

UDC 339.138

## DIGITAL MARKETING METHODS

*H. ISMAIL, I. ZIANKOVA*  
Polotsk State University, Belarus

*Digital Marketing is the result of a meeting between modern communication technologies and the old principles of marketing that people always apply. It is one of the most important methods of working in the market now, without which no commercial activity can achieve success or continue to progress.*

Digital marketing is a link between the service and the product, the company and the targeted customers by defining the target segment, and communicating the true value to them, and then managing the relationship between them within the framework of preserving them for the longest possible period, it falls under digital marketing within the means of marketing and promotion, and includes social networking sites, websites, mobile devices like phones, tablets, and email.

### **What is the goal of digital marketing?**

Like other forms of marketing, the goal of digital marketing is to promote and sell products and services. More specifically, the goal of digital marketing is to connect companies or organizations with their target audience through digital channels.

There are currently 4.4 billion Internet users around the world, and this number is increasing every day. The acquisition of electronic devices also continues to increase, with most adults owning at least a cellular device.

The goal of digital marketing is to use this large number of devices to connect the sectors of users to companies, often through the Internet. Marketers use a variety of methods to target and reach users in order to get their attention and start selling products and services to them.

Companies around the world are increasingly interested in digital marketing and making changes:

- 71% of companies plan to increase their budgets for digital marketing
- An average of 60% of marketers' time is devoted to digital marketing, which increases the demand for digital marketing skills
- Digital content production and management is now the second largest share in digital marketing budgets
- 28 % of marketers cut the budget for traditional marketing to further finance digital marketing
- 73% of marketers who market companies' products to other companies (B2B marketers) use video as a content marketing technology, and 7% of marketers plan to increase their YouTube marketing.

The difference between digital marketing and traditional marketing lies in the capabilities of modern technology. Where digital marketers focus their attention primarily on targeted and measurable activities, they want to target the right audience and measure the results of their efforts. In the past, targeting was by launching a television ad or placing an ad in a magazine, while technology today allows for a more accurate and more measurable approach. For example, marketers can now post a Facebook ad that only targets 20-year-olds and fans of Pizza food, where they can see the number of views, likes, comments, and clicks the ad has received. They can use this data to design ads that perform better.

### **Method for digital marketing**

Only a method or set of methods can be adopted for digital marketing while neglecting other methods that may not really achieve the required returns or are of lesser importance due to limited budget. Choose the appropriate method for digital marketing:

#### 1. Online advertising

It is very similar to traditional advertisements in newspapers and magazines or on road signs in which the advertiser buys advertising space or impressions appearing from another website and the advertised site is usually somewhat related to the product to be marketed, and the purpose of these ads is to attract visitors and convert these visitors to customers as a final result.

- **Views based ad**

If you want to introduce viewers to your brand or product, or what you sell is rarely purchased online, you must choose to watch ads. As many advertising services allow you to display your ads for a specified amount for each number of views and impressions in front of users.

## Economics

- **Click-based ad**

If your product can be accessed and purchased online, this method is undoubtedly best for you, as what you pay is earned by active users and almost certain customers as the money is paid for every click that someone makes on your ad, regardless of the number of views that appear.

- **Advertising in the search engine**

In principle, this type of ads does not differ much from other types, except in the place of display. Instead of your ad appearing in an article or blog or elsewhere in a variety of sites, your ad will appear in the search engine when users search for a specific word.

2. Social Media

Marketing through this channel aims to reach the target audience through social networking sites such as Facebook, Twitter, YouTube... Social media marketing depends on building social groups interested in the brand by addressing the target audience by sharing interesting content such as photo information, postings, videos, and e-books.

3. Search Engine Marketing

There are two types of these channels, the free type SEO, which aims to increase the visibility of the site to be marketed on search engine results pages SERPs. This type of marketing depends on understanding the search engine algorithms, producing high-quality content permanently, attracting links from other sites, and adhering to search engine guidelines in this field and many other factors ... Because of the complexities of this type of marketing, most companies resort to employing an expert or hiring specialized companies in this field.

The second type of search engine marketing is the paid type, which is a text ad that appears at the top of the search results page and on the right or left side, and the advertiser usually pays for each click on the ad on the search results page. In other words, the advertiser requests the search engine to show their ad when users search for specific keywords chosen by the advertiser himself.

4. Email Marketing

This marketing channel relies on sending mailing bulletins or advertising content to the e-mail of the target audience. It is morally and professionally preferable when using this type of marketing to obtain prior approval from the recipient of these emails and to provide an easy way to unsubscribe from this service.

5. Public Relation

Usually large and leading companies in a specific field rely on this type of marketing channel and publish press releases on news websites in addition to relying on electronic public relations agencies to publish their news.

6. Analytics

Finally I would like to talk about analysis and tracking tools such as Google Analytics, through which the marketer can determine the fruits of the money spent on the ROI advertising campaign very accurately, unlike traditional marketing, which often depends on comparing the revenues of the business before and after the advertising campaign, which often lacks precision.

## REFERENCES

1. Datissi, Smith, Book production online, Arabic International Office, Feb, 2017
2. Mouris, Faulkner, E-Commerce and revolution, History of books and libraries, March, 2018
3. Deiss, Ryan, Digital Marketing for Dummies, published by Wiley, a BrightEdge customer. 2017
4. Krug, Steve, Don't make me think, Content Marketing Institute, Dec, 2016
5. Kosorin, Dominik, Programmatic Advertising, Smart Insights and TFM&A, July, 2016
6. Deborah, Jan, Social Media Marketing, July, Ecommerce Expo, May, 2017
7. Dubosewe, Digital Marketing Made Simple, 2019, <https://www.duboseweb.com/blog/best-online-resources-for-digital-marketers>
8. Morgon beyond professional education, Digital marketing foundations, 2019, <https://www.morganintl.com/cdmp/#cdmp-course>
9. Hubspot blog, What is digital marketing, Lucy Alexander, 2020, <https://blog.hubspot.com/marketing/what-is-digital-marketing>