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DIGITAL MARKETING: COMMON PROMOTION TOOLS

In modern society, the concept of “marketing” has been introduced into almost all spheres of human activity. We may not notice it, but advertising surrounds us everywhere: on the Internet, on the street, in the mall, in pharmacies and the subway.

It is difficult to imagine a modern business without its promotion on the Internet. Expanded access to various kinds of information, multimedia, the ability to perform actions online – all this has led to the need for business development in the digital environment.

The investigation is aimed at the examination of the most common tools:

- 1) SMM – business promotion in social networks;
- 2) PPC – contextual advertising;
- 3) SEO – search engine optimization [1].

Let us take a closer look at each tool.

- 1) SMM – social media management, or promotion in social networks.

Facebook, Instagram and other social platforms are the main goal of SMM to attract customers from VKontakte, Facebook, Instagram and other social platforms. Another important task of SMM is to increase brand awareness and work on its reputation.

Social networks know a lot about their users: age and gender, country and city of residence, brand and year of release of the mobile device, interests and behavioral characteristics. The user gives all the information both by filling out their profile and through actions within the network. Based on this information, a portrait of the target

audience is created, which specialists are already guided by when launching advertising campaigns [2].

2) PPC. Contextual advertising is a type of online advertising that is displayed on websites depending on the context: keywords, the topic of articles, user interests, etc. Contextual advertising is also shown on search engine pages, where ads depend on the user's search request.

Contextual advertising works on the principle of buying an advertising space at an auction based on a 'per click' payment. As a result, the search results sort the ad blocks over the organic output, which is put forward by the search engine itself.

The payment for advertising occurs after the user's direct interaction with the advertisement. There are 3 main payment models:

- CPC, or cost per click. With this model, the advertiser pays for each click on the ad.

- CPM, or cost per mille. The advertiser pays for every 1,000 impressions of an ad. This model is widely used in media campaigns where the main goal is to reach as large audience as it is possible.

- CPA, or cost per action. This model allows to pay only for achieving targeted actions: placing an order, subscribing to a newsletter, and more.

The result of contextual advertising is easy to track. Based on the data obtained, specialists adjust the plan of further work [3].

3) SEO (Search engine optimization) is the completion of the website development and subsequent promotion according to the requirements of the search engines (Google, Yandex, Bing, etc.).

In order to understand what SEO is, one needs to figure out how a search engine works. There are billions of sites on the Internet, and the user themselves will not be physically able to study all the options and find the information they need. The search engine helps them with it.

The search engine is armed with its own personal assistants – robots that search for sites and study information on them. If the site meets the requirements of the robot, then it will index it.

Indexing a site is its entry into an extensive database of a search engine, from which the most relevant sources of information will later be selected.

Since the number of sites matching the user's request can be very large, they need to be ranked in search results somehow, that is, they should be prioritized. Search engines have many criteria for selecting resources that are useful from their point of view.

This is where the work of a SEO specialist begins: they help to improve the site (or another promoted product) in every possible way to increase its authority in the eyes of the search engine and, consequently, improve positions in the search results [4].

These are not all Internet marketing tools that allow one to promote one's business on the Internet. There are also such channels as Email marketing, messenger marketing, content marketing, promotion through the media. Using all the promotion channels at the same time as well as focusing on one will not bring the desired result. To build an effective strategy, one needs to study the target audience meticulously and, depending on this, look for the most rational ways to influence. An integrated approach will create a balance

between channels that bring constant traffic and those that work for the future. The main thing is to understand the specifics of each promotion channel before action.

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