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## GENESIS OF DIGITAL MARKETING IN THE AGE OF DIGITAL REVOLUTION

**Daniella Mushka, Post Graduate student**

<http://orcid.org/0000-0002-3486-1269>

e-mail: [danochka.mushka@gmail.com](mailto:danochka.mushka@gmail.com)

Uzhgorod National University, Uzhgorod, Ukraine

*The article discusses the features of digital marketing in relation to classical, traditional marketing. A special attention is devoted to a review of digital communications and digital marketing tools, which by their nature are targeted, interactive and integrative. The research analyses the technology of digital marketing algorithmization describing the sequence of management decisions made to adapt developing digital marketing tools to the company's activities. As part of the consideration of modern trends in the development of digital marketing, the author has identified the most effective tools applied by companies using web analytics to monitor the target and potential audience, and the behavior of recipients of communication messages in order to make decisions on the use of digital resources. Particular attention in the article is paid to the complex of integrated B2B and B2C tools, and various methods and techniques of interaction with consumers. As a result of the study of this topic, the author draws conclusions about the changing conditions for functioning of digital marketing tools within the framework of the new technological structure and Industry 4.0.*

**Key words:** *digital marketing, digital marketing channels and tools, social networks, digital technology, integrated marketing communications, internet marketing.*

**Introduction** The second decade of the 21<sup>st</sup> century was marked by the formation of a set of IT technology tools for the 'demand economy', which is characterized not by the simple sale of goods/services, but by a special set of modern methods for promoting company information platforms and optimizing them for social networks. Modern digital technologies create opportunities for the future companies' growth, and digital marketing, digital models and platforms introduce new possible scenarios and trends into the current business and economic environment. The development of digital marketing tools is making fundamental changes in the ways of promoting goods/services on the market; and their advantages are reducing their cost for the end consumer by reducing the number of intermediaries, as well as simplifying the interaction between the suppliers of goods/services and consumers. Currently, more than 60% of the GDP of industrialized countries depends on digital technologies, which are emerging as a global engine of sustainable economic growth (opportunities to increase productivity, reduce costs and bring new solutions to new markets). By 2025, the artificial intelligence (AI) market alone is expected to reach \$4.5 trillion, and the Internet of Things market will reach \$15 trillion [1].

A significant contribution to the development of modern concepts of digital marketing and the problems of its implementation has been made by recent publications by the following authors: Herberger T.A., Dötsch J.J. [2], Fornes G., Altamira M. [3], Rana N.P., Slade E.L., Sahu G.P. [4], Das S. [5]. At the same time, despite a significant amount of scientific and practical research in this area, there are still no unified approaches to the content and features of the use of digital marketing at the micro level. The primary reason for this is that scientists have diverse views on its tools, as well as they do not always differentiate between digital and Internet marketing.

**The purpose of the article** is to analyze modern digital marketing tools in company strategies in the conditions of Industry 4.0. In the process of writing the article, a complex of general scientific methods was used, such as analysis and synthesis, generalization, comparison, and systematization. The theoretical basis of the work was fundamental marketing, theories of marketing communications and consumer behavior. Expanding the range of information transmission channels in digital marketing compared to Internet marketing is based on the use of the following tools, whose fundamental development concept is a customer-oriented approach: 1) search engine optimization (SEO) and search engine marketing (SEM); 3) user-generated content (UGS), 4) social media marketing (SMM); 5) local internal networks of companies (extranet); 6) conversion marketing; 7) content marketing and influencer marketing; 8) viral marketing. In addition, the following channels have specific features: direct mailings and contextual advertising (in e-books, programs, games and other forms of digital products); POS materials for media (banner) advertising (digital media, which is gradually replacing standard outdoor advertising); mobile phones (SMS and MMS mailings, applications such as WOW calls for smart phones, second screen technologies, call back, call hold melodies, etc.). As the volume of the article is limited the first four most important digital marketing tools have been chosen for the analysis in our study.

The concept of 'digital marketing' is broader than the concept of 'Internet marketing', as it includes tools that do not require the use of the Internet and involve the use of digital technologies online and offline, while the Internet marketing uses only online technologies and the Internet. The traditional McCarthy *4P* model was replaced by Lauterborn's *4C* marketing model: Coherence – Consistency – Continuity – Synergy (Complementary).

It is more consumer-oriented with its benefits that the company receives from using digital marketing tools.

