets. Let's consider digital media channels in more detail:

The most important digital media channel is the Internet and the devices that provide access to it - computers, tablets, smartphones, etc.. The Internet is the union, connection of various computers and computer networks into a single global network around the world . The Internet is considered as a means of obtaining and providing information, communication and self-realization of a person.

Local networks are internal computer networks of companies or individual urban areas. They are self-sufficient information systems where users can communicate and exchange necessary information. Currently, local networks are gradually being integrated with the Internet.

The next digital channel is mobile devices. Previously, businesses delivered messages via SMS, now it is popular to install branded applications or organize WOW calls to the phone.

Digital television has already practically replaced analog and is gradually being integrated with Internet applications. You can now use your TV to go to your Facebook page, watch a video or find out about the news.

Interactive screens, POS terminals are a type of digital media that is gradually replacing standard outdoor advertising, as it allows closer interaction with the consumer, providing him with messages or helping him make purchases.

Touch screens, readers and special applications for them, which allow the user to gain new knowledge, play games, watch movies, access the Internet, read books, and more.

Digital gadgets are devices that can collect information and transmit it to other media (smart watches, oculos rift glasses, fitness bracelets).

The use of digital channels allows companies to achieve the following goals: - conveying information to the target audience about goods, services, companies; - formation of demand for goods and services; achieving recognition of the brand, company; - gaining customer sympathy for the brand, company; - achieving advantages in competition between companies; - encouraging customers to purchase products and services; - maintaining the attention of the target audience during the period of increased demand for the brand; - preservation of stable positions on the market; -

focusing the attention of potential customers on the brand, company; - increasing the online and offline market share, etc.

In their scientific works, not all scientists clearly distinguish digital marketing tools into a separate category. Quite often, digital marketing tools are considered from a digital technology perspective. In particular, T. Ivanchyk notes in his work that when using digital marketing, a significant number of tools can be used for analytical evaluation of promotion work. According to the scientist, the main methods of promotion on the Internet are: SEO or search engine optimization; banner and contextual advertising; SMM or social media promotion; Internet PR; Email marketing; viral marketing [68].

According to domestic scientists V. Ponomarenko and O. Shevchenko, a set of digital marketing tools includes: SEO (to promote websites), contextual advertising (to increase sales), Email marketing (to communicate with users), advertising in social networks (to increase recognition) [69].

Other domestic scientists, namely M. Bagorka, I. Kadyrus and N. Yurchenko, summarized the well-known online marketing tools and identified modern digital marketing tools relevant for the Global Financial Crisis. They included content marketing, SEO promotion, Data-driven marketing, Influencer marketing, targeting in social networks, Email marketing, Mix TV and Digital, banner advertising and native publications [70, p. 75].

Domestic scientists D. Morozov, S. Domashenko and O. Hniedzovskyi equate the concepts of "Internet marketing", "Electronic marketing" and "Digital marketing" in their scientific work. They consider digital marketing or e-marketing to be any marketing activity that makes it possible to use electronic interactive tools, including websites, interactive television, e-mail and mobile communication, combined with data about the characteristics of consumer behavior. According to them, digital marketing uses the usual traditional marketing tools, but it can also use only virtual ones. They include the following new virtual tools: blog of companies, firms, enterprises; mobile software (business applications); messengers and their chat bots, intelligent bot; templated letters in personal appeals or messages (Email); fan pages in social networks.

All these tools are used by commercial firms to interact with their customers. Scientists claim that the latest digital marketing tools do not exclude previous, traditional tools, but, on the contrary, complement them, thus ensuring their development [71, p. 95-96].

In addition to scientists, attention should be paid to marketers, because they use digital marketing tools the most. In particular, according to marketers from the Fractus agency, the main tools of digital marketing are: web resource, content marketing, SMM promotion, banner (media) and contextual advertising, email marketing and viral marketing [72]. Specialists from the Lemon.school agency, in addition to the above, add analytics services to modern digital marketing tools, with the help of which all the results of Internet marketing actions and campaigns are tracked and analyzed. In addition, they separately mention another category of digital marketing tools, which includes: affiliate marketing (offers through partner programs), mobile marketing (using mobile devices), video marketing (using videos), crowdsourcing (using the potential of a mass audience to solve business tasks), reputation marketing (improving image and reputation) and online learning [73].

As a result of the conducted studies of scientific works and Internet resources, it can be concluded that various tools and technologies can be used to achieve the primary commercial goal of digital marketing (namely, increasing sales volumes and profits of companies, enterprises). With their help, you can ensure the arrival of potential customers (traffic) to the site, retain customers and communicate with them, increase micro and macro conversions, form a certain image, increase levels of recognition and loyalty, etc. In our opinion, there should be a distinction between Internet marketing and digital marketing tools, as well as digital marketing tools and technologies. For example, remarketing (one of the available functions in the context-media network), affiliate marketing, influencer marketing and others refer more to technologies, strategies for promoting business online and selling goods or services. Mobile marketing is also classified as digital marketing tools, although mobile marketing uses digital marketing tools on mobile devices. Modern digital marketing tools and technologies are depicted in Figure 3.

