

Features and Tendencies of the Digital Marketing Use in the Activation of the International Business Activity

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Abstract

The study highlights the features and trends of digital marketing for international business. To achieve these goals, the authors used a systematic approach that allows a comprehensive approach to the object of study, as well as used general and specific methods of scientific knowledge on the application of digital marketing for international business. The dynamics of the number of users of social networks in the world is analyzed, which allowed us to conclude about the steady trend of increasing the number of users of the Internet and social networks, as well as the time spent by users on social networks. The study of the dynamics of the number of users of social networks provides increased efficiency in the use of digital marketing tools to enhance international business. The most effective digital marketing tools for international business, including artificial intelligence, conversational marketing, chatbots, personalization, video marketing, live shopping, social media stories, interactive content, omnichannel marketing, augmented reality and technology immersion, native advertising, green marketing and mobile commerce.

Key words:

digital marketing, international business, marketing, advertising, social networks.

1. Introduction

In the current conditions of development of market relations, measures to promote goods on the market and sell products to specific consumers are becoming increasingly important. World sales trends declare that classic advertising no longer has as significant an effect as it did a few years ago to motivate consumers to make a purchase. The consumer is no longer interested in traditional product promotion channels to which trust is declining. This is due to the emergence of new types of marketing communications, including the development of digital marketing. Digital marketing promotes international business, encourages consumers to make purchases through the impact on the emotional sphere, addressing personal, internal, and sometimes even hidden needs.

The Covid-19 pandemic has affected changes in the consciousness and lifestyle of people around the world, the transformation of socio-cultural factors, attitudes to information and the means of obtaining it. Such trends have significantly affected marketing activities, as traditional advertising does not provide businesses with the maximum effect in promoting a product or brand. Intensification of international activities of business enterprises requires the use of more advanced marketing tools that affect the minds of consumers and can bring maximum efficiency. One of the powerful tools of integrated marketing communications is digital marketing and its tools, which allows you to maximize the use of all digital channels to promote products. It is digital marketing that is influencing global business today through the use of digital technologies. About a quarter of the marketing budgets of successful global businesses are digital marketing, which uses all digital channels and communication tools.

The aim of the study is to highlight the features and trends of digital marketing in the intensification of international business. To achieve this goal, the authors: analyzed the dynamics of the number of users of social networks in the world; determined the popularity of social networks in the world, including the number of users; the most effective digital marketing tools for international business activities are studied.

2. Literature Review

In modern conditions of digital economy development digital marketing becomes more and more popular. The use of digital tools to promote their products and services on social networks, creating advertising and direct communication in online format promotes entrepreneurship and adapts it to the limited conditions imposed by Covid-19. Among researchers studying the features of digitalization processes, and digital marketing in particular, it should be noted: Abakumenko O.V. (2016) [1]; Abramova A. (2021) [2]; Agafonova A.N. (2022) [3];

Alamsyah D.P. (2021) [4]; Baque Villanueva L.K. (2021) [5]; Brzakovic A. (2021) [6]; Cosmulese C.G. (2019) [7]; Crespo-Pereira V. (2022) [8]; Derhaliuk M. (2021) [9]; Eze S.C. (2021) [10]; Gregoriades A. (2021) [11]; Grigoraş-Ichim C. (2018) [12]; Ivanova N. (2016) [13]; Kublitska O. (2021) [14]; Djakona A. (2020) [15]; Kholiavko N. (2021) [16]; Kitsios F. (2021) [17]; Kontis A.-P. (2022) [18]; Korzhova G.A. (2022) [19]; Lies J. (2021) [20]; Margasova V. (2011) [21]; Mickienė R. (2021) [22]; Mitova R. (2021) [23]; Pohrebniak A. (2021) [24]; Pollák F. (2021) [25]; Samoilovych A. (2021) [26]; Sheremetyeva E. (2022) [27]; Zhuk O. (2020) [28]; Shkarlet S. (2019) [29]; Dubyna M. (2017) [30]; Szarecki A. (2021) [31]; Théodore F.L. (2021) [32]; Tkachenko T. (2021) [33]; Tarnovska I. (2021) [34]; Tulchynska S. (2021) [35]; Vovk O. (2021) [36]; Yakhneeva I. (2022) [37]; Yudakova O. (2022) [38]; Romaonova A. (2017) [39]; Zatonatskiy D. (2021) [40] and others.

