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MARKETING AND BRANDING IN THE DIGITAL AGE: NEW APPROACHES TO THE PROMOTION OF GOODS AND SERVICES IN THE ONLINE ENVIRONMENT, EXAMPLES OF SUCCESSFUL MARKETING CAMPAIGNS

Д. В. Яворко, В. О. Богуцкая, студенты группы 10504322 ФММП БНТУ,
научный руководитель – канд. пед. наук **Л. В. Соловьева**

Resume – in this article, we will look at marketing and branding in the digital age. Recent trends in Internet marketing and new approaches to the promotion of goods and services in the online environment, examples of successful marketing campaigns.

Резюме – в этой статье мы рассмотрим маркетинг и брендинг в цифровую эпоху. Свежие тренды в интернет-маркетинге и новые подходы к продвижению товаров и услуг в онлайн-среде, примеры успешных маркетинговых кампаний.

Introduction. The digital age has brought significant changes in the field of marketing and branding, changing approaches to the promotion of goods and services. With the development of the online environment and the advent of new technologies, consumers have gained access to a huge amount of information, which has led to the need to develop new strategies to successfully attract and retain the attention of the audience. This research paper is devoted to the study of new approaches to marketing and branding in the digital age, as well as the analysis of successful marketing campaigns that demonstrate effective methods of promoting goods and services in an online environment.

Main part. Internet marketing or digital marketing is understood as a set of measures to promote and advertise a business, its goods (services) using various online tools (websites, social networks, search services, etc.).

Their main task is to attract the attention of new Internet visitors to the company, its products or services through advertising, so that in the future they can become regular business customers. That is, Internet marketing is a set of online measures that are aimed at increasing brand awareness and sales.

Video marketing. Now most of the young paying audience consists of visual artists. It is difficult to keep their attention: the modern consumer has very little free time, so he chooses something that can be quickly familiarized with. The video captures the eye and provides concise information in a short time.

It is also important to make purchases without unnecessary clicks. The fewer clicks you need to make a purchase, the higher the probability that the buyer will finish the job. Therefore, spontaneous, momentary purchases on websites and in applications have become another trend in 2024.

Marketing in messengers. The use of messengers for promotion has long proved to be an effective method of Internet marketing, primarily due to simple and diverse functions.

Augmented reality (AR) technology. AR technologies have reached a new level over the past 2 years and have once again become a trend in Internet marketing. If earlier it was possible to send a user on a trip to a virtual store, production or a tourist site, today there is practically no framework for this method. Using AR-enabled applications or devices, you can try on clothes and shoes, apply makeup, place a sofa in an apartment, see the selected location of a tourist object and perform other actions that will lead to the main target result – sale.

Here are some examples of successful marketing campaigns that demonstrate effective methods of promotion in an online environment:

1. Airbnb "Unforgettable Travel": Airbnb has conducted a successful marketing campaign using personalized content and social media to draw attention to unique offers and services.

2. Nike "Just Do It": Nike's "Just Do It" marketing campaign has become iconic through the use of emotional content and powerful stories that spur consumers to action.

3. Coca-Cola "Share a Coke": Coca-Cola's "Share a Coke" campaign has been successful thanks to a personalized approach, allowing consumers to put their names on beverage bottles and share it with friends on social media.

4. Apple "Get a Mac": In a series of "Get a Mac" commercials, Apple used humor and comparative advertising to promote its products, creating a vivid and memorable impression.

Conclusion. New approaches to promoting goods and services in the online environment include the use of social media, content marketing, influencer marketing, video advertising, as well as personalized content and interactive formats. It is important to emphasize authenticity, creating value for consumers and engaging the audience through unique stories and emotional connections.

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