

DIGITAL-STRATEGIES AS INNOVATIVE INSTRUMENT IN INTERNET-MARKETING

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Abstract

Currently, due to development of electronic technologies, research in the field of Internet marketing requires continuous improvement. In turn, the expansion of the functionality of Internet resources necessitates the formation of a scientific-methodological base for the effective use and improvement of the quality of organizations on the Internet. Thus, the purpose of this article is a systematic study of digital strategy as an innovative tool for promoting a product or brand based on Internet technologies and channels.

The article reveals the essence of digital strategy, highlights its directions, which associated with the use of Internet tools to expand the marketing system of traditional enterprises and the emergence of new business models, as well as basic methods (market research, promotion and sales). In addition, the article examines the tools of digital strategy: owned media, paid media and earned media. And identifies the main trends that have been observed in the last few years in the field of digital strategy.

Key words: Internet marketing, digital strategy, content, advertising, targeting, brand.

Introduction

In the 21st century, when technology is evolving intensely and there is unrestricted access to information, there is no denying that the world we live in is changing rapidly. The rapid development of science, globalization, the transition to the information society and the digital economy have contributed to a significant transformation of society. Currently, the world is creating a global digital space, so globalization and digitalization - the main trends of today, which to a greater or lesser extent cover all countries.

Digitalization is a general term for the digital transformation of society and the economy. It describes the transition from the industrial age and analog technologies to the age of knowledge and creativity, which is characterized by digital technologies and innovations in digital business. Of course, marketing has not been left out and has undergone significant changes in recent times, resulting in the concept of digital marketing. Digital marketing is marketing that interacts with customers and business partners using digital information and communication technologies and electronic devices. In a broader sense, digital marketing means the implementation of marketing activities using digital information and communication technologies.

The most popular area of digital marketing is Internet marketing, which is the practice of using all aspects of traditional Internet marketing to sell a product or service to customers and manage relationships with them.

Literature sources contain a wide variety of definitions of Internet marketing. Thus, B. Snape and S. Tilly define it as "advertising on the Internet, including e-mail" [1]. D. Cheffy and R. Mayer talk about achieving marketing goals using digital technologies, thus avoiding purely advertising functions on the Internet. The list of marketing goals of Internet marketing authors includes: information about

the company, product or service; providing sales on online platforms; customer study; development of loyalty programs and more [2].

Expert in Internet research and Internet marketing Virin F. believes that Internet marketing is not an independent field, but simply a tool for marketing, which has its own special properties [3].

I. Digital-strategies: essence, directions and methods

According to the author, one of the most comprehensive definitions of Internet marketing was given by the British Institute of Direct and Digital Marketing (IDM). According to the convention of the Institute, digital marketing is an integrated use of information channels in cyberspace to support the company's marketing activities aimed at making a profit and retaining customers, by recognizing the strategic importance of digital technologies and developing an integrated approach to improving online services to best meet customer needs and increase their awareness of companies, brands, products and services [4].

On this basis, it is necessary to highlight the term Digital Strategy. Digital strategy is a long-term marketing plan, the purpose of which is the overall development and transformation of the business, promotion of a product or brand based on Internet technologies and channels. For realization of the set tasks researches of the market, audience, competitors are carried out, reveal own competitive advantages, the corresponding Internet channels and concrete tools are selected, actual technologies are used. The success of any business on the Internet primarily depends on the digital strategy, which is subject to the development of a new online environment [4]. In his works, Kokrum D. pays much attention to the step-by-step planning of marketing activities on the Internet. His opinion cannot be disagreed with, as the final plan helps to focus on the main tasks, serves as an incentive for employees and ultimately raises product sales.