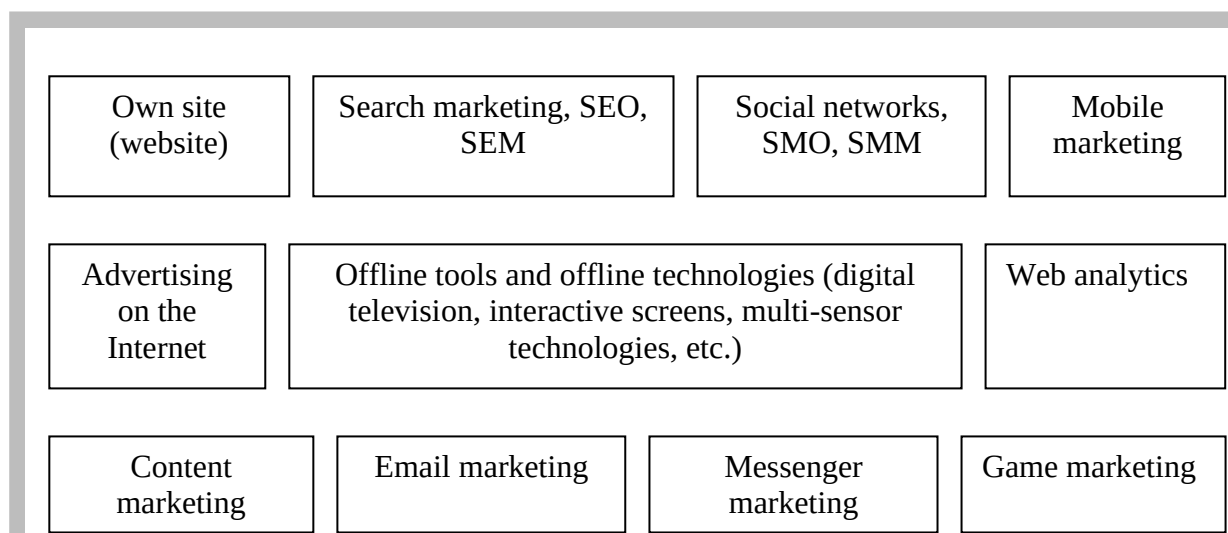


Figure 3. Basic tools and technologies of digital marketing

Source: determined and created by the author

Let's consider some digital marketing tools and technologies in more detail.

A website is a collection of electronic documents, so-called files, which are created as a whole and which are thematically related. Currently, there is a significant number of various sites that provide both passive information (read only by users) and active information (which users can create, add, edit). There are also one-page sites - landing pages that are specially created in order to convert visitors to such a web resource into potential customers; multi-page sites – online stores, marketplaces, corporate sites, which are designed to introduce users to products or services, as well as sell goods/services in the online environment.

Search Engine Marketing (SEM) is a set of activities aimed at increasing website traffic from search engines. Google is the largest search engine in the world. The main task of SEM is to increase and increase site visits by potential consumers. Search optimization or SEO-optimization is aimed at increasing quality traffic on sites. The result of search optimization is the promotion of the site in the list of search results for specific keywords and phrases. This is a set of measures that help to adjust the website in accordance with the requirements of the search engine in order to obtain high positions in the search results (search results). The main advantage of users from search engines (organic traffic) is that these users are already interested in receiving

information on a certain request and with a higher probability can become buyers. These are targeted network users who have already formed their interests and are looking for a specific product or service. Search engine optimization is a source of quality traffic for the site. Work on site positioning in search engines is one of the most important measures to attract the target audience [74].

Internal site optimization is the improvement of site pages from the point of view of search engines and users. The main task is to make the page as relevant as possible to the relevant search query or group of queries. The main factors of internal SEO-optimization are: tags and meta-tags; internal relinking; site structure; page content image optimization; URL structure; micro marking; design and usability.

External optimization is the acquisition of external links to the site. To explain simply, the more people talk about and refer to a resource, the more popular and authoritative it seems to search engines. Accordingly, they raise it in the search results. Requirements for external links: quality of resources that are referred; anchor text; traffic to the page with the link; number of links from one page; inflammation of donors and others. External optimization also includes: social factors (likes, shares); mention of the site (without a link); presence in authoritative catalogs; registration in mapping services (for example, Google Business); CTR in search (work on snippets).

Social networks are stable systems of social connections based on people's common understanding of social norms, trust, and involve both personal acquaintance and anonymous membership in the network. On the Internet, social networks take the form of sites where users can create personal pages and communities to communicate and share information among a large number of people. Promotion in social networks is an activity aimed at familiarizing the maximum number of participants of the social network with the resource being promoted (product, service, company, idea, etc.). Conceptually, sites are promoted in social networks in two ways - SMO (social media optimization) and SMM (social media marketing).

