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**СОЦІАЛЬНО-ГУМАНІТАРНІ
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**МАТЕРІАЛИ VII ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ
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DIGITAL VS INTERNET MARKETING: SPECIFIC DIFFERENCES

Intensive quantitative and qualitative growth of Internet users since the late 80-ies provided it with communication functions and possibilities of economic interaction. Enterprises started to create sites and implement electronic forms of doing business. The continuous growth of Internet users, each of whom is a potential consumer, has led to an adequate increase in the turnover of the electronic economy. Virtual goods and electronic money are unique phenomena of electronic economy, which do not exist separately from the productive forces of the electronic economy (computer devices and telecommunication facilities).

Topicality. The theoretical principles of the formation of marketing technologies in the virtual environment have been reflected in the scientific works of such scholars as R. Abdeyev, D. Bell, G. Vasiliev, V. Golik, F. Gurov, D. Zabegalin, M. Zuev, M. Ivchenko, E. King, T. Kozlov, etc.

At the same time, theoretical awareness and scientific substantiation of the place of marketing in the conditions of informatization of society remains the subject of scientific discussion. Since the digital economy is, on the one hand, derived from the electronic economy, and on the other, the next stage of development, it is unsettled to isolate the fundamental differences in marketing in the digital economy.

Objective. Determining the specific differences between digital and Internet marketing.

Research results. New digital methods for processing and using information become the main source of increased effectiveness and effectiveness of marketing activities. In a society, where information plays important role, the Internet and other digital channels change the forms and methods of marketing activity, they become the impetus for the emergence of a new form of marketing activity – digital marketing.

The first phase – Internet Marketing (1995-2003), which was distributed through stationary computers, laptops, functioned in a virtual environment, and the target audience was only the owners of computers and laptops with Internet access.

The second phase – digital marketing (2003 to present) spreading through all mobile devices and other devices that have access to the Internet, the scope is expanding through the transition to the real environment.

Danko T., Kitova O. believe that «digital marketing provides interaction with clients and business partners with the use of digital information and communication technologies and electronic devices, in a broader sense» [1, p. 261].

Digital marketing is closely intertwined with Internet marketing, but it has already developed a number of techniques that allow reaching the target audience, even in offline environments. He solves the following tasks: 1) support brand image; 2) support the withdrawal of a new brand or product on the market; 3) increase of recognition; 4) promotion of sales [2].

Digital marketing is derived from Internet marketing, while leaving, beyond the limits of computer communication. Interaction with target audiences comes from mobile devices, digital TV, interactive screens, POS terminals. If Internet marketing uses one channel – the Internet, then in digital marketing, the number of channels is quite large and will grow in the future.

Digital marketing uses five digital channels:

- 1) the Internet and the devices providing access to it;
- 2) local networks (Extranet, Intranet);
- 3) mobile devices;
- 4) digital television;
- 5) interactive screens, POS terminals.

The main methods of digital marketing are: contextual advertising of the Google AdWords or Yandex Direct; technology Big Data – arrays of large volumes; retargeting – redirection; mobile marketing; Email; viral marketing; RTB (real time bidding); SMM – social media marketing; SMO – social media optimization; SEO – search engine optimization; SEM – search engine marketing.

The frequency of the use of digital marketing methods: first place – SEO (site optimization in search engines) – this method is used by 90% of enterprises; the second place – SMM (social media marketing) and SMO (optimization for social networks) – 65% of enterprises; the third place – contextual advertising – 60% of enterprises; fourth place – SEM (search marketing) – 33% of enterprises [3]. In 2019, according to eMarketer, companies around the world are planning to spend \$135 billion on digital marketing. In 2020, according to WebDAM Solutions, digital marketing will occupy 25% of the total marketing budgets, while advertising revenue in the print media is indicative of the level of the middle of the twentieth century and this trend will increase [4].

Digital vs Internet marketing:

1) new possibilities of mobile communication: text messages (SMS); voice automatic menu (IVR); multimedia messaging (MMS); local radio communication between communication devices (Bluetooth); wireless data transfer protocol (WAP); Mobile code (combination of numbers that allows you to make payments or receive discounts); QR-code – a picture on the printed product, which allows a quick transition to the virtual environment; Click To Technology, Flash SMS, Location Based Services (LBS) – technology for easy downloading of software products;

2) new possibilities of television: technology of augmented reality;

3) new features of interactive screens: 3D-projection (3D-mapping) – technology of projection of the image on the object of the surrounding environment;

4) new possibilities of POS-terminals, video cameras: biometric technologies – technology of automated identification of consumers, based on physiological (fingerprints, facial recognition, DNA, eye iris, palm or ear shape, smell) or behavioral (handwriting or keyboard handwriting, voice, movement of lips, stroke) characteristics. For example, with the help of biometric technologies, you can pay for goods, with a finger (eye, ear) to the scanner. Relevant cameras allow you to conduct marketing research on the relation to the product or advertising messages in the form of observations of demographic and behavioral characteristics of consumers (turns of the head, blink of eyes, movements, facial expression, stroke, emotional reactions). Based

on this technology, some outlets already use face recognition to create customer databases;

5) new e-mail capabilities.

Conclusions. Digital marketing has enriched Internet marketing, first and foremost, with mobile communications. This allowed to break the closed space of the virtual world and enter the real world environment. As a result, additional opportunities for expanding the audience of marketing influence at the expense of owners of mobile communication with the simultaneous provision of targeting and personification of such influence, increased the effectiveness of marketing activities in the conditions of society`s information.

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