

UDC 338

DOI: 10.31673/2415-8089.2023.121301

Romaschenko Olha, PhD,
Spatar Diana, magistr,
State University
information and communication technologies

THE USE OF DIGITAL TECHNOLOGIES IN THE DEVELOPMENT OF A STRATEGY FOR THE PROMOTION OF SERVICES AT THE ENTERPRISE

Статтю присвячено проблематиці використання цифрових засобів поширення інформації для просування товарів та послуг. Обґрунтовано сутність та значення засобу просування товарів та послуг як складової сучасного маркетингу, а саме digital - маркетингу. Його зміст досліджено з урахуванням інноваційних напрямів діяльності суб'єктів господарювання. Автори аналізують основні складові digital-маркетингу, на яких базується формування сучасної концепції маркетингу цифрових технологій, а саме SEO-просування, контент-маркетинг, SMM-просування, крауд-маркетинг, e-mail-розсилання, контекстну рекламу. Розглянуті основні інструменти просування послуг, такі як: таргетована реклама, контекстна реклама, банерна реклама, нативна реклама, радіорекама, телерекама, зеклама в мобільних програмах, офлайн-реклама. Розглянуті переваги використання інструментів digital-маркетингу.

Ключові слова: digital-маркетинг, SEO-просування, контент-маркетинг, SMM-просування, цифрові технології.

Formulation of the problem. In today's modern conditions, the concept of digital marketing has firmly entered the sphere of service provision and their promotion. Most enterprises use some of its tools or a combination of them without even being familiar with this concept. However, in order to really effectively develop your business in new _ realities, you need to know and be able to correctly use digital marketing tools .

Analysis of the latest research and publications. The modern view of the problem of using digital technologies for the promotion of goods and services was initiated and continues to be developed in various perspectives by such scientists as Babich A.D., Bondarenko V.M., Chernova I.V., Donetskova V.A., Dyugovanets O.M., Khaminich S.Y., Mushka D.V., Popadynets N.M., Prodius O.I., Sokol P.M., Vdovichena O.G. and others. The presence of unsolved and debatable issues regarding the identification of modern means of promoting goods and services based on the implementation of digital technologies determined the choice of research issues and the selection of tasks related to digital - marketing.

The purpose of the article is to analyze the essence and specific features of digital - marketing when developing a strategy for comprehensive promotion of services.

Presentation of the main material . Digital marketing is a combination of different tactics for promoting services and goods and interacting with customers in a digital environment.

Many novice marketers associate digital marketing exclusively with Internet promotion and sales channels. However, this category also includes advertising on television and radio, SMS-messaging and even billboard marketing. That is, Internet marketing and digital marketing are different concepts, although they often overlap.

D igital-marketing works at all stages of interaction with customers in b2b and b2c nf helps to promote the company's goods and services in all digital channels: the Internet, television, radio, smart gadgets and applications, SMS mailings. A commercial in a mobile application, a post with

native advertising from a blogger , a push message, advertising on the radio or on TV - these are all examples of the use of digital marketing [3].

The main goal is digital marketing there is an increase in sales . It helps to bring the user to the target action - to make a purchase, order a service, read a blog article - to retain him, to stimulate repeat purchases and orders.

In order to bring the user to the target action, it is necessary to solve some tasks. It is Digital marketing that helps enterprises solve such tasks [4] (Fig. 1).



Fig. 1. The main tasks of digital marketing

Increase brand awareness. Brand popularity is important to many customers. Digital-marketing helps to build the necessary associative series so that when a person needs a product or service, he remembers a specific brand and can distinguish one manufacturer from another.

Attract traffic. Digital marketing helps companies interact more with customers, attract them to their online sites. For this, they use Internet marketing tools - email newsletters, SEO, SMM, targeted and contextual advertising. As well as offline advertising: text messages, digital displays and interactive screens.

Generate leads. Ice generation allows you to collect leads' contact information - e-mail, phone - to communicate with them in the future, encourage them to buy, increase their loyalty to the brand and turn them into repeat customers. You can generate leads in digital marketing using chats on the website and pop- ups, emails , forms on the site, contextual and targeted advertising, guest posts on partner blogs.