SMO means optimizing the site for social networks, presenting information on the site in such a way as to make it most interesting for the user, to make them want to comment on it and share it with others on social networks. This is the implementation

of technical measures, which consist in transforming the structure of the site in the direction of socialization [74].

SMM is a set of actions aimed at promoting a brand, company, service or idea in the market through active work in social networks of various types. This is a method of directly driving user traffic to a promoted site. This is regular, informative and emotionally rich communication with a specific target audience on the Internet. SMM promotion allows you to build communication with existing and potential customers, increase business loyalty and recognition. SMM is aimed at supporting and increasing the loyalty of the target audience with the help of work in social networks, blogs, forums, etc. SMM includes promotion in social networks, conducting marketing research, organization of consulting and technical support and other business processes of the company.

Mobile marketing is the promotion of goods, services, companies, and services using mobile devices. The advantage of using mobile marketing is the personalization of content taking into account the time and location of the potential client. Digital channels and technologies in mobile marketing are: mobile websites and applications; electronic advertising; automatic voice menu (IRV); QR codes and NFC tags; mobile applications and technologies for downloading software products (Click to, Flash SMS, Location Based Services LBS); text and multimedia messages (SMS, MMS); local connection between communication devices (Bluetooth); mobikod – a combination of numbers that allows you to make payments and receive discounts; wireless data transfer protocol (WAP).

Advertising on the Internet - marketing messages of an informational and advertising nature to a potential target audience for the purpose of popularizing goods, services, firms, enterprises, as well as visiting the site by users for the generation of lead-applications or the purchase/sale. The channel of transmission and delivery of such messages is the Internet [75].

Search (contextual) advertising – advertising on the Internet, the main goal of which is to convey the advertising message as accurately as possible and respond to the requests or interests of users. The peculiarity of search advertising is that

advertisements are displayed based on queries. Search advertising is considered the most effective because the subject of the ads fully matches the current interests of the user. Search ads are similar to regular search results, and their effectiveness depends on the correct selection of keywords for which ads will be displayed in search.

Contextual media advertising allows you to display ads on many resources with various information. Users are shown graphic images of an advertising nature: only a picture or a picture with text and a link. Images can be static, dynamic, interactive. The main tasks of media advertising include: bringing new products and services to the market; formation of demand; generation of offline and online sales; ice generation; generating repeat sales.

Remarketing is one of the functions available in the contextual media network system. The essence of remarketing is the ability to track users who have visited the site and show them various advertisements reminding them about the company, products, and services. In other words, it is re-communication with users who visited the site or watched a video on the YouTube channel.

Video advertising is the display of advertising videos in social networks and in the contextual media network of Google (on YouTube, on Instagram and Facebook, TikTok, messengers, etc.). A specially prepared hyperlinked video clip is used. The advantage of video advertising is the ability to briefly and effectively present the necessary information.

Previously, large news portals and official websites of various companies exerted a significant informational influence on users. Today, the emphasis has noticeably shifted towards social networks. This led to the emergence and active development of advertising in social networks. There are a significant number of methods and techniques used for advertising in social networks, including: traditional promotion through the creation of own groups or public pages; conducting various promotions or contests; placing advertising links in comments or discussions; advertising publications in popular communities or on public pages; placement of ads and banners through built-in advertising systems of social networks; advertising

through separate applications, videos, etc. The advantages of advertising in social networks are: wide audience coverage, high target orientation, high level of feedback.

Web analytics is a system for collecting, measuring and interpreting information about website visitors. It allows you to understand how users of the resource behave: how many pages they view, what content they are interested in, from which platforms they come, how often they perform targeted actions, etc. With the help of web analytics, you can track many parameters:

- ❑ the number of visitors to the site for a given period of time (day, month, year);
- ❑ number of viewed pages in one session;
- ❑ time spent on the site;
- ❑ geography and demography of visitors;
- ❑ achievement of goals on the site;
- ❑ failure rates.

Such data allow: to create a portrait of the target audience; evaluate the effectiveness of promoting the resource on the Internet - the return on SEO, the effectiveness of advertising campaigns; identify problems on the site: in navigation, functionality, content, etc.; prepare a resource development strategy to attract more traffic and increase conversions [74, p. 32-34].

As a result of research, it was established that there are two types of web analytics: classic and end-to-end. Classic web analytics is aimed at the site, gives an idea of what is happening on it. Classic analytics do not allow you to see how a specific user behaved before making a conversion. End-to-end web analytics makes it possible to look at the entire user journey - from the first display of an ad to making a purchase - and calculate costs and revenues from each channel: contextual advertising, SEO, email newsletters, social networks, etc. End-to-end analytics aggregates all available data about the visitor and allows you to see what actions he took. The most popular web analytics system is the free Google Analytics service.

Content marketing is considered a long-term marketing strategy aimed at attracting users, target audiences, potential customers, as well as building relationships

based on trust. Content marketing involves the creation and distribution of useful, high-quality, valuable, relevant content to achieve goals and solve business problems [76].