The aim of the article [3] is to analyze technological trends that contribute to the development of the business environment through digitalization processes in the field of marketing. As a result of the study, the authors proved that digitalization processes show a steady upward trend, including modern marketing functions, as evidenced by changes in consumer behavior due to the acquisition of digital habits and new experiences.

Researchers [38] are studying the impact of the Covid-19 pandemic on consumer behavior and the transformation of digital marketing. The authors analyze the features of the development of digital marketing as a result of consumer experience. The authors conclude that health, shopping security and digital interaction are becoming the most important trends in today's business environment.

The purpose of the article [19] is to analyze the problem and prospects of digital marketing. Researchers highlight the problem of creating a unique offer and consider the possibility of presenting it on the market using modern digital marketing tools.

According to the authors [27], digital marketing techniques should be considered as actions that are carried out in the implementation of marketing strategy to achieve goals in the Internet space. Researchers claim that the digitalization of marketing makes brands available to customers at the right time for them, which contributes to more effective promotion of goods and services, business development. Scientists believe that marketers need to adapt digital marketing tools and technologies and adapt to modern consumer demands.

The authors of the article [10] study the factors that shape the value of digital marketing applications in micro-enterprises in Nigeria. Such factors include: long-term functionality, integration ability, ability to expand, which are related to the technological context. Collective

opportunities, experience of cooperation are related to the context of the organization, while adaptive learning, service delivery, customer satisfaction are related to the context of the environment. Researchers claim that the research will promote the introduction of digital marketing by microbusiness by providing additional awareness with minimal resource costs.

In the study [20], the authors proved that digital marketing helps to optimize customer-oriented strategy, which allows for automated price adjustment and the introduction of software advertising based on artificial intelligence. Scientists also consider the concept of creative marketing, which outlines the features of viral marketing, social media marketing and content marketing.

Digital marketing in tourism is considered in various aspects, namely the authors [4] of the article, highlight the main two of them - the needs of digital consumers and the benefits of digital advertising. The analysis found that the benefits of digital advertising are related to increasing consumer awareness of the brand, which, according to scientists, is an intermediate link between the needs of digital consumers, the benefits of digital advertising and intentions to visit travel companies. Scientists believe that the results of this study are useful for marketers in the tourism industry, which will help increase digital marketing and increase the flow of tourists.

The article [5] is based on the development of a methodological structure of digital marketing tools that can create added value for products and services. The authors used qualitative-quantitative, inductive and deductive methods, as well as bibliographic and survey.

The main task of the study [6] is to determine the characteristics of the impact of digital marketing elements on the changing quality of services in the small and medium enterprises sector in the Republic of Serbia. According to the authors, the study will help analyze the interdependence and degree of impact between these elements, which will contribute to a more rational and effective preparation of plans, strategies and best practices for entrepreneurs, which will have a positive result in customer satisfaction and loyalty.

The authors [25] argue that the use of marketing communication tools in the Internet environment is quite widespread. Researchers have proven the lack of influence of the size of the company on the willingness to use online marketing tools within the usual communication complex. The results of the study show that entrepreneurs who actively use online marketing tools are successful in the market.

3. Results

Today, the number of people becoming Internet users is growing. The number of users is 4.88 billion people,

which corresponds to 62% of the world's population. Among 62%, almost 60% (57.6%) are users of diverse social networks. The number of social network users is steadily growing every year, so in 2021 the growth is 400 million and reached 4.55 billion, the growth trend is still observed, more than one million new users every day.

Such an audience encourages the use of digital tools that are effectively used to promote their own brand. At

the end of 2021, the average daily use of social networks among all users is 2 hours 27 minutes.

Regarding the ranking of social networks, the most popular networks in the world that can be considered as advertising platforms for the use of digital tools are Facebook (2.895 billion users), YouTube (2.891 billion users), Instagram (1.393 billion users). Dynamic changes in the number of users of social networks are presented in Fig. 1.

