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BENEFITS OF DIDGITAL-MARKETING

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Digital-marketing is a broad term that includes all marketing channels and methods that you can use to promote products or services on the Internet, as well as on electronic devices such as televisions, mobile phones, and electronic billboards. The main difference between digital and traditional marketing is that digital marketing uses exclusively digital channels, and this gives marketers more control, tools, and data to analyze the effectiveness of campaigns.

Basic of Digital-Marketing Tools. Digital marketing tools include all the ways, means and activities that allow you to inform many people, attract the attention of potential customers to a company, brand, service or product. Most often, several tools are used simultaneously, which allows you to reach the maximum target audience and achieve high promotion efficiency. The list of tools used depends on the goals of the marketing campaign, the stage of its implementation, the characteristics of the target audience, the promoted product, etc. The main tools of digital marketing are the following:

Contextual advertising. It consists in placing advertisements (text, image, and / or in the form of links) on thematic sites.

SEO-promotion. Its purpose is to raise the advertiser's site in the search results for thematic queries, for which search engine optimization is performed, etc.

Banner ads. Graphic banners with product/service offers are placed on third-party thematic resources.

Advertising windows. This is a method of online advertising that involves displaying pop-up advertising windows on thematic sites.

Television advertising. It costs significantly more than online advertising, but it allows you to reach the maximum audience of different ages.

Radio advertising. This is also quite expensive, but an effective way to convey your offer to a wide audience.

Native advertising. It consists in publishing "natural" materials (reviews, expert opinions, etc.) on third-party resources that encourage the purchase of a product or service.

SMS mailing lists. Subscribers of mobile operators are sent advertising messages with the advertiser's offer.

QR codes in offline mode. This method is often used to motivate you to install applications, use other digital products or services.

Viral advertising. It provides for the creation of content (most often multimedia) with provocative content, because of which users themselves will distribute it on the network (share it on their blogs, with friends on social networks, etc.).

In digital marketing, other tools based on digital technologies can be used: from an advertising offer when installing programs to sending e-mail messages or ringtones that are used to keep subscribers on the line. Traditional means such as newspapers or flyers, if they contain a QR code in the ad (i.e., they involve the use of digital technologies), are also digital marketing.[1]

Let's present the main digital-marketing channels:

1) The Internet. This channel provides for the use of any devices that have access to the global network: laptops, tablets, PCs, smartphones, etc. As part of digital marketing on the Internet, they place ads (search, contextual, banner, teaser, etc.), create diverse content for passive or viral promotion (videos, text articles, etc.), promote products and services in social networks, publish expert opinions, and perform search engine optimization of the site.

2) Digital television. Gradually, it displaces analog TV from the market and is increasingly integrated with the global network. The most common format of digital marketing on a digital television channel is the creation of short videos that are broadcast during commercial breaks. In some cases, they also practice running lines and other features.

3) Local networks. These include various local "associations" of computers. These can be corporate networks within a single office, local networks in individual homes, urban areas, etc. Through this channel, advertising of goods and services aimed at an audience with a clear geographical reference is usually distributed.

4) Mobile gadgets. These are cell phones, smartphones. The most common way to promote through mobile devices is to send SMS messages with an advertising offer. It can be performed both on the customer base (i.e. on the numbers of people who have already used the services or bought goods from this company), and on independent collections of phones. Through the mobile gadget channel, you can also use other tools, such as WOW calls, branded offers, and advertising in third-party programs.

5) Interactive displays. They can be installed in store fitting rooms, cafes and restaurants, on POS-terminals, chargers, etc. Interactive displays also include digital banners installed for advertising purposes. Through this channel, mainly videos are distributed. Pop-up advertising windows are also actively used.

6) Digital-art. This channel implies the use of any works of art that can be broadcast or created using modern digital technologies. This can be graphics, electronic music, games, etc. The main way to promote using Digital-art is the branding of works.

7) Social network. They are used to launch viral ads, "independent" opinions and publications, discussions, and create and maintain thematic groups. Contextual or banner ads can also be broadcast on social networks.

The main advantage of all digital promotion channels is that their effectiveness is easy to track. Banner clicks, link clicks, viewing time and depth, number of views, and many other information about the performance of various tools is collected automatically and provided in a form that is easy to evaluate and analyze. Speed is the second no less important advantage. Thanks to the capabilities of digital tools, you can instantly reach thousands of users around the world with a single ad impression, collect and analyze huge amounts of data about their reactions, and make adjustments to the campaign. Agree, this brings digital marketing to a new level of development. Flexible settings, for example, advertising targeting allows you to configure the campaign to work only with the target group of Internet users, excluding irrelevant impressions, which avoids unnecessary costs. Billions of users around the world use digital technologies.

References:

1. Varlamov A. Digital-marketing [Electronic recourse]. URL: <https://elit-web.ua/blog/digital-marketing-chto-ehto>

СУЧАСНИЙ СТАН ТА ПРОБЛЕМИ КРЕДИТУВАННЯ АГРОПРОМИСЛОВИХ ПІДПРИЄМСТВ

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