Content is one of the main concepts in the field of development and promotion of sites, because it is content that users come to the site. Various texts, graphics, images, infographics, tables, as well as audio and video materials can act as content on the site. The content should be useful and interesting for the target audience. Unique content is content that has no analogues (exclusive). Competently written content significantly increases the interest of the target audience in the resource, and also affects the search ranking and position of the site in the search results. The more often the content is updated, the greater the chances that the search engine will raise it in the search results for certain queries that were used in the texts as keywords. Useful content will attract and retain users. The purpose of the content on the site is reduced to the following: to convey useful information to the reader; involve ("draw") him into the discussion of this problem; convince the visitor of something; incline him to "your side"; to call for some action; "force" to order/buy a service/product, etc.

Email marketing is a way of promoting goods, services, companies, and brands through email newsletters. Email marketing is a digital marketing tool that can be used to attract and retain customers, increase brand loyalty, and communicate with the user. Email marketing has a number of advantages, including: high ROI; easily integrates with other communication channels; promotes SEO. A well-thought-out email marketing strategy can achieve many different long-term and short-term goals. The main goals of email marketing are: increasing brand recognition; increase in sales volumes; building trust in the company, brand; traffic increase; reduction of the purchase cycle and others. With the help of Email marketing, you can easily and cheaply solve many business tasks: 1) Inform potential customers about updates on the site, about discounts and sales, about the appearance of fresh publications, etc.; 2) To remind about an abandoned basket or about a reviewed product. Sometimes the buyer needs to be "pushed" to take the target action when he stopped a step away from it.; 3) Offer individual discounts and bonuses (for example, for a birthday). Such a personal approach is always accepted by buyers.

Messenger marketing is a marketing tool that a business can use to communicate with its target audience. Messengers are becoming an effective platform for interactive communication with the client and increasing user engagement. Their advantages are: convenience, speed of communication, privacy of communication, the possibility of using an image or video with the addition of a "targeted action" button. Chatbots provide automation of sales and interaction with customers. Chatbots search for information faster and identify user details, consumer patterns and are able to process unlimited queries. They can accept an order for a product or service, provide the user with the information he needs, answer basic questions, inform about discounts and special offers, inform about a reduction in the price of selected products, and more.

Online games are computer games with the use of advertising elements, the popularity of which is growing rapidly, giving companies the opportunity to attract new customers. Today, there are a large number of online programs that are offered to corporate customers to perform team building tasks, as well as available offers of activities that today are transferred to a remote format (master classes, quests and quizzes) for corporate customers, companies, friends and families. The range of performed tasks is quite wide: formation of collective task execution skills, development of horizontal connections, working out communication schemes for remote work, formation of corporate culture, and others.

Geofencing is one of the digital marketing trends in 2022. Its purpose is to track and attract customers who are in a certain territory. Notifications may be sent as SMS, push notifications, or otherwise. For example, a potential buyer passes by the store and enters this one moment he receives a message on his phone that right now there is a sale in this store or discounts. Since almost everyone has a gadget, sometimes more than one, and the time spent in the "mobile" dimension can be characterized by the concept of "almost constantly", geofencing works very effectively. It is technically not difficult to track the location of a potential buyer through device ID. After the client leaves the geofencing area, you can continue to work with him: set up advertising or mailing [62, p. 60].

One of the trends can be called gamification. User interest in interactive content has been growing since 2016, when the first online quizzes and other similar projects began to appear on the network. Such content is always relevant because users can actively interact with it, and not just read and watch. Research by DemandGen showed that interactive content attracts audiences twice as much as static content [62, 77]. Respondents rated it even higher than images and video, with 69% preferring GIFs, 65% preferring video, and 82% preferring interactivity in any form. E. Gurchunova singles out the following types of interactive content:

- ❑ quizzes and quizzes;
- ❑ tests and online surveys;
- ❑ simple games;
- ❑ slide show;
- ❑ constructors;
- ❑ timeline [78].

According to our observations, the advantages of promotion using such content are [62, p. 61]:

- ❑ capturing the user's attention;
- ❑ a higher level of interaction with the client;
- ❑ increasing loyalty to the brand;
- ❑ growth of conversions.

Interactive elements can be implemented in almost any situation. They help brands stand out and give consumers the opportunity to learn or solve a problem in a more engaging, personalized way. This is important because 72% of consumers prefer only personalized content. In fact, interactives are very popular among B2B companies: according to DemandGen, 62% of B2B marketers already use interactive content. And 43% of consumers prefer interactive videos to other types of video content [77]. That is, the raffles will not be interesting for B2B, but they will be great for customers of online stores. 77% of marketers agree that interactives more often attract repeated visits and views, in addition, they increase the time spent by the client on the page of a certain brand [62, p. 61].

