

Національний університет
«Полтавська політехніка імені Юрія Кондратюка»

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DIGITAL-MARKETING AS AN INNOVATION CONTROL ELEMENT**Viktoriia Bondarenko*, PhD (Economics), Associate Professor
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Analysis of recent research sources and publications. The analysis of the literature of recent years has shown that the problem of implementation and opportunities of digital marketing as an effective tool for management and development of modern companies is quite relevant. Various scientific works are devoted to its various aspects, which reflect the peculiarities of development, opportunities and limits of using the global computer Internet network, prospects for information exchange and marketing research, taking into account its capabilities, as well as establishing contacts, sales, etc. This was reflected in the research by foreign scientists, including F. Barden, R. Barth, P. Marshall, M. Stelzner, B. Todd, J. Trout, M. Schaefer, et al. At the same time, such foreign researchers as I. Ashmanov, F. Virin, O. Kent Wertheim, I. Mann, J. Fenwick, et al. were engaged in scientific issues, namely the development of digital marketing. Many Ukrainian scientists who have studied this issue are known, namely: S.I. Hrytsenko, M.A. Oklander, O.O. Romanenko, V.V. Ruban, D.V. Yatsiuk.

The issue of using digital marketing tools to promote products in the scientific literature, at the moment, is insufficiently studied. The works by such scientists as M. Auer, R. Bartels, V. Baikov, I. Barilko, B. Berman, H. Brian, M. Hertz, V. Holik, R. Goldsmith, S. Dibb, E. Epstein, J. Zaltman, E. Zvarych, A. Carroll, F. Kotler, J. Lacom, S. Levy, W. Murrayvik, R. Merton, L. Preston, J. Post, S. Sethi and others are devoted to the development of the theory of digital marketing. But despite the fact that today there are many advances in the theory and practice of digital marketing, there is no single universal tool for doing business in cyberspace.

It should be noted that in recent years, new approaches to the use of digital marketing tools by companies, which is currently developing quite actively, appears. Its influence on the target market, competitive positions of enterprises and their marketing activity is also intensified. This, in turn, necessitates further research of this issue.

The purpose of the article. The purpose of this article is to substantiate the theoretical and practical provisions for the use of digital marketing in the modern business environment, the study of its tools and the impact on the activation of marketing activities of enterprises in both real and virtual environment. However, these issues still remain relevant and insufficiently researched, and the current realities of the Ukrainian economy increase their importance in solving the tasks.

Results. Today, digital marketing is at the forefront, thus leaving behind traditional marketing. Therefore, the main task for Ukrainian marketers is to study the level of Internet penetration, preferences and tastes of consumers when shopping online, effective online platforms and more. In conditions of diversification and growth of the economy in the market there is a noticeable increase in competition, increase in the volume of goods and services. The question of survival is acute for enterprises and organizations. This situation forces companies to look for new effective forms of market promotion and positioning of their products or services. That is why modern information technologies open new opportunities and prospects for consumers and organizations, increase their mobility. These factors are the most important for the development of digital marketing. Development of smart economy, processes of globalization cause necessity of use of digital marketing, thus the paradigm of digital marketing constantly develops, thereby creating conditions for successful development and competitive positioning of business [6].

Digital marketing is marketing that provides interaction of customers and business partners using digital information and communication technologies and electronic devices. An integral part of digital

marketing is the Internet marketing, which develops along with it. Digital marketing is a complex concept that means the use of all possible forms of digital channels to promote the company [2, 5]. The tools of digital marketing are television, radio, Internet, social media. Digital marketing helps companies achieve maximum profits by using new highly effective methods of influencing consumers and at the same time helps to avoid unnecessary inefficient costs.

According to marketing research, it is known that in Ukraine digital marketing is not used for 100%, this is due to the low level of digitalization of society. Thus, according to the Ecommerce Foundation, Ukraine has the lowest level of Internet penetration (49%) among European countries. Thus, only 58% of the population of Ukraine over the age of 15 are active Internet users and only 10% of them are shopping online [8, 9].

