

# Systematic Approach to Involving the Tools of Digital Marketing as a Guarantee of the International Business Development

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## Abstract

The research is devoted to the substantiation of the system approach to the involvement of digital marketing tools as a guarantee of international business development. It is proved that digital marketing, as a type of marketing based on the use of digital technologies allows to make a profit, to promote the brand, as well as goods and services in the market. The digital marketing toolkit system is a set of elements with existing relationships that ensure the effectiveness of the entire digital marketing, which in total is greater than its individual components. The implementation of a systems approach involves the implementation of the philosophy of digital marketing in general, its functions in the form of systems analysis, formation of strategic development goals and entry and promotion in the international market, preparation and implementation of tactical and strategic development plans. The use of such digital marketing tools as: content marketing, social media marketing, Email-marketing, targeted advertising, contextual advertising, media advertising, Search Engine Optimization, affiliate programs and the company's website is analyzed in detail.

## Keywords:

*digital marketing, system approach, digital marketing tools, international business.*

## 1. Introduction

Modern challenges of digitalization cause irreversible processes of popularization and rapid development of digital marketing. It is this tool that enables companies to successfully promote their products and services in the domestic and foreign markets in today's volatile globalization environment, including through social networks. Digital-marketing involves online digitalization to create and distribute advertising, communicate with potential consumers.

In general, digital marketing as a type of marketing based on the use of digital technologies provides an opportunity to make a profit, to promote the brand, as well as goods and services in the market.

Rapid globalization transformation, development of digital technologies, growth of the number of users of social networks determines the urgency of using a systematic

approach to attracting digital marketing tools in the context of digitalization to ensure the development of companies, including in the global market.

The purpose of this study is to substantiate the tools of digital marketing in the context of digitalization as a factor in the development of international business.

## 2. Literature review

In today's rapidly evolving international business, a systematic approach to attracting digital marketing tools is becoming increasingly relevant and popular. Among the scholars of domestic and foreign level who dedicate their research to the digitalization of the economy, including digital marketing, it should be noted: Bayev V. (2020) [1]; Dabas S. (2021) [2]; Derhaliuk M. (2021) [3]; Diaz E. (2021) [4]; Gómez Sierra C.J. (2020) [5]; Ivanova N. (2016) [6]; Kublitska O. (2021) [7]; Avhustyn R. (2022) [8]; Kholiavko N. (2021) [9]; Melnychenko A. (2022) [10]; Bazhenkov I. (2021) [11]; Khudolei V. (2021) [12]; Lazarenko I. (2020) [13]; Morais E.P. (2021) [14]; Perker B.C. (2019) [15]; Popelo O. (2021) [16]; Kychko I. (2021) [17]; Robul Y. (2020) [18]; Samiilenko H. (2021) [19]; Samoilyovych A. (2021) [20]; Suh T. (2021) [21]; Tanwar A.S. (2021) [22]; Vovk O. (2021) [23]; Yudakova O.V. (2021) [24] and others.

The authors [15] argue that the Internet has become a major marketing tool for many businesses. Researchers are researching what internet marketing strategies will guide business success in the international market. As part of the study, the authors analyzed 10 international brands by conducting a study to compare the effectiveness of Internet marketing strategies.

The aim of the article [24] is to systematize different types of marketing loyalty of consumers, which will allow planning marketing tools to manage the complex customer loyalty of organizations. The authors argue that the use of marketing tools to manage customer loyalty allows you to turn casual and one-time customers into regular customers of the brand and the company as a whole. According to the results of the study, the introduction of digital technologies

for loyalty programs in enterprises is a really profitable, justified and justified step that helps to increase and stabilize the company's own profits.

In the article [22], researchers explore an influencer marketing strategy that engages digital influencers to share sponsored brand content with their followers. Researchers have studied that the main areas and industries that use influential social networks to communicate the brand and attract digital consumers are lifestyle, fashion and beauty. In the study, the authors found that the study period is dominated by empirical research, including self-presentation, parasocial interactions, parasocial relationships and trust in SMI.

