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DIGITAL MARKETING TOOLS IN BRAND PROMOTION

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Economy digitalization is considered to be one of the main conditions for ensuring business efficiency and competitiveness. Thus, digital technologies significantly increase management efficiency, provide access to reliable data on business processes, expand the communication network between customers and partners, allow managing the business process from anywhere in the world, etc. It worth noting that extensive daily using the Internet and mobile networks provides users with access to a huge information volume, simplifies social communication, provides access to government and local authorities through official Internet portals, and so on.

The rapid development of digitalization of society necessitates the adaptation of business to new conditions and the introduction of modern technologies. Besides, the spread of digital technologies provokes significant changes in personnel management and service, in marketing, financial, logistics and production processes of the enterprise. Therefore, traditional marketing tools undergo the transformation process into digital. In turn, that allows attracting new customers while increasing the level of loyalty and trust in the brand; establishing customer communications; applying an individual approach to each customer, etc. (Njegovanović, 2018; Njegovanović, 2019; Kibaroglu, 2020; Alam & Rashid, 2019; Karintseva, 2020; Urbánné, 2020; Skrynnyk, 2020; Yu, 2019; Alkubaisy, 2020; Ahmmed & Salim, 2019; Taliento & Netti, 2020; Letunovska et al., 2017; Dkhili, 2018; Potapenko et al., 2017; Pimonenko et al., 2019).

It stands to mention that the main advantage of digital marketing is informative value, high efficiency and targeting a specific target audience. Consequently, that allows maximizing contact with potential customers, while traditional marketing tools mainly aimed at reaching a wide audience, which could include disinterested people. Digital marketing capabilities provide the possibilities to collect and analyze customer data to form a customer profiling based on their demographic and behavioural characteristics, search history and queries on the Internet, the relationship with the brand, etc. (Pimonenko et al., 2017; Chygryn & Pimonenko, 2011; Palienko et al., 2017; Lyulyov, 2009; Pimonenko et al., 2018a;)

It is worth noting that the digital marketing infrastructure consists of a combination of a wide range of specialized software and related equipment (Obeid et al., 2020; Halbusi & Tehseen, 2018; Horváth & Balázs, 2020; Lesidrenska, & Dicke, 2012; Ivannikova, 2014; Pimonenko et al., 2018b). Besides, the use of digital

marketing tools involves their implementation on the Internet. In general, the main tools of digital marketing are as follows:

1) Search Engine Optimization (SEO) is a set of measures aimed to increase site traffic, promote the site to the top search results position based on optimizing the structure, content of the site and page codes, increase the relevance of pages to search queries, etc.;

2) content marketing is a marketing strategy that provides creating and distributing useful and relevant content to attract potential customers and retain existing ones. Besides, content marketing is to build a relationship with the customer based on trust;

3) Internet Advertising is a set of tools used to distribute and deliver promotional materials to the target audience. There several types of Internet advertising, while the main are as follows: video advertising, banner advertising, native advertising, mobile advertising, advertising on social networks, etc.;

4) contextual advertising is a type of Internet advertising that allows attracting the potential customers by analyzing their interests, search queries and browsing behaviour, which correspond to the subject and content of advertising messages;

5) e-mail marketing is a digital marketing tool that provides establishing effective communication process with customers through automated sending of commercial messages to the e-mail of existing and potential customers;

6) social media marketing (SMM) is a marketing strategy used for promoting goods and services through social networks (i.e., Facebook, Instagram, LinkedIn, etc.), which are considered to be effective media platforms for interaction with customers;

7) mobile marketing is the digital marketing tool to promote goods and services using mobile devices, distributing advertising through mobile applications, games, QR-codes, voice marketing, Bluetooth marketing, mobile banner advertising, SMS-marketing, etc.;

8) Web Analytics is a tool to collect and analyse data on user activity on the website. That allows optimizing the budget, reducing advertising costs and improving business performance.

Therefore, the systematization of the mentioned above digital marketing tools allowed concluding that the main purpose of digital marketing is increasing profits by attracting more visitors to the website site, reducing marketing costs and increasing the effectiveness of advertising based on accurate targeting of the core market audience.

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