In digital-strategy can be divided into two directions. The first is related to the use of Internet tools to expand the marketing system of traditional enterprises: the creation of internal communication and interaction between employees, partners; conducting marketing research; promotion and sale of goods via the Internet, organization of service and much more. The second direction is related to the emergence of new business models, which are based directly on the Internet and for which it plays a major role, such as online stores, e-commerce platforms, virtual news agencies, companies that provide services to digital market participants and etc. For these areas, the Internet plays not only the role of a new tool aimed at increasing the efficiency of business processes and reduce costs, its task - to make a profit [5].

Methods of digital strategy are traditionally divided into methods of market research and methods of promotion and sales [6, 7]. For market research purposes, the following methods and technologies can be used, in particular: direct registration of server visitors, analysis and consideration of visitors' interests in the activity of interaction with embedded search engines, electronic visitor surveys, interactive interaction.

For the purposes of promotion and sales, first of all, such methods and technologies of direct

advertising are used, as placement of advertising of the goods on the own server, sending of e-mails to interested persons, participation in network teleconferences. Indirect advertising on the Internet uses server registration in well-known search engines, inclusion of free links to your server in all known Web-directories, "yellow pages", thematic servers (Jump Stations), placement of reciprocal links and advertising on friendly servers, placement of paid advertisements on well-visited servers [8].

2. Tools and trends of digital-strategies in Internet-marketing

Brand promotion on the Internet can be done with a wide range of tools. The choice of a tool depends on the type of business, its size and specific situational tasks. Each tool solves its task and can be used at different stages of work with the target audience [9].

There are a huge number of classifications of digital strategy tools. The standard classification divides them according to the principle of controllability and scalability [13]:

1) Owned media - all tools, the presentation and content of which is under the control of the customer. These include websites and landing pages, brand social media pages, blogs or YouTube channels. Despite the fact that the platforms themselves do not belong to the customer, the content is completely controlled by them.

2) Paid media - tools that provide payment, proportional to the frequency or duration of contact with consumers. This is contextual, media, video and any other advertising with payment for clicks, impressions and actions. The main thing that distinguishes pay media from other types is immediate scalability. Payment is 10 times more, will immediately bring 10 times more contacts.

3) Earned media - tools related to the accumulated reputation among consumers. Feedback on forums and social networks, ratings and recommendations, organic (unpaid) conversions from search engines [14].

The most important tool of digital strategy is a corporate site. The site is the core of all online activities of the company. Pages on Twitter, Facebook, traditional and video blogs are ancillary and should lead to the main site of the company. Both the content and design of the site should serve to form and maintain the image of the organization and brand [14].

Let's highlight the basic requirements for company sites based on the studied material:

1) the presence of the company name, address, contact information, in some cases the mention of registration data of a legal entity or individual;

2) easy to remember address. Each site on the Internet has its own unique address, for example: www.google.com. Mostly when the site address matches the company name;

3) links on the site to other ways to obtain information about companies - official groups in social networks, magazines, forums, blogs;

4) mandatory description of services and products provided by the company;

5) if necessary, a convenient registration system (in the case of an online store or e-office), as well as a detailed description of all conditions for payment, delivery, access and so on. Ability to pay for goods through several popular payment systems: Webmoney, Qiwi, etc.

6) site availability at any time of the day, high page load speed [15];

7) availability of customer loyalty programs, forms of feedback and opportunities to receive help and support for the use of products and services of the company [16].

Search engine optimization (SEO optimization, SEO) is a comprehensive technique and set of tools to increase the site's place on the search results page, which is issued by the search engine in response to a user's search query. The higher the site's ranking in search results, the more likely it is that a user will visit it.

At the first stage, the priority is to attract the audience to your resource, whether it is a site, a page on a social network, or a channel on YouTube. This task can be solved with a wide range of tools, including search engine optimization, contextual and media advertising, working with bloggers and the media, affiliate marketing and content promotion. The next three stages (attraction, conversion and retention) are aimed at creating and developing the interest of potential consumers in the company's products and services, transforming the site visitor into a customer of the company and further work with them to increase repeat sales. At these stages, the main tool is the company's website, and auxiliary - content marketing, email marketing and social media communities [9].

