

DIGITALIZATION. DIGITAL-MARKETING AND ITS IMPACT ON THE FUTURE

Abstract. Nowadays, customers have access to information any time and any place they want or need it. Thanks to the Internet and globalization, most people on the globe are able to access the information via computers, tablets or mobiles. What business owners should remember is that everyone can influence the image of their companies via ex. Social Media and you can be sure that your customer feedback will be more trustworthy for others to read than your own one. There are many new digital marketing trends and strategies that are evolving in the current high-tech era and businesses now *need* to use them to succeed in their efforts. The key is to stay on top of the trends and figure out what is the best for your business today. What was worked for you in a previous year may not work this year as new trends continuously keep on emerging.

Keywords: digitalization, marketing, digital-marketing, entrepreneur, business, economy, Internet

Digitalization is changing our world. To date, the number of devices connected to the network exceeds the population of the globe. Smart devices generate huge amounts of data, changing our lives, as well as ways of doing business in all sectors of the economy. However, most of the infrastructure has yet to undergo a digital transformation. So in the railway and energy sectors, construction, automotive industry and road economy, there are practically no significant changes. Certainly, somewhere digital solutions have already been introduced, but we are just beginning to disclose the potential of a completely digital, electrified, information, intellectual infrastructure. It will help to solve current and future challenges for sustainable development at the global level.

More than half of the world's population lives in cities. There is no doubt that we live in an urbanized world and the global challenges of the 21st century are directly related to urban agglomerations (Juan Clos, Executive Director of the United Nations Human Settlements Program).

The urban population is increasing by 1.5 million people every week. By 2050, more than two thirds of the world's population will live in cities - and yet in 1950 this figure was no more than one-third. As cities grow, the way we create and manage urban infrastructure becomes critical to global economic and social development.

Connections in our world are becoming ever closer. Billions of intelligent devices and mechanisms generate huge data sets, linking the real and virtual worlds. The transformation of these vast amounts of data into value-added is a key success factor. Watch the video to find out more [4].

Digital breakthrough - increase in efficiency by combining real and virtual worlds& Our world is becoming digital, from personal devices to complex industrial systems.

Today, every entrepreneur knows that advertising is a motor of commerce that provides sales of a particular product or service. In this case, the most important thing is to get the maximum amount of sales with the invested funds, which will ensure a greater profit. Actually, this is the meaning of any business, to invest a minimum, but to get the maximum, whatever kind of business the entrepreneur does. With the ubiquitous spread of the global Internet, everyone got access to its advantages, if earlier for business it was just a site that clients could find in search of search engines, but now it is contextual Digital-marketing. Digital marketing encompasses all marketing efforts that use an electronic device or the Internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers [3].

The main goal of the digital marketing strategy is to promote Internet resources working in the areas of large, medium and small businesses. With the help of digital technologies, making your business product more popular is much easier than using only offline promotion channels. Let's take a look at the household example. Suppose you need to sell something. You can promote your goods in many ways. The first is to walk around the neighbors and offer them something to buy, the second - to advertise in the newspaper, the third - to hang the ad in a public place, the fourth - to place the same ad on the Internet. We have arranged these options in terms of the degree of significance - from less influential to the most productive. It is clear that if the neighbors buy something from you, then no one will know about your offer. As for the fourth option, it is the most productive. The optimal solution is to use all options at once, or at least a few [4].

Digital marketing allows you to maximize the effectiveness of your product or service. This is due to the following features:

1. Wide audience coverage. Millions of people use the Internet, interactive television, have accounts in social networks. Digital marketing distributes information about your offer on all these channels.
2. Interactivity. Digital marketing allows not only to advertise its goods and services, but also to establish contact with the audience.
3. The ability to identify the target audience and send a marketing campaign to it.
4. It is convenient to monitor analytics. You can test different approaches and find out what works and what does not, adjust the marketing campaign.

Let's list the results that can be achieved with the help of the digital marketing strategy:

1. increase in the number of sales at minimum costs;
2. increase the existing audience;
3. the possibility of a gradual return of investments invested in the project;
4. creation of inexpensive and simultaneously effective solutions for the promotion of their goods and services.

Let's consider in more detail, with the help of which tools the business is promoted in digital marketing.

Local networks. A local network is a set of computers connected together. It can be created both within the framework of one enterprise, and within a whole microdistrict. The capabilities of local networks are quite extensive - in addition to sharing files, their users can receive useful information, communicate with each other, etc. If the administrator of the local network will send certain information on it, it will reach all users, as a result of which they will be considered a potential audience (buyers of the goods, customers of the service, etc.).

Cable and digital television. Currently, almost every cable network has its own television channel of information and advertising nature. On it it is possible to distribute the corresponding information. Also, if you have certain equipment, you can use technology such as "creeping line".

Interactive monitors. Today they are available in the metro and many chain stores. Another possibility for the promotion of goods and services.