The role of digital marketing has reached new heights, and more consumers are spending more time online than before. The total number of users worldwide who use the Internet has grown to 4.54 billion. At the beginning of 2020 are 3.80 billion social media users, it should be noted that this number is constantly increasing [7,9]. Digital marketing now accounts for about 25% of companies' marketing budgets. Businesses that use marketing communication tools are more profitable for 25%. Therefore, in modern conditions, marketers must have competence in the field of digital marketing at first [7].

Thus, modern economic conditions in the world and in Ukraine, globalization and acceleration of markets, technologies, socio-political factors, information society development, increasing the dynamics and volume of business information require constant improvement of forms and methods of digital marketing management. Marketing coordinates the company's efforts to achieve strategic goals with a focus on market requirements, which ensures interaction with customers and business partners. In connection with the development of modern methods of communication using digital technologies and electronic devices, marketing is expanding its scope and is constantly improving [1,5]. The number and variety of electronic devices is constantly growing, including new types of computers, smartphones, tablets, digital bulletin boards and interactive screens, game consoles, home theaters and music centers, navigation systems and more.

The trend of chipping captures an increasing number of different devices and appliances. Digital information and communication technologies are constantly evolving, including network technologies, digital television and radio, mobile communication technologies, geolocation technologies, multimedia data transmission technologies, etc. Digital marketing is closely related to Internet marketing, but it allows you to interact with target audiences and offline environment (use of branded applications in computers and mobile phones, sms / mms, digital advertising displays on the streets, QR code in advertising posters and magazines, etc.), dragging into the virtual world. The main areas of digital marketing include the following types: advertising on the Internet (media, contextual, advertising on social media, etc.); search engine promotion (SEO); public relations: news, press releases, publications, reviews, ratings, online analytics, Web conferencing, web feeds; events, competitions on the Internet, sponsorship; sales promotion (loyalty programs, etc.), direct marketing, email marketing, viral marketing, etc. [3, 4].

The main platform of social media today is social networks, marketing communications in which can be divided into four areas: monitoring of social networks; promotion on social networks; reputation management; customer support. Along with the external area of digital marketing development, which includes Internet marketing and promotion using digital technologies, including marketing in social media, the internal area (digital marketing), which includes the company's internal marketing business processes, is developing using digital technologies.

Digital marketing is a general term for marketing goods and services that uses digital channels to attract and retain customers. This concept is often equated with internet marketing. However, digital marketing includes Internet marketing, but is not limited by internet. Internet marketing includes site SEO-promotion, context, webinars, etc., thus all channels that are available to the user only on the Internet. Digital marketing includes all of the above and advertising and promotion on any digital media offline. That is, it involves digital communication that takes place online and offline.

According to M.A. Oklander, O.O. Romanenko [1, 2], digital marketing is a type of marketing activity that allows digital interaction with target market segments in virtual and real environments. Digital marketing is the whole set of marketing activities in today's world.

T.P. Danko and I.I. Skorobopatykh [3] believe that digital marketing is marketing that provides interaction of customers and business partners using digital information and communication technologies and electronic devices, in a broader sense it is the implementation of marketing activities using digital information and communication technologies.

D.V. Yatsiuk [5] notes that digital marketing involves the use of all possible forms of digital channels to promote the brand. Communications in digital marketing make it possible to reach the target audience in an offline environment (this can be the use of applications in phones, sms / mms, advertising displays on the streets, etc.).

Domestic scientists I. Lytovchenko, M. Oklander, M. Batushan consider blogs to be the main virtual communities [4]. It can be confirmed that virtual communities are much broader than social communities, because, in addition to social networks, they use forums, blogs, chats, websites. The use of virtual communities based on crowd technologies has led to the emergence of crowd marketing with its own tools. The use of crowd marketing significantly increases the impact on the behavior of the target market segment, achieving image and marketing goals of the enterprise and strengthening its competitive position. These tasks can be solved by intensifying the marketing communication influence on the behavior of the target audience of the "virtual community". In such conditions, less financial resources are spent on the implementation of marketing communication activities of the enterprise. The behavior of the target audience (community) of the "virtual community" depends not only on macro-environmental factors, but also on those internal processes that take place within the "virtual community", as well as on the specific impact on the individual and enhance the effect of communication with a particular consumer, so with all members of the "community". The influence of marketing communication tools in the "virtual community" on the behavior of the target audience is much higher than in the social network.

