

DIGITAL MARKETING AS THE BASIS OF MODERN BUSINESS

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Today, the Internet has become an integral part of our daily lives, one of our most valuable resources, a "livelihood" in difficult socio-economic and political conditions. It is not limited to communication by e-mail, as 15-20 years ago. Nowadays, the virtual world offers great opportunities for distance work and learning, buying products and services online, communicating with friends and family, planning trips or monitoring events in the city, country or world. But the possibilities of the digital world are constantly expanding thanks to companies and application developers who are changing innovative approaches to its development. During the year of quarantine related to the COVID-19 coronavirus pandemic, from the beginning of 2020 to the beginning of 2021, ie for 2020, digital culture is developing rapidly in Ukraine. According to statistics, last year there were 2 million more Internet users in Ukraine, at the beginning of 2021 there were about 30 million. Much more Ukrainians are now on social networks - 26 million people against 19 million in 2020. Users of the World Wide Web account for 60% of the total population, since last year their number has increased by 20%. [1].

The rapid development of global processes in the modern world, the formation and development of the information society and information economy, the intense dynamics of business information intensifies the need for digital (interactive) marketing. At the same time, the paradigm of digital marketing is constantly changing, causing changes in its forms, methods and tools.

In today's world, businesses should use not only traditional marketing strategies, but also digital marketing tools, in particular.

Intensive technology development makes it possible to use digital marketing strategies in online and offline environments. The benefits of digital marketing are

interactivity; active involvement of the consumer in interaction with the brand; absence of territorial restrictions during the implementation of marketing ideas; ease of access to the resource (web and wap resources); Significant spread of the Internet and mobile communications provides active involvement of the target audience; the ability to quickly evaluate campaign activities and manage events in real time.

The following information channels are most often used in modern business in digital marketing:

- 1) the Internet and devices that provide access to it (smartphones, tablets, laptops, etc.);
- 2) mobile devices;
- 3) local networks (Extranet, Internet);
- 4) digital television;
- 5) interactive screens, POS-terminals.

The obvious way a company can be online is through its own website. The site allows you to study the range, watch videos and photos, read reviews, as well as buy and track orders. There are other ways to promote a company on the Internet, such as catalogs of local companies, social networks and mobile applications.

To promote a company in the digital world, you need to make a plan that must include three components. First, you need to set goals and set realistic goals. Second, you need to use analytics to track results. And finally, to adapt the business to the changes taking place in the industry.

Summarizing the above, it should be noted that the intensive development and use of digital technologies in the modern information society has led to the active introduction of digital marketing in business, the importance of which can't be overestimated. The use of digital marketing tools and methods by enterprises significantly affects the behavior of the target audience, activates loyalty programs, promotes image, achieves planned goals, competitive positions of enterprises and generally increases the efficiency of entrepreneurial activity.

List of references:

1. Ukrainians and social networks URL: <https://focus.ua/uk/digital/491571-plyus-2-mln-koristuvachiv-chim-ukrajinci-zaymayutsya-v-interneti-u-2021-roci-infografika> (access date: 28.04.2022).