The authors' research [21] offers a theoretical definition and practical solution of digital marketing for a mixed business model and strategy of market formation of ethnic enterprises. Researchers believe that the creation of ethnic bridgeheads can significantly expand the market formation of ethnic enterprises compared to the mass setting and customers, and thus allows businesses to grow rapidly through their mixed business model that combines business and consumer business.

By combining scientific maps with performance indicators, the authors' research [4] shows that new technologies are related to eight main topics in marketing journals: implementation-completion, perception, behavior, market competition, implementation-distribution model, social media, competitive advantage and destructive technologies. The authors believe that this study makes a theoretical contribution to the development and description of the basis for research on smart and digital technologies in the general fields of marketing and international business.

The authors of the study [2] the experience of implementing digital marketing and related tools by restaurant entrepreneurs or restaurant owners in the UK and India. Researchers analyzed the results of consumer behavior and the desire of restaurant owners to use digital tools to market the restaurant business.

Scientists claim [14] that digital marketing is gaining momentum in marketing strategies around the world. The study shows that digitalization not only changes consumer behavior, but also promotes the introduction of new technologies, tools and applications that directly affect the business of all companies. Researchers have identified and analyzed the features of various tools of digital marketing.

The aim of the article [1] is to study Internet marketing and digital marketing in the context of their role in the system of integrated marketing communications in the field of health tourism. Researchers analyzed the leading sites of companies working in the field of health tourism. The authors study the use of modern digital marketing technologies, including crowd marketing and its main tools in the field of health tourism.

Scientists [5] are looking at different ways to develop digital marketing plans to gain a competitive advantage. Among the authors of the article are: content marketing,

inbound marketing, relational marketing, conversational marketing and permission marketing. Researchers examine the specifics of digital marketing in the academic business unit and argue that it is important to study the behavior of social networks, know in which aspects they are very weak, and be able to aggressively attack the target market.

The paper [18] states that innovative development is relevant for companies and organizations of any scale and any specificity. The authors argue that the expansion of traditional marketing through digital marketing tools greatly facilitates the task of learning a new product, studying demand and promoting an innovative product. Researchers have analyzed the marketing and innovation activities at the stages of the value chain and the role of digital marketing in the value chain.

### 3. Methodology

In researching and identifying digital marketing tools, a systematic approach was used, which makes it possible to consider digital marketing tools separately and in combination. The system of digital marketing tools is a set of elements with existing relationships, which ensures the effectiveness of the entire digital marketing, which in total is greater than its individual components. The systematic approach to digital marketing and marketing of the company as a whole is not new, but, in the opinion of the authors, the most reasonable. Because it allows you to effectively use the implementation of comprehensive measures of targeted influence in the context of digitalization, combining the functioning of internal and external environment. The principles of digitalization in global social development enable companies to grow in the global market. The system approach involves the implementation of the philosophy of digital marketing in general, its functionalities in the form of systems analysis, the formation of strategic development goals of companies and entering the international market, preparation and implementation of tactical and strategic development plans.

### 4. Results

The results of the study of the classical understanding of the components of digital marketing make it possible to include the following in the tools of digital marketing (Fig. 1):

- content marketing;
- social media marketing (SMM);
- targeted advertising;
- contextual advertising;
- media advertising;
- Search Engine Optimization (SEO);
- affiliate programs;
- company website;
- Email marketing.