Thus, in 2018, social media marketing was actively focused on mobile devices. Today, Facebook receives 84% of advertising revenue through mobile devices. For marketers implementing digital marketing, this means 75 opportunities to interact with the consumer on a daily basis [9, 6]. Statistics show that in 2019, 80% of all Internet traffic was related to video. According to forecasts, chatbots will be used quite actively in the coming years. Their use will save more than 8 billion US dollars [6]. Of course, today, actively developing shopping through social networks, in particular through Google, it is this trend has strengthened its position in 2019. According to forecasts, 2022 will be very important for digital marketing, technology and tools continue to evolve, and the emphasis is on mobile devices, video and artificial intelligence technologies, which will be an important factor in success.

Digital marketing uses five digital channels [5]: the Internet and the devices that provide access to it (computers, laptops, tablets, smartphones, etc.); mobile devices; local networks; digital television; interactive screens, POS-terminals.

The main methods of digital marketing are [1]: contextual advertising Google Adwords, Yandex Direct; Big Data technology; retargeting; mobile marketing; email marketing; Email; viral marketing; SMM (social media marketing); SMO (social media optimization) - optimization for social networks; SEO (search engines optimization) – site optimization in search engines; SEM (search engine marketing) – search marketing.

Not all companies can use all these marketing tools at the same time. Their choice depends on the goals and capabilities of the business. Digital marketing has a very strong influence on the development of marketing in terms of informatization of society. Digital channels provide instant dissemination of information, become the main mechanism of interaction with the client [8].

The main advantages of digital marketing are: the ability to reach online and offline consumers who use tablets and mobile phones, play games, download applications. In this way, you can reach a wider audience; the ability to collect clear and detailed data. All user actions in the digital environment are recorded by analytical systems, which allows to make accurate conclusions about the effectiveness of various channels of promotion, as well as to make an accurate portrait of the customer; a flexible approach that allows you to attract an offline audience to the online market (for example, with the help of a QR-code on a flyer you can direct a user to the site, and thanks to e-mail you can invite subscribers to a seminar or other offline event).

Digital marketing includes three components:

1. Content (blog posts, articles, publications, research, e-books, e-newsletters, social media campaigns, SEO);
2. Design (inclusion of photos and images for content, infographics, charts, photos, videos);
3. Statistics (analytics, key performance indicators, goals and objectives, conversion channels, client LTV).

Consider the main advantages and disadvantages of traditional and digital marketing (Table 1).

Table 1

Advantages and disadvantages of traditional and digital marketing

Traditional marketing	
Advantages	Disadvantage
1.Greater audience reach 2.Variety of information delivery formats (TV, radio, 3.More senses are involved: smell, taste, tactile feelings 4.Market segmentation	1.Quite a high cost 2.Limited time 3.One-way communication 4.Targeting and analytics
Digital marketing	
1.Lower contact price 2.More accurate targeting 3.Interactivity 4.Globality 5.Flexibility	1.Small audience coverage 2.Smaller format of interaction 3.Not suitable for all types of business

Thanks to the active development of digital marketing has changed consumer behavior and provided many benefits. In today's world, most people can access the Internet from anywhere, anytime. The advantage of digital marketing is full interaction with consumers, who can visit the company's website, read information about products and visually evaluate them, as well as make purchases online, while having the opportunity to provide feedback. Thanks to digital marketing opportunities, consumers have the opportunity to get clear information about the products and services that interest them. One of the benefits of interactive marketing is the ability to shop 24/7, because the Internet is available all day and there are no time limits and the customer can make purchases online at any time of day. Using digital media, you can easily transmit and receive information about the characteristics of the product [4].

Digital marketing is one of the effective types of marketing, because it allows you to create the highest quality environment from the consumer and the manufacturer. In addition to digital marketing, there is also traditional marketing, which is not a digital way to promote goods and services of businesses to consumers, but nevertheless is the most recognizable form of marketing [9]. Comparison of digital marketing and traditional marketing (Table 2).

