

DIGITAL MARKETING IN BRAND PROMOTION

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This scientific work explores the importance of digital marketing in the brand promotion, the key components of digital marketing and how brands can use various digital channels to increase the brand awareness, customer acquisition and sales.

Today, we live in the age of digital technology, which began with the beginning of the information revolution in the 1990s, when the Internet appeared. At the very beginning of this process, the only channel for connecting to the Internet was a personal computer. Now for this we have a wide variety of digital gadgets that were unimaginable in those years. It is impossible for such a sudden reorganization of social life not to affect marketing. In the first years of Internet use by the masses, it turned out that it can also be used to exchange marketing information. Accordingly, digital marketing was born as a new field of marketing science that could provide more and more new ways and opportunities for various businesses to establish two-way communication with their customers [1].

Digital marketing is defined as the use of digital channels to promote a product or service. The goal of this approach is to connect with customers online – the place where they spend the most time seeking information or entertainment [2].

Digital marketing is a big part of general marketing and it divides on many parts: social media marketing; content marketing; email marketing; affiliate marketing; influencer marketing and others. All these types are very important for digital marketing. Every popular brand uses at least few of these ones.

Digital marketing is indispensable for brands in the modern age. This allows brands to reach a global audience, interact effectively with customers and adapt to changing trends. By integrating various digital channels, optimizing their websites, and using data-driven strategies, brands can build a strong online presence, connect with their target audience, and ultimately increase sales and brand awareness in the ever-evolving industry. It is not just a tool for success; it is a necessity for survival in the competitive world [3].

Digital marketing has fundamentally changed the way brands communicate with their consumers. It became the main channel of brand promotion, and for good reason. Here's why digital marketing is so

important for brands:

- With the help of digital marketing, brands can reach a global audience, transcending geographical boundaries. This allows firms to expand their customer base and increase sales potential.

- Digital platforms allow to target precise. Brands can reach consumers based on demographics, interests, online behavior, and more. This ensures that marketing efforts are targeted at those most likely to convert.

- Digital marketing often proves to be more cost effective than traditional advertising methods. Social media advertising, for example, allows brands to reach thousands of potential customers at a fraction of the cost of television advertising.

- Digital marketing provides valuable insights through analytics and data tracking. Brands can track campaigns in real-time, adjust strategies and make data-driven decisions for continuous improvement.

Brands use different methods of digital marketing. Email marketing is used very well on the website. That is, when entering it, clients can immediately win a discount by leaving your email for mailing. Thanks to cooperation with various bloggers, actresses, singers, influencers, many people will learn about the company, and this is mainly their target audience. It is called influencer marketing. The founders and owners of the brand also have their own pages on social networks, that is, they have a well-developed own brand, not only running a joint company. It would be unacceptable for a modern business not to use content and social media marketing. Each brand should have its own pages for promotion, as well as for updating information about them.

Nowadays industries are very dynamic, trends change quickly and consumer behavior changes. In this digital age, it has become imperative for brands to implement effective digital marketing strategies to stay competitive and engage with their target audience. Digital marketing plays a crucial role in promoting brands. In today's digital age, a strong online presence and effective marketing strategies are essential for reaching a wider audience and driving sales.

References

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