When implementing a strategy for promoting its goods/services, a modern company proceeds from two objective circumstances. On the one hand, the modern consumer has a large number of different options and alternatives for purchasing goods/services. It has impersonal interaction between buyers and sellers, better information about markets, and is endowed with much greater market power and technical capabilities than was previously the case. In just a few seconds and clicks, they can find any information they are interested in about the quality of the product, its availability and price. According to *Google Think Insights*, 48% of consumers begin their search for goods/services of interest in search engines, 33% browse brand websites, and 26% use information from mobile applications [6]. In this regard, companies collaborate with customers on each of the used digital platforms, regardless of which device facilitates access to the Internet.

On the other hand, general informatization and development of digital technologies undermine the market power of brands, which naturally increases the importance and relevance of branding. Therefore, a company, using various strategies within the framework of digital marketing, should constantly be in search of an 'emotional connection' between consumers and the brand. We are talking about the creation and forms of presentation of brand value, that is, the value that cannot be determined empirically (for example, through the use of an Internet search engine). This emotional connection to the brand is the most effective way to increase brand strength, since emotionally motivated consumers are the most important for the company as they bring more profit to the company (they do not need special offers and promotions to make purchases) [7].

Today, the effectiveness of digital marketing activities is calculated using *web analytics*. Its purpose is to collect statistical information for marketing needs, and the task is to monitor the audience and behavior of recipients of communication messages (real and potential consumers) to make decisions on adjusting digital resources. As recent studies indicate, any form of communication within the framework of digital marketing is impossible without taking into account (and comparing) statistical data of digital and marketing Internet communications with classical indicators for assessing the effectiveness of a company's/organization's marketing activities [8]. In the process of forming a 'portrait' of the target audience that best suits the company's goods, works and services, the choice of type of service for the consumer is determined by the corresponding parameters of analytical systems and measured characteristics. At the same time, analytics systems in modern digital marketing are represented by tools that allow you to analyze not only each recipient of information, but also to structure the combination of features of segmentation of users of digital resources.

It is understood that the set of marketing technologies (product, sales, pricing and communication) has alternatives and is determined by the characteristics of the market, the specifics of the business area, resource capabilities, budget, management skills, and access to information and ATL technologies. In addition, for each group of marketing tools within the framework of the strategic marketing planning process, there is its own specific marketing technology: a) analytical-evaluative (study of the external and internal environment); b) planning and strategic (development of positioning strategies, market entry, market development, promotion, etc.); c) effective (aimed at implementing strategies – marketing plans and marketing programs).

Indeed, at the initial stage of development of digital technologies, Internet communications with poorly formalized technologies dominated, but today, with increased competition in the field of Internet communications, two objective needs have emerged. *Firstly*, the need in additional analytical systems, which caused a transition to the analysis of information transfer processes based on strictly formalized technologies (direct and mobile marketing, exhibition activities) with predictable results. *Secondly*, the need in combining offline and online components (flexible technologies, including brand technologies and product placement), which make it possible to quantitatively analyze the impact of digital and Internet marketing on classic indicators for assessing business performance.

The expansion of the digital marketing segment is associated, first of all, with the technologies of the *algorithmization process*, which formalize the processes of both Internet marketing and classical marketing. Operating from the position of expediency and the need to improve (partial or radical) the company's marketing apparatus, it affects all six of its stages: 1) market research; 2) forecasting; 3) organization of a marketing system; 4) analysis, control and rationalization of the marketing process; 5) coordination and regulation of the marketing process; 6) assessment of marketing activities. Consequently, digital marketing *algorithmization technology* is a special algorithm that describes the sequence of management decisions made to adapt the developing digital marketing tools to the activities of an organization/company/enterprise. This technology operates on the basis of transforming the processes of interaction between the target audience and information flows aimed at obtaining commercial results from digital marketing activities, and consistently includes:

- based on web analytics, replacement of chaotic processes with rational, structured, thoroughly studied and predicted ones, combining them into groups with similar characteristics;

- search and implementation of effective digital methods/means of organizing the company's activities, taking into account human and technical resources, as well as their interaction, aimed at transforming marketing processes;

- development of a set of methods, means, tools and forms for assessing results in the hierarchical structure of the company's marketing.