Qualify leads . Qualification helps to identify targeted leads to pass on to sales managers. So they will work only with those who are really ready to make a purchase, and will not waste time on those who do not dare to do so yet. Qualifying leads helps make marketing and sales teams more efficient.

Keep customers. Digital-marketing helps companies maintain long-term relationships with customers, stimulate them to make repeated purchases. Useful email newsletters , blog articles and posts on social networks , loyalty programs, responsive and competent support help to retain customers .

Digital-marketing tool has its own characteristics. For example, SEO promotion is aimed at the long term and does not give an instant effect. Contextual advertising, on the contrary, allows you to get results in a short period of time. SMM promotion and email newsletters help retain users and increase their loyalty to the brand [2].

In a complex, all tools allow you to interact with customers in various channels, help to be remembered and stimulate users to take a targeted action (Fig 2).

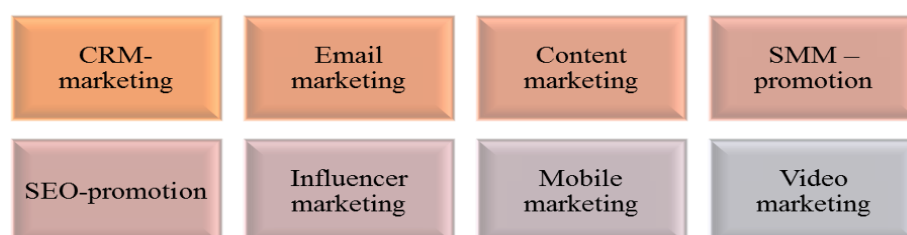


Fig 2. Digital marketing tools

CRM-marketing is a communication strategy based on knowledge of customer behavior. The task of CRM marketing is to increase sales on the website. CRM-marketing helps to combine all communication channels and build personalized communication with each person.

Email marketing it's engaging with your audience through email. An important requirement is to maintain a balance: not to be intrusive, but also not to be ashamed to talk about yourself.

Content marketing - creation and distribution of useful information to attract the target audience. This tool rarely converts into sales directly. He works more on brand recognition, builds audience trust, and proves expertise [5].

Content marketing allows you to gradually sell complex products, forms the image of the company and maintains the status of an expert. It helps retain customers and increases their loyalty.

SMM - promotion in social networks. SMM helps you prove your expertise and build trust with your audience, and in the long run, converts subscribers into buyers and increases sales. When a person observes a brand on social networks every day, an emotional attachment is formed, and it is easier for him to decide on a purchase[5].

SEO-promotion is a set of actions related to internal and external optimization, aimed at increasing the position of the website in search results.

SEO allows you to find out what users are looking for on the Internet and optimize the relevant content for these requests - add key phrases, build a structure of materials.

Influencer marketing - promotion through the recommendations of opinion leaders. It makes sense that someone popular with your target audience mentions or reviews your product. The goal is to build trust in the brand and increase sales.

Mobile marketing. Users spend the majority at one time in mobile applications, making mobile devices the main means of communication. Mobile marketing is the promotion of products using mobile devices[5].

Advertising within applications, SMS, push notifications, geo-marketing, QR codes, voice marketing are all mobile marketing tools.

Video marketing is a promising direction of digital marketing and a trend of recent years. Some are among marketers note that video helps increase site traffic, and placing video on landing pages increases conversion.

Video marketing - promotion of brands, goods and services using video. It reaches a wide audience and increases engagement with the brand's products. It also reduces the burden on business service departments - call centers and support services.

In order to attract and retain users as much as possible, to increase sales, you need to connect paid promotion tools [6].

Targeted advertising is an ad for attracting leads in social networks. It is adjusted to the audience of a specific gender, age, level and field of education and interests. Or they form a base of users who have taken certain actions on the site, and show advertising to them.

Sometimes advertising posts add forms for collecting applications or link to landing pages with such forms. Users' forms ask for their email and phone number to be used in future newsletters.

Contextual advertising is an advertisement that is displayed on pages with search results, on the services of search engines, as well as on partner sites.

digital-marketing ads are shown to users who have currently entered a specific query in the search engine or previously entered it. Such advertising is shown "at the right time and in the right place" - when a person is looking for a solution to his problem.

Banner advertising – placement of banners on target sites to attract potential customers to the online sites of enterprises.