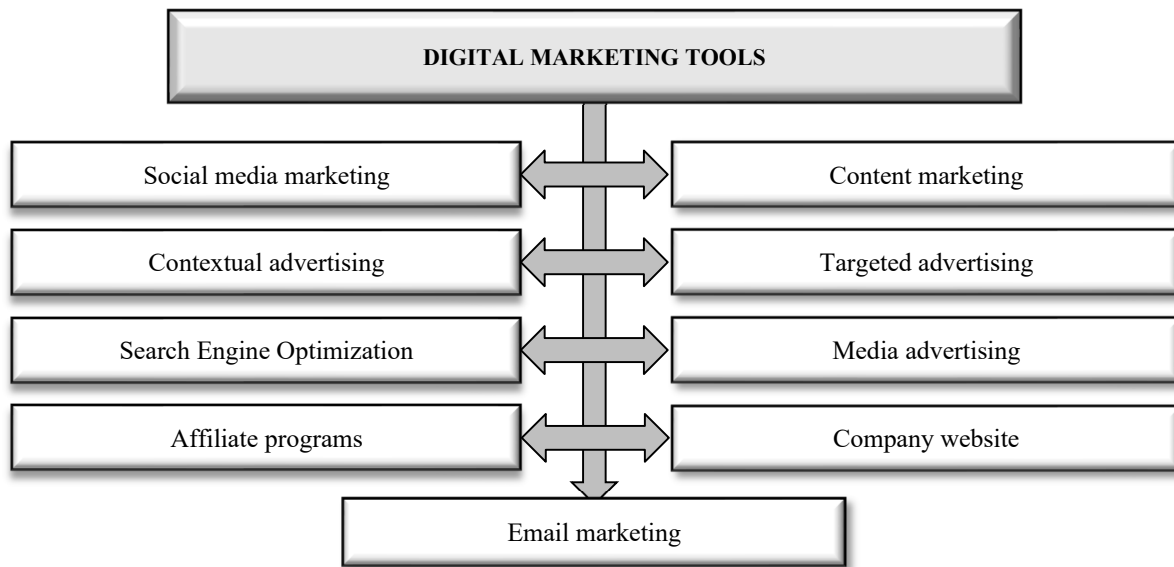


Fig. 1 Tools of digital marketing in the context of digitalization as a guarantee of international business development  
Source: formed and substantiated by the authors.

Consider in more detail the tools of digital marketing. Thus, content marketing is aimed at providing the content needed for quality content of the media space. At the same time, the goal is to draw the attention of the target audience to the brand, product or service of the company. Such content can be video, images, infographics, articles and any other type of content. Content using the right modern technologies attracts potential consumers by enabling the dissemination of information necessary for the company, including in the international market.

One of the means of disseminating useful and interesting information for the company, including in foreign markets, may be the use of Email-marketing. A systems approach makes it possible to get the most out of these two digital marketing tools. Email marketing is a mass, preferably targeted distribution of content via e-mail.

However, it should be noted that today social media marketing is more progressive. This is primarily due to the growing number of social network users. Thus, globally, the number of social network users has increased by 400 million in 2021. Today there are more than 4.55 billion users of social networks. It should be noted that the processes of digitalization cause an increase in users of social networks by one million every day. The most popular social network today is Facebook (2.895 billion users, more than 1.9 billion active users per day), YouTube (2.891 billion users), Instagram (1.393 billion users).

It is estimated that the social network Facebook is used by more than 87% of US marketers, as it is now one

of the most convenient platforms, with more than 80 million business pages. Also, according to statistics, 44% of consumers surveyed say that their consumer behavior is influenced by Facebook. The largest number of users of this social network is in such countries as India - 349.2 million, the United States - 193.9 million, Indonesia - 142.5 million, Brazil - 127.0 million, Mexico - 95.6 million users. Of course, the number of users largely depends on the development of digitalization of the country and social culture. Facebook is also attractive because 31.5% of users are aged 25-34, who are considered one of the most active consumers in the market. Also, this social network covers about 75% of high-income users. These and other facts are increasingly relevant for the development of international business, brand promotion, products or services such tools as social media marketing. Social media marketing provides an opportunity to increase the target audience and as a result increase sales and increase company profits. Social media marketing provides feedback to the target audience, which is an undoubted advantage of this digital marketing toolkit, including for international marketing. The system approach allows the use of targeted advertising, advertising records and communication with potential and existing customers and future within social media marketing. Social media marketing necessarily involves creating, maintaining and promoting a social page.

For the promotion of international business social media marketing in the context of digitalization as a tool digital marketing has unconditional advantages (Fig. 2).