*Firstly*, the described sequence defines the functional features of algorithmization technology, distributing them relative to methods, communication channels and characteristics. *Secondly*, it promotes the adaptation of digital marketing tools to the company's activities and the practice of making management decisions, develops the concept of managing marketing technologies of 'personalized marketing' and 'inbound marketing' (B. Halligan and D. Shah). *Thirdly*, it does not pretend to further detail the methodological tools used by digital marketing, since for each specific case there is a certain system of interaction and mutual influence of the target audience of consumers, information flow and communication channels.

a) As for the results/indicators obtained from the implementation of algorithmization technology, they should be the responsibility of both company managers and specialists in the field of digital marketing technologies, which allows for a positive market result (in the form of sales and profit levels).

b) Analysis of the algorithmization process allows us to come to the following conclusions.

Firstly, the flexibility of digital marketing strategies is determined by dynamic adaptability and instant consumer access to the company's offered goods/services. On the one hand, unlike long-term traditional marketing campaigns, this allows to adjust the campaign using digital marketing tools

at any time if necessary. On the other hand, it is possible to instantly establish contact with the clients immediately after their visiting the company's website and alternative competitor sites to study reviews and build relationships with potential customers. The analysis shows that social media communication has become the dominant communication platform for many customer demographics and is the basis for customer interactions with companies on their terms and on their preferred platform. Another advantage is that over time, using various effective SMO tools, the company can build long-term partnerships with current and potential clients. Secondly, the company's digital marketing activities are based on the analysis of the relationship between the company's digital product (resources – website, applications, videos, infographics, accounts on social networks, etc. to convey information to potential consumers) and the features of implementation of information about the product in interactive forms (native promotion – feature films, videos, games, interviews with bloggers, games on PS, messages on Smart TV, etc.).

Thirdly, thanks to the digital environment, all changes in consumer behavior are recorded by digital analytics systems, making it possible to draw fairly accurate conclusions about the effectiveness of using various promotion tools, as well as to draw up an accurate portrait of the customer. Detailed and clear data about customers allow the company to target very narrow target groups (from a certain area, social or demographic segment), increase the chances of commercial success, reducing the costs of promoting a product/service.

Fourth, measurable return on investment, relatively low cost of digital marketing tools, together with global reach of consumer audiences are also advantages of Lauterborn's 4C model. In traditional marketing, measuring ROI is quite difficult (and sometimes even impossible), while digital marketing allows you to track the effectiveness of each marketing campaign

and individual marketing activities in real time. This allows managers to assess marketing profits and make informed decisions to increase the company revenue.

Unlike traditional marketing methods, digital marketing is not tied to a specific geographic area (free Internet access), which allows companies to offer and sell products/services to customers, eliminating many traditional barriers to business development. Whereas, achieving global reach through traditional marketing channels requires large expenditures. Thanks to personalization and low cost, digital marketing tools allow you to achieve marketing goals with little time and resources (even SMEs can afford to create a website, social media page or blog).

c) The most common and continuously developing digital marketing tools today include *search engine optimization* (SEO). Its purpose is to increase network traffic according to certain requests of potential clients (for information and commercial resources) and its subsequent monetization (income generation). In fact, SEO is focused on specific industry search engines, which include various types of searches: information, products, services, images, videos, news, addresses, and contacts. When analyzing the effectiveness of search engine optimization, the company estimates the cost of the target visitor, taking into account the time it takes for the site to reach the specified positions and site conversion. At the same time, the higher the site's position in search results, the more interested customers will visit it from search engines.

Currently, a company typically uses an 80/20 model when analyzing performance: 80% of the time should be spent on creating backlinks and 20% on on-page SEO [9]. In this case, when planning an SEO strategy, the company devotes most of its time to external optimization (creating backlinks to the site by publishing content on blogs and social networks, analyzing competitor sites, validating and adapting for mobile devices,

adjusting text relevance) rather than internal (website content, alternative tags based on keyword research, H1, Title and Description meta tags). Thus, there are various SEO services that allow you to promote websites and make the work of company optimizers easier (conduct SEO audits, select keywords, buy links, check the quality of link donors).

