

6. DIGITAL METHODS AND TOOLS AT MARKETING

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DIGITAL MARKETING AS A KEY SUCCESS FACTOR FOR ENTERPRISES IN THE MODERN BUSINESS ENVIRONMENT

Digital marketing is a type of marketing activity that, through the use of digital tools and promotion channels, enables effective interaction with potential or actual consumers in both virtual and real business environments. Presently, digital marketing employs five primary digital channels [1]:

1) Internet and devices providing access to it (computers, laptops, tablets, smartphones, etc.); 2) Mobile devices; 3) Local networks (Extranet, Intranet); 4) Digital television; 5) Interactive screens, POS terminals.

Key tools of digital marketing include [2, 3]:

- contextual advertising;
- big data technology – massive volumes of data;
- retargeting;
- mobile marketing;
- email marketing;
- viral marketing;
- RTB (real-time bidding);
- SMM (social media marketing);
- SMO (social media optimization);
- SEO (search engine optimization);
- SEM (search engine marketing).

Understanding that digital marketing is a broader concept than Internet marketing also involves:

1. New mobile communication opportunities:
 - Text messages (SMS);

- Interactive voice response (IVR);
- Multimedia messages (MMS);
- Local radio communication between communication devices (Bluetooth);
- Wireless Application Protocol (WAP);
- Mobi-code – a combination of numbers that enables payments or discounts;
- QR code – an image on printed material that allows quick access to the virtual environment;
- Technologies like Click To, Flash SMS, Location Based Services (LBS) – convenient software download technologies;
- 2. New television opportunities:
 - Augmented Reality (AR) technology – technology that replicates virtual elements in reality;
- 3. New interactive screen opportunities: – 3D-projection (3D-mapping) – technology for projecting images onto objects in the surrounding environment.

This paper examines the primary advantages that digital marketing offers modern enterprises and explores certain negative trends associated with its implementation [4].

Firstly, digital marketing facilitates enhancing online presence and reaching a wider audience. Through websites, social media, email campaigns, and other digital channels, companies can attract potential customers and expand possibilities for engaging new ones.

Secondly, it enables precise advertisement customization and reduces marketing expenses. Utilizing targeting tools such as contextual advertising and social media ads, businesses can direct their advertising specifically to their target audience, attracting more potential clients at more effective costs.

Thirdly, digital marketing fosters customer interaction and provides personalized support. Social media, email, and other communication channels allow companies to efficiently communicate with customers, address their queries, and offer individualized assistance.

Therefore, a website stands as a pivotal element of digital marketing. Creating a user-friendly and appealing website catering to the target audience's needs is essential. Search Engine Optimization

(SEO) aids companies in appearing in search results and attracting more visitors. Another crucial aspect involves leveraging social media. Establishing branded pages on platforms like Facebook, Instagram, Twitter, and LinkedIn enables companies to interact with clients, share relevant content, conduct advertising campaigns, and build a community around their brand. Email marketing remains a significant tool, used to inform clients about promotions, news, and personalized information. Sending newsletters with useful and engaging content sustains client interest and attention. Content marketing is another critical facet of digital marketing. Crafting quality and valuable content such as articles, blogs, videos, and infographics helps companies position themselves as industry experts and attract their target audience. Tracking and analyzing results of digital marketing campaigns are also imperative. Employing analytical tools like Google Analytics or Semrush allows companies to evaluate the effectiveness of their marketing efforts, measure conversions, user engagement metrics, and other indicators, aiding in planning and optimizing marketing strategies.

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THE ROLE OF E-COMMERCE AND ONLINE RETAIL IN DISTRIBUTION STRATEGIES

In the modern world, digital technologies occupy an increasingly significant place in various spheres of life. Due to the rapid development of information technologies and widespread internet usage, companies have a unique opportunity to use digital tools to enhance distribution strategies. In various economic sectors, digital technologies enable swift and effective communication with consumers, elevate personalization levels and service quality, and ensure transparent and efficient distribution of goods and services. The utilization of digital platforms and social media allows companies to establish direct connections with consumers, conduct engaging and personalized marketing campaigns, and gather valuable data about their audience. In the sphere of distribution and sales, digital technologies have a substantial impact, providing companies with new opportunities to attract customers, expand their geographical reach, and enhance supply chain management efficiency. Additionally, digital technologies enable companies to improve supply chain management processes. They can utilize specialized software solutions to automate and optimize warehouse management, logistics, and product delivery processes. This allows for cost reduction, enhanced control over the supply chain, and ensures swift and accurate distribution of goods [1-3].

In e-commerce, digital technologies enable companies to create online stores where customers can conveniently search, compare, and purchase products. In turn, e-commerce and online retailing play a pivotal role in distribution strategies for goods and services. These technologies offer enterprises the ability to effectively market their products and reach a broad consumer base. E-commerce, encompassing the buying and selling of goods and services over the