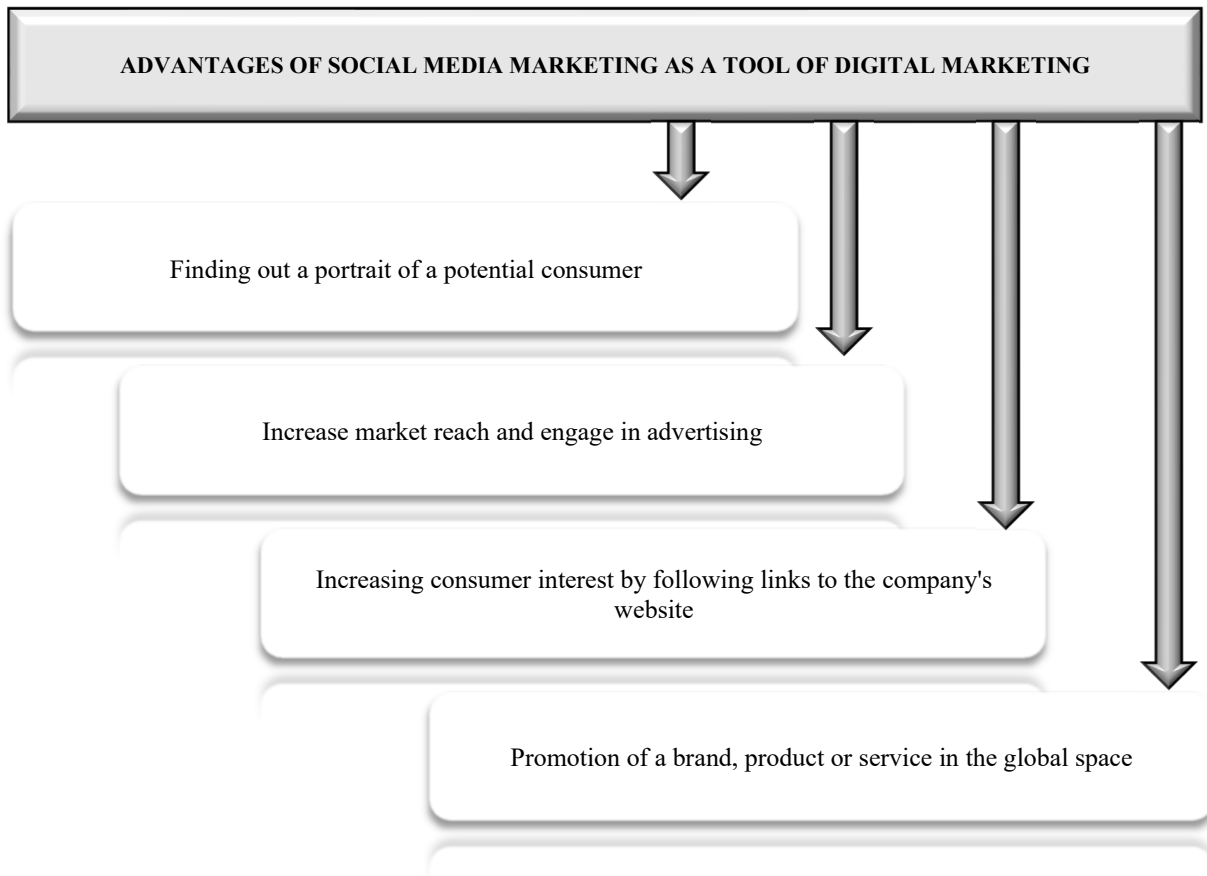


Fig. 2 Advantages of social media marketing as a tool for digital marketing for international business development  
Source: formed and substantiated by the authors.

