

The Use of Digital Marketing Tools for the Transformation of Brand Communications in the Modern Conditions of the Advertising Business

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Abstract

The main purpose of the article is to study the features of using digital marketing tools to transform brand communications in the current conditions of the advertising business. In the modern digital world, advertising functions are being transformed. Today, marketing, while retaining its functional tools, is changing and evolving; Marketing systems are guided by understanding the process of formation of consumer decisions. With people spending so much time in the digital world, marketers need to be as effective in this world as they are in traditional media. It is extremely important to apply new digital marketing tools to transform brand communications in the modern conditions of the advertising business. The research methodology involves the use of modern methods of analysis and modeling. Based on the results of the study, the key aspects of the use of digital marketing tools for the transformation of brand communications in the modern conditions of the advertising business are characterized.

Keywords:

Digital marketing, brand communications, business, economy, marketing.

1. Introduction

The development of information and communication technologies and the digitalization of business processes lead to the transformation of all aspects of the activities of enterprises: production, financial, management, marketing, and communication. The market research environment is both simplified and progressing due to the rapid spread of the Internet, the consumer is getting closer to the manufacturer and the seller, and conditions are being formed for establishing effective feedback. Accordingly, marketing tools in the modern environment must fully meet the requirements of the times, and technologies and strategies must be ahead of it. Research in the field of varieties, methods of application, combination and compilation of Internet marketing tools and digital marketing of an enterprise

is of particular relevance in today's turbulent environment.

The development of digital technologies is associated, foremost, with the spread of Internet technologies, which today have penetrated into all spheres of human life and the economy. A modern person with the help of the Internet can study, work, have fun, choose and purchase the necessary goods, pay for them and receive them almost anywhere in the world, sell their product - material and intellectual. Thanks to the Internet environment, the enterprise has the ability to quickly and directly feedback from the consumer, unlimited geography of promoting its own products, forming the target audience and expanding it, and entering the international economic space. Thanks to this, the concept of Internet marketing has arisen and is actively developing, which makes it possible to implement the interaction of traditional elements (product, distribution, promotion, marketing research) in a remote interactive format, which speeds up and reduces the cost of marketing processes.

The main purpose of the article is to study the features of using digital marketing tools to transform brand communications in the current conditions of the advertising business.

The structure of the article provides for a description of the research methodology, presentation of the main results of the analysis and the formation of relevant conclusions.

2. Methodology

To characterize the features of the use of digital marketing tools for the transformation of brand communications in the modern conditions of the advertising business, the following methods were

used: induction and deduction, comparison and systematization - to characterize the modern understanding of the essence of digital marketing tools for the transformation of brand communications in the modern conditions of the advertising business; synthesis and analysis - trends in the development of digital marketing tools for the transformation of brand communications in the modern conditions of the advertising business; morphological analysis - to clarify the significance of the influence of digital marketing tools on the transformation of brand communications in the current conditions of the advertising business; abstract-logical - for theoretical generalizations and conclusions of the study.

The modeling method was used in the formation of a model for the use of digital marketing tools for the transformation of brand communications in the modern conditions of the advertising business.

3. Research Results and Discussions

Internet marketing and their tools attract: ease of content creation, speed of information dissemination, free channels of information dissemination; the ability to reach a wider audience of consumers with more “targeted” targeting, lower transaction and operating costs; interactivity - direct controlled interaction with a potential client; reducing the time to search for business partners and transactions; lack of physical, geographical and linguistic restrictions on business; operational quantitative measurement of the effectiveness of marketing tools (visits, transitions, clicks, registration, purchases, recommendations, comments); individualization and personalization of the offer, building strong long-term partnerships with customers; managing positive customer experience (interactions between the customer and the company), which allows you to increase customer satisfaction and loyalty and ensure income stability; growth of social responsibility of companies; the ability to involve the consumer in the creation of the brand and increase its value; hypermedia, which allows presenting content in the form of text, graphs, diagrams, photos, audio and video animation. And digital marketing is the marketing of goods and services, the methods and technologies of which involve the use of digital tools at all stages of interaction and with consumers. Digital marketing involves not only attracting a potential client, but also its content and satisfaction

of needs by interactive and remote means for ordering, processing, payment and delivery [1-5].

