

DIGITAL MARKETING AS A BUSINESS STRATEGY

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Digital marketing is marketing that allows you to conduct business, work with customers and communicate with business partners using digital information and communication technologies and electronic gadgets. That is, it is marketing within the framework of modern digital technologies.

The concept of digital marketing arose in the nineties of the 20th century, along with the household spread of the Internet. But it is important to note that its definition in the 1990-s and today is not the same. The concept of digital marketing is constantly changing, improving and adapting to human needs [6].

Digital marketing exists both online and offline. On the web, it includes SEO promotion of web resources, contextual advertising (search, display, video, in-app advertising, etc.), targeting, teaser advertising, as well as e-mails. Offline is:

- Short Message Services (SMS);
- digital TV and digital radio;
- digital outdoor advertising;
- QR-codes.

Online PR can also be included in the basic set of digital services – reputation management on the Internet by creating a positive infofield of the company in the digital environment, Digital-art within the framework of branding works, etc.

It should also be noted that Digital marketing has stages of interaction between the brand and the consumer in the phases described by the consulting company McKinsey:

- selection of a number of enterprises to realize the need;
- the process of studying and evaluating company tasks;
- purchase;
- acquisition of consumer experience;
- repeat purchase.

That is, first the consumer must notice a certain company in the digital space and evaluate it as the one that is able to realize their current need, then the consumer must choose an offer from among competitors, become a customer, remain satisfied and become a regular customer [5].

Marketing must influence the buyer at every stage, and digitalization has led to the fact that the Internet is now present at all stages of the buying journey. From the moment of awareness of the need to the moment of purchase and use of the product. That is, in the case of most goods and services, the marketing strategy today should include a complex of digital promotion at all phases of interaction with the client.

Digital tools make it possible to attract an offline audience to an online market and vice versa, and the number of audiences that can be reached is practically unlimited.

Modern consumers want to be as involved as possible: express their opinion about products, services and companies, want to share the consumer experience, offer their own solutions for the product, etc. They also like personalized brand communication. The digital environment offers a wide variety of channels and ways to build such communication with literally every consumer.

Thus, the Internet promotion team or digital marketer is a figure whose task is to find the right channel and use its potential to the maximum [4].

However, a strong business idea and a competitive product often lack a professional, systematic approach to implementation. In particular, entrepreneurs do not use or use modern marketing technologies incorrectly. This is especially noticeable when it comes to digital marketing.

At the same time, it is digital marketing that can significantly accelerate the launch and dynamic growth of a business, because it has many significant advantages and features, including:

1. Speed - ensures the arrival of the first orders from the moment of planning and launch of advertising campaigns in just a few hours.
2. Personalization - allows you to deliver messages to the most targeted consumer (by needs / motives / behavior / geography).
3. Flexibility – provides an opportunity to significantly change the advertising campaign during its implementation (which cannot be done with TV or OOH (Out Of Home)).
4. Manageability and analytics is a clear definition of the effectiveness of the advertising campaign and its parameters in the digital environment in real time.
5. Globality is the actual absence of geographical boundaries for digital campaigns.
6. The cost of an effective targeted contact and the cost of a lead or order can be significantly lower using digital marketing [7].

Using all the advantages of digital marketing and revealing the business potential can be ensured by a competent digital strategy.

Digital strategy is a strategy for promoting a company, goods or services using digital technologies and means. A digital strategy allows you to build an optimal plan of action to achieve the company's goals by means of digital marketing and ensure a focused impact on the target audience, its behavior and decisions regarding a specific brand, product and business as a whole [4].

To fully work with the consumer, it is worth working at all stages of the purchase (CDJ - consumer decision journey) - from awareness of the need to obtaining a positive consumer experience. This can be demonstrated through the “See / Think / Do / Care” model from Google using the example of the Belok company (Table 1).

Table 1

“See / Think / Do / Care” model from Google [2]

Stages of purchase	Stage № 1	Stage № 2	Stage № 3	Stage № 4
	SEE	THINK	DO	CARE
Digital tool	Forming a pool of brands to choose from	Brand evaluation and selection	Final decision making and purchase	Product usage and consumer experience
	The task is the formation of knowledge about the brand, the involvement of the brand in the field of choice	The task is to demonstrate the advantages and conviction in the correctness of the choice	Creating conditions for a comfortable purchase / “stretching”	Customer Experience Management
Contextual media advertising	Banner ads with messages			
Search Engine Optimization (SEO)		Entering the TOP-10 for most key commercial queries	Formation of attractive snippets to increase the probability of conversion to the site	
SERM / Online PR	Writing, publishing and promoting PR articles for new brands that are presented in online and offline stores			Operational work with feedback on the operation of stores
SMM	Promotion of posts	Posting useful thematic content	Purchase directly from advertising posts	Prompt answers to questions

Digital marketing is constantly evolving. New tools appear and existing ones change. In order to be successful and use digital as effectively as possible, you need to constantly monitor changes. Therefore, you can add the use of efficiency improvement methods to the given model, for example, in Google you can by creating the most attractive ads, which increases the probability of going to the site and making a purchase.

Also, an important component of a digital strategy is SEO traffic and its systematic growth. At the same time, Google's algorithms are constantly changing – this is both a threat (if you do not follow such changes) and an opportunity (if you follow the changes and adapt your promotion accordingly) [3].