

their strategy in real time.

In conclusion, effective social media marketing strategy is critical for companies seeking to grow in the digital space. As social media evolves, marketers must remain vigilant and adaptable to ensure their strategies effectively stay in line with consumer expectations and market trends.

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GAMIFICATION OF DIGITAL MARKETING

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Summary. *The purpose of this paper is to briefly introduce digital marketing gamification. It also introduces how to use gamified digital marketing to improve customer engagement and loyalty, as well as the advantages and challenges of implementing gamification.*

In the rapidly evolving field of digital marketing, gamification and convergence has become a powerful strategy to attract and retain customers. This report aims to explore the gamification field of digital marketing and explore its potential to transform consumer behavior and enhance brand loyalty. As a instrument gamification in digital marketing create a more attractive and interactive consumer experience. As consumer needs become more and more complex, many companies find that customer losses have become more serious, and attracting new and existing users becomes a historic problem, but in the game industry, games are little affected, and marketers find and apply games with their addictive nature [1]. Therefore, gamification marketing has become a winning tool for enterprise marketing.

Deterding and other research scholars (2011) believe that gamification refers to the use of game design elements in non-game scenes, widely used in advertising management, customer management, brand management, mobile marketing and other [2]. These elements include rewards, leaderboards, points systems, and interactive challenges. Digital marketing uses gamification to create a more immersive interactive experience, making the brand interaction more interesting, with the advantages of strong customer experience and high participation. Many time-honored enterprise brands have also begun to try gamification marketing [3].

Gaming marketing can be divided into three types: first, brand development, where players connect with the brand through the game. The second is to use ads to add ads for the fixed user base of the game. The third way is that enterprises are issuing coupons through games in order to achieve publicity and attract users. At present, Chinese and Belarusian companies use more coupon promotional games and brand customized games.

The core of gamification is its ability to exploit the basic human desire for competition, achievement, and recognition. By integrating gamification experiences, brands can turn passive consumers into active players, thus creating deeper connections with their target audience. For example, Nikes "Nike + Run Club" app increases brand loyalty by using gamification features such as challenges and rewards to motivate users to achieve their fitness goals.

Gamification marketing provides a new idea for the traditional marketing model. To attract new customers to retain the old customers to provide greater help, improve the brand awareness and customer loyalty. During this time, gamification will also provide data insight, allowing for tracking user behaviors and preferences on the gamification platform, allowing for a deeper understanding of the audiences interests and behaviors. Use this data to optimize marketing strategies and create more personalized activity content.

Despite the obvious advantages of gamification in digital marketing, there are still great challenges, and while gamification elements can capture customers initial attention, brands need to constantly innovate and update content to keep users engaged. Second, gamification should enhance brand messaging, and marketers need to strike a balance between creating interesting interactive content and maintaining brand consistency [5]. Finally, measuring gamification remains an important task, and marketers need to establish clear metrics to assess the impact of gamification on user engagement, brand loyalty, and conversion.

The results show that by incorporating game elements into marketing strategies, brands can create memorable experience [5] that resonate with modern digital consumers. Take gamification as a tool, more can transform the masses into active brand supporters. Gamification will be an important part of successful marketing strategies that help brands stand out in a competitive market.

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THE MECHANISMS BY WHICH DIGITAL TRADE PROMOTES THE DEVELOPMENT OF THE DIGITAL ECONOMY

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***Summary.** The digital economy is profoundly affecting the global trade pattern and is also an important force in building the "Digital Silk Road". High-quality digital economic development is conducive to promoting digital economic trade cooperation. Therefore, this paper adopts literature analysis to reveal the development mechanism of digital economy and digital trade from a theoretical perspective, and empower new trade methods for countries along the "Belt and Road".*

1. Definition and Connotation of Digital Economy.

The author's definition of digital economy is similar to the broad definition of digital economy, and believes that it is the third social and economic form after agricultural economy and industrial economy. The author agrees with the concept defined by the National Bureau of Statistics of China in the G20: digital economy refers to a series of economic activities that use data resources as key production factors, modern information networks as important carriers, and effective use of information and communication technologies as important driving forces to promote efficiency improvement and economic structure optimization.

2. The Relationship Between Digital Trade and the Digital Economy.

Digital trade is an important part of the digital economy: Digital trade not only includes cross-border e-commerce of goods and services, but also includes trade in digital products, digital technology, data and other digital services. It is the main carrier of international cooperation in the digital economy and an important part and new growth point of the digital economy.

3. The mechanisms by which digital trade promotes the development of the digital economy.

As a new form of trade, digital trade links global production and consumption at a lower cost and higher efficiency, leads the flow of materials, technology, data, capital, and talents, and builds an economic model of global interconnection of the digital economy supported by digital technology empowerment, data flow traction, and information network carrying. On the other hand, the development of digital trade has accelerated the formation of the global digital trade