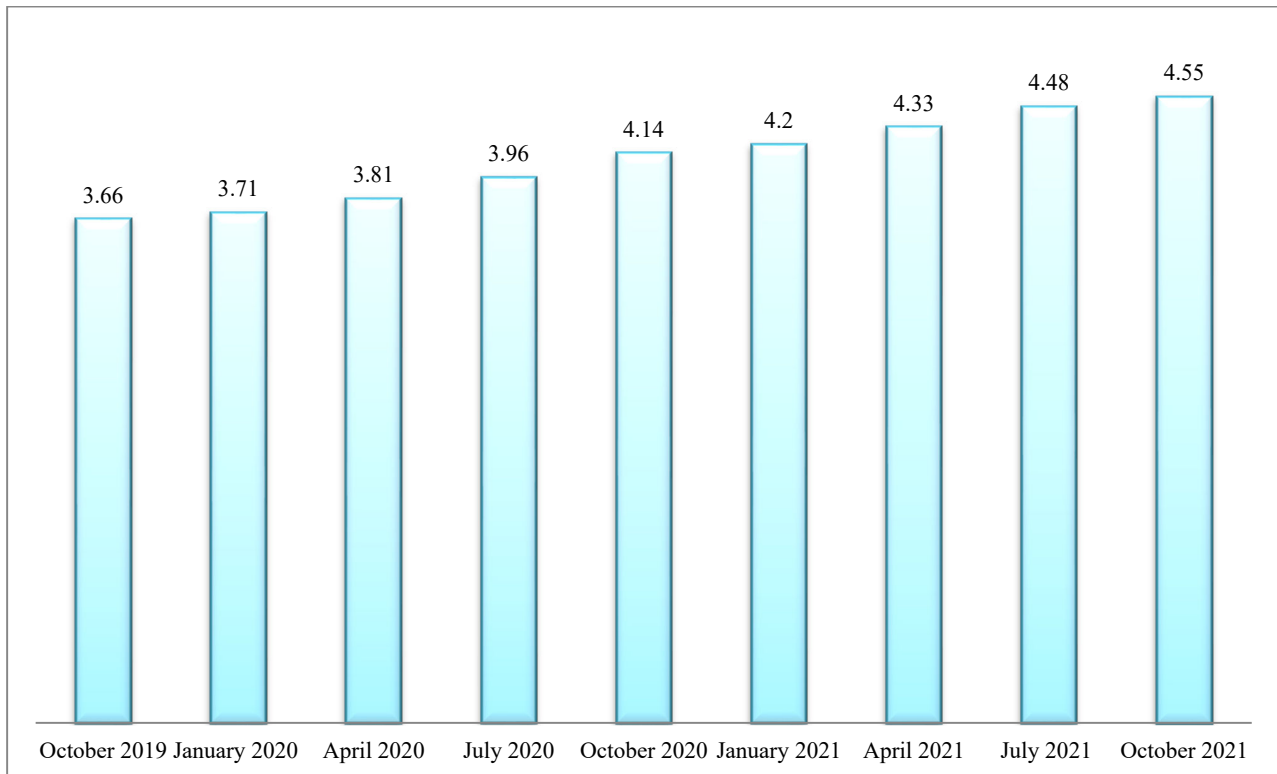


Fig. 1 Dynamics of the number of users of social networks in the world, billion

Source: built on data [41; 42].

The popularity of social networks by the number of users is presented in Fig. 2.

According to statistics, when considering the most popular social networks in the first place by the number of users is Facebook, this social network offers a total potential advertising reach of 2.9 billion. At the same time, Facebook Messenger has a total potential advertising reach of 1.09 billion. Instagram offers total potential advertising reach of 1.39 billion. TikTok has 1 billion coverage.

An important parameter for digital marketing is coverage, which is determined by the actual number of users who view certain information through a social network on the company's page in the form of an advertisement or publication for a specific period of time.

If you take Ukraine, the global trends are reflected in its territory, over the past year the number of users has increased by 7 million and is 60%. The total number of users is 26 million people, at the beginning of 2020 the number of users of social networks was 40%.

