

## USING DIGITAL STRATEGY FOR PRODUCT PROMOTION

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Modern trends provide great opportunities to expand and improve various industries.

Companies use different approaches to market their products. But today, digital marketing has become widespread.

It is no accident that Bill Gates said: "If you are not on the Internet, you are not in business".

In the 21st century, digital marketing has become one of the key forces driving business development, and its role will only grow in the future [3].

The main advantages of digital marketing include the following:

- more precise audience customization and the ability to reach the target audience (since you can set up targeting by interests, age, gender, etc. online)
- the ability to measure the effectiveness and direct impact of various tools on key business indicators, such as sales, turnover, and income;
- low entry threshold, which allows to achieve significant results with limited budgetary resources [1, p. 32-33].

However, the use of this tool is impossible without a well-thought-out strategy.

So, a digital strategy, also known as a digital strategy, is a strategic approach to promoting a company, products or services based on the use of digital technologies and tools. It allows you to create an effective action plan for achieving corporate goals through digital marketing, aimed at making a focused impact on the target audience, its behavior and decisions regarding your brand, product or business in general [5].

A digital strategy has several features. Among them:

- an integrated approach that involves the use of several tools to reach the target audience. For example, Google search, social networks (Facebook, Instagram, YouTube, etc.), Google partner sites, price aggregators, marketplaces, etc;
- use of methods to increase the efficiency of digital tools. For example, you can increase the effectiveness of advertising on Google by optimizing ads for maximum attractiveness, which contributes to a higher likelihood of clicking through to the site and making a purchase;
- constant presence at all points of contact with the target audience, avoiding ineffective pressure, etc;
- testing and using new tools that will allow you to be successful and use digital marketing effectively [2].

A well-developed digital strategy will allow you to determine

- the size of the target audience;
- competitiveness in the niche and marketing budget;
- effective promotion tools.

As for the tools, there are several main ones;

– Google Ads search advertising is one of the key advertising tools of the Google search engine, which allows you to place ads on the search results page;

– Google Ads display advertising allows you to place ads on partner sites such as YouTube, Gmail, and mobile applications;

– Google Shopping E-commerce is a service designed to advertise online stores in Google search results;

– SEO website promotion is the process of improving a website in order to raise its rankings in search engines;

– Facebook and Instagram advertising is a popular and effective marketing tool, as it allows you to customize targeting to attract the target audience at a relatively low cost;

– Web Analytics is a tool that allows you to collect and analyze detailed data on the effectiveness of each channel separately [4].

It is important to note that there are no universal methods for successful online business promotion. Digital marketing opens up endless possibilities for developing unique strategies and achieving ambitious goals. Regularly doing this can lead to a steady increase in the number of customers and business expansion.

To succeed in digital marketing, you need to be flexible and adapt to changes in the online environment. Tracking new trends, analyzing data, and learning from competitors will help you create an effective strategy that meets the unique needs of your business.

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