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CHARACTERIZATION OF THE MAIN TYPES OF DIGITAL MARKETING

ХАРАКТЕРИСТИКА ОСНОВНИХ ВИДІВ ЦИФРОВОГО МАРКЕТИНГУ

Abstract: With the recent revival of e-commerce in the world, digital marketing activities have become an important topic. With the expansion of the e-commerce market, the foundation for the development of e-commerce and online marketing activities is also being created. With the rapid growth of Internet users, the ease of access to the internet and the rapid growth of e-commerce with each passing day, firms face difficulties in finding qualified professionals who can manage these budgets, despite the fact that the funds allocated by firms to digital marketing activities are increasing every day. In modern times, for the management of various online marketing channels, it is necessary to know what these channels are and to dominate the characteristics of each channel.

Online exchange of products and services through marketing channels has recently become more relevant, and firms have already begun to pursue an active marketing policy in this area. In this regard, the subject of the study is devoted to one of the urgent issues of the modern market economy – the problems of development prospects of digital marketing.

Key words: Digital marketing, e-commerce, email marketing, SMM

INTRODUCTION

Today, when Internet technologies are widely used, the number of businesses that do not resort to digital marketing is very small. Digital marketing develops, changes and diversifies every day. Thus, there are differences between the digital marketing activities of enterprises [1].

On the one hand, the Internet provides consumers with the goods or services they need whenever and wherever they want. On the other hand, it allows businesses to offer their goods and services to consumers at any time without restrictions. The Internet began to be widely used among businesses and consumers around the world in the 2000s, continuing to improve the quality of the service it provides. The opportunities provided by the internet have caused a revolution in the global business world, as in any area. The revolution that the internet has made in marketing is called digital marketing. Digital marketing refers to the use of products or services through digital channels (mobile devices, TV, radio, internet, etc.). technology) through which it is made available to consumers, but it can also be defined as sharing for the purpose of generating brand or product awareness. There are two main characteristics of digital marketing for business. The first of them is to be interactive, and the second is to be completely digital. On the other hand, according to Varnali , digital marketing is classified as paid marketing

communication tools and marketing communication tools that generate proactive digital content. Paid marketing communication tools are tools that are distributed in a controlled manner and paid for a certain fee [2]. Examples include corporate website, SMS, banner advertising, sponsorship, Micro-internet sites, search engine ads, and app ads. Proactively, businesses are free of censorship so that they can engage in two-way communication with their consumers. They work with communities on platforms such as Instagram and FaceBook, where there is no control and there are comments and dialogues. Çizmecı and Ercan found paid digital marketing communication tools. They revealed that it is more effective than proactive marketing communication in raising awareness. It has been seen that a quality website in particular is important to the brand image and can affect a large number of consumers. Caffey and Smith classified digital marketing as Sales, Customer Relations, Communication, cost reduction and brand builders. Websites, social media tools or search engines can be included in these classifications according to the purpose of their use. For example, if a website has two-way communication, if it has catalogs and sales options, if it allows for sales purposes, if it allows PR and promotion, if it allows communication, if it saves by using websites instead, it can be classified as customer relationships [3].

Digital marketing has completely differentiated communication between business and consumers. For this reason, it has become one of the most important factors in customer gain and ensuring the loyalty of existing customers. Digital marketing has begun to radically change the world of business and provide entrepreneurs with unlimited opportunities.

As technology continues to evolve, the benefits of digital marketing for businesses increase compared to traditional marketing. These advantages include 24/7 marketing, wider access to consumers, easier interaction with consumers, no time limit for responses or feedback, interaction with new customers, viral communication, a wide range of campaign options to promote innovation, more economical and faster promotion of products or services, easier measurement of the results of advertising and promotional campaigns, large return on investment, competitive businesses, etc. it can be noted. In this way, businesses that use digital marketing can increase their market share, sales turnover and profitability. For businesses to benefit from these benefits, they need to be incorporated into their digital marketing channels. Digital marketing will continue to be a more important channel for marketing products and services in the future.