Therefore, digital marketing combines a large number of technologies, tools, methods and means related to sales and customer service, ensures constant and high-quality communication between the advertiser and the buyer, analyzes data about users, their behavior, offers sustainable communications, that capture the attention of the audience, personalize the offer, enhancing the impact of marketing tools on the target audience. The most effective means of optimizing the marketing policy of communications at an enterprise is a combination of all types of communications with an emphasis on digital content, which will allow a modern enterprise to reach most of its target audience and maximize its profits. Digital marketing offers the modern enterprise technologies and tools that require serious investments and highly qualified personnel, but which optimize marketing and advertising budgets, ensure long-term partnership interactions with existing consumers and the rapid conquest of new target audiences, clearly define market segments. New tools quickly bring maximum profit to the enterprise, help to become a market leader and maintain the image of a modern enterprise.

3.3 The process of forming a digital marketing strategy

Work in the online environment begins with the formation of a digital marketing strategy. A digital marketing strategy is a set of planned company actions to achieve business goals. The step-by-step plan is implemented according to the established schedule using the most suitable online channels and digital tools to increase revenues, increase company awareness and improve relationships with the target audience. To successfully implement the strategy and achieve the goal, digital marketing combines various communication tools. To make the right choice in favor of one or another tool, digital marketing uses a marketing analysis of the project, which is based on clearly defined goals and a systematic approach to the implementation of the developed strategy. Forming a digital marketing strategy and developing an action plan consists of a number of logical and important stages (Figure 4).

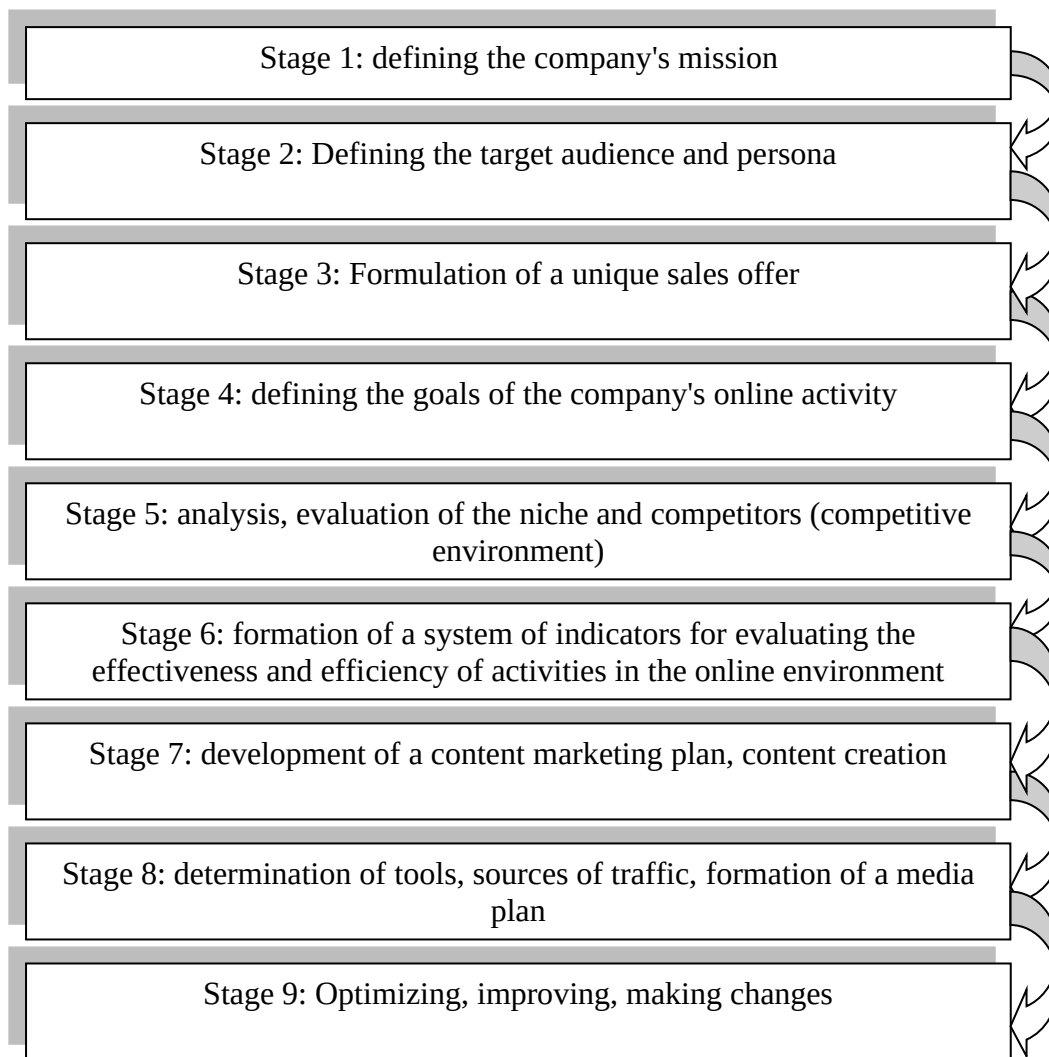


Figure 4. Digital marketing strategy planning algorithm

Source: generated by the author

Stage 1: defining the company's mission. The mission of the company is the main purpose of its existence, which later becomes the basis of online communication. When defining a company's mission, it is important to be aware of differences from competitors, the purpose of the company's existence, and the values conveyed to customers. A clear understanding of the company's mission will help to correctly determine the positioning, choose the target audience, and then carry out content communication: write texts, write posts and maintain pages in social networks, create and send newsletters, develop advertising messages, etc. Also, the mission helps to combine online and offline activities (digital marketing with traditional marketing) and make all marketing communications integral [74, p. 12].

