

Digital Technologies for Comprehensive Promotion of a Startup

Chapter

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Abstract

The chapter substantiates that business promotion in the digital economy takes place in the context of crises in energy supply, food supply, cost of living, rising inflation, cyberattacks on critical infrastructure, the development of the 5:0 economy and digital universities. The aim of the research study is to examine the main aspects of business promotion in the digital economy for youth employment. The following tasks were set and solved: analyzing Internet marketing channels, designing and creating Internet marketing, researching ways to improve the competitiveness of startup products, ways to promote startup products, and developing and testing contextual advertising on the example of a unique youth startup. Research methodology is based on the principles of system analysis, formal logic and interdisciplinary scientific approach. In forming the theoretical and practical basis for business development through digital technologies, the monographic and descriptive methods, the method of analysis and generalization, the method of statistical data analysis in short-term analysis were used. The novelty of this study lies in generalizing the unique experience of building and implementing a youth startup through digital technologies for sustainable business development in global conditions. As recommendations it is proposed to improve the use of means of transmitting the advertising message through advertising in the social network, taking into account the identified advantages: mobility, attracting a young audience to the product, the possibility of determining the audience that will watch this video rental, low price

for advertising, the creation of merch (masks) to promote the product; setting targeting for the company; the ability to communicate and comment on advertising, which will not only increase competitiveness, but also make the product popular.

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