Digitization and digital marketing have an impact on the sustainable development of corporate structures. In particular, it increases sales, because Internet marketing simplifies the procurement process and consumer choice, saves time, since information about products is provided promptly and in full. Through digital technologies and Internet marketing (SEO promotion, email marketing, advertising on social networks), it becomes possible to attract a larger audience of buyers. Marketing research on the Internet allows you to create an adequate system of business intelligence to identify competing companies and form effective mechanisms for the formation of a better competitor, offer - competitive products or services. And most importantly, digital technologies make it possible to reduce operating and transaction costs, save material and financial resources, and optimize marketing and advertising budgets. To successfully implement a strategy and achieve its goals, Internet marketing combines various communication tools. To make the right choice in favor of a particular tool, Internet marketing uses a marketing analysis of the project, which is based on clearly defined goals and a systematic approach to implementing the developed strategy.

There are a number of trends that need to be taken into account by market players in the near future using digital technologies to transform brand communications (Table 1).

Table 1. The main trends in the development of the use of digital technologies for the transformation of brand communications

Trends	Characteristic
Quality content	Consumers love content that helps them buy, offering them the opportunity to purchase a product with just a few clicks - images, articles, videos, social media content, live streams and digital magazines that can be purchased in the store

<p>Personalization becomes the key to creating an unforgettable experience</p>	<p>The consumer likes the feeling that the product or service is made especially for him, taking into account his specific requirements and individual characteristics</p>
<p>Video advertising that takes into account different requirements, different goals, different methods (duration, form, content) and a professional approach</p>	
<p>Ad costing is getting smarter with the latest technology to better quantify ad performance</p>	
<p>Active implementation of chatbots that provide users with fast and convenient communication</p>	<p>Chatbots search for information faster and identify user details, consumer patterns, and are capable of handling unlimited requests</p>

Today, the influence of traditional advertising tools is declining, marketing is becoming more interactive and visually oriented, and the influence of chat applications is growing. Modern media involves the participation of the consumer and the viral dissemination of information, so there is a need to change marketing approaches and use new marketing tools. Natural selection is forcing marketing to change as consumers prefer companies that embrace digital channels faster.

As practice shows, at the present stage, classical advertising and methods of promoting goods do not have a significant effect, and often do not become motives that encourage a potential consumer to make a purchase, therefore, marketers find new types of marketing communications that can influence the emotional sphere, turning to internal, sometimes hidden needs. In the modern digital world, there is a transformation and digitalization of marketing functions [6-10].

At the present stage of development, there is a significant change in the consciousness and lifestyle of people under the influence of information and socio-cultural factors. To promote a product or brand, it is not enough to use such marketing tools as

conventional advertising, sales promotion, etc., since they do not affect the minds of consumers and usually do not bring the maximum effect. Marketing activity in the modern world is based on the concept of embedded advertising communications. This concept provides for the planning of marketing communications, which requires an assessment of the role of each of its elements (advertising, PR, personal sales, sales promotion, exhibitions, packaging, direct marketing, etc.) in the promotion strategy, as well as finding their optimal combination to ensure effective the impact of the company's communication programs on brand promotion. An integral part of the modern set of integrated marketing communications is digital marketing and its tools, designed to attract all digital channels for brand promotion. Digital marketing is an influential area today, and at the moment it is digital technologies that most powerfully influence the business world. Digital marketing today occupies about 25% of the marketing budgets of leading companies, and its share is constantly growing. Businesses that use all available digital channels and communication tools are on average 25% more profitable than other businesses. Therefore, modern marketers must firstly have competencies in the field of digital marketing [11-15].

The main threats to the effective use of digital marketing tools for the transformation of brand communications in the current conditions of the advertising business are shown in Figure 1.