Stage 2: Defining the target audience and persona. It is necessary to define the main and additional target segments, as well as draw up their portraits. To work in digital marketing, you need to know "who is the person they are addressing?". Such knowledge is necessary for a complete understanding of the client's needs, the correct definition and development of a unique sales offer, the selection of the most effective digital marketing channels and tools, and the competent drafting of advertisements. For effective online marketing, you need to answer questions: what problem does the product/service solve, who is the buyer of the product/service, where is the potential customer, what problems/questions does he regularly face, etc.

A persona is a portrait of the potential customer you want to attract. Texts will be written for this character on the website, in social networks, newsletters, and advertisements. Google, Facebook, etc. advertising targeting will be aimed at him. To form a character, data is required: gender, age, interests, place of residence, language, income level, education, expectations from the product/service, fears about the product/service, "pains" of the character etc.

From Google Analytics ("Audience" tab), you can find out the following: gender and age, interests, geography, devices and browser, keywords (in part), as well as the pages of the site that users visit most often, which products and services they are most interested in [74].

Statistics of Facebook and Instagram social network pages, in addition to basic information on socio-demographic indicators (gender, age, geography), also provides insight into content consumption by day of the week, time of day, effectiveness of publications (statistics/publications), audience interest. YouTube statistics, in addition to standard information, provide an opportunity to analyze the socio-demographic characteristics of individual videos.

With the help of the Google Display Planner tool you can get the following information: gender; age; interests; devices used by users. Using the Facebook Audience Insights tool, you can get information about gender; age; interests; marital status; educational level; position; place of residence; language; devices used by users.

Useful information, in addition to those obtained from the above tools, can also be found from email newsletters by surveying or conducting interviews with customers.

Stage 3: Formulation of a unique sales offer. The answer to the question: "Why should users trust this company and its products with their time and money?" There should be a clear understanding of the product (service): how it differs from competitors, what is its value. A unique selling proposition is a feature, characteristic, benefit, specific feature, value that distinguishes the company's goods/services from competitors' goods/services. Defining UTP will help to write texts correctly, create advertisements, communicate with users.

Stage 4: defining the goals of the company's online activity. The goals of the company's online marketing activity may be to increase the sales volume of a specific product/service, to form or stimulate demand, to increase profitability, to increase the company's level of recognition, to enter new target market segments. When defining goals, you need to focus on the available means/resources, take into account the activities of competitors, the situation on the online market, the state of the target audience, etc. The goals should be defined clearly and concretely, taking into account the general business goals of the enterprise according to the SMART system for the year ahead, but every quarter (it is possible every quarter) to review them, monitor their implementation and, if necessary, make appropriate adjustments.

Stage 5: analysis, evaluation of the niche and competitors (competitive environment). Competitive analysis is an integral part of digital marketing, which allows you to get information about markets, budgets, competently find out about the strategy of competitors and gives answers to a number of important questions: what has already been done, what is being done, what needs to be done. The data obtained as a result of competitive analysis help to avoid mistakes, systematically and correctly implement digital technologies, and use tools effectively. In digital marketing, in practice, there is no universal standard algorithm for competitor research. Each time it is an individual process with an individual set of necessary indicators and parameters that are researched, studied, analyzed and evaluated by competitors. It is necessary to

carry out an analysis every time before starting work on promotion, content generation, attracting traffic and at least once every 3 months [74, p. 32-34].

Three types of competitive analysis can be distinguished:

1) expert (non-automated) – allows you to navigate the existing market situation with design and usability: style, design, navigation, purchase/order process, communication elements, assortment, content, etc.;

2) service (automated) - allows you to navigate the technical parameters: website page loading speed, transitions, meta tags, dynamics of external links, image and video optimization, domain reliability, etc. It is carried out using a number of paid and free services;

3) statistical - allows you to orient yourself with digital marketing tools. It is carried out using online tools:

- ❑ SimilarWeb, SemRush, SerpStat, etc. – review of traffic and audience involvement: - sources of income and amount of traffic; - number of page views and time spent on the web resource; - links, key requests; - percentage of refusals; - main markets, etc.;
- ❑ Fanpage Karma, BuzzSumo, Ahrefs, Smartmetrics, SemanticForce, Youscan, Publer, etc. - analysis of pages in social networks: - interests of consumers; - effectiveness of content, posts; - number of publications, subscribers; - frequency of publications; - history of posts, etc.;
- ❑ Email-Competitors, etc. – analysis of the use of email communications (postal mailings).

