

DIGITAL TOOLS OF MODERN MARKETING

Fokina M., student*,
State Biotechnological University, Kharkiv, Ukraine

The emergence of internet marketing unfolded against the backdrop of the electronic economy's development, with N. Negroponte laying the foundational concept in 1995, identifying modern society's new economic life aspects. From the late 1980s, the internet's rapid expansion was fueled by its communication and economic interaction capabilities. Initial steps in utilizing the internet for economic needs involved electronic mail, followed by data transfer development, e-commerce, and internet banking. In 1994, the first internet store was launched, and an internet banking system was established, marking the beginning of widespread internet use by companies across various economic sectors for website creation and online business operations.

Open internet access spurred new, more efficient business forms, opening additional channels for supply and distribution [2]. The increasing number of internet users, each a potential customer, contributed to e-commerce volume growth. Lowering transaction costs naturally increased business profitability, leading to a surge in virtual companies: banks, stores, auctions. The virtual environment facilitated new product types, such as software, games, and electronic money, becoming unique phenomena of the digital economy, intricately linked to its production resources, including computer hardware and telecommunications. Defined as a distinct direction, the electronic economy featured differences from the traditional economy, fostering its rapid development and the formation of areas like e-commerce, electronic money, internet marketing, internet banking, and electronic insurance.

Transitioning from the Internet economy to the digital economy is marked by key features: business activity volume is independent of a company's physical size or geographic location; information becomes a resource that can be infinitely reused, enhancing its value; and, thanks to access to a wide information spectrum, consumer behavior becomes more predictable and proactive [4].

The uniqueness and specificity of the digital economy are defined by the following innovative phenomena:

- Mobile technologies ensuring constant internet access, allowing users to stay online regardless of their location;

* *Scientific Supervisor – Zaika S.O., PhD in Economics, Professor*

- Cloud technologies, opening possibilities for storing and processing large data volumes with minimal infrastructure costs;
- Business analytics, based on digital technologies, enabling companies to effectively analyze large data arrays for making informed decisions and predicting future trends;
- Social media, altering the interaction methods between companies and their clients, fostering greater engagement and openness [1-7].

Digital marketing encompasses interacting with customers and partners through digital information and communication technologies and electronic devices, broadly applying these technologies for marketing purposes. This extends beyond internet marketing to include additional techniques for engaging the target audience both online and offline, including television, radio, internet, social media, serving as tools for promoting brands and products. Digital marketing tasks cover supporting brand image, launching new products, increasing brand recognition, and stimulating sales.

Digital marketing is seen as a comprehensive approach in contemporary marketing, characterized by its adaptability and interaction through various digital channels and methods, allowing direct engagement with target market segments in both virtual and real worlds. This means digital marketing combines online and offline dimensions, extending beyond traditional internet marketing to include interactions through mobile devices, digital television, interactive screens, and POS terminals, making the number of engagement channels much broader and more diverse.

Digital marketing surpasses traditional internet marketing by expanding technological capabilities, notably:

- Mobile communication development opens new interaction avenues, including SMS and MMS, voice automated menus (IVR), Bluetooth and WAP technologies for wireless communication, mobile payments and discounts through mobile codes, QR codes for easy online resource access, and advanced mobile services like Click To, Flash SMS, and Location-Based Services.
- Innovations in television, particularly augmented reality technology, enriching regular TV viewing with virtual elements.
- Interactive screens offering 3D projections, altering the perception of ordinary objects through 3D mapping.
- POS terminals and video cameras employing biometric technologies for identifying individuals by physiological and behavioral characteristics, opening new marketing research opportunities.
- Email integration with mobile devices, combining phone marketing with electronic mailing [6].

These changes affect the corporate website's role in the digital marketing system, transforming it into a central element of the audience engagement strategy. The site becomes an essential tool for integration with social networks, mobile devices, attracting traffic, and measuring interaction with visitors. Technology advancements change content approaches, shifting from text to video, QR codes, infographics, and other interactive elements.

Evaluating digital marketing effectiveness includes traditional indicators (reach, frequency, GRP) and newer, digital environment-specific metrics, such as interactive actions (mouse hovering, clicks, transitions) and user-generated content.

The development of digital technologies fosters competition and expands consumer engagement methods, the choice of which depends on the product's specifics and target audiences' behavioral characteristics, encompassing a wide range of technological, economic, and behavioral features [6, 7].

Key digital marketing tools include:

- Contextual advertising through platforms like Google AdWords and Yandex Direct;

- Using Big Data to analyze large data volumes;

- Retargeting for re-engaging visitors;

- Mobile marketing to reach users through mobile devices;

- Email as a direct communication means;

- Viral marketing for spreading through social networks;

- RTB for real-time advertising purchases;

- SMM and SMO for promotion in social media;

- SEO for enhancing website visibility in search engines;

- SEM, combining SEO and paid advertising to increase traffic.

SEO leads in usage frequency (90 % of enterprises), followed by SMM and SMO (65 %), contextual advertising (60 %), and SEM (33 %). SEO's popularity is due to consumers' high trust in search engines as an information source for choosing products and services. Digital marketing, focused on elicited interest, differs from traditional marketing, which more often employs a direct «push» approach.

