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DIGITAL MARKETING FOR SMALL BUSINESS: HOW TO EFFECTIVELY USE ONLINE PLATFORMS TO GROW YOUR BRAND

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In the modern business environment, digital marketing has become an essential part of marketing strategy for small businesses. Competition for consumer attention intensifies daily, and online platforms enable small companies to make their presence known in a market dominated by larger firms. By using digital marketing tools, business owners can build brand recognition, attract new clients, and maintain relationships with existing ones, even with limited resources.

Digital marketing for small businesses opens significant opportunities to optimize processes and improve competitiveness, especially amid crises. Under difficult conditions, like wartime, digital marketing enables businesses to minimize costs, enhance communication efficiency with clients, and develop innovative strategies for stable functioning.

From 2018 to 2022, the global share of GDP created by digitalized enterprises grew 3.3 times, while the share for traditional enterprises decreased by 0.77 times. This trend illustrates the rapid pace of global business digitalization, influencing Ukraine's market and promoting digital marketing expansion [1].

According to the U.S. Chamber of Commerce, 93% of small businesses use at least one digital platform. This adoption aids them in connecting with customers, expanding reach, and enhancing operational efficiency. Digital tools enable small businesses to improve market visibility, analyze customer behavior, and adapt strategies in real-time, allowing them to respond quickly to market changes and stay resilient during crises [2].

Artificial intelligence (AI) is increasingly a focus for small businesses. In

2023, 91% of U.S. small businesses that adopted AI reported improved success. AI provides diverse marketing advantages, making it valuable for enhancing business performance [3]. Specifically, AI enables small businesses to automate customer engagement processes, such as personalized recommendations, audience segmentation, and query handling. Machine learning algorithms analyze consumer behavior, allowing small businesses to understand their clients' needs and preferences more deeply than ever. This helps in creating more effective advertising campaigns, improving customer interaction, and boosting customer loyalty, which can ultimately lead to increased revenue and optimized marketing expenses.

In 2024, internet penetration in Ukraine reached 79.2%, offering immense potential for digital marketing and product promotion among internet users. The growing digital audience is driving demand for products and services offered through online channels, expanding digital marketing's reach to a larger segment of Ukraine's population [4].

Larger businesses generally have more integrated digital strategies impacting various aspects, such as products and supply chains. In contrast, small businesses often adopt digital strategies intuitively, focusing on market needs and personalized customer engagement [5]. This allows small businesses to be more agile and quickly adapt to shifts in consumer demand. With direct customer contact, small businesses can swiftly identify trends and preferences, enabling them to tailor their offerings to specific consumer needs. Such personalized service fosters customer loyalty, which can enhance competitiveness and strengthen market positioning.

In conclusion, digital marketing has become an essential tool for small business growth, allowing them to compete in the market even with limited resources. By using digital platforms, small businesses can increase brand recognition, attract new customers, and maintain relationships with existing ones, promoting growth. AI and automation tools enable small businesses to optimize marketing processes, quickly adapt to changes, and better understand their clients. The growth of the internet audience in Ukraine creates additional opportunities for digital promotion among many potential consumers.

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WYZWANIA W PROCESIE PERSONIFIKACJI MARKI

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Współczesne procesy komunikacyjne charakteryzują się szerokim wykorzystaniem Internetu. Jest to rozwiązanie na tyle powszechne, że rezygnacja z jego wykorzystania jest postrzegana jako forma wykluczenia społecznego [1]. Świadomość tego faktu powinna towarzyszyć działaniom komunikacyjnym marek, które będąc kluczowym elementem budowania obecności marki na rynku, decydują niejednokrotnie o sukcesie lub porażce przedsiębiorstwa.

Strategia komunikacji marki jest planem, opracowanym w oparciu o całościową strategię marki, pozwalającym na ukierunkowanie działań promocyjnych i usprawnieniu procesu budowania obecności marki na rynku. Nowoczesne strategie komunikacji z konsumentem wykorzystują Internet do kształtowania relacji z klientami w nowoczesnym ujęciu. Prawidłowe komunikowanie się marki z odbiorcami jest niezwykle ważne, ponieważ jest ściśle powiązane z istotą zarządzania marką i jej znaczeniem w ujęciu rynkowym [2]. Zarządzanie marką to funkcja komunikacyjna w marketingu, koncentrująca się na tworzeniu planu, budowaniu oraz analizowaniu pozycji marki na rynku. Jednym z celów nadrzędnych tej funkcji jest zapewnianie dobrych relacji na płaszczyźnie producent – klient. Marka, w przestrzeni rynkowej spełnia cztery kluczowe funkcje: wyróżniającą, gwarancyjną, promocyjną oraz symboliczną (co oznacza, że marka to symbol wartości, poprzez które producent przekazuje pewne treści użytkownikom) [3].