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IMPORTANCE OF DIGITAL TECHNOLOGIES IN MODERN MARKETING STRATEGIES

ВАЖЛИВІСТЬ ЦИФРОВИХ ТЕХНОЛОГІЙ В СУЧАСНИХ МАРКЕТИНГОВИХ СТРАТЕГІЯХ

Digital technology has had a significant impact on modern marketing strategies. The rise of internet and social media has led to an increase in data collection and analysis, allowing for more targeted and personalized marketing efforts. Digital channels, such as searching engine marketing, email and social media advertising have given business new way to reach and engage with customers.

Most business use digital technology nowadays to manage operations and processes and to enhance the customer's journey. Consumer behavior is changing, from searching and sharing information to shopping for actual products. To adapt, companies must adopt digital technology to assist customers through their buying journey. Many businesses have a website and social media accounts in order to inform consumers and communicate with them. Some innovative enterprises even make use of advanced technology like virtual and augmented reality to attract their target groups.

Companies also use digital technology to increase their profitability. Since one advantage of technology is limitless communication, companies can extend their reach beyond domestic boundaries and access millions of customers worldwide.

Before using technology in marketing strategies, you have to understand its function and impact. How technology might affect a marketing strategy? Let's discuss some examples:

- SEO - In order to promote your business and increase visibility, SEO is important. Any material will be useless if it does not appear on the very first age of Search Engine Results Page (SERP). By utilizing marketing technology, you can create the best content that is optimized for search engines. In this case you can rise you position and increase page visits and attract consumers attention. It produces a lead to expansion of your brand;
- Website - Technology can be used to create a website. Smart, interesting and high-quality website is important for company. It exposes your band to a variety of customers;
- Pay-per-click (PPC) advertising – PPC advertising involves placing ads on search engines and other websites, and paying each time someone clicks on one of those

ads. This can be an effective way to drive target traffic to a website and increase conversions;

- Content marketing - tried and true strategy for marketers. In order to get a lead and subsequently capitalize on it, organizations must integrate technology into their content strategy;
- Email marketing – the most effective technique to gain brand loyalty. In order to convey a succession of emails to clients from the idea stage through to after-sales solutions, marketing technology must be developed;
- Influencer marketing – unlike traditional marketing methods, influencer marketing leverages the clout of individuals with established online followings to promote a brand's products, services, or message. Influencer marketing allows businesses to tap into untapped audience, connect with potential customers and drove sales.

Digital technology is very important in modern marketing strategies, because it allows brands to conduct the necessary research; Technology offers reliable data and insights to help businesses enhance their marketing strategies; with the advent of digital technology, businesses can now use various online channels, such as social media, search engines, email marketing and display advertising to connect with their target audience. They can also use data analytics and automation tools to gain insights into customer behavior and preferences, which helps them to personalize their marketing messages and improve their targeting; Nowadays, successful modern marketing relies on clear communication. Marketing technology validates interactions with consumers and offers effective problem-solving; Brands can optimize their operating procedures with the use of digital technology. Using digital technology in marketing can help you grasp the company process more quickly and save time and money; Digital technology has an impact on security, communications and organizational culture. Customers will appreciate you more if they perceive that you are incorporating the newest technological developments into your operations.

Furthermore, technology has also enabled business to create more interactive and engaging content, such as videos, animations and 3D graphics, which can help to capture the attention of customers and create a more memorable brand experience. Business can now reach a larger audience through various digital channels. With the rise of internet and the proliferation of digital devices, businesses have more ways to connect with potential customers than ever before.

Technology has enabled businesses to create more targeted campaigns by providing access to a wealth of customer data, which can be used to understand consumer behavior and preferences. With this information, businesses can adjust their marketing messages to specific customer segments, increasing the relevance and effectiveness of their campaigns.

So, digital transformation is not just important but a requirement for all modern businesses, as the majority of firms automate their processes, firms who will not make changes in their marketing strategies will be lag behind and lose their competitive advantage.

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