

References

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DIGITAL MARKETING

ЦИФРОВОЙ МАРКЕТИНГ

Rapid changes of modern technologies facilitate the development of marketing. The subject of my study is digital marketing. The object of my study is the development of digital marketing for the commercial purposes. The relevance of this paper is to show the role and efficiency of digital marketing. The main purpose of my research is to define the role and place of digital marketing in the companies' economy, and in people's lives.

Digital marketing is advertising and selling of products or services by means of digital technologies, mainly the Internet, mobile phones, display advertising, and other digital media.

Since the 1990s, the development of digital marketing has changed the way most companies use technology to advertise and sell their produce. Nowadays, when digital platforms are increasingly incorporated into companies' marketing plans and their production and sale activities, and when more and more people use digital devices instead of just going shopping, the role of digital marketing campaigns is growing. Digital marketing becomes a prevalent and efficient way to enhance sales. Digital marketing techniques such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games become quite common in our life and in the operation of many companies. In fact, digital marketing now even involves non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones [1].

The 21st century is the century when “time is money” and efficiency is the most valuable resource. People do not want to waste time while searching for the information they need. They want it to be easily accessible and attainable. Therefore, as statistics say, almost all large and medium-sized companies trying to develop and use digital marketing.

On any Internet site you browse, everywhere, you can see a huge amount of advertising in the form of banners, KMS advertising, etc. You may not even pay attention to it, but it's already stored in your our head. Then on one fine day, for example, at a bookstore, you will find the book that you saw a couple of days ago in advertising. Moreover, it may be the same store whose advertisement you saw in the Internet. This is the beauty and miracle of Internet marketing.

Furthermore, before 1990 the use of the Internet for business was prohibited by the regulations of the National Science Foundation of the United States, but later large companies got access to it. In 1992, after the transfer of control over the Internet into private hands, the number of consumers and Internet service providers has expanded significantly. The network has embraced millions of people and computers around the world. The same year, the first online bookstore of Charles Stack opened. Amazon company opened and launched its online store in July 1995 [1].

In Belarus, just above 900,000 people made purchases at least once in the past six months. The average purchase value for the period between October 2013 and March 2014 was US\$290. However, the most vulnerable part of this assessment is the forecast of the growth rates of electronic commerce in the country, which was estimated at 30% (as compared to the growth rate in Russia). If this assumption is corrected, the estimate of the volume of the Internet market in the country will also vary in the range of \$ 380–470 million (the lower the growth rate, the larger the market size) [2].

All the data given above show that the development of companies' marketing activities is beneficial for their relatively quick development, and most important – the direct development of the economy in the country.

References

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