Such benefits include:

- finding out the portrait of a potential consumer or already a customer by age group, gender, income, etc. This is due to the fact that social networks contain information about gender, age, location, etc. Thus, this information allows the company to determine the overall portrait of the target audience. This information makes it possible to identify the needs of consumers, adjust their own product or service, understand whether the company can meet existing demand and develop corrective measures to expand the market;
- increase market reach and engage in advertising. The exchange of publications contributes to the dissemination of company content and, as a consequence, the growth of coverage, which ensures brand awareness;
- to interest potential consumers by following the link to the company's website. Not only reposts but also customer comments play an important role. Comments not

only help to increase the brand's popularity and promote products and services, but also provide feedback and increase the company's customer focus;

- promotion of a brand, product or service in the global space. A variety of content increases the customer's interest and allows him to go to the company's website or Landing page. Landing page. In turn, it involves collecting information about the client, namely e-mail address and contacts. These contacts may in the future be used for email advertising, which is also one of the tools of digital marketing. Thanks to the content, social networks provide an opportunity to form a certain desired image for the consumer, which will be associated with the company.

Digital marketing also actively uses tools such as Search Engine Optimization, which is a set of measures aimed at improving the company's website to change the rank of search engines (Fig. 3).

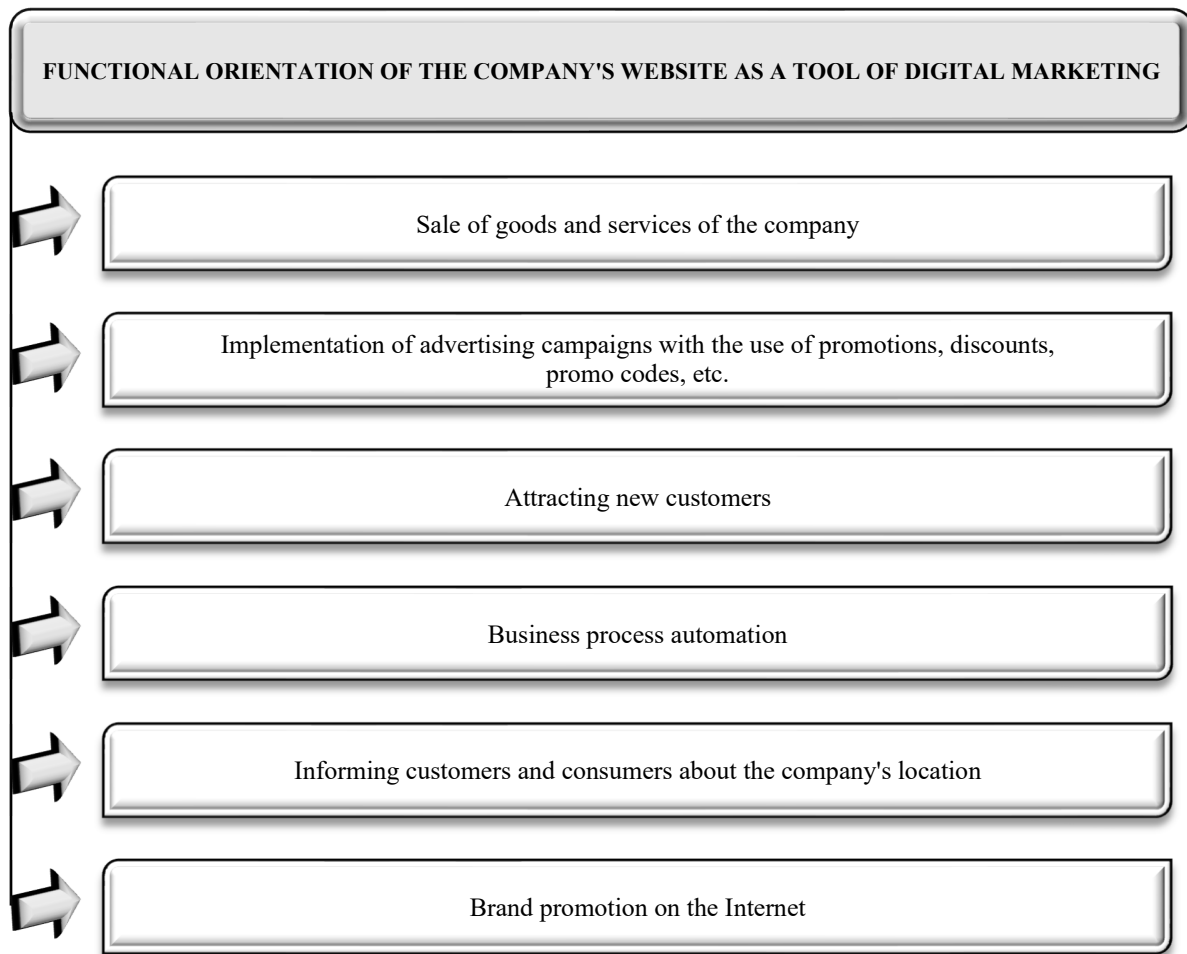


Fig. 3 Functional focus of the company's website in digital marketing for international business development  
Source: formed and substantiated by the authors.

The purpose of Search Engine Optimization is to optimize, in which the company's site will be able to occupy a leading position in the search engine in domestic and foreign markets. The functions of the company's website as a tool of digital marketing are:

- sales of goods or services;
- conducting advertising campaigns;
- attracting new customers and increasing the target audience;
- automation of business processes;
- informing customers about the location and notification of other useful information;
- brand promotion on the Internet.

The site provides an opportunity to fully represent the company in the Internet space, through the filling of information blocks that are aimed at attracting the attention of the user and potential customer to the information he needs. It also provides an opportunity to

learn more about the company's activities, products and services.

Landing page can also be used, which is a small site with several pages, which most effectively describes the product or service. Landing page is the company's business card. A large number of consumers want to get the maximum amount of information they need with minimal time. The site should encourage the user to perform a specific purchase action. The main indicator of the effectiveness of the site is the conversion, which is determined by the ratio of the number of potential consumers who visited the site to the number of users who performed a specific targeted action.