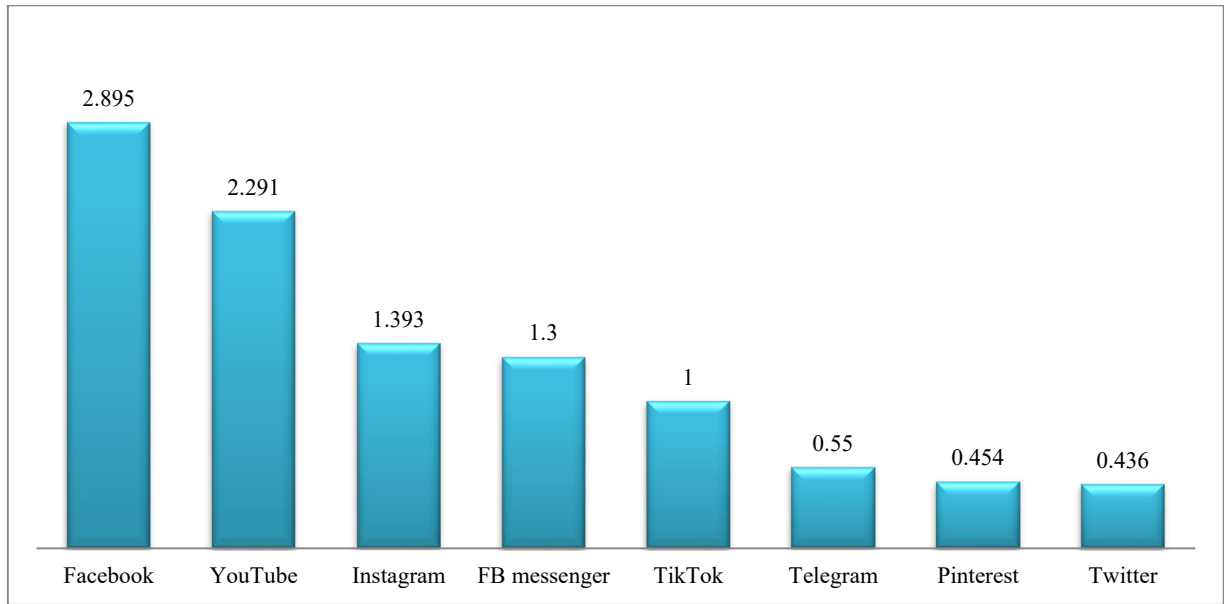


Fig. 2 The popularity of social networks by the number of users, billion

Source: built on data [41; 42].

In Ukraine, the most popular social networks used by Ukrainians are Facebook, YouTube and Instagram, which is in line with global trends.

In Fig. 3 presents the popularity of social networks by number of users.

