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## DIGITAL MARKETING

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*Резюме – в последние несколько лет тема цифровизации в маркетинговой среде становится все более важной и интересной для изучения. В данной статье указаны основные цели цифрового маркетинга и способы их достижения; описаны главные задачи деятельности маркетинга в Интернете и способы решения этих задач; перечислены достоинства интернет-маркетинга по отношению к традиционным формам создания, развития и предоставления продукта покупателю.*

*Resume – in the past few years, the topic of digitalization in the marketing environment are becoming increasingly important and interesting to study. This article outlines the main goals of digital marketing and how to achieve them; describes the main tasks of marketing activities on the Internet and ways to solve these problems. In the article the advantages of Internet marketing in relation to traditional forms of creating, developing and providing a buyer with a product are listed.*

**Introduction.** The concept of "digital marketing" ("Internet marketing") arose in the last decade of the twentieth century with the appearance of information about goods on text sites. It is a trade in the digital space with information about the goods and services of the manufacturer, software products, a description of money-making systems. Google has made significant changes and segmentation in the online advertising market, Yahoo, MSN, developed a system of narrow advertising services for small firms and companies connecting small businesses and large businesses, which caused a decline expenses, increased return on investment. All entrepreneurs with an idea, product or service have gained access to a large audience through this type of marketing.

Today, Internet marketing is seen as a digital business policy of direct response to create, develop and provide a product to the buyer [1]. This type of marketing services provides constant contact with consumers in the B2B, B2C sectors, regular statistical monitoring based on instant information about the needs of buyers, sales volumes, precision analysis, which is evidenced by the active use of the concepts of ROI (return on investment coefficient), conversion

rate (effective visit coefficient). An important function of digital marketing is to provide the buyer with information about goods, services and conditions for their purchase. The absence of this kind of information will become a reason to buy a product from a competitor.

The advantages of digital marketing include saving money on sellers, ways to attract consumers' attention to products, expanding the functional boundaries of companies from the local level to the international level. Digital access to the market is not very expensive, it allows you to assess quickly the effectiveness of marketing activities [3]. Representatives of the business community and ordinary citizens seeking to make money on the promotion of personal blogs or websites show interest in Internet marketing. According to the data from open sources, in recent years, more than 5 % of the total advertising costs in the United States and Europe are investments in digital marketing.

**Main part.** The fundamental goal of digital marketing is to promote the company's profit growth by attracting a large number of customers, ensuring sales efficiency, reducing marketing costs, and increasing the profitability of advertising. The tasks are following: creating an emergence effect to increase sales; minimizing the cost of advertising aimed at attracting customers; ensuring maximum awareness of buyers about goods and services; systematic work with the websites of organizations to attract the target audience to them: regular monitoring of traffic, information about the technical capabilities of visitors, the effectiveness of the activities carried out; optimization of regular customers loyalty to the company's products; professional choice of ways to disseminate information for various types of target audience; timely advertising and informational events notifying the target audience about new products on the market [2].

New websites, applications and services appear almost every day, offering new strategies for the development of Internet marketing. To promote the brand, many companies use mobile traffic, enabling consumers to make quick purchases through smartphone apps. A convenient way to keep in touch with customers are pages on social networks, Instagram, microblogs, for example, Twitter, social media, various applications.

Trade is actively developing in conditions of simultaneous use of offline (physical) and online (digital) channels of interaction, when the path of potential buyer is visible from his PC to the conditional "counter" of the seller [3]. The advantages of promoting a product through mobile resources include low cost, the allocation of several target audiences, the possibility of application in almost any business area, high efficiency by attracting an unlimited number of users to the selected resource. The range of information services provided by social networks and mobile applications includes: the "buy" button, which allows you to purchase goods instantly, in one click, without long-term click-through; implemented, for example, in Twitter and Instagram applications; an innovative analogue of featureless text – visualization function, video content on YouTube and Facebook; specialized content for studying customer reviews, developed in con-

nection with the emergence of a new place for successful advertising – the pages of popular bloggers on Instagram.

A remarkable phenomenon in the development of the advertising business is artificial intelligence, which teaches the skills of modeling high-level abstractions. The first steps in the application of AI in marketing events are being made: large-scale analysis of Big Data, independent creation of unique content of its kind, search results, monitoring of requests from potential customers, recognition of the intended objects in photos [1].

**Conclusion.** The achievement of these goals and the solution of the tasks set for digital marketing allow:

1. Significantly save time for marketing events.
2. Reduce the number of employees by performing a large number of operations by the network.
3. Reduce monetary costs compared to traditional marketing.
4. Provide a wide coverage of the customer audience.
5. Get a qualitative picture of sales performance.
6. Inform customers in detail and quickly about the results of the company's marketing activities.

To increase the effectiveness of digital marketing, it is necessary:

1. Optimize advertising avoiding information perceived as spam.
2. Take into account customers' distrust of insecure payment systems through which fraudsters withdraw money from citizens.

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#### **BRAND PROMOTION IN SOCIAL NETWORKS IN THE CONTEXT OF THE CRISIS OF 2022**

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