

## DIGITAL MARKETING AS THE FOUNDATION OF MODERN COMMUNICATION WITH THE CONSUMER

**Introduction.** In today's world, the ways of influencing the potential consumer are changing rapidly. One of the most popular in recent years has become Digital Marketing, which is able not only to collect accurate and objective information about the target audience, but also to track the results of brand or product promotion.

**Main part.** Digital Marketing uses digital technologies and the Internet to attract and retain consumers. Digital technologies can be: smartphone, personal computer, social media, other digital devices and platforms. At the moment, the majority of the world's population is connected to the Internet. According to the report Digital 2022 Global Overview Report, internet penetration now stands at 62.5 percent of the world's total population. Data shows that internet users have grown by 192 million (+4.0 %) and is about 4.95 billion. Global social media users have grown by more than 10 percent and is 4.62 billion — 58.4% of the total world population [1]. The modern internet is oversaturated with information. Therefore, in order to get the user's attention, it is important to properly understand his interests. For effective work on the market, it's necessary to provide the user a personalized solution to his problem at the moment, when he is most interested in considering the proposals that come to him.

To implement an advertising campaign in this way, a business needs a deep understanding of the needs of the target audience, the characteristics of its choice, as well as the creation and delivery of personalized messages. Digital Marketing brings new tools for segmentation, consumer behavior tracking, message delivery and feedback. Advantages include option targeting and creating personalized offers. As a result, advertising messages are not scattered, ads are addressed to the target audience.

Big Data is essential in marketing since it allows marketers to figure out their prospects' behavior and intentions. The global trend of predictive analytics has taken over many industries, and marketing is no exception. By 2022, the global market for predictive analytics is projected to reach \$10.95 billion. [2].

Digital marketing includes many channels. Therefore, it is important not to try to cover them all, but to proceed from the goals and opportunities of the business. To the channels of digital marketing, which are aimed at marketing communication with a potential customer include:

1. SMS marketing. A way to promote goods and services using SMS messages. It's designed to communicate with customers using a popular, widely available and relatively inexpensive channel.

2. Email Marketing. Email marketing enables direct communication between the brand (or business, company) and potential or existing customers. The result of such communication can be expressed both in increasing customer loyalty to the company, and in increasing new and repeated sales, that is, in other words — retention and return of customers. Email marketing is still unparalleled when it comes to returning the investment it provides. In fact, 36 dollars for every dollar spent [3].

3. Mobile Application. For the company it is an opportunity not only confidently to communicate with users, but also to enrich the data, as well as to build new consumer experience. And the latter is even more important, as it's unlikely that the user will want to have an application on his phone just for the sake of receiving advertising messages. For him, another value of interaction is important, which he cannot get without an additional icon on his phone.

4. Marketing in social networks (SMM). SMM specialist is engaged in promoting the company's goods and services. And for this purpose uses all available tools of marketing communications, i.e. advertising, public relations, promotion of sales and direct marketing.

Internet communications are interactive and thus can be an active collaboration between the parties. There is a real opportunity for direct dialogue with audience representatives, which in turn can communicate with one another. Interactivity allows for feedback from users, adequate analysis of the situation and timely response when necessary. Since Internet users are predisposed to receive information, you can rely on its more positive perception and high PR-material absorption.

The main advantages of Internet communications when interacting with consumers are:

- Digital marketing allows you to reach both online and offline consumers who use tablets and mobile phones, play games, download apps. So the brand can reach out to a wider audience than just the Internet.

- Ability to collect clear and detailed data. Almost all user actions in the digital environment are captured by analytical systems. This makes it possible to draw accurate conclusions about the effectiveness of different channels of promotion, as well as to draw an accurate portrait of the buyer.

- Flexibility — digital marketing allows you to attract to the online market offline audience, and vice versa. For example, you can use the QR code on the flyer to direct the user to the site. And at the same time, thanks to email-mailing you can invite subscribers to a seminar or other offline event.

**Conclusion.** It can be concluded that digital marketing is an emerging trend in overall marketing. Digital marketing actively pushes traditional advertising to the background. The more channels you use to attract customers, the stronger the effect will be. An integrated approach allows for the most effective channels of advancement.

#### References

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