



DIGITAL MARKETING

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Abstract

This article covers the main types, advantages, strategies of digital marketing and their impact on business. In particular, areas such as content marketing, social media marketing, SEO (search engine optimization), email marketing and digital advertising are widely discussed. At the same time, methods for effective use of digital marketing tools, identification of target audience and measurement of advertising effectiveness are also described. The results of the study show that digital marketing is one of the fastest growing and effective marketing tools today, which also creates wide opportunities for small and medium-sized businesses.

Keywords: Digital marketing, Internet advertising, SEO, SMM (Social media marketing), Content marketing, Email marketing, Target audience, Online strategies, Digital advertising.

Introduction

Digital marketing is a new concept. There are specific marketing methods based on any media that attract customers. Today, digital marketing is not a luxury, but a necessity.

Business circles are debating digital marketing. There are a number of important assumptions related to digital marketing:

When we say “digital”, we do not mean a media, but a supporting technology.

People care little about advertising, but they care about things that are interesting to them. They should not be bothered by intrusive messages. They respond well to topics that interest them.

Investment only makes sense if it is long-term. Thus, investments should be directed to sustainable and long-term projects. It is useless to force people to discuss your issues.



Consumers prefer to do everything that is prepared for them in advance. Large buildings are ideal platforms for digital marketing. A museum, a sports stadium, a concert hall, a medical center, or a shopping center - these buildings attract a lot of people and need to provide customers with timely and useful information. No amount of paper advertising will ever be enough.

The important tasks are:

- People should not get lost in a large building. Therefore, it is necessary to easily provide information about their location in a timely manner.
- Information content should be flexible and dynamic.
- Digital advertising means minimizing costs for advertising materials (paper, posters, leaflets, etc.).
- Maximizing the use of advertising carriers, a holistic system of communication channels.
- Transparent and easy evaluation of the marketing campaign.
- Protection of marketing costs and guaranteeing maximum advertising efficiency.

It's all about digital marketing. In addition, media outlets have a positive impact on customers without being intrusive. They are located at the point of sale and play an important role in strengthening the decision to purchase. Digital signage technology is undoubtedly a key factor in attracting repeat visits and purchases from satisfied customers.

It should be noted that digital signage, as part of digital marketing, is an innovation in the field of service delivery. The influence of shopping patterns is high and advertising is more effective than other advertising media. Thus, more advertising should be given to digital carriers to improve sales performance.

Media planning is an important part of a marketing campaign. For excellent investment, the first thing to do is to answer the question "Where to get a return on investment" ("Investing on Return"). Media planning makes this task easier.

The term "media planning" appeared in 1994 during a two-day seminar held by the V-nisb Research Center at the Institute of Sociology of the Russian Academy of Sciences. In short, media planning answers the questions of where and when the advertising should be presented to consumers, how it should be presented to consumers, what potential audience should be reached, and what resources should be spent? In other words, we are talking about the optimal marketing budget when choosing the most effective marketing channels. The necessary media plan takes into



account many factors specific to this or that media space. Media planning based on improved research and secondary secondary information can be well-targeted and effective.

Rating is a basic concept in media viewing, which involves estimating the size of the audience. Reach is another important term related to the effectiveness of marketing and reaching the target audience. The higher the coverage, the more effective the advertising message. Coverage refers to the potential audience, while reach describes the audience that is actually affected.

Media planning is a relatively young discipline. It already manages a set of indices, but is open to wide interpretations. Media planning is only as useful as it is understandable.

Non-standard approaches to audience coverage are the most effective tools today. A good example is the large warehouse of 3,300 square meters in front of the media center of the Cocor Shopping Center in Bucharest (Romania) that presents advertising, commercials and entertainment on several LED screens. Approximately, this square is seen by 5.8 million drivers passing along the eight-lane highway every month. The length of the connection varies from 40 seconds to 3 minutes, depending on the traffic density. Half of all broadcasts are given to local and national news - anniversaries, calendar holidays, cultural events, news about traffic conditions, etc. The remaining time is for commercial advertising. The content management system allows you to display high-definition promo ads synchronized on all LED displays.

Phoenix Island in China is another good example. The media facade was installed here on January 11, 2011 and immediately became a symbol of modern China. The new generation of multifunctional video technology creates amazing and unforgettable lighting effects in buildings.

The media facade is based on LED technology, semiconductors that convert electric current into multi-colored light. Unlike other light sources, it has better light purity, wide color gamut, high reliability, power, high efficiency, long service life (up to 100 thousand hours), energy efficiency, fire safety and high environmental safety. Hundreds of thousands of LEDs are placed on the giant media facade and display images and video programs. Unlike neon signs, the light environment covers almost the entire building and creates a new look for it in the evening.

Advertising messages on digital signage are aimed at a target audience at certain times and places. Statistically, 70% of Americans pay attention to video screens in their



premises every month and 52% every week. In four media campaigns, five digital signs outside increase sales by 33%. Not a bad parameter!

Who can confirm that digital signage is much better than traditional static outdoor advertising? It is fast, flexible, easily customizable to customer requirements, interactive, etc.

Media itself and digital signage are a great example of the integration of architecture, marketing, information technology and multimedia. They give rise to new terms such as mediatecture (media and architecture), digital marketing and many ideas for creative branding. Print and digital signage are gradually being replaced by morally obsolete billboards and vinyl signs. Moscow is a typical megalopolis, surrounded by advertising. Naturally, local authorities prohibit the excessive use of billboards and banners, especially in city centers. A similar trend is observed in all European cities. In such conditions, it is natural to carefully invest in digital advertising, which has all the advantages of outdoor advertising, television and information terminals, protecting your investment. The dynamics and flexibility of digital signage make this technology welcome in many shopping centers around the world. According to market experts, in 75% of cases, consumers make an unexpected purchase decision at the point of sale. Isn't this a good reason to fill the store floor with dynamic digital screens that are aimed at making purchases? Digital signage monitors are also popular in exhibition halls. Traditionally, exhibition space is used for permanent exhibition and advertising. Since exhibitors are constantly changing and the audience visiting belongs to changing groups, digital signage is the only solution that allows you to reduce costs for constantly changing advertising content. A good example of digital advertising in an exhibition complex is the World Trade Center in Las Vegas.

The modern service industry is a potential customer for digital advertising systems. Thus, the scope for the growth of digital signage is huge.

The media facade is a new technology that is a step ahead of digital LED screens, which have become a permanent feature in many cities. As LED technology continues to develop, it is time for architects and manufacturers of LED applications to plan the future of cities together.

Compared to traditional print advertising methods, digital advertising is largely characterized by a faster return on investment (ROI) due to easy and flexible control over content delivery.



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