



ІННОВАЦІЙНИЙ
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MAJESTY OF MARKETING

Conference for the students
and junior reserch staff

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DIGITAL MARKETING TOOLS IN THE COMMUNICATION POLICY

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Marketing communications strategy is the strategy used by a company or individual to reach their target market through various types of communication. It includes your message (what is to be said), the medium (where it is to be said), and the target (to whom your message is reaching).

Digital marketing uses the Internet, mobile devices, social media, search engines and other channels to consumers. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing. Digital marketing channels are:

1. Website Marketing. A website is the centerpiece of all digital marketing activities. Alone, it is a very powerful channel, but it's also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use.

2. Pay-Per-Click (PPC) Advertising. PPC advertising enables marketers to reach Internet users on a number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and show their ads to people searching for terms related to the products or services. PPC campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The most popular PPC platforms are Google Ads and Facebook Ads.

3. Content Marketing. The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through

social media, email marketing, SEO, or even PPC campaigns. The tools of content marketing include blogs, ebooks, online courses, infographics, podcasts, and webinars.

4. Email Marketing. Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is all about. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand. Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.

5. Social Media Marketing. The primary goal of a social media marketing campaign is brand awareness and establishing social trust. As you go deeper into social media marketing, you can use it to get leads or even as a direct sales channel.

6. Affiliate Marketing. Affiliate marketing is one of the oldest forms of marketing, and the Internet has brought new life to this old standby. With affiliate marketing, influencers promote other people's products and get a commission every time a sale is made or a lead is introduced. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

7. Video Marketing. YouTube has become the second most popular search engine and a lot of users are turning to YouTube before they make a buying decision, to learn something, read a review, or just to relax. There are several video marketing platforms, including Facebook Videos, Instagram, or even TikTok to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

8. SMS Messaging. Companies and nonprofit organizations also use SMS or text messages to send information about their latest promotions or giving opportunities to willing customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.

A person opens a message in the messenger in 95% of cases, compared to an electronic mailbox where the percentage of messages read is only 40%. [1]

A recent ComScore study found that 51% of smartphone users downloaded zero new apps for the current month. This phenomenon is called "application fatigue," when there are simply too many options without obvious benefit. In addition, according to the study, only 37% of respondents aged 35-54 years have an interest in new applications. Thanks to the bot, messages will not fall into the "spam basket" and will not go unnoticed. The possibilities are limited only by fantasy and money allocated for its development. [2]

Most in Ukraine are trying to apply sequential schemes in three areas of communication: advertising, sales promotion and public relations. One of the problems is that libraries do it all on their own, they do not receive a budget for advertising or other marketing services. An important role in the company's concentrated marketing strategy should be played by activity in social networks through its information function - its task will be to communicate information about value factors to consumers, and especially to explain the benefits of services. The evaluation of the effectiveness of the digital strategy is carried out thanks to social network statistics.

Today, social networks are the main tool for communicating directly with their audience. Even without big budgets, good results can be achieved. By creating useful content for the audience, you can attract the attention of new customers through it. The main condition is that you need to analyze content, trends daily, understand exactly what the audience likes and how best to attract it to interact with you. You need to understand that taking breaks in publications on social networks is a slow, stable and quality key to success. A content plan is a necessary step before content is created. Its writing should be mandatory, especially you need to write all information guides in advance for a month. Moreover, social media marketing is an effective marketing channel for feedback. You can analyze reviews, likes, reposts comments and other metrics. If customers had a bad experience, they are more likely to report it via social media than by email or phone. This allows you to respond in time and keep a specific client, and also attract others.

SMM is not only posts, you need to clearly follow your plan, set goals and KPI, if they are not thrown in, then edit tactics and see why so.

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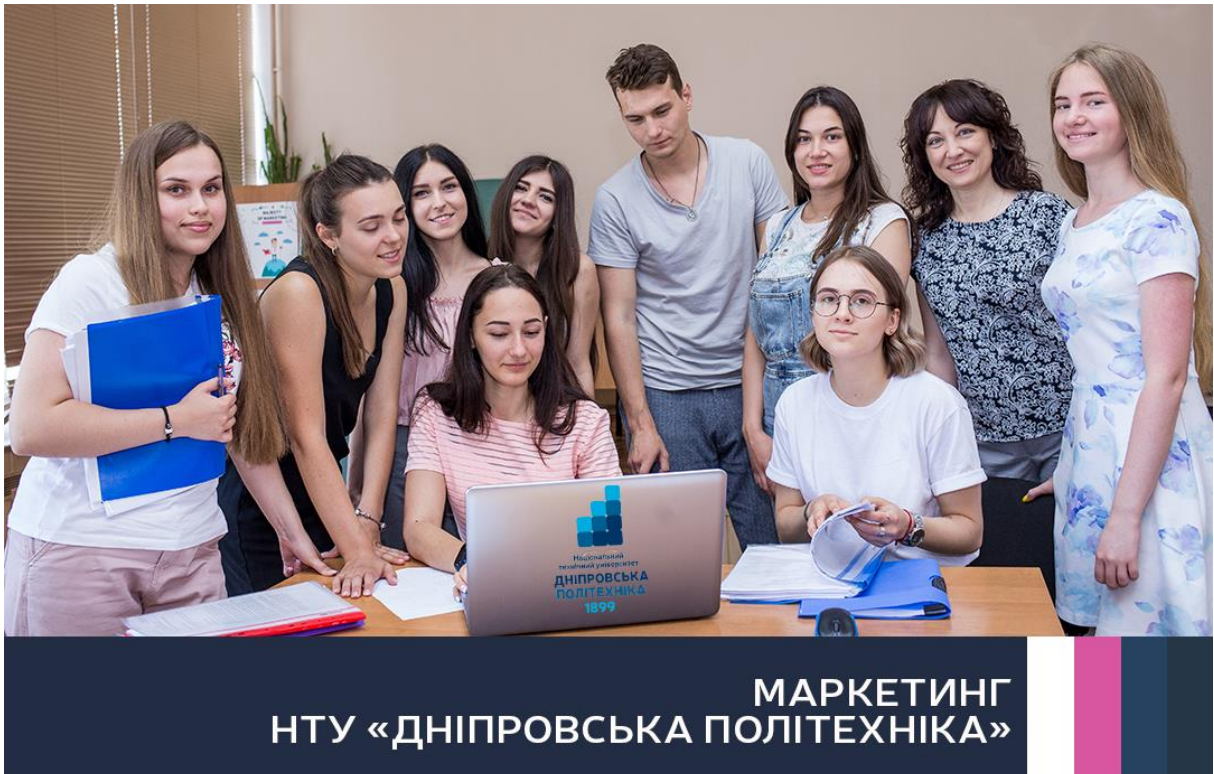
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