Since optimization develops along with search engines, the company receives effective results increasingly from static and dynamic factors, on the one hand. We are talking about the authority and relevance of the site based on its citation by external web resources, methods of exchanging links (direct, circular or one-way), registration in search engine directories and services, creating and maintaining blogs, as well as a network of sites ('satellites'). On the other hand, the effective results come from 'behavioral factors and conversion', which directly indicate the quality of the site for real and potential consumers. In this regard, *search engine marketing* (SEM) provides a quick way to attract traffic and use advertising tools to improve the position of a company's website, develop, conduct and optimize advertising campaigns in search engines. The main difference between SEM and SEO is that using SEM, a company pays Google for *clicks*, and thanks to SEO, it gets high positions in the search engine for free, using the most relevant content for a keyword search query. The perfect SEM formula looks like this:

**SEM = SEO (Search Engine Optimization) + SEA (Search Engine Advertising) + VSM (Video Search Marketing)\***

\*contextual video advertising used on video hosting sites.

To increase targeted traffic, SEM includes the following practices: a) actions to maintain the relevance of the resource for search engines (optimizing site pages, placing links on sites with high authority, etc.); b) content marketing (using expert articles, unique text materials and engaging illustrations); c) viral marketing. Therefore, the company, using the SEM tool, develops a detailed strategy and content plan for certain periods (usually a month, six months and a year). The marketing department calculates KPIs, draws up a list of tasks, as well as algorithms and key factors for their ranking, carries out a technical audit of the site and works with internal optimization (preparing meta-tags, images and content, improving the structure and setting up linking, etc.) [10]. However, it is necessary to keep in mind that thanks to the SEM tool, different categories of consumers who are familiar only with the social networks used by the company get to the site. Therefore, the task is to create 'areas of interest' through a corresponding effective resource for attracting the audience (if the visitor does not like the content, you can forget about traffic).

Analyzed consumer comments on social media help a company find ways to improve its products/services, which translates into 'high levels of brand loyalty'. We are talking about the company publishing messages through its social media platforms in the form of ideas about a brand, product/service; consumers themselves create *user generated content* (UGC), offer their opinions and comments. According to a survey, 60% of consumers prefer not only to interact with a company, but also to be involved in creating content for it [11]. Audience opinions and comments are processed using a number of tools provided on the Google Trends, Trendsmap (Twitter – being rebranded to X) and other platforms. However, digital UGC content marketing is a management process that uses digital products across various electronic channels to identify, anticipate, and meet

customer needs with the goal of either maintaining, retaining or changing customer behavior.

Indeed, materials about the brand (reviews, videos, photographs, testimonials) posted publicly by users through user-generated content are of great importance today for any company in the context of marketing strategies. According to studies, UGC is remembered by consumers 35% better compared to other types of media and is more trustworthy than materials presented directly by the brand [12], and UGC videos are viewed 10 times more often than official videos on YouTube [13]. This being said, the company does not incur direct budgetary expenses associated with the huge costs of branded advertising content, which are not always justified. Since users independently create and post UGC content, the company uses only indirect forms of rewarding its customers (for example, offering free shipping, a discount on the next purchase, bonuses, special offers, etc.).

Having detailed reviews and comments from users increases the authority and trustworthiness of a company's website (according to the E-A-T concept), and therefore improves its position in the search engine. In addition, there are two more important advantages of UGC: firstly, the opportunity to gain the trust of users who are not yet familiar with the company's brand, participate in its development and feel involved in the community. When choosing a product/service, ordinary consumers are often guided by the opinions of friends or acquaintances. And UGC turns into a 'personal recommendation', because it was created by consumers. This makes them more loyal and attached to the company and its brand.

Secondly, the UGC content is authentic and unique. UGC, on the one hand, attracts with its authenticity and naturalness –as a rule, consumers do not believe classic advertising with staged shots, fictitious situations and edited pictures. On the other hand, consumers often look for information

using the formula: *brand – product name – reviews*, and UGC works as a ‘social proof’ at the stages of choosing a product/service and purchasing decision. Moreover, mediocre or negative comments on information platforms ‘work’ in favor of the company’s business, helping to competently respond to criticism: identify the shortcomings of the product/service, correct them in a timely manner, and also improve their consumer characteristics.

The company, using UGC in marketing strategies, increases traffic and improves its ranking, uses a variety of UGC formats and adaptability to post it on social networks and official websites, and adds it to landing pages and email newsletters. That way, advertising with user-generated content has received 73% more positive comments on social networks than perpetrations developed exclusively by the brand [14]. Indeed, today UGC generates, firstly, brand supporters – its ‘ambassadors’ and simply loyal consumers who do this of their own free will. Secondly, popular bloggers (influencers) with a large number of subscribers who, at the request of the company, write reviews about the brand and publish them on their profile. Another category of UGC creators are company employees who talk about the company’s product/service/brand and corporate values. In this respect, videos are used, reviews of goods/services with real stories about purchases, reviews on special resources, live broadcasts of users in a ‘comfortable space’, where they characterize the brand, mention it or use it in the frame.