Table 2

Comparison of digital marketing and traditional marketing

Traditional marketing	Digital - marketing
Includes: printing broadcast, direct mail phone	Includes: online advertising, electronic mailings, social networks, text messages, partnership, search engine optimization
No interaction with the audience	There is interaction with the audience
The results are easy to measure	The results are largely easy to measure
Advertising campaigns are planned for a long period of time	Advertising campaigns are planned for a short period of time
Expensive and time consuming process	Quite a cheap and fast way to promote
Limiting the reach of the consumer audience due to limited opportunities	Wider audience access through use of different technologies and opportunities
Position 24/7 is not possible	Position 24/7 is possible
The connection is one-way	The connection is two-way
Answers can only be obtained while working	Answers can appear at any time

Today's realities are forcing traditional marketing to change, as consumers prefer companies that are faster to master digital channels [3]. The company will be successful only if it focuses on the consumer and the market as a whole. Marketing acts as a regulator of production and sales, and hence market relations. The consumer sets his own requirements for the product, forcing manufacturers to adapt to them. Thus, it becomes a key link in certain market conditions. All these levers encourage large-scale changes in all spheres

of life, while not avoiding innovations that can be used in the marketing activities of enterprises.

Conclusions. Digital marketing has entered the era of its active development in Ukraine, while having many prospects. Increasing of the level of digitalization of society will increase the number of online shoppers. Thus, in compliance with the principles of digital advertising and the search for new technologies to influence the consumer, this will increase the level of efficiency of digital marketing.

Digital marketing has become an integral part of the strategy of many companies and occupies a leading position as one of the most important means of stimulating and disseminating information. A company can use any device: smartphones, tablets, laptops, digital billboards and media, such as social networks, e-mail and more, to advertise the company, its products and services, which in turn will expand the audience of potential consumers. Digital marketing will be more successful if user needs are a priority. Companies need to constantly improve to determine the best way to increase their efficiency.

Thus, the intensive development and use of digital technologies in the modern information society has led to the active introduction of digital marketing in the activities of modern enterprises. It is the use of digital marketing tools by enterprises that significantly influences the behavior of the target audience, activates loyalty programs, strengthens the image, achieves the planned marketing goals, competitive positions and increases the efficiency of their activities.

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JEL M31, O31

Бондаренко Вікторія Михайлівна, кандидат економічних наук, доцент. Національний університет «Полтавська політехніка імені Юрія Кондратюка». **Цифровий маркетинг як елемент контролю інновацій.** Наведено результати дослідження сутності та підходів до тлумачення поняття «цифровий маркетинг», розкрито основні інструменти й методи цього явища. Установлено ефективність впливу впровадження цифрового маркетингу на сучасний бізнес. Визначено поняття, можливості й переваги цифрового маркетингу, проведено аналіз стану ринку цифрового маркетингу в Україні та його сучасних тенденцій. Висвітлено сучасні інструменти управління та розглянуто питання підтримки маркетингових рішень на різних рівнях управління за допомогою інформаційно-комунікаційних технологій і систем. Вказано основні переваги цифрового маркетингу й досліджено важливі відмінності від традиційних засобів комунікації. Визначено головні проблеми на шляху до ефективного використання цифрового маркетингу з метою охоплення цільової аудиторії та збільшення продажів.

Ключові слова: цифровий маркетинг, соціальні мережі, реклама, інтернет-маркетинг, цифрові технології, інструмент управління.

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Bondarenko Viktoriia, PhD (Economics), Associate Professor. National University «Yuri Kondratyuk Poltava Polytechnic». **Digital-marketing as an innovation control element.** The article presents the results of the study of the essence and approaches of the interpretation of the concept of "digital marketing", reveals the main tools and methods of this phenomenon. The effectiveness of the impact of the introduction of digital marketing on modern business is determined. The concepts, possibilities and advantages of digital marketing are defined, the analysis of a condition of the market of digital marketing in Ukraine and modern tendencies of digital marketing is carried out. Modern management tools are highlighted and the issues of supporting marketing decisions at different levels of management with the help of information and communication technologies and systems are considered. The main advantages of digital marketing are indicated and the main differences from traditional means of communication are considered. The main problems on the way to the effective use of digital marketing in order to reach the target audience and increase sales are identified.

Keywords: digital marketing, social networks, advertising, internet marketing, digital technologies, management tool.