Each banner is an advertising message in the form of a static image or animation. When a person clicks on it, he gets to the advertiser's site.

Native advertising is everything that provides useful information related to the brand: expert articles, reviews-comparisons, stories with life hacks, recommendations, posts from bloggers. In native advertising, there is no overt product demonstration, no direct calls to action, so

it is irritating. The task of native digital-marketing advertising is to unobtrusively interest users, talk about the benefits of the product and its advantages.

Radio advertising in digital marketing allows you to quickly reach a large audience. It is used to introduce the brand or talk about promotions and discounts. The main disadvantage is the inability to calculate conversion and efficiency. Radio advertising does not directly affect sales, but it helps to increase awareness.

TV advertising - the display of advertising on television. One of the most popular and effective digital marketing channels, but at the same time one of the most expensive. TV advertising increases recognition through repeated viewings, stimulates sales.

Advertising in mobile applications appears in the format of banners or videos. In most cases, a user will view an in-app ad because it cannot be blocked for free.

Offline advertising - QR codes, digital screens, exhibition LCD stands, SMS mailings. Offline advertising tools reach a wide audience and help get the word out quickly. With their help, you can talk about discounts and promotions, increase sales, build loyalty and drag offline audiences online[5].

In order to retain users, it is necessary not only to implement and develop various digital marketing tools, but also to communicate with users competently in them: to personalize communication with them and simply quickly answer their questions. It is convenient when several tools are collected in one place.

In order for the promotion to produce results, it is important to choose the right digital marketing channels. The choice of channels in digital marketing depends on:

- target audience;
- features of the promoted product;
- goals and stages of the advertising campaign.

So, on the basis of the conducted research, it is possible to determine the main advantages of digital marketing, which are presented in fig.

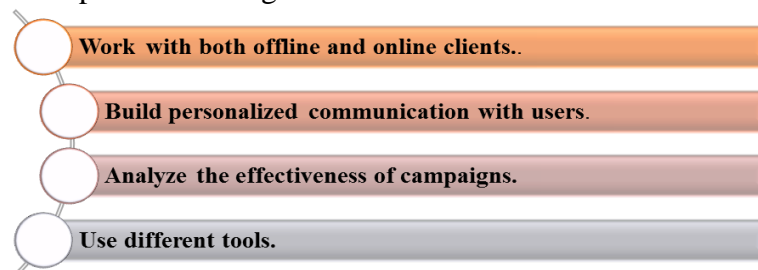


Fig 3 . Advantages of digital marketing

Work with both offline and online clients. The brand communicates with a wider audience, interacts even with those who do not use the Internet.

Build personalized communication with users. In digital marketing work with segmented data is carried out users by gender, age, location, level of education, product categories of interest, number of sessions on the site. It helps to build communication with users based on their interests and behavior. Personalized communication is available in most digital marketing channels, but not all.

Analyze the effectiveness of campaigns. In most digital marketing channels, the actions of users and their reaction to an advertising campaign are tracked. This allows you to determine exactly which promotion campaign and which elements of it gave results, and which should be abandoned.

Use different tools. Digital marketing uses the entire toolkit of Internet marketing, as well as offline tools: TV advertising, radio advertising, commercials in games, push notifications on smart watches and fitness bracelets, SMS mailings, digital displays. Due to this, you can attract and retain users "from all sides"[5].

Conclusions. So, Digital marketing is based on analytics. Without it, it will not be possible to attract the maximum number of buyers. Before launching campaigns, you need to study the

characteristics of the product and the parameters of the target audience: age, gender, position, interests. Based on the data, it is already worth choosing the channels and tools that will allow the most effective delivery of the offer to customers. In the process of the advertising campaign, it is also necessary to monitor its effectiveness in order to quickly make adjustments in case of poor results.

Digital marketing is not a one-time setup of tools. This is the constant development and scaling of the company using digital channels.