Determining the required type of UGC content and its format is related to how it fits into the overall strategy of the company. This saves time for the marketing department to search for information to fill content, and users, concentrating on the right formats, offer UGC content that the brand needs. Thus, on websites with UGC, conversion is 29% higher, and average session time is 90% higher, compared to websites without UGC [15]. To

preserve the company's reputation and protect the brand from problems related to copyright infringement, the company must request permission from the UGC content creator to use it and specific ways to use other people's materials (indicating the name of the creator, links to the original material or the author's account). It is important for the company's marketing department to choose ways to effectively moderate the consumer audience and work with users of UGC content. We are talking about prompt responses to comments in posts, taking into account *tone of voice*, as well as additional mechanics aimed at generating comments (thread posts with open questions or sections with answers to real questions from the audience). It is also important today:

d) organization of physical offline spaces, branding photo zones (in shopping centers and exhibitions) – 80% of users want to see photos of real clients instead of standard stock images [16];

e) use of non-standard banners for billboard advertising based on modern technologies (for example, AR, 3D, LED screens, etc.);

f) launching UGC generators of online activity (masks or templates for stories, photographs and video images of users on the corporate website and other social networks), which provide hundreds of units of unique branded content;

g) cooperation with nano- and micro-influencers with a similar target audience (reviews about the value and philosophy of the brand, high-quality content for potential buyers, personalized mailings based on the preferences and interests of the audience);

h) use of artificial intelligence tools (AI services for generating ideas, analytics and stimulating customers to create UGC, searching for mentions of the company's brand using specified keywords, etc.) and augmented reality (AR) in the practice of selecting goods/services ( for

example, virtual fitting of clothes) or the ability to compare several products at the same time.

Such interactions increase brand awareness, form a closer connection with the audience and increase customer loyalty.

Consequently, in the context of accelerated digitalization of the economy, UGC is not only one of the most effective promotion channels and a tool for increasing income, but also part of a set of actions to improve brand reputation, generate interest in the company's product/service, and increase awareness. In general, SEO, SEM, UGC, including multi-channel, augmented reality (VR), customized delivery and payment, personalization, user-generated content and subscription payment models today determine the main trends in E-commerce and involve the use of omni-channel marketing tools as an integral part of digital marketing.

Social Media Marketing (SMM) is closely related to e-commerce marketing, as it is a set of company activities to attract user traffic to a product/service/brand through social platforms, use social media as channels for promotion and other business solutions. Social networks and the associated set of SMM activities demonstrate the close relationship and interaction of channels/tools of digital marketing communications and operate in a single digital environment. They create a unique opportunity for businesses to establish direct contact with customers, receive feedback and respond to comments. Brands are actively present on social networks, building more trusting relationships with consumers and improving their own reputation.

According to some estimates, the number of users of global social networks is currently more than 2.5 billion active users (the social network Facebook alone is visited by approximately 1.4 billion people every day), more than 40% of all advertising costs come from various digital communication channels, and 70% of network visitors aged 12 to 64 years

have a personal account on social networks [17]. Personal profiles with real personal data, online services that are designed to build, reflect and organize social relationships and their visualization using social graphs are actively used. It is the graphs that connect social objects, media content, and community profiles with various user attributes: name, birthday, hometown, etc.

At the same time, the main problem of using social networks in classical marketing is their high dynamism and constant changes, which forces the company to:

1. constantly search for forms of content digitization, the most relevant platforms and business processes;
2. apply creativity, adaptability and carry out constant training of staff (how to effectively use social networks, attract and retain an audience, build loyal relationships with clients and increase sales);
3. maintain consistency and regularity (updating content to maintain audience interest, as well as publishing regularly, which creates stability and helps retain subscribers);
4. frequently change marketing strategies and business models, adjusting them to new trends, and therefore constantly carry out analysis and optimization (evaluation of results and analysis of the effectiveness of marketing activities in social networks, constant optimization of the strategy used based on the data obtained).