Involvement of each of these tools of digital strategy of the enterprise for promotion of this or that product can be effective only at observance of the complex approach. Because the effectiveness of an integrated approach is higher than the return from a single tool. A comprehensive digital strategy allows you to use all the features of the Internet and use them together in accordance with the overall strategy of the company.

The importance of this approach is manifested in obvious factors, such as: wide audience coverage of potential consumers and customers, organization of interaction with customers or feedback, optimization of costs spent on promotion, improving the company's image, brand awareness [10].

Let's identify the main trends that have been observed in the last few years in the field of digital strategy. First of all, it is a search for alternative ways to the consumer. For example, e-mail mailing shows a constant decline in efficiency, due to the fact that the user receives too many emails per day, so you should use other ways to reach the user.

Another trend is social responsibility. According to Lab data, 42.82% of respondents said they were willing to pay more for the goods and services of socially responsible companies. This means that photos and video reports confirming sponsorship and charity can be posted on the company's website or social network page, which will evoke a sense of respect for the company [11].

It's also real-time marketing, when people prefer to speak on social media as a regular phone conversation. This leads to the need for constant monitoring of the situation in the official communities, timely response to notifications.

According to statistics, 1/3 of the time on the Internet users spend on video, the essence of product understanding increases after watching video by 74%, and conversion growth by 20%, all this means that video is an effective tool in terms of brand promotion and product sales and its effectiveness grows every year, as video helps to better reveal the essence of the product, service, etc. [12].

The use of data that users leave on social networks can and should be used in targeted advertising. This approach is called microtargeting, or hypersegmentation. This allows you to identify a very high-quality target audience and show advertising in the interests of users. Such advertising will be most effective.

As well as high efficiency of advertising on mobile devices, is determined by the following factors:

- mobile device is "always at hand";
- high degree of user involvement;
- wide targeting opportunities in geography with an accuracy of 50 m, by brand and model of smartphone or tablet, by the operating system used and the cellular operator;
- mobile internet is not overloaded with advertising.

Media (banner) advertising on the Internet is presented in the following formats: banners and teasers - static or dynamic images with or without text; video advertising; mobile advertising.

Media advertising can be placed both on thematic sites and on popular portals used daily by hundreds of thousands of people. Depending on the tasks to be solved, there are three types of media advertising:

a) image - advertising a brand or trademark. Solves the problem of forming and maintaining the image and increase brand awareness;

б) product (commodity) - advertising of a specific product. Aimed at raising awareness of the existence of the product and to increase sales;

в) trade - advertising a specific trade offer. The main task of this type of advertising is to stimulate sales [17].

Contextual advertising is defined by modern experts as advertising that meets the interests and desires of the user, the context of his current needs. Contextual advertising is aimed at reaching the target audience with a high degree of readiness to buy, ie people who are actively interested in the product or are already looking for where to buy it. Advertising is placed on the pages of search results in search engines, if the user's search query matches the advertised product or service. It is also placed on thematic sites, if the ad corresponds to the theme of the page on which the user is [18].

Thus, online advertising has the following significant advantages:

- Wider coverage of customers: the number of Internet users in the world reaches about 4.6 billion, the Internet provides access to them, regardless of location;
- cost of contact: on the Internet much cheaper cost of contact with the audience;
- Targeting: Advertising messages will be received by your target audience, as the technology allows you to customize everything so that the information reaches those consumers who search the Internet for topics relevant to your business, people of the appropriate age or geographical location;
- tracking customer preferences: on the Internet there is an opportunity to track past purchases, view products, etc., which is very useful for personalizing offers for the customer;
- immediate quantitative results: Internet marketing immediately gives quantitative results, it

is possible to measure each action from clicks, visits, registrations and purchases.

To get the most out of using Internet marketing, you need to determine what tools you can use, what you need to choose in a given situation.