Mobile applications. In case of high-quality development, they can be used to exchange files, communicate, disseminate useful information, etc. That is, in fact, here are the same features as in local networks.

Social networks. One of the most effective ways to promote goods and services among the audience, selected by certain criteria.

Email promotion. It consists in sending out letters with offers of goods and services to certain users. It is important to correctly write such a letter so that it does not get into spam.

Search engine marketing - website promotion in search engines.

Infographics. Users receive a description of complex specific information in an accessible and understandable form: drawings, graphs, charts.

Of course, before the advent of Internet marketing, there were a variety of ways to promote, at some time the most popular were the methods of promotion via radio or television, for smaller

businesses, these were newspapers where the cost of advertising was less. With the advent of the Internet, the cost of promotion has become small, and the opportunities have become, as with the promotion on some federal channel, which pleased all business representatives. Now more and more customers are focused on the promotion of the site on SEO-Artist, which is in contextual marketing.

Contextual advertising has many advantages and almost no disadvantages. Contextual ads are easy to target, considering the number of partner sites with such giants as Yandex and Google, you can easily enter into various topics, and you need to put more than others if you want your ad to be shown to the user first, because in contextual advertising networks auction principle, so the price for advertising is always true, the one that should be.

Contextual advertising, in addition to these advantages, gives a promotion specialist due to special codes for tracking the user's behavior on the site, maximum information about the potential client. You can find out what interests the user and always adjust the campaign settings and specific ads. Of course, to effectively attract users with the help of Digital Marketing, it is necessary to trust the promotion of specialists who have led a lot of customers in such a way not to one ten clients, only then this method will be much more effective than advertising on radio or television.

Modern entrepreneurs have long appreciated all the benefits of attracting customers from the global Internet information network. Thanks to it, any entrepreneur can attract a huge number of customers and customers who are unavailable through the old channels of attracting customers. This gives truly limitless opportunities for those who can offer excellent service and goods and are not afraid of strong growth. Now almost any product that is not close to the latest technologies can be sold online, it is only necessary to determine the budget for promotion and find competent specialists.

Create a website and fill it with content - this is only half the story. In order for it to really come to target visitors, it needs to be promoted on the Internet. This is quite difficult, because online competition is getting stronger every day, and now it is really very strong, because thousands of entrepreneurs are operating in every sphere. And here it is important to have a competent CEO who can leave behind your competitors. However, the promotion specialists are not just in demand, but very popular, and you simply may not have the specialist for your needs.

The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal.

A content marketer, for example, can create a series of blog posts that serve to generate leads from a new ebook the business recently created. The company's social media marketer might then help promote these blog posts through paid and organic posts on the business's social media accounts. Perhaps the email marketer creates an email campaign to send those who download the ebook more information on the company. We'll talk more about these specific digital marketers in a minute.

Here's a quick rundown of some of the most common digital marketing tactics and the channels involved in each one.

Search Engine Optimization (SEO). This is the process of optimizing your website to "rank" higher in search engine results pages, thereby increasing the amount of organic (or free) traffic your website receives. The channels that benefit from SEO include [3]:

- Websites.
- Blogs.
- Infographics.

Content Marketing. This term denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels that can play a part in your content marketing strategy include:

- Blog posts.
- Ebooks and whitepapers.
- Infographics.

- Online brochures and lookbooks.

Social Media Marketing. This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing include:

- Facebook.
- Twitter.
- LinkedIn.
- Instagram.
- Snapchat.
- Pinterest.
- Google+.

Pay-Per-Click (PPC). PPC is a method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google AdWords, which allows you to pay for top slots on Google's search engine results pages at a price "per click" of the links you place. Other channels where you can use PPC include:

- Paid ads on Facebook.
- Promoted Tweets on Twitter.
- Sponsored Messages on LinkedIn.

Affiliate Marketing. This is a type of performance-based advertising where you receive commission for promoting someone else's products or services on your website. Affiliate marketing channels include [3]:

- Hosting video ads through the YouTube Partner Program.
- Posting affiliate links from your social media accounts.

Native Advertising. Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. BuzzFeed-sponsored posts are a good example, but many people also consider social media advertising to be "native" -- Facebook advertising and Instagram advertising, for example.

Marketing Automation. Marketing automation refers to the software that serves to automate your basic marketing operations. Many marketing departments can automate repetitive tasks they would otherwise do manually, such as:

- Email newsletters.
- Social media post scheduling.
- Contact list updating.
- Lead-nurturing workflows.
- Campaign tracking and reporting.

Email Marketing. Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people toward the business's website. The types of emails you might send in an email marketing campaign include:

- Blog subscription newsletters.
- Follow-up emails to website visitors who downloaded something.
- Customer welcome emails.
- Holiday promotions to loyalty program members.
- Tips or similar series emails for customer nurturing.