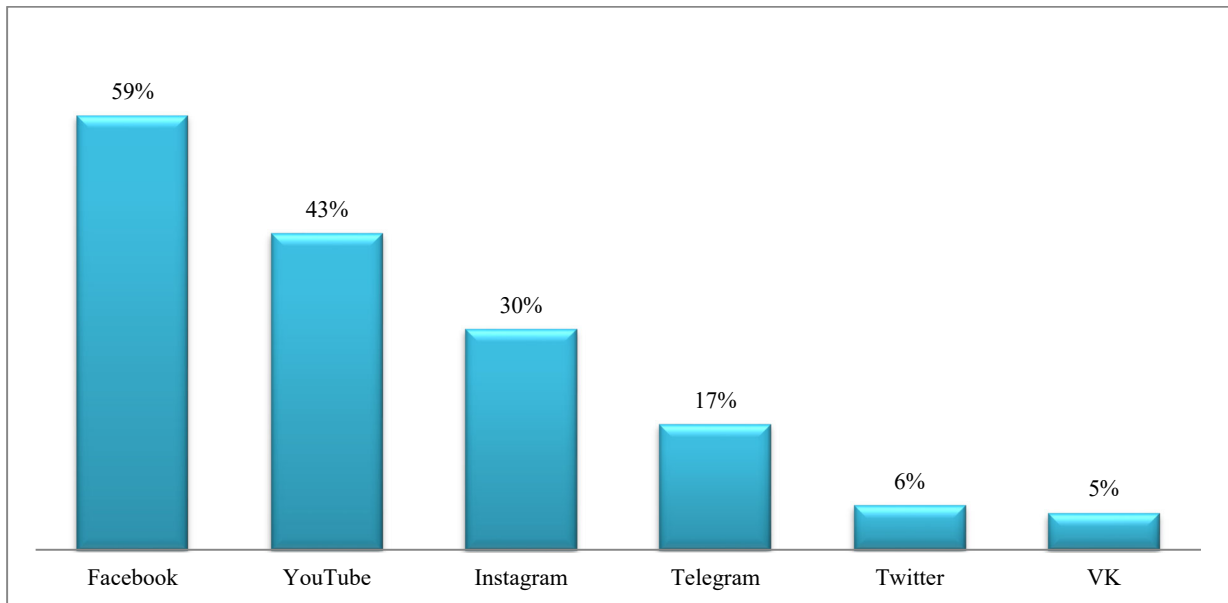


Fig. 3 The popularity of social networks by number of users

Source: built by the authors.

It should be noted that the rapid growth in popularity of social networks is primarily due to the Covid-19 pandemic. And this is an indisputable fact clear to all.

Before the pandemic, the amount of time spent by users on social networks was much less. For example, now 42% of

Ukrainian users spend an average of 2 hours a day on social networks and this trend continues to grow.

Studies conducted by diverse analysts show that advertising companies aimed at promoting products and services over the Internet and in particular social networks

will have significant coverage and bring a positive financial result.

When deciding on the choice of digital marketing tools, it is important to monitor global trends in digital marketing. The most effective digital marketing tools are presented in Fig. 4.



Fig. 4 Digital marketing tools to intensify international activities

Source: built by the authors.

Artificial intelligence is a technology that is the basis of many services and is designed to create content, chatbots and search engines that became especially popular during the COVID-19 pandemic. Using artificial intelligence as a digital marketing tool for a company will be able to reduce staff costs, which will help reduce costs and increase profitability and generally have an advantage over its competitors.

Equally, important is the use of smart marketing, as 82% of consumers want to get an "immediate" answer to their questions. Conversational marketing facilitates instant communication between marketers and customers. The methods used by companies in implementing a conversational marketing strategy include:

- chatbots;
- personalized videos;
- personalized emails;

- virtual sales assistants.

Instant response to consumer demand provides benefits and increases the company's competitiveness.

Despite the fact that chatbots are one of the components of conversational marketing, this digital marketing tool can also be used separately. As you know, chatbots use artificial intelligence technology to provide, often immediate, automated responses to consumers in real time. Many customers prefer to interact with chatbots because they respond around the clock and respond quickly and accurately, and most importantly, remember the entire history of purchases. Chatbots provide quality customer service by freeing up the company's resources for more important work and thus reduce the number of staff.

The personalization of marketing is becoming increasingly important, i.e. the consumer seeks to receive

personal content, products, emails and more. Personalization personalizes offers, products, or content for consumers based on information about their previous purchases and inquiries, demographics, and any other personalized information. One of the brightest examples of marketing personalization is the release of personalized products for consumers, who, for example, share their photos on social networks with products, thus helping companies to promote and advertise the product. The consumer receives personal feedback and also shares it on social media, which causes another wave of product promotion.

In today's world, with the COVID-19 pandemic, video marketing is becoming increasingly important. Video marketing is one of the most important marketing trends. When it comes to video marketing, it's not just YouTube. There are many other ways, such as publishing a video or live broadcast on social networks Facebook, LinkedIn or Instagram, and so on. The video is of interest to consumers and encourages more time spent on the page, thus raising the page in the rankings. The video arouses interest and searches for additional information about the product.

Video marketing is closely related to another digital marketing tool, namely live shopping. The most popular categories of live shopping are clothing and fashion, cosmetics, food, consumer electronics, and furniture and decor items. It should be noted that this type of digital marketing tool is most developed in Asian countries.