Types of digital marketing that expand with a new variety every day and increase their effectiveness include website, search engine marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing (SMM), Email Marketing, Content Marketing, Mobile marketing, blogging, Affiliate Marketing, Influencer Marketing, SMS Marketing ReMarketing, KPI (key performance indicator), display advertising, information-driven marketing, E-commerce and analytics, etc. it can be attributed [8]. Website: is a collection of interconnected web pages that share a domain name containing various information about the business. The Website is designed to promote the products and services of the business, inform current and potential customers, interact with customers.

It is a tool that allows customers to take advantage of digital marketing opportunities, such as selling their products and services. The first applications that come across in website marketing are banner and pop-up ads. The first use of the website as a marketing tool was in 1994 Hotwired.com it began with the use of banner ads by With the proliferation of new media and the use of the internet rising in popularity, banner ads have turned out to be an influential factor in creating brand awareness. Pop-up advertising, on the other hand, is an application that captures the reaction of consumers [4].

A search engine is a computer program used to scan content on the internet. The most commonly used search engines: Google, Yahoo, Bing, Baidu and Yandex. A search engine is a tool that helps the user find the content they want to access on the internet. In addition to the content that the user wants to access, the search engine offers content similar to the relevant content, ads about relevant content, and the most searched websites for relevant content. Due to these characteristics, it has become the subject of marketing. SEM is a marketing activity carried out in the form of placing ads in a search engine in order to increase the visibility of a business website and make its online promotion more effective. This marketing activity begins when a business defines a keyword and rents it in a search engine. When the user enters the corresponding keyword in the search engine, the search engine displays the results related to the topic being searched on the results page. These results consist of two types of content: “organic” and “paid” results. Organic results are natural results that are displayed thanks to the search engine algorithm, while paid results are advertising results that the business allows to appear by paying rent. If the user clicks on the advertisement of the business from the content presented to him, he is redirected to the company's website. The business also pays the search engine for the number of clicks users have on their ads. Ads displayed on Google, Yahoo, Bing, and other search engines are examples of search engine marketing. Video and graphics that also pop up during videos playing on Youtube are another example.

Search Engine Optimization (SEO): in Internet searches. That's why there's so much content and businesses compete fiercely to make their websites visible.

In a marketing environment, it is a difficult process for businesses to stand out from the rest and rank higher. One of the solutions to this problem is SEO implementation. SEO is a method applied to increase the visibility of a website by optimizing its content and improving its ranking on the search engine results page. SEO practice helps increase page traffic by creating backlinks with leased keywords in search engines, enabling a larger number of followers to access the website.

Social Media marketing (SMM): social media, through virtual systems and networks; consists of online computer-oriented platforms that allow users to instantly share their feelings, thoughts, comments, feedback, information, documents and documents. Facebook, Youtube, Twitter, LinkedIn, Instagram, Whatsapp and Pinterest are the most used social media platforms today. Although social media is not actually created for marketing purposes, the large and diverse customer community that is not easily accessible through traditional channels, the growing number of users, and the length of time that users spend there have given a huge impetus to the application of marketing in this area.

Email marketing: email is an internet-based communication tool that allows you to send and receive messages from anywhere with anyone who has an email address. The fact that 94% of Internet users have an email account makes email the most widely used internet service. Due to this characteristic, it is naturally the subject of digital marketing. Email marketing sends messages to the email addresses of the people who make up the target audience.

Content marketing is about businesses that deliver where and when the consumer is looking for the content they are looking for. Due to these characteristics, every day they are more and more mastered by enterprises. Content marketing is of great importance in matters such as attracting customers, informing about products/services, overcoming customer resistance in buying products/services and resolving their objections, increasing brand trust and increasing reputation, telling stories about the brand, talking word of mouth through social networks, building a fan base, and making sudden purchase decisions.

With the development and widespread use of technologies, consumers can be constantly active on social networks and share their location in location-based applications. Through these shares, consumers can create awareness in their networks. Along with technological advances in mobile marketing, location-based marketing is predicted to be the main driving force behind the growth of digital marketing [5].

RESULTS

Nowadays, when technology is increasingly advanced, consumers are turning to more and more social media platforms every day. Consumers have already started shopping from social media accounts along with e-commerce sites. According to data obtained throughout the study, consumers use the internet most often to conduct research and to track their social media accounts. Social media, on the other hand, are most often used to keep track of their agenda and friends, to take advantage of other people's thoughts.

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