Online PR. Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space. The channels you can use to maximize your PR efforts include:

- Reporter outreach via social media.
- Engaging online reviews of your company.
 - Engaging comments on your personal website or blog.

Inbound Marketing. Inbound marketing refers to the "full-funnel" approach to attracting,

engaging, and delighting customers using online content. You can use every digital marketing tactic listed above throughout an inbound marketing strategy.

Digital marketers are in charge of driving brand awareness and lead generation through all the digital channels -both free and paid - that are at a company's disposal. These channels include social media, the company's own website, search engine rankings, email, display advertising, and the company's blog [3].

The digital marketer usually focuses on a different key performance indicator (KPI) for each channel so they can properly measure the company's performance across each one. A digital marketer who's in charge of SEO, for example, measures their website's "organic traffic" - of that traffic coming from website visitors who found a page of the business's website via a Google search.

Digital marketing is carried out across many marketing roles today. In small companies, one generalist might own many of the digital marketing tactics described above at the same time. In larger companies, these tactics have multiple specialists that each focus on just one or two of the brand's digital channels.

Marketers are expected to take full control of the customer experience in the coming years. The Economist Intelligence Unit asked 499 Chief Marketing Officers and Senior Marketing Execs about how they saw marketing evolving, and also conducted some in-depth, one on one interviews with CMOs from leading brands such as Unilever and JPMorgan Chase. They were looking to find out what key technologies and trends will drive change in the marketing industry over the next four years, and the results make for interesting reading.

Mobile has been a massive trend in marketing for years now, and makes up over half of web traffic. The internet of things is a bit newer and more exciting, but it isn't yet quite clear exactly how it will affect marketers. There are plenty of opportunities and predictions, but anyone who tells you they know exactly how the IoT will be affecting your marketing in 2020 is either lying or profoundly misguided.

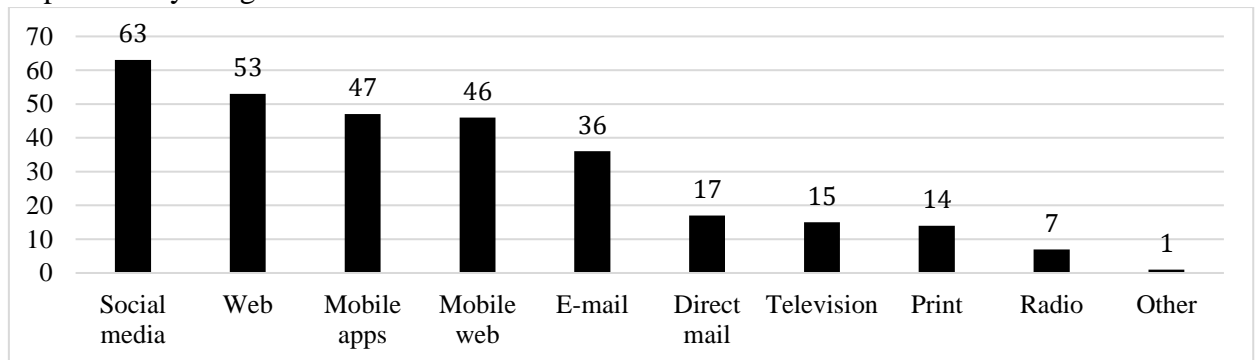


Fig. 1. What are the top channels through which you expect your customers to experience your organisation's marketing efforts in 2020? Source: Economist Intelligence survey, 2016

Personalisation technologies have been around for a while, but with the amount of data now available at their companies fingertips, CMOs are starting to realise the opportunity and personalisation is really coming into its own. Geo-targeting is just the start, and shouldn't be your objective. Advanced marketers should be building statistical models to ascertain what signals mean customers are interested in certain products and serving them accordingly.

A generally new and groundbreaking technology for marketing that appears here is blockchain technologies, but again it isn't clear how this will evolve by 2020. The implications for banking, law and intellectual property are starting to be realised, but how it will prove useful for marketers isn't yet clear.

Marketers are often seen as struggling to review the effectiveness of their campaigns. In fairness, this isn't all there fault. It's very hard to prove an uptick in sales is the result of a new ad

campaign, a change of the messaging on the website or a whether it was just because of a big push by the sales team.

However, digital technologies provide massive opportunities for more accurately measuring key metrics and seeing how marketing is affecting sales. Calculating the all important ROI is only possible when you have accurate data on what is driving traffic and conversions.

Marketers are looking to rely less on customer acquisition stats and more on ROI, which after all is the ultimate objective of any marketing campaign. This makes sense, and is an admirable objective. However, if you think you'll be able to measure for ROI in four years time, you should be asking yourself, why can't we measure for ROI now? No technological breakthrough will come along in the next four years which will let you wave a magic wand and have your ROI calculated for you.

The technology to be able to model ROI by measuring all kinds of data already exist, and if you think you'll be doing so by 2020 you should start planning the implementation now [5].

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