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## **Marketing Distribution Techniques in Digital Medium**

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In marketing, the Internet has opened such a thing as digital distribution channels or, in a different way, as it is typical to call it in Belarus, digital commodity distribution networks. It can be said that in general, digital marketing is engaged in the development of digital distribution, because it plays a bigger role and takes more specialist's time than traditional marketing.

However, despite the fact that digital marketing has become a separate discipline, it is important to understand that digital medium has influenced the traditional components of marketing. In particular, we will regard several examples of how familiar marketing concepts are being modified and adapted to digital medium.

Such a classic marketing concept as a sales funnel, according to B. Halligan, no longer meets the realities of the existing market. In his opinion, it's more accurate to talk about sales flywheel. Actually, Dr. Halligan is not only a theoretician working at Massachusetts Institute of Technology, but also a practitioner. He owns a large company that develops marketing and sales software, which tells us that actual technical needs require accurate scientific concepts.

Therefore, the sales funnel turns into a flywheel: «Using a flywheel to describe our business allows me to focus on how we capture, store and release our own energy, as measured in traffic and leads, free sign-ups, new customers, and the enthusiasm of existing customers. It's got a sense of leverage

and momentum. The metaphor also accounts for loss of energy, where lost users and customers work against our momentum and slow our growth» [1].

Another case is how T-Mobile company reinvents customer service. Using sociological techniques and modern technologies, they have built a system that allows a more nuanced attitude to customers' needs. This case is a great example for many Belarusian companies, for which work with a client is mostly a script conversation and an intrusive attempt to make sales at any price [2].

People working for T-Mobile company have chosen four questions to ask the customers in order to assess their satisfaction with service during a certain period of time. These questions are the following:

- Have the customers become happier?
- Are they staying with us longer?
- Are we deepening our relationship with them?
- Are we making their service experience low-effort?

A special team of experts was organized, which included cross-functional groups of 47 people who served a named set of customer accounts in a specific market. The team members were connected in spite of being hundreds of miles away from their clients. For instance, a team in Chattanooga was responsible for 120,000 customers in Detroit, and a team in Charleston served a similar number of customers in Philadelphia.

Thus, we can see that digital medium requires special approaches and flexibility when using familiar marketing methods. Traditional marketing is not a stale system, but a series of fundamental principles that require a suitable implementation in new media and situations of digital world.

References:

1. Replacing the Sales Funnel with the Sales Flywheel [Electronic resource]. – Mode of access: <https://hbr.org/2018/11/replacing-the-sales-funnel-with-the-sales-flywheel>. – Date of access: 01.03.2019.
2. Reinventing Customer Service [Electronic resource]. – Mode of access: <https://hbr.org/2018/11/reinventing-customer-service>. – Date of access: 01.03.2019.