

DIGITAL MARKETING IN PERSPECTIVE

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Digital marketing (DM) is modern marketing that is used to help companies develop their online product and manage their business online [1].

DM, although it has some disadvantages compared to traditional marketing, has the following advantages over it: high speed of information dissemination, accurate product testing, low costs, and it is easy to evaluate the effectiveness of marketing. For this reason, it is necessary to highlight the main points of its development in the near future.

If we talk around the world, the demand for marketing is undeniable. It is impossible to make a good production of any product without marketing, so marketing will be needed at any time.

Digital Marketing gained its popularity due to the pandemic in 2020, where most companies switched to online promotion of their products. And given that the number of people connected to the Internet is growing every year, there are assumptions that digital marketing will become dominant.

Nowadays, due to the introduction of technology in everyday life, digital marketing has gained a lot of development. According to scientists, the share of digital marketing could grow by 14% between 2023 and 2028. Also, at the moment, approximately 51% of the world's population uses social networks, which is just one component of DM tools.

To the question of whether artificial intelligence can replace marketers, the answer is probably no. Artificial intelligence can only work with what has already been created. Undoubtedly, he will be able to help with the analysis of any data, but he will not be able to come up with any new approach to marketing or to completely new products.

Now there are about 400 vacancies for marketing specialists in Belarus, which shows that there is quite a high demand for it.

Further development of marketing will require exploring new ways and means of distributing and using marketing, improving current tools and looking at the demand for products in the global market. Great importance should be given to digital marketing because of the adoption of technology and its benefits can be spread anywhere in the world without difficulty.

In 2022, specialists from the BSEU conducted a study on marketing. The main goal was to compare various marketing metrics in 2021 and 2022. The results were positive. The number of enterprises that report high marketing development has increased (from 36.4% to 41.8%). In more than 50% of the surveyed enterprises, special attention is paid to marketing. With its help, companies forecast demand, look at and compare their company with others, evaluate and improve their products. Also, the main types of marketing enterprises identified were digital marketing (especially SMM and branding). For this reason, businesses will focus on strengthening various SMM strategies, expanding the use of multi-channel marketing (It consists of interacting with the consumer through various channels (digital and traditional)) [2].

The main problem in the development of enterprise marketing is the lack of specialists and funds allocated for its development. However, 35% of enterprises responded that there were no significant difficulties for its development.

The main situations in which businesses believe that their company needs a marketer can be represented in the form of the following diagram.

Thus, the most important situation for the demand for marketing is the search for new approaches to attract and retain consumers (49.9%), followed by a decline in demand (40.7%), changes in logistics methods (34.9%), budget cuts and revisions partnerships (29.9% each).

References

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2. Marketing in Belarus 2022: technologies and prospects. [Electronic resource] – Mode of access: fmk.bseu.by/маркетинг-в-беларуси-2022/. – Date of access: 26.03.2024.