

Digital marketing: features and advantages

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Among the important components of digital marketing, which are actively implemented in the marketing activities of enterprises, include mobile, social media, content and crowdmarketing. The analysis shows that mobile marketing has the highest growth rates, because the number of mobile devices significantly exceeds the population. K. Wertheim emphasizes that mobile marketing is up to 5 times more effective than Internet marketing.

The intensive development of mobile marketing is due to the capabilities of mobile applications and the desire of consumers to use advertising from mobile devices and report their personalized data. Mobile applications use a variety of games that evoke a positive emotional state in consumers and form a desire to disseminate information [1,2].

In recent years, the development of social media marketing has become quite active. An analysis of the literature suggests that social media marketing is a method of digital marketing that creates social communities on the Internet to promote information about the company and its products to consumers. Among the advantages of social media marketing is that members of social communities share information that has influenced them and actively disseminate it. In this case, the mechanism of viral marketing is used, which harmonizes the content of commercial information and forms of its presentation. For which dramatic, funny, extreme videos are distributed.

In general, digital marketing includes three main components: content (blog posts, articles, publications, research, e-books, e-newsletters, social media companies, SEO); design (inclusion of photos and images for content, infographics, charts, videos); statistics (analytics, key performance indicators, goals and objectives).

As for the benefits of digital marketing, first, digital marketing allows you to reach both online and offline consumers who use tablets and mobile phones, play games, install applications. This makes it possible to reach a wider audience, not limited to the Internet. Another advantage is the ability to collect clear and detailed data. Indeed, almost all user actions in the digital environment are recorded by analytical systems, which allows to make accurate conclusions about the effectiveness of different channels of promotion, as well as to make an accurate portrait of the buyer. One more advantage is a flexible approach. Digital marketing allows you to attract an offline audience to the online market and vice versa. For example, with the help of a QR-code

on a flyer you can direct a user to the site, and at the same time thanks to the email you can invite subscribers to a seminar or other offline event.

Given the above, we can conclude that the intensive development and use of digital information and communication technologies in today's globalized information society has led to the active introduction of digital marketing in business. The use of digital marketing tools and methods by enterprises significantly affects the behavior of the target audience, activates loyalty programs, strengthens the image, achieves the planned marketing goals, competitive positions of enterprises and generally increases the efficiency of entrepreneurial activity. And these trends will only intensify.

Ключові слова: marketing, digital marketing.

Список використаних джерел

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