Stage 6: formation of a system of indicators for evaluating the effectiveness and efficiency of activities in the online environment. Web analytics is a necessary component that is the basis of digital marketing and provides an understanding of the effectiveness of key performance indicators (KPI). With the right approach, you can measure all important indicators that affect business, including "likes", tweets, shares in social networks. With the help of the Google Analytics tool (allows you to learn about the target audience and track the effectiveness of channels) and the call tracking system, you can find out: the number of orders, calls, sales, conversions; who is the

client; how to improve the site; which traffic sources give the maximum effect, etc. This is a tool that allows you to abandon ineffective actions and concentrate on those tools that give the most positive result.

When building a CRI system, three groups of indicators should be distinguished:

1) attraction; interactivity; conversion.

1) Attraction – assessment of general metrics and indicators: - impressions – visual contact between the advertisement and the visitor to the advertising platform; - clicks – the user moves on the advertisement; - clickability (CTR, Click-through-rate) – the ratio of clicks to impressions.

2) Interactivity – assessment of user involvement in the content of the site: - bounce rate – percentage of sessions during which the user viewed only one page; - duration of stay (time) on the user's site - transitions between pages are taken into account, but the time spent on the last page is not taken into account; - depth of views - the number of pages viewed by the user during one visit to the site.

3) conversions – a useful user action on the site; conversion rate - the percentage of users from the total number of the audience who perform a given useful action. Conversions are divided into [74]:

- ❑ macro conversions – more important useful actions on the site: calls, applications, orders. They are often equated with the word "ice" - a potential client. It is customary to record an action on the site that will lead to a "lead" as a macro conversion;
- ❑ microconversions – user actions on the site that indicate commercial interest in a product or service: visiting pages of interest (contacts, promotions, guarantees, delivery); uploading (letters, presentations, contracts, catalogs); subscriptions (social networks, newsletters); any other actions expressing the user's interest;
- ❑ associated conversion - are counted as sources that participated in the purchase decision process, but did not lead to a final order.

Also, when determining the system of performance indicators, such indicators as ROI and LTV deserve attention. ROI (Return on Investment) is a generally accepted financial indicator that shows the return on investment (the effectiveness of funds spent

on a certain channel). LTV (Life Time Value) is the profit that the customer brings during the life cycle. Call tracking on the site can be implemented as follows:

- ❑ hiding contact information;
- ❑ use of promo codes;
- ❑ use of the Call-tracking call tracking system.

Step 7: Develop a content marketing plan and create content. Content is the main connecting element in digital marketing. Content development takes place after a clear understanding of: "who is the client", what are his interests, fears, needs and desires; who are the competitors, how do they position themselves, what content do they generate, what do they write about; what position does the company currently occupy in the online market and among competitors, what traffic sources does it use, what are its achievements; what results should be obtained, what should be the effectiveness of online activities, etc. The scheme of "conquest" of a potential consumer with the help of content is shown in Figure 5.

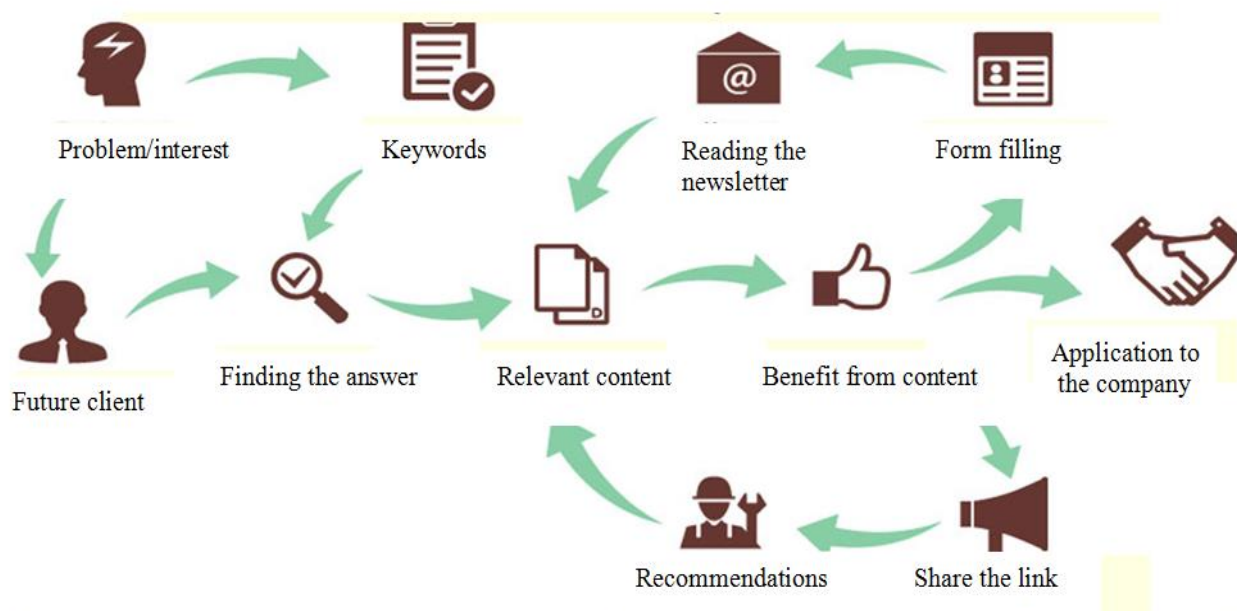


Figure 5. Scheme of "conquest" of the consumer with content

Source: constructed by the author

In content marketing, you need to start with planning: goals should be clearly defined and written down - what should be obtained as a result and what should be the