Interactive content is directly related to video marketing. Interactive content has replaced textual content, which captures its dynamism. Such content includes:

- quizzes and surveys;
- built-in calculators;
- augmented reality advertising;
- 360-degree video, etc.

Interactive content is more engaging, easy to remember, and more likely to bring the desired results to companies. Potential consumers like this format not only because it is new and original, but also because it makes them feel connected to brands, a certain personalization and more involved in the buying process.

Stories on social networks as a tool of digital marketing are gaining momentum. In general, stories are messages that disappear in a day. Despite this simple concept, "stories" allow marketers to share information about products, promotions, news and communicate with the audience on social media by receiving feedback. There are quite diverse ways to use stories on social media to interact with your audience, namely through:

- links to their stories on social networks;
- location tags;
- Instagram Stories poll
- mentions of other brands and their fans;
- live video, creating stories;

- clear calls to action, etc.

Stories on social networks, due to the fact that they exist around the clock, provide an opportunity to get high dynamism of this digital marketing tool and encourage consumers to make faster decisions.

Omni channel marketing is also one of the tools of digital marketing. Omni channel marketing is the process of implementing marketing activities on multiple platforms, such as social networks, websites, e-mail and blogging, which leads to greater conversions and loyalty from consumers.

According to statistics, brands that use three or more channels to implement marketing campaigns get much better results, for example, the retention rate of customers in multi-channel marketing is 90%, the level of consumer involvement in purchasing is 18.96%, and in single-channel this the figure is 5.4%. Of course, the use of such a digital marketing tool as omni channel marketing is more expensive, but the effectiveness is much higher and allows for more active promotion of international business.

The next modern digital marketing tool to promote international business is augmented reality (AR) and immersion technology. Despite the fact that virtual reality (VR) captures everyone with great science fiction ideas, AR is more realistic for marketers. A striking example is IKEA, which allows users to take photos of rooms in their homes with a smartphone camera and "test" IKEA furniture in it. Users can move furniture and observe how they look directly in their apartment or house, thus visualizing the future location of furniture according to their size and design.

The use of native advertising is gaining momentum, which is a type of digital advertising that blends seamlessly with the design of the web page or the theme of the page on social networks. Consumers are usually unable to distinguish between native advertising as informational and media. This combination can be a good tool for digital marketing to promote international business.

Given the paradigm of sustainable development and the focus of economic development on the environment, an important tool of digital marketing is green marketing or environmental marketing. It includes:

- use of recycled materials for the manufacture of products;
- use of renewable materials;
- use of ecological packaging;
- development of products to be repaired to avoid their disposal and disposal;
- application of the principles of circular economy in production.

The use of green marketing provides access to new, young markets and provides a competitive advantage over other similar companies and brands, increases loyalty to products and brand image of the company due to its environmental orientation.

Due to the fact that more and more social network users use smartphones, the use of such a digital marketing tool as mobile commerce has become widespread. This leads to a certain adaptation of the company, which is manifested in the need for:

- mandatory adaptation of the website for mobile devices;
- ensuring the possibility of using mobile payments, as a rule, registration data is stored on the mobile device itself, which helps reduce waiting time and increase sales efficiency;
- provide wide access to various digital wallets, with a high degree of security;
- logical use of the site platform, especially in improving the convenience of location and use of the search window and sorting of products according to various criteria in it;
- convenience of location of necessary buttons of search and calls, optimality of their sizes for clients for convenience of use.

4. Conclusions

When deciding on the choice of digital marketing tools, it is important to monitor global trends in digital marketing. So the most effective ways of digital marketing include: artificial intelligence, conversational marketing, chatbots, personalization, video marketing, live shopping, stories on social networks, interactive content, omnichannel marketing, augmented reality (AR) and immersion technology, native advertising, green marketing and mobile commerce.

The scientific novelty of this study is to substantiate the modern tools of digital marketing on the basis of a systematic approach that will enhance international business. Further research is required to study the best practices in the use of digital marketing tools to develop effective marketing measures that will help increase the efficiency of companies in the global market.

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