

as few mistakes as possible, you should carefully study the information about the market and consumer demand.

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DIGITAL MARKETING

*А. С. Митяшова, студент группы 10502121 ФММПБНТУ,
научный руководитель – старший преподаватель Г. В. Прибыльская*

Резюме – в статье предложена информация о цифровом маркетинге и его характерных чертах. Также указаны базовые составляющие и проанализировано состояние его развития.

Resume – the article offers information about the digital marketing and its characteristic features. The basic components are also indicated and the state of its development is analyzed.

Introduction. The process of digitalization of all spheres of activity has led to the accumulation of a large amount of resources. One such area is marketing.

Marketing is part of any business. As a rule, digital marketing is considered to be an action that is observed on the Internet. the main trend is digital marketing, the benefits and processes that are outlined in this article.

The main part. Technological development has progressed at an incredible rate in recent years. Quite recently, people still could not figure out and understand the essence of Internet marketing, as at the present time, almost any large company employs an expert in this trend. But, unfortunately, still not everyone understands it. Over time, another trend has emerged – digital marketing, which keeps up with the latest technologies and methods, respectively.

Digital marketing is a single term for marketing, products and services that uses digital channels to attract and retain customers. Digital marketing is any movement in which the “digit” is involved in one way or another.

Often this concept is confused with another, the so-called Internet marketing. To understand what their difference is, let's compare: Internet marketing is SEO-promotion of a website, which is easily accessible to the user only on the Internet. Digital marketing is all the same promotion methods that operate in conjunction with advertising and PR in various offline digital media.

Thus, digital marketing does not use ads in newspapers and magazines, television ads, billboards as advertising. But at the same time, if a QR code is placed on a billboard, then such advertising can certainly be considered digital marketing. Digital marketing is distributed in the form of: advertising in applications; SMS, MMS; SEO, SEM; email marketing, digital banners, etc.

There are many benefits to this type of marketing. Of these, the most significant can be distinguished as the coverage of online and offline consumers.

What are the disadvantages of this type of marketing? Well, firstly, this way of promotion requires a lot of time. Secondly, you have to work hard with the fact that you need to try a lot, a lot, in order to understand the benefits for your company. It is also worth noting that consistency is not about digital marketing. It requires analysis and change. Therefore, in order to succeed, you will have to try hard on its concept as well.

In the age of high technology, without such opportunities as, for example, digital marketing, advertising will not be so easy. After all, what such marketing offers most effectively affects the reach of consumers. And it is for this reason that competition in the modern market forces firms to turn to scientific and technical solutions in digital marketing that will attract potential consumers and improve the quality of companies as a whole.

To determine the strategy and further development of digital marketing events, one should: formulate a goal for business promotion; to understand who will be interested in it, that is, to identify the target audience; work directly for quality; offer more and better; use all possible promotion channels; work on content that will attract the attention of consumers; constantly monitor and fix problems in the promotion. By the way, the use of channels was mentioned above, but, for sure, the question arises: what is it? So, channels allow you to define a strong two-way communication, as well as improve the return on investment. These include: display advertising offer, online advertising, teaser advertisement, social networks, etc. Often, all these processes activate the best result for companies in the aggregate. Digital marketing offers the opportunity to promote brand awareness, generate sales, educate the target audience, and more.

Hypothetical judgments that used to be present in marketing have replaced evidence-based impact. This will require new professionals employed in this field, the latest competencies, as well as skills.

Conclusion. Thus, we can confidently state that digital marketing is not only a promotion strategy, but it is also a synonym for current marketing devices. After all, everything related to innovations in the field of technology, offering new methods and ways of applying them, will always be much faster and easier to spread in society.

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