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USING DIGITAL MARKETING TOOLS TO PROMOTE PRODUCTS

The article provides an analysis of the use of digital marketing tools to promote products.

In the context of the rapid development of the IT industry in the world, digitalization is gaining the status of a primary task for Belarus and an important component of its further development. The initiatives of the government and the business community are aimed at creating a favorable environment for the successful modernization of the economy with an emphasis on supporting the IT industry and innovative start-ups.

Online promotion of goods and services has grown from an additional opportunity to a critical need for companies operating in any industry. In today's marketing environment, it can be argued that if a company is not represented online, it is practically absent from the market.

In 2023, a survey was organized to analyze the methods of advertising and selling goods and services on the Internet. The key issue of the study was to find out which online tools companies use to promote their projects. According to the data obtained, SMM marketing on social networks became the leader among the ways of promotion (54.14%). It is followed by contextual advertising (51.13%). SEO (49.62%) and email newsletters (48.12%) were in the final positions [1]. The data is shown in Figure 1.

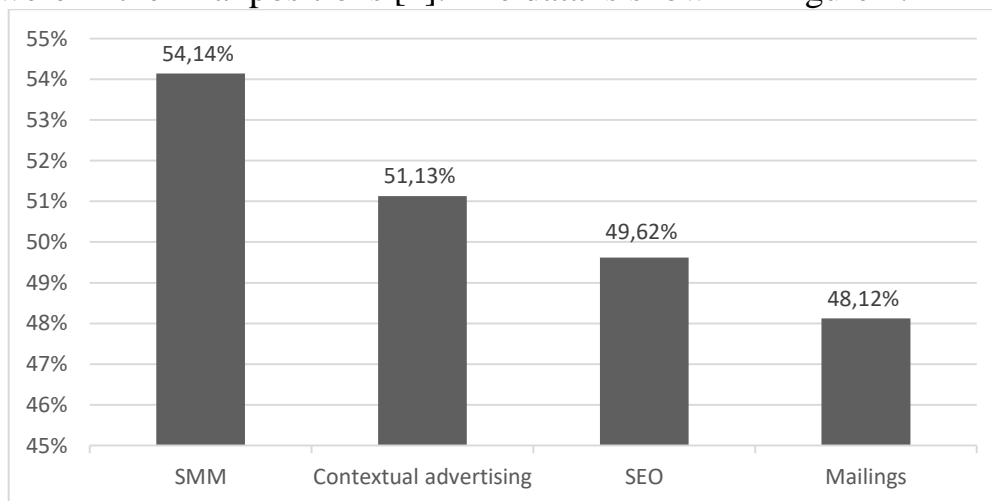


Figure 1 – Online promotion channels

Among the study participants, a fairly large number started using neural networks to develop their own projects (68.2%). This is primarily due to saving time, automating existing processes, and the desire of marketers to focus on the strategic part of their work.

The study participants were asked to talk about the use of neural networks in their work tasks. An analysis of the data obtained indicates that only a small part of the respondents fully rely on neural networks in their work (4.51%). At the same time experts express their willingness to delegate to them some of the tasks related to the processing of textual (63.16%) and visual (22.56%) information. A significant portion of respondents prefer to process content independently (40.60%) or outsource this work (27.07%) [1]. These strategies are driven by a number of factors. In addition to the lack of necessary knowledge in the field of artificial intelligence, the most common reason is concern about data security, especially given the potential threat of hacking neural networks.

The State Program provides for the implementation of measures to create (develop) a modern information and communication infrastructure, introduce digital innovations in the sectors of the economy and technologies of smart cities, as well as ensure the information security of such solutions. The results of these activities will directly contribute to achieving the Sustainable Development Goals for the period up to 2030 at the national level. Indeed, all the data point to continued steady growth in the adoption and use of digital technologies in recent months, and the figures we have are no less convincing. The vector of development in the digitalization of the country is set by the program "Digital Development of Belarus" for 2021-2025 [2]. It allows you to combine disparate elements of digitalization that were previously implemented in the economy into a common infrastructure.

According to the results of the study, modern methods of product promotion largely depend on the use of digital marketing tools. Their implementation makes it possible to significantly optimize marketing approaches, providing a more targeted orientation to the target audience and strengthening communication with customers.

Thus, a study of various channels, including search engine advertising, social media platforms, email newsletters, and search engine optimization, has shown that each of them has its own strengths and can be customized according to the company's objectives. For example, social networks make it possible to attract the attention of the audience and form a loyal environment around the brand, and SEO contributes to the steady growth of the site's position in the search results.

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