One of the most commonly used online advertising tools is contextual advertising, that is, the ads that are displayed according to our search queries. Depending on whether it is a text ad or a media variety of contextual advertising, the basic principle of action is aimed at a specific audience that already needs a specific product or service. The benefit of contextual advertising is also that the payment for it is taken only for the links, while the demonstration is free.

SEO or search engine optimization of sites can also be considered a tool of Internet advertising, because it depends on how the promotion was carried out, whether the user will meet your site in the first lines of search results for a particular query. Competent search promotion is always not a separate event, but a set of actions aimed at bringing to the top and maintaining this position, but gives impressive results.

Since the social media popularity is clearly known, advertisement in such places is the matter of relevance. That is target advertising based on particular data extracted from user profiles. Therefore, there is a high chance for user response. Promoting the product or service often succeeded through unambiguous localizing of prospective customers and gaining a feedback, for instance through communicating in special groups which are dedicated to a certain product.

Widely known banner advertising is rated as obsolete tool of internet-marketing. Though decline of its effectiveness was mostly caused by its abundance. Introduction of browser add-ons designed to block the advertising on web pages was also a significant contribute to that decline.

Such device as e-mailing is proper for standing customers which may be used for presenting company news or encouragement for extended activity and increasing a greater loyalty. The distinction of e-mailing based on subscription from the spam, i.e. mass dispatching by the mailing list because the spam is rarely tolerated and the company rather would gain the bad publicity by using such means.

The next tool is e-mail marketing. It includes mailing lists, discussion lists, and personal mail messages.

Advantages of e-mail advertisement are [19]:

- virtually every internet user has e-mail because it was introduced long before WWW;
- e-mail is a push-alert technology so it is instantly reachable for particular user;
- provides capability for personal appeal; It is possible to touch on target audience due to issue-related differentiation of mailing lists and discussion lists;
- many western experts share the opinion that the response to properly designed mail advertisement is higher than that of banner advertisement and the first one provides better conversion to advertiser site;
- as most of users have email client with Html-page support (for example Netscape 3.0, 4.0 or higher, Internet Explorer 4.0 and higher, Outlook Express) advertiser become able to publish not only text but also graphic advertisement (notably banners) and to register its efficiency (by detecting the

number of followed the link from the letter which refers to advertiser's site) [20].

Similarly, to conservative PR the purpose of internet public relations is influence on people to catch their interest in company and its products.

The modern digital strategy includes many devices but operating of all of them based on common marketing elements - 4P (product, price, place, promotion). However, each element has its own characteristics and must be used properly and at the right time according to common strategy of company.

Definite promoting strategy must be started from realization of the difference of the product from the others presented in the internet and promoted by their own campaign. Modern digital information overload age makes it pretty difficult to attract the target audience. For that reason, it is necessary to create such market gap where the one won't be afraid of competitors.

Ch. Kim and R. Moborn proposed the "Blue Ocean Strategy" which suggested to refuse sharing the current demand - which is reducing typically - with one's competitors and consideration of them. The strategy suggests to concentrate on creation of new and increasing demand and withdrawal of the competition [5]. After researching of that strategy we are concluded that in many sectors the competition was limited only by product and service supply determined for this sector, therefore it is worth for the company to get beyond that market or sector to create new development opportunities.

Conclusions

The use of digital strategy in the organization must be clearly planned, otherwise even the strongest tools of promotion will not be able to bring the desired result for the company. To do this, strategies are created to promote goods, services or companies on the Internet, which should complement and not contradict the overall strategy of the company. In this case, the strategy of promoting the company on the Internet means the effective use of all opportunities and tools of digital marketing in accordance with the overall strategy of business development on the Internet. The strategy sets out the basic goals of product promotion for a certain period, the target audience of the advertising campaign, indicators that will assess the effectiveness of the promotion strategy, the overall advertising budget and a short plan to support key launches.

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