Social networks rank second due to their popularity and users' trust in friends' and acquaintances' recommendations. Interactivity, personalization, and quick feedback are key advantages of SMM and SMO. Although not a leader, viral marketing is effectively used for attracting attention through original and engaging content.

Mobile marketing continues to gain momentum, promising significant growth with the spread of smartphones, development of GPS technologies, and mobile applications. Its effectiveness, compared to traditional internet marketing, is significantly higher, especially considering geolocation capabilities.

Thus, digital marketing offers extensive opportunities for engaging and interacting with the target audience, using a variety of tools and approaches adapted to modern technologies and consumer behavior changes. In today's world, digital marketing plays a crucial role in the interaction between brands and their potential clients, utilizing various innovative technologies and methods. It integrates a broad range of tools, including search engine optimization, social media marketing, contextual advertising, as well as cutting-edge technologies like Big Data and mobile marketing. The growing importance of SEO underscores the significance of high visibility in search engines for business success. Social networks, due to their popularity and ability to generate trust through recommendations, become an equally important communication channel. The development of mobile marketing highlights the importance of adapting customer engagement strategies to changes in consumer technologies and behavior. Overall, digital marketing proves its effectiveness in increasing reach, engagement, and customer retention, providing businesses with powerful tools for competing in the digital era.

Literature:

1. Zaika S., Kuskova S., Zaika O. Essential characteristics of internet marketing. *Science and Global Studies: Abstracts of scientific papers of VII International Scientific Conference* (Prague, Czech Republic, April 15, 2021). Financial and Economic Scientific Union, 2021. P. 33-36.

2. Zaika S., Kuskova S., Zaika O. Features of marketing communications on the Internet. *Modern transformations in economics and management: V International scientific-practical conference* (March 26-27, 2021. Klaipeda, Lithuania). Riga, Latvia: «Baltija Publishing», 2021. P. 98-102.

3. Zaika S., Kuskova S., Zaika O. Trends in the development of services in the conditions of digitalization of the economy. *Цифрова економіка як фактор економічного зростання держави: колективна монографія / За заг. ред. О.Л. Гальцової*. Херсон : Видавничий дім «Гельветика», 2021. С. 258-281.

4. Zaika S., Kuskova S., Zaika O. Trends of marketing development in the condition of digital economy. *Economy digitalization in a pandemic conditions: processes, strategies, technologies: International scientific conference* (January 22-23, 2021. Kielce, Poland). Riga, Latvia: «Baltija Publishing», 2021. P. 150-154. DOI: <https://doi.org/10.30525/978-9934-26-028-5-31>

5. Савицька Н.Л. Маркетинг у соціальних мережах: стратегії та інструменти на ринку В2С. *Маркетинг і цифрові технології*. 2017. Вип. 1. С. 20-33.

6. Савицька Н.Л., Кот О.В., Кот М.С. Канали маркетингових комунікацій як засіб підвищення комунікативної активності підприємств торгівлі. *Глобальні та національні проблеми економіки*. 2017. Вип. 15. С. 306-310. URL: <http://global-national.in.ua/archive/15-2017/62.pdf>

7. Савицька Н.Л., Чміль Г.Л. Нова парадигма маркетингу в умовах цифрової трансформації економіки. *Вісник Сумського національного аграрного університету*. 2020. Вип. 2(84). С. 81-87. DOI: <https://doi.org/10.32845/bsnau.2020.2.13>

РОЗВИТОК МЕРЕЖІ МІКРОІНФЛЮЕНСЕРІВ ТА МЕГАІНФЛЮЕНСЕРІВ ЯК ІНСТРУМЕНТУ ЦИФРОВОГО МАРКЕТИНГУ: СТРАТЕГІЇ І ВПЛИВ НА АУДИТОРІЮ

Христенко С.С., здобувачка першого (бакалаврського) РВО*,
Державний біотехнологічний університет, м. Харків, Україна

В останні роки роль мікроінфлюенсерів та мега-інфлюенсерів стала значущою частиною стратегій цифрового маркетингу.

Це відомі особистості з певною аудиторією, які мають значний вплив на своїх прихильників. Вони відзначаються великою кількістю фоловерів та великим охопленням в соціальних мережах.

Мета дослідження – вивчити роль мікроінфлюенсерів та мегаінфлюенсерів як інструменту цифрового маркетингу, показати різницю між ними.

Спочатку розглянемо мікроінфлюенсерів. Це невеликі індивідуальні особистості, які мають відносно невелику аудиторію, але здатні взаємодіяти з нею в більш особистому та довірливому форматі.

Однією з ключових стратегій є партнерство з мікроінфлюенсерами, які мають цільову аудиторію. Наприклад, якщо підприємство продас товари для здоров'я та фітнес-продукти, співпраця з фітнес-блогером, який має власну невелику, але зацікавлену аудиторію, може принести бажаний ефект. Це робить рекламу більш персоналізованою та релевантною для споживачів [1].

* Науковий керівник – Зайка С.О., к.е.н., професор