result. Three levels of goals can be distinguished: 1) coverage - the number of views in a video or article, the amount of traffic this article/video brought to other pages and sections of the site; 2) community growth - the number of subscribers in the newsletter, "fans" in social networks; 3) tying community growth to conversions – direct traffic (brand, recognition), social networks, organic search, mailings. On the basis of such goals, a content plan is formed, which describes in detail: those responsible for the content (writing an article, shooting a video, holding events, creating infographics); values and goals of the user reading the content; for which audience the content is prepared; what content will be provided, in what terms; how many people the content should reach; paid content or free; generation of content units; determining the format and type of content, distribution of content ("seeding" of content), etc. The most common formats and types of content are:

- information content – tells about the company, product/service, features, facts: articles, articles in the "How to?" format, reviews, news, interviews with experts, selections of useful resources, etc.;

- selling content - usually contains a ready-made offer quite often with a call to action: case studies, reviews, landing pages, reviews, posts on social networks, promotional offers, etc.;

- entertaining content - gives the user the opportunity to relax: contests, games, raffles, greetings, marathons, quests, riddles, interesting facts, jokes, facial expressions, quotes, stories, etc.;

- engaging content – motivating, encouraging the user to communicate: articles on current topics with further discussion, opinion articles, polls, question/answer column, tests, online calculators, live broadcasts, quizzes, flash mobs, etc.;

- viral content - attracting attention, remembering, wanting to "share": contests, articles with a useful selection, videos, quotes, jokes, memes, funny pictures, tests;

- user content is content created by users themselves (reviews, product reviews, product photos, etc.).

Stage 8: determination of tools, sources of traffic, formation of a media plan. After forming a content plan and creating content, it is necessary to determine the

necessary and currently most effective tools that are responsible for the formation and satisfaction of demand.

Tools for forming demand: search optimization, contextual search advertising, price aggregators are informative tools that tell the target audience about a company, product or service. Tools for generated demand are: search engine optimization (SEO), search advertising, marketplaces, price aggregators, Google Maps, Google My Business and others. Tools for generating demand include: content, media (banner) advertising, video advertising, advertising in social networks, online PR. Tools for repeated communication with users: social networks, e-mails, push messages, SMS, remarketing and others. These tools are both channels through which traffic can flow to the site, and are highly effective when used comprehensively.

Stage 9: Optimizing, improving, making changes. This stage involves the analysis and evaluation of each action in the online environment. Digital marketing is measurable and enables a clear understanding of what is effective and what is not. Therefore, it is necessary to constantly analyze, find weaknesses, correctly form hypotheses, experiment, make changes to processes, implement new solutions, evaluate the results and the digital project of the company as a whole to ensure a constant flow of customers, increase sales, increase profitability, efficiency and development.

When forming a company's digital marketing strategy, it is recommended to focus on the following areas:

- ❑ reputation management;
- ❑ brand recognition;
- ❑ decision-making based on customer feedback, which is evaluated by the company and then assimilated;
- ❑ full presentation of services: the consumer is first impressed by the type of bait, the next step will be the presentation to him of a complete set of specific initial search information;

- ❑ communication is a key element, as the specific monologue of company-initiated advertising campaigns is eliminated and dialogue is established using social platforms.

The task with which digital marketing copes most effectively is the promotion of goods by means of targeted information to consumers and obtaining feedback from them. A significant number of modern tools are used for this: SMM promotion of groups in social networks, contextual and targeted advertising, feedback forms for consumers, the extremely popular Google feedback platform, content marketing, media advertising, SEO promotion of the site and brand in search engines, groups in messengers, etc. All these tools are available not only on the Internet, but also on consumers' smartphones, which makes the company close and accessible to customers.

When planning a digital marketing strategy, every business should focus on rational and emotional benefits. The following principles and recommendations should also be taken into account: every modern enterprise should have its own website; the website must be optimized for the mobile version; a unique message is a competitive advantage; communication should be created in accordance with the various interests of target audiences; the message is an important part of communication and attracting attention; blogs are an effective tool for maintaining contact with customers; communication through video and live streaming is quite effective in online communication; interaction with customers through social media is a necessity; public profiles of employees must correspond to the organizational image and interests; monitoring of clients' interests and constant adaptation.

An effective digital marketing strategy must be based on facts, reliable economic and statistical data, insightful business judgment and a pragmatic approach to the technology itself. The formation of a strategy will allow companies to clearly understand the need to operate in the online market, to determine the direction of movement in the online environment, to systematically implement all digital marketing channels, to combine online work with offline work and to obtain the desired effective result of activity.