

THE IMPORTANCE OF DIGITAL MARKETING FOR BUSINESS DEVELOPMENT

Vinnitsia National Technical University

Анотація

В останні роки розвиток цифрового маркетингу відкрив нові перспективи для підприємств у сфері ефективного залучення та утримання уваги цільової аудиторії. У статті розглядається ключова роль цифрових стратегій у визначенні оптимальних комунікаційних каналів, аналізі ринкових тенденцій та підтримці зв'язку з клієнтами. Також надається історичний нарис формування та еволюції концепції "цифровий маркетинг", відображаючи зростаючий інтерес до цифрових технологій серед фахівців та керівників підприємств. Аналізується вплив цифрового маркетингу на сучасну бізнес-середу, акцентуючи ключові аспекти та визначаючи стратегії успішної імплементації в корпоративних структурах.

Ключові слова: маркетинг, цифровий, технології, розвиток, використання, підприємство, інформація.

Abstract

In recent years, the development of digital marketing has opened up new perspectives for enterprises in the field of effective attraction and retention of the target audience's attention. This article discusses the key role of digital strategies in determining the optimal communication channels, analyzing market trends and maintaining customer relations. It also provides a historical outline of the formation and evolution of the concept of "digital marketing", reflecting the growing interest in digital technologies among professionals and business leaders. The impact of digital marketing on the modern business environment, highlighting key aspects and identifying strategies for successful implementation in corporate structures are analyzed.

Keywords: marketing, digital, technology, development, use, enterprise, information.

Introduction

There is an opinion that digital marketing is integrated with internet marketing, but this is not entirely correct. Digital marketing uses both online and offline communication channels. Some of them can be presented both online and offline. For example, modern SMART TVs allow you to watch both traditional TV channels and videos on websites.

One of the main tasks of digital marketing is to attract offline audiences to the company's online channels. For example, offline ads can direct potential customers to a company's website or social media page. Each company chooses communication channels based on its needs, resources and target audience.

Recent years have been characterised by the rapid development of digital marketing technologies, which requires businesses to be more responsive and flexible in the digital environment.

Research Results

The results of the survey highlight the growing recognition among Ukrainian companies of the key role of digital marketing tools in navigating today's fierce competition. It highlights a significant shift in mindset, with approximately one-third of respondents the need to use digital pathways to support their business. This shows the growing awareness in the business sphere of the urgent need to use digital tools to attract, retain customers and optimize marketing efforts.

Nevertheless, the survey also highlights a prevalent challenge: while many businesses do use digital marketing tools, their approach often lacks consistency and expertise. For example, executives may be faced a lack of understanding of the ins and outs of digital marketing or not being able to understand its full potential. Similarly, resource constraints pose a serious obstacle for small businesses seeking to recruit skilled specialists in this field, further exacerbating the issue.

In today's discourse, "digital marketing" encompasses a multifaceted strategy that uses a range of digital technologies to maximize audience reach. It covers activities aimed at introducing a brand or product, increasing brand recognition, strengthening reputation and increasing sales figures. This holistic approach to marketing is based on a combination of online and offline communication channels, which are aimed at the common goal of effectively targeting these channels.

To successfully implement digital marketing strategies, businesses must do the following:

- foster the development of a robust customer relationship management system, integrating different online and offline channels for seamless interaction.
- stay alert by tracking technological trends and changing consumer behaviors in the digital realm, ensuring adaptability to dynamic market landscapes.
- engage in swift data analysis and judicious decision-making predicated on insights gleaned from copious data reservoirs.

The study highlights that key modalities and tools in the digital marketing arsenal include search engine optimization (SEO), contextual and display advertising, email marketing and social media marketing (SMM). Together, these pathways serve as conduits to achieve marketing goals, facilitating targeted reach and engagement with audiences across multiple platforms.

Business owners and top management are looking for ways to cut costs. Digital marketing provides an optimal opportunity to promote a brand to a wider audience with a comparatively smaller budget than traditional channels. This is the most cost-effective marketing channel that provides results in the shortest possible time. When a company uses email marketing to promote their products, they actually spend very little while reaching millions of users. In a traditional marketing system, it is impossible to reach such a mass of people with such a modest budget. Again, using the PPC (Pay Per Click) system, the business only spends on actual views – this is a very authentic way of reaching targeted potential customers with minimal costs. In almost every aspect, digital marketing tools cost less than traditional ones. More and more organizations are choosing digital marketing as an option to use their marketing budget more effectively.

Conclusion

In today's rapidly transforming digital marketing environment, frequent introduction of new information and communication technologies and methods of working with mobile and online content, it is no longer enough for businesses to use only online marketing tools to succeed in a competitive market. It is necessary to integrate these tools with offline promotion channels and develop comprehensive marketing solutions, taking into account the specifics and needs of a particular business. These solutions should cover all aspects of marketing activities: from market research and product positioning to advertising activity. Entrepreneurs should pay attention to changes in the psychology of digital consumers and adapt their marketing campaigns to the most relevant trends in the digital environment.

REFERENCES

1. GOV.UA. Інформаційні матеріали щодо стану інноваційної діяльності. URL : <https://www.me.gov.ua/Documents/Detail?lang=uk-UA&id=69b9a9bf-5fbc-4035-8c0f-ac26b853c0eb&title=InformatsiiniMaterialiSchodoStanuInnovatsiinoiDiialnosti&isSpecial> (дата звернення: (06.03.2024)
2. Mix Digital. Комунікація бренда: Paid, Earned, Owned Media. URL : <https://mixdigital.com.ua/ru/blog/kommunikacziya-brenda-paid-earned-owned-media/> (дата звернення:16.02.2024)
3. UKRAINIAN CENTRE FOR EUROPEAN POLICY. On the Way to the EU Single Digital Market: e-Commerce, Telecommunications, Trust Services. URL : <https://ucep.org.ua/doslidzhennya/na-shlyahu-do-yedynogo-cyifrovogo-ryнку-yes-elektronna-komercziya-telekomunikacziyi-dovirchi-poslugy.html> (дата звернення: 06.03.2024)
4. Закон України «Про бухгалтерський облік та фінансову звітність в Україні» від 16.07.1999р. №996 – XIV. URL : <https://zakon.rada.gov.ua/laws/show/996-14#Text> (дата звернення:16.02.2024)
5. Проскурніна Н. В. Аналіз маркетингових комунікацій підприємств роздрібної торгівлі зі споживачами / Н. В. Проскурніна, Т. В. Шталь. Харків. 2020. С 62-72.

Шалак Ростислав Володимирович – студент групи МР-22Б, факультет менеджменту та інформаційної безпеки, Вінницький національний технічний університет, м. Вінниця, e-mail: rostik1.shalack2@gmail.com

Науковий керівник: Слободянюк Алла Анатоліївна – старший викладач кафедри іноземних мов, Вінницький національний технічний університет, м.Вінниця, e-mail: a.allavin@gmail.com

Shalack Rostislav V. – student, Faculty of Management and Information Security, Vinnytsia National Technical University, Vinnytsia, e-mail: rostik1.shalack2@gmail.com

Scientific Supervisor: Slobodianiuk Alla A. – Senior Lecturer of the Foreign Languages Department, Vinnytsia

National Technical University, Vinnytsia, e-mail: a.allavin@gmail.com