One of the effective tools of digital marketing for the development of international business is targeted advertising, which involves targeted advertising by searching, including through social networks, the target audience in accordance with certain parameters set for consumers. Due to the fact that browsers collect detailed

information about users and offer advertising to a specific interested target audience, this leads to the fact that in most cases, the products and services offered to such users are of interest. Targeting an interested audience increases the effectiveness of such digital marketing tools for promoting international business as targeted advertising. Targeted advertising on social networks is set up for the target audience through self-study, analysis, constant monitoring and setting the conditions for selecting the target audience to which a specific advertisement will be displayed.

Very closely related to targeted advertising is contextual advertising, which, as one of the tools of digital marketing, involves the display of advertising to users of social networks who have recently made inquiries and searched the Internet for similar products or services. This focus on the target audience, which itself made a request for specific products or services, further increases the effectiveness of contextual advertising. The difference between targeted and contextual advertising is that contextual advertising involves displaying an advertisement in front of a target audience that has already requested a similar product or service. What they have in common is that it is imperative to constantly monitor and identify the target audience and their requests.

Media advertising is used as a tool for digital marketing. It focuses more on the emotional perception of the target audience through infographics, videos, sounds, text ads, which can be combined with each other. Media advertising has more mass coverage than targeted and contextual advertising, which is both a positive and a negative feature.

The main purpose of media advertising is to demonstrate the brand, products or services of the company to a large audience for the interest of potential consumers, the formation of recognition and a positive attitude towards the brand and the company.

Also, as a tool of digital marketing for the development of international business are used affiliate programs aimed at exchanging audiences, increasing the loyalty of potential customers, joint campaigns and marketing campaigns. Using affiliate programs enables companies to reduce advertising costs by joining forces and expanding their target audience.

#### 4. Conclusions

The scientific novelty of this study is the substantiation of digital marketing tools for international business development, based on a systems approach and provides benefits for the use of content marketing, social media marketing, email marketing, targeted advertising, contextual advertising, media advertising, Search Engine Optimization, affiliate programs, use of the company's website.

A systematic approach to the use of digital marketing tools allows you to increase the effectiveness of advertising and marketing activities, reduce marketing costs, increase the target audience and expand the circle of consumers.

The use of digital marketing provides a unique opportunity to interact with potential consumers around the world, identify their needs, specify the target audience and create unique proposals to meet consumer needs.

Further research is needed to improve the digital marketing strategy for international business development.

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