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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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NEW TRENDS IN MARKETING FOR SMALL AND MEDIUM ENTERPRISES

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Current worldwide marketing trends open new windows for small and medium enterprises (SMEs). Thus, the new options of social media, digital instruments for custom relationships management and web-analytics allowed analysing the data of customer behaviour. Besides, digital tools don't contribute the huge financial recourses as the traditional marketing instruments [1, 3; 21]. Thus, the digital transformation provokes the changes in the communications channels with customers. Thus, the spreading of mobile phones among society and using them for online shopping led to penetrating of mobile marketing in all sectors. The digital marketing instruments allow analyse the customer funnel and choose the correct set of tools for increasing the numbers of customers [15;18; 22; 33].

It should be noted that COVID-19 contribute the reorientation and quick adaptation of SMEs to the new market conditions. The findings proved that experts identify five corer waves of digital marketing. Thus, the first is social media marketing. Social networks have the set of advantages compare with other digital (search engine optimisation, contextual and banner advertising, etc.) and traditional instruments (TV and outdoor advertising, BTL, product placement, etc.) [4;23]. Considering the statistical data, users spend 135 minutes on social networks. Besides, the customers use social networks not only for communications but also for searching for information on products and services, analyses of brands, reading feedbacks on products [2; 25]. The SMM allows achieving the goals as follows: - attracting traffic to the web site; - increasing sales; - raising brand awareness; - creating the image; - improving the quality of communication and interaction with target audiences [6; 30]. The second trend – Voice Strategy. It is a set of tactics and strategies for attracting customers using voice devices. Considering the official statistic data, the number of voice users have been increasing from year to year [7; 16]. Thus, half of the customers have already used the voice help, and 81% of customers among them use it with mobile phones. In this case, the SMEs should adapt their marketing strategy considering the popularity of voice helping [5; 8].

The third strategy – Live video. The Live stream has already become the traditional instruments for marketers. However, for SMEs Live video is a new option to promote the business among new customers. It should be highlighted that Live

video allows changing the channel communication with the customers. Besides, Live stream attract new viewers to the direct and authentic process that other social media formats could not provide [9]. The practice confirms that the customers follow the Live video and wait for the new stream. Besides, the worldwide brands (Vimeo, LinkedIn Live, Facebook Live i Periscope) have [17; 32].

The fourth wave – Content-marketing. It is one of the instruments of digital marketing which used the content for attracting and retaining clients. The quality content should be integrated among all online platforms of the company [10; 22; 27]. The word marketer’s community has proved that content-marketing allows increasing of customers loyalty to the brand, developing the long-term communication channels with the target group [11; 29]. One of the types of Live video is stories which disappeared during the time. It leads to the rising interest in the company’s content [34; 19; 31]. The fifth tendency – Internet of Things (IoT). IoT penetrates to all sectors from common using of things to using smart technologies in everyday life (Smart car, Smart home, etc.) [31; 24]. IoT allows collecting the data on the costumers’ behaviour and analyses if the digital footprint which is the base for the developing of the effective marketing strategy considering the clients’ habits and behaviour [14;26]. Considering the current economic issues, which increased due to the pandemic, the SMEs should quick react to the new trends and tendencies in digital marketing.

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