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Digital marketing strategy for the future

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Abstract: In this article, the writer studies the nature and also the goals of digital marketing. The characteristic features of numerical network Internet management are revised according to the

relationship to classical management. The creators emphasize: the main thing in the representation of the integrity of communications on the Internet also in the numerical sphere is that they have an equal advertising focus and also bear an integrative look. The advantages and disadvantages of digital marketing are also revealed, the policy of forming this newest stage of management development is considered.

Keywords: marketing; digital marketing; marketing functions; commercial internet; customer; strategy.

In the very first edition of Kotler's 1967 basic textbook on marketing management, the marketing management was described as "... the study of how a business can best adapt resources and goals to external opportunities" [1]. Almost 55 years later, although the principles of this definition have remained largely unchanged, business resources, goals and external opportunities have little in common with those that were in the 60s: political, socio-demographic, economic, environmental, but mainly technological advances in the field of information and communications (ICT) have radically changed marketing practices, enterprises and consumers.

The emergence of the Internet trading network about Thirty years ago marked the basis for significant changes in the ways of marketing management, but also in the actions of buyers. The technique has become the main unrestrained condition in no way only due to the fact that the beloved gave the latest devices and methods for resolving various issues, however, in the main way due to the fact that the beloved has become ubiquitous and easily accessible in no way only for the purpose of advertisers, but also for the purpose of buyers.

The first wave of commercial Internet in the 90s, also known as Web 1.0 or "broadcast" Internet, provided customers with a number of unique advantages and opportunities: virtually unlimited information and access to alternative options on a global scale [2]. The second wave of the Internet at the beginning of the 21st century, also known as Web 2.0 or the "interactive" Internet, provided customers with new unlimited and ubiquitous connectivity through social networks and mobile computers; following this, the development of a new generation of applications provided consumers with access to new forms of information and new forms of interaction and transactions. A more fascinating result of the scientific and technical gap is also a simple admission to the village of buyers, the collapse of bargaining and advertising practices is also considered. To date, the consumer is an approved consumer, which controls the interactive Internet media, media content and communication movements. The influence of classical advertising devices is also significantly reduced.

The rapidly increasing amount of information about assistance with buyers, transactions, as well as public activity on the Internet determines the latest problems before advertisers. The rank of numerical Internet management is rapidly increasing together with the classical management domain. The difference between classical and numerical marketing is that classical management uses offline channels, in which case the period is the same as numerical management uses Internet channels. For example, classical advertising activity is able to apply marketing billboards, radio advertising and announcements, in this case, the period as well as numerical advertising activity is able to apply social ties, information in blogs is also electric to read for the purpose of promotion and prescriptions. Digital marketing matters today because it offers:

- multiple internet marketing strategies;
- cost-effective marketing solutions;
- a level playing field;
- advanced targeting and personalization features;
- accurate campaign tracking and evaluation;
- constant feedback on the effectiveness of the campaign.

The use of Internet marketing gives the company access to a number of strategies. You can choose the strategies that best match your business, goals and target market, which will help maximize the impact of online marketing on profits.

New knowledge, new skills and new approaches are required by today's and future marketers not only to understand the changing and technological marketing environment, but also to understand and communicate with a new client. Marketing is becoming increasingly digital, and continuous technological developments pose new challenges and opportunities for marketers: mobile marketing, the Internet of Things, analytics, big data, 3D printing, cloud computing, artificial intelligence.

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