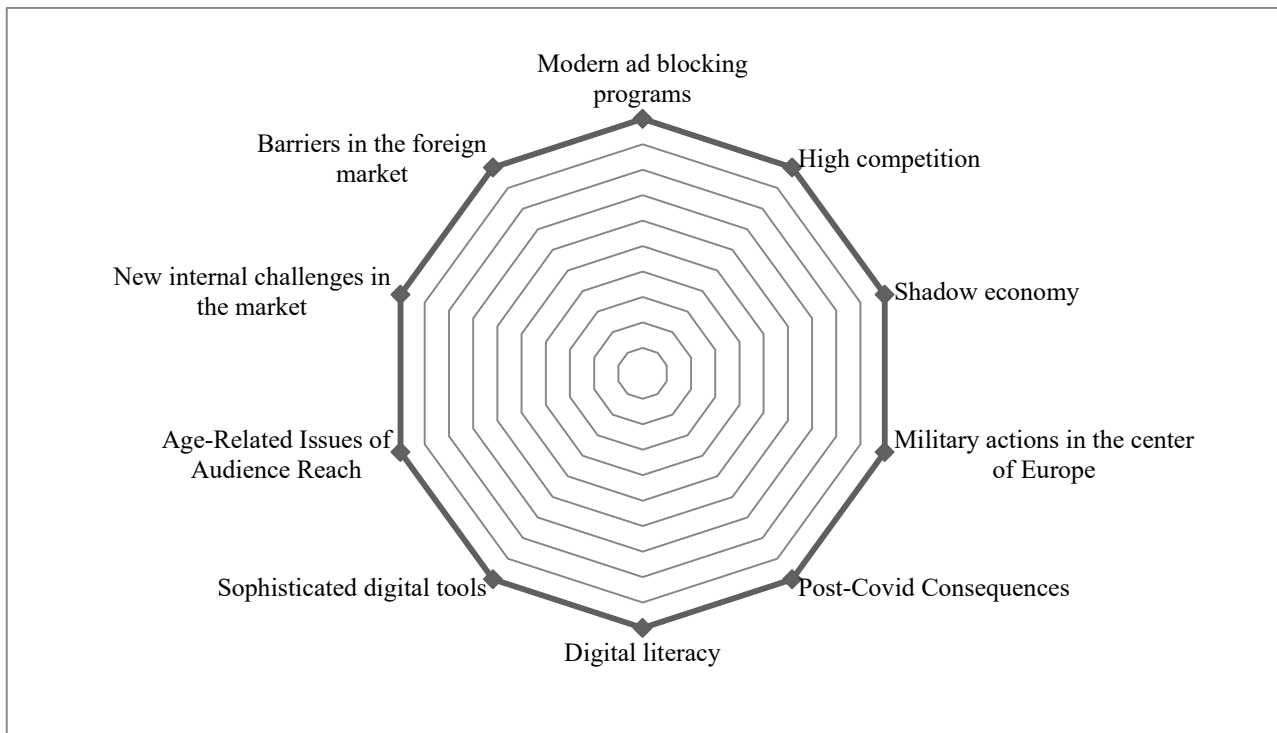


Fig.1. The main threats to the effective use of digital marketing tools for the transformation of brand communications in the current conditions of the advertising business

Modern information technologies and information systems built on their basis create potential effects when applied in marketing activities. Visibility, speed of transmission of messages, as well as reliability create completely new possibilities for obtaining and distributing information. Digital marketing tools expand the possibilities of information support for an enterprise in the process of studying the market and searching for new niches, and increase the efficiency of interaction with the consumer. The study of the problem shows that in order to implement digital marketing strategies, business entities need to: organize the management of complex relationships with customers through different channels - digital and traditional; correspond to the dynamics of information technology, which in turn will allow initiating the necessary interaction with customers; analyze large amounts of data, allowing you to make the right decisions faster.

In general, digital marketing trends in the coming years will be focused on creating new types

of interaction with the audience. This can be helped by the crowd marketing technique (as part of integrated marketing communications), which will help to solve the problem in a complex way: the product must be in a convenient place, be original and stand out from others, have a good price and, most importantly, great reviews in order to create the final product that the consumer wants to receive. To improve the effectiveness of marketing activities in the agro-industrial sector, it is very important to invest in new digital channels of communication with existing and potential customers; create new types of relationships to open up new opportunities; apply tangible bonuses to attract fans and create offline and online communities to strengthen the brand.

The model of using digital marketing tools for the transformation of brand communications in the modern conditions of the advertising business is shown in Figure 2.

