

Резюме – цифровой маркетинг - это совокупность методов и мер, направленных на влияние на потребителя посредством цифровой коммуникации. Это компьютеры и ноутбуки, планшеты и радиоприемники, телефоны и многие другие, с помощью которых можно передавать людям любую информацию.

Resume – digital marketing is a set of methods and measures aimed at influencing the consumer through digital communication. These are computers and laptops, tablets and radios, telephones and a lot of others, which can help transmit any information to people.

Introduction. Everything is changing very quickly nowadays. The old is being replaced by the new. Nothing stands still. This equally applies to promoting a business on the Internet. Before that, the SEO (search engine optimization) was enough to attract numerous online customers. A little later, mass internet marketing came with the help of SEO. Today even internet marketing is no longer enough. A new era of digital marketing has arrived.

Main part. Digital marketing is the use of all possible forms of digital channels to promote a brand. Digital marketing uses a variety of marketing tactics to promote products, services, and brands. In addition to mobile technologies, traditional digital marketing methods for television and radio are based on the use of the Internet as their primary communication intermediary.

Key areas of digital marketing include: search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content creation automation, e-commerce marketing, social media marketing (SMM), direct mail, contextual advertising, advertising in e-books, programs, games and other forms of digital products. Channels that are not directly connected to the Internet are also used: mobile phones (SMS and MMS), callback, call hold melodies. The basic concept of digital marketing is a customer-centric approach. Digital marketing is a collection of techniques that digital channels use to advertise and sell products and services. Digital marketing has an undeniable advantage - it is a personalized message. Each potential and real client needs its own approach, which means that employees of a digital agency need to know everything about the client: namely, interests, tastes, preferences. Then you can proceed with the process of sending information, which consists of the following stages: assigning goals. Here you need to understand what exactly the customer wants in order to create a successful mailing list; making a decision on the sources of delivery. This can be, for example, search engines or social networks; selection of distribution sources, which are determined by the generated message; finally, launch of advertising campaign, which matches the current trends in Internet marketing; analysis and making adjustments based on the first results. There are lots of advantages of this method to promote your business, but the disadvantages, although they are unavoidable, are not insurmountable. On the contrary, it will be easy to cope with them, so they cannot even be considered minuses. The advantages include the fact that: through digital marketing,

the client can contact a large number of recipients and inform them as quickly as possible; In digital marketing, customer feedback is an important element so that you can constantly get first-hand information and make corrections as the results are tracked in real time; potential customers are impacted, which engages them in the campaign and increases brand awareness, trust and authority; the existing integrated approach to internet marketing is also improving its position among competitors, which means an increase in the number of customers and sales. The downside is that the audience is influenced by specific characteristics of the product or service. When the impact decreases and unscrupulous digital agencies can turn your advertising campaign into useless spam. The digital market has always been dynamic. All trends and directions of development are constantly changing. So, one of the latest changes is the improvement of voice assistants, a set of actions and recommendations for their optimization, as well as an emphasis not on the amount of content, but directly on its quality.

Internet marketing in Belarus is actively developing in various sectors of the economy. It is actively used both in business and in government, especially when it comes to exporting goods. Internet marketing has also had a significant impact on the banking sector of the Republic of Belarus. Today more and more banks are offering their services online. Digital and Internet marketing agencies in Belarus provide a range of services, which include website development and promotion in search engines, blogs and social networks, as well as advertising on Internet sites and other sources using technological innovations. If you decide to promote your product or service in Minsk, the digital agency will become your best ally in this difficult task, because they are the ones who know how to adapt to the trends of the digital market and, by combining various promotion methods, achieve success.

Conclusion. Thus, in order to be successful not only in the business environment, but also in the digital space, you need to use various advertising methods and combine them skillfully, trust specialists in the development of key areas, and study and implement the results of their work.

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