REFERENCE

1. Kapinus, L., Shylina, V., & Leleka, O. (2023). Marketynhova dydzhytal stratehiya rozvytku posluh. [Marketing digital strategy of service development]. *Kyyivs'kyi ekonomichnyy naukovy zhurnal*, (1). pp. 15-21. URL: <https://journals.kymu.kyiv.ua/index.php/economy/article/view/44>
2. Khaminich, S.Y., Sokol, P.M., Babich, A.D. (2019). Digital-marketynh yak suchasnyy zasib prosuvannya tovariv ta posluh. [Digital marketing as a modern means of promoting goods and services]. *State and regions*. 6(111), pp. 46-50. URL: http://nbuv.gov.ua/UJRN/drep_2019_6_11.
3. Mushka, D.V., Bondarenko, V.M., Popadynets, N.M. (2021). Sutnist' ta evolyutsiya digital-marketynhu. [The essence and evolution of digital marketing]. *Regional economy*. 2(100), pp.200-204. URL: https://re.gov.ua/re202102/re202102_200_MushkaDV,BondarenkoVM,PopadynetsNM.pdf
4. Prodius O. I., Donetskova V. A. (2022). Instrumenty digital-marketynhu u kompleksnomu prosuvanni. [Digital marketing tools in comprehensive promotion]. *Economic journal Odessa polytechnic university*. № 1 (19). pp.56-63. URL: <https://economics.net.ua/ejopu/2022/No1/56.pdf>
5. Ryabov I.B., Shevkoplyas I.M. (2020). Osoblyvosti ta suchasni tendentsiyi zastosuvannya systemy digital-marketynhu na pidpryyemstvi. [Peculiarities and modern trends of using the digital marketing system at the enterprise]. *Efektivna ekonomika*. 12. URL: <http://ir.stu.cn.ua/handle/123456789/20626>
6. Vdovichena, O.G., Dyugovanets, O.M., Chernova, I.V. (2022). Digital-marketynh yak instrument efektyvnosti ta konkurentospromozhnosti suchasnoho biznesu: osoblyvosti ta perspektyvy vprovadzhennya v Ukrayini. [Digital-marketing as a tool for efficiency and competitiveness of modern business: features and prospects of implementation in Ukraine]. *Investments: practice and experience*. 2. pp.81-87. URL: <https://dspace.chmnu.edu.ua/jspui/bitstream/123456789/782/1/%d0%92%d0%b4%d0%be%d0%b2%d1%96%d1%87%d0%b5%d0%bd%d0%b0%20%d0%9e.%20%d0%93.%20Digital-%d0%bc%d0%b0%d1%80%d0%ba%d0%b5%d1%82%d0%b8%d0%bd%d0%b3.pdf>

ROMASCHENKO OLHA, SPATAR DIANA. THE USE OF DIGITAL TECHNOLOGIES IN THE DEVELOPMENT OF A STRATEGY FOR THE PROMOTION OF SERVICES AT THE ENTERPRISE. *The article is devoted to the problems of using digital means of dissemination of information to promote goods and services.*

The purpose of the article is to analyze the nature and specific features of Digital marketing in developing a comprehensive promotion strategy.

The essence and importance of the means of promoting goods and services as a component of modern marketing, namely digital marketing, is substantiated. Its content is investigated taking into account the innovative directions of activity of the .digital entities - a combination of different tactics for promoting services and goods and interaction with clients in the digital environment.

Digital-marketing works at all stages of customer interaction in B2B and B2C NF helps to promote the products and services of the enterprise in all digital channels: Internet, television, radio, smart gadgets and applications, SMS distributions. The basic Digital Marketing tools are analyzed, which is based on the formation of a modern digital technology marketing concept, namely SEO promotion, content marketing, SMM promotion, crowd-marketing, e-mail- mailing, contextual advertising. Every Digital-Marketing tool has its own peculiarities. In the complex, all tools allow you to interact with customers in different channels, help to remember and encourage users to perform the targeted action.

The basic tools for promoting services, such as advertising, contextual advertising, banner advertising, native advertising, radio advertising, television advertising, mobile programs, offline advertising, are considered.

The benefits of using Digital tools are considered. It is also to work with offline and online clients, to build personalized communication with users, to analyze the effectiveness of campaigns, to use different tools. So, digital-marketing is based on analytics, without which the maximum number of buyers cannot be attracted. In the process of the advertising campaign, it is also necessary to monitor its effectiveness in the event of poor results quickly make adjustments. Thus, digital-marketing is not only a one-time tool setting, but also constant development and scaling of the enterprise with digital channels.

Keywords: *digital- marketing, SEO-promotion, content marketing, SMM promotion, digital technologies.*