

THE ROLE OF DIGITAL MARKETING IN BRAND MANAGEMENT AND PROMOTION

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Abstract: Today, people use a large number of gadgets, each of which provides interaction with its owner using an Internet connection. Of course, these are primarily smartphones, but also other wearable and not so wearable devices. In any user's smartphone, you can find many useful applications that help you move around the city, country and world, make financial transactions, place orders in cafes and restaurants and pay for them without waiting for the bill from the waiters. The article outlines the role and necessity of using digital marketing tools in brand management and promotion.

Keywords: digital-marketing, strategies, brand, business, programmatic marketing, social media marketing, e-commerce, Internet communications.

Introduction. Lately, you can often hear about the digitalization of everything and everything and about digital technology in marketing in particular. What is digital marketing in simple terms? To answer this question, it is worth looking at the environment of a person in big cities. Today, people use a large number of gadgets, each of which provides interaction with its owner using an Internet connection. Of course, these are primarily smartphones, but also other wearable and not so wearable devices. For example, tablets, smart watches, bracelets, smart speakers, smart TV. Gadgets today serve as a starting point for making purchases and receiving services. In any user's smartphone, you can find many useful applications that help you move around the city, country and world, make financial transactions, place orders in cafes and restaurants and pay for them without waiting for the bill from the waiters, etc.

In short, digital marketing is a way for a business to maintain interaction with its customers using their personal devices. Of course, the main goal of digital communications is consumer spending on the goods and services provided by the company. A digital marketer is engaged in attracting and retaining customers in the digital environment. You can learn more about the functionality and tasks of this profession in this article. In this material, we also suggest understanding what digital marketing is and what is included in it.

It is safe to say that digital marketing is not only a designation for a promotion strategy using digital devices, but also a synonym for modern marketing tools. It is not only that consumers today spend a lot of time on the Internet and use their mobile devices to access the network.

Literature Review. The marketing mix model was described in an article by N.Borden in 1964. He brought together all the marketing tools needed to promote a company's product. Later, Jerome McCarthy took Borden's marketing mix and transformed it into the 4P model. World-famous marketer Philip Kotler made a great contribution to its popularization.

Product. This is where the marketing mix begins. To interest the target audience and satisfy its needs, the company thinks through the properties of the product, the range, creates a corporate style and much more.

Price. The cost of a product or service is determined based on the average market price, demand, cost price of the goods and the desired profit. The company studies the pricing of competitors, sets the retail price, and also thinks over a system of discounts.

Place. In this area, distribution channels, types of distribution, methods of placing goods at points of sale are determined, logistics are thought out and other tasks that affect the availability of products to the target audience are solved.

Promotion. To increase brand awareness and tell potential buyers about the product, companies use many different tools. They develop media planning, connect event and direct marketing, think over ways to stimulate sales and much more. Also at this stage, they set a marketing budget. Анализ и предложения.

To implement an advertising campaign in this way, a business needs a deep understanding of the needs of the target audience, the peculiarities of its choice, as well as the creation of personalized messages. Carpet impersonal advertising campaigns have not yet completely lost their significance, but their effectiveness has significantly decreased. All of these changes are forcing companies to look for ways to collect data about their consumers and understand the likely behavior patterns that lead users to purchase.

This is a serious technological challenge for many companies. It brings us to the definition of the basis of digital marketing. Gadgets not only act as a device that is used to enter the network, where in most cases the search for existing solutions for the need that a person has arisen begins. The smartphone is also constantly with the consumer. This opens up opportunities for its identification not only in space, but also for matching its online profile in offline reality.

The emergence and development of digital marketing is directly related to the desire of businesses to reach their target audience. And not just to make contact, but to make it effective. In this sense, the digital type of promotion is no different from the approach of traditional marketing. It's just that the new technology of interaction with consumers replaces the outdated one, which is no longer able to give the business the expected result. Types and directions of digital marketing:

Collecting consumer information and using the data obtained at each stage of the customer's path to purchase to improve conversion rates and promotion efficiency is the main idea of digital marketing. This makes it possible to implement marketing campaigns of the following types:

- Communications: In this case, the company makes the most of its knowledge about consumers in order to make better marketing decisions and personalized messages;
- User experience. This option is aimed at creating such interaction between the brand and the consumer that raises the emotions they receive from purchasing or using the product to a new level.
- Multichannel. It involves managing complex relationships with customers across various channels: digital and traditional.
- Omni channel. This type is characterized by seamless interaction with consumers regardless of the environment - online or offline.

Recommendations and conclusions. Thus, the main principle of digital marketing is not so much related to the use of online communications to contact the client, but rather to the method of weaving the context of human behavior into individual interaction with him. The data obtained by the company and the choice of a favorable time for interaction with the consumer increases the likelihood of the desired response from him and, accordingly, the purchase made by him as a result, and this in turn is the right strategy for promoting and managing the brand.

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