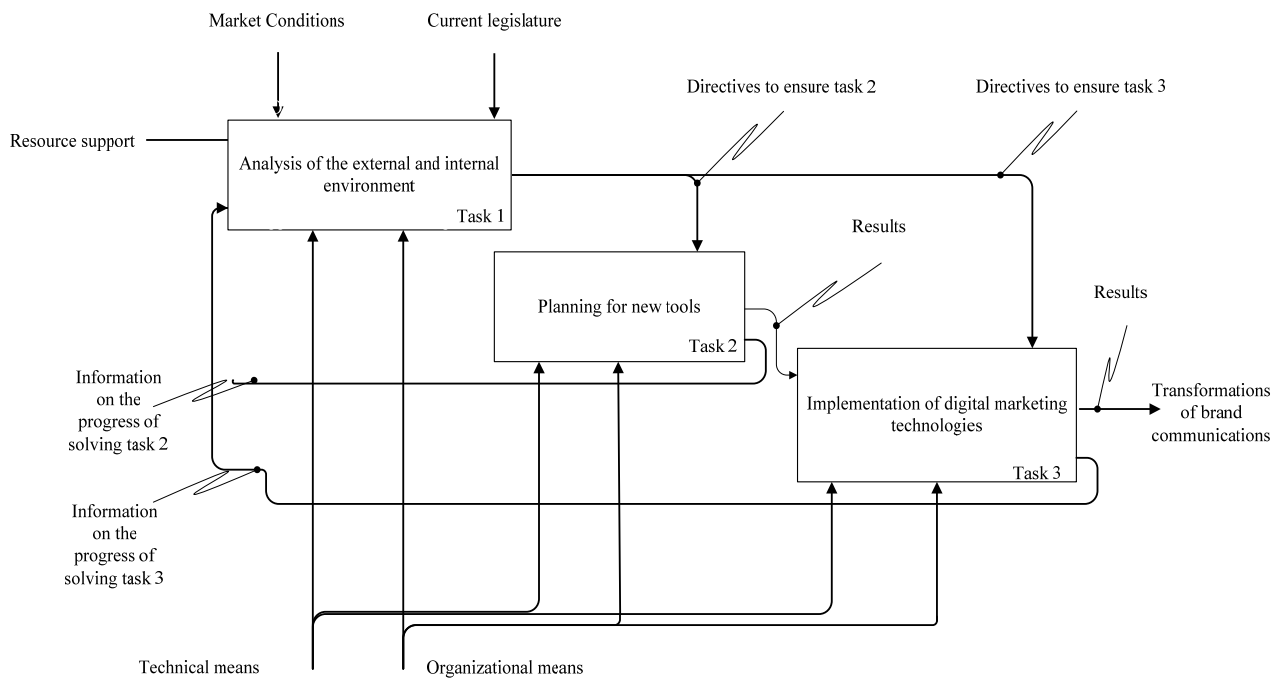


Fig.2. The model of using digital marketing tools for the transformation of brand communications in the modern conditions of the advertising business

The active development of digital technologies and the Internet, as well as the increasing importance of high-quality and up-to-date information for the successful conduct of agro-industrial production, can significantly expand the range of information services and make them even more efficient.

4. Conclusions

Based on the results of the study, the key aspects of the use of digital marketing tools for the transformation of brand communications in the modern conditions of the advertising business are characterized.

At the same time, we note that using the potential of digital marketing only for advertising purposes can harm the enterprise, since mass advertising is perceived by consumers as annoying spam, does not focus on the product, but, on the contrary, causes a negative reaction. Consumers can be especially annoyed by automatic messages sent to mobile messengers at the wrong time: late in the

evening, at night or in the early morning. Appropriate software, so-called spam filters, is becoming more and more widespread, allowing consumers to avoid mass marketing attacks. Digital marketing, especially in the Internet environment, should be aimed at a well-defined target audience. To do this, you should use the targeting potential of social networks, the built-in tools of which allow you to aggregate into groups of potential consumers. When forming an enterprise digital marketing strategy, it is recommended to focus on the following areas: reputation management: making decisions based on customer reviews, which are evaluated by the company and then assimilated; complete presentation of services: the consumer is initially amazed by the type of bait; the next step is to present him with a complete set of specific initial search information; communication is a key element, as the specific monologue of company-initiated advertising campaigns is eliminated and dialogue is established through social platforms; brand recognition. The task that digital marketing can handle more effectively is

to promote products by targeting consumers and getting a response from them.

The study has limitations and they consist in carrying out exclusively theoretical and applied analysis. Further research should be devoted to expanding the ways of solving the problem of effective application of digital marketing tools for the transformation of brand communications in the modern conditions of the advertising business.

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