In general, SMM goals may vary depending on the specifics of the business and the marketing strategies used by the company, but the key goals are interconnected and support each other, contributing to overall success in promoting the brand and attracting audiences on social networks. These include [18]: a) increasing brand recognition and awareness of the company, logo, slogans and content among a wide audience; b) increasing the number of subscribers and active audience in

order to form a base of loyal users who regularly interact with content and products; c) attracting traffic to the site and engaging users through links to interesting content; d) increasing the level of sales. Social platform analysis uses a range of digital tools to analyze data and evaluate the effectiveness of targeted marketing activities of a social media campaign. They are based on the following key indicators [19]:

- ❖ *Reach* – the number of unique users who saw the company’s content or advertising, which helps to increase brand awareness;
- ❖ *Engagement* – audience activity in relation to the company’s content (likes, comments, reposts and clicks) and the willingness of users to interact with it;
- ❖ number of subscribers (*Followers*) – users of a new audience who have subscribed to the company’s account or page and participate in the loyalty program along with the existing clients;
- ❖ *Website Traffic* – the number of potential consumers who visited the company’s website via links from publications or advertising on social networks, which allows us to evaluate the effectiveness of content and advertising campaigns in attracting visitors to the site;
- ❖ *Conversions* – actions that are offered to potential consumers on the company’s website to turn visitors into current customers;
- ❖ *Return on Investment (ROI)* – the ratio of profit to costs, which allows you to determine how successfully investments in SMM lead to increased revenues and profits of the company.

Consequently, the analysis and evaluation of these digitized indicators help the company make adjustments to the SMM strategy, optimize the tools used, content and advertising strategies to achieve maximum efficiency and success in promoting the brand on social networks.

Indeed, social networks today act as a 'golden corridor' for attracting target clients and communicating with potential clients. Facebook is the perfect platform to shape stories, create creative and funny content, and reinforce them with viral marketing techniques. For a visually premium brand (such as fashion, decor or design), Instagram and Pinterest provide effective platforms for engaging users with visually original images. Twitter scores highly in the areas of leveraging current trends and reaching a highly engaged audience. Reddit and StumbleUpon are platforms for brainstorming content, in-depth analysis of products/services and messages on networks, without an obvious sales focus. Thus, learning how to use various channels for organic marketing is an objective necessity for a company to develop appropriate SMM strategies.

The creation and development of an effective SMM strategy is a key factor for the successful promotion of a brand, product/service on social networks and consists of four main stages [20]. At the first stage, a study of the target audience is conducted (behavior, age, gender, demographic characteristics, etc.), unique characteristics and key advantages of the brand are determined, and competitors' products/services are studied. In addition to the above, clear and measurable goals that need to be achieved using SMM are identified and formulated (increasing the number of subscribers, improving audience engagement, increasing website traffic and conversions). In addition, each goal must be specific and defined using quantitative indicators to assess its achievement.

*At the second stage*, the complex of interests of the audience is analyzed and the most effective ways of interacting with it are determined, the following is developed: a) a plan for creating interesting and useful content (answering comments, conducting surveys and competitions, organizing webinars or online events) which will take into account the characteristics of each platform; b) mechanisms for feedback and

maintaining active communication with the audience. All these will allow the company to structure the most precisely relevant communities that will be interested in content and offers.

*The third stage* is the content strategy itself, which involves drawing up a program for creating diverse and high-quality content (topics, formats, publication schedule, etc.), taking into account the interests and needs of the selected target audience. The company draws up an action plan to implement the strategy, and also determines resources and budget to maintain activity on social networks and implement the SMM objectives set in the strategy.

*At the fourth stage*, the company carries out digital analytics and optimization. It is not just about constantly monitoring the performance and results of a campaign's marketing activities. Data on reach, engagement, conversions and other metrics are analyzed to determine the need for optimization. The reason for doing it is the fact that the SMM strategy is not static and can change depending on changes in goals, audience and market conditions. Therefore, constant monitoring and digital analysis help the company adapt its strategy to new requirements and improve its effectiveness.

**Conclusion.** Consequently, the use of SEO, SEM, UGS and SMM tools in digital marketing directly determines the company's competitiveness in the market, improves the effectiveness of marketing activities, and increases the success of promotion strategies and profitability. Overall, successful digital marketing on social media requires constant analysis and optimization of the strategy in accordance with changes in both user behavior and platform algorithms. In addition, the active presence on social networks allows the company to quickly respond to discussions and mentions of its brand, which is part of the 'corporate reputation control' system (preventing and eliminating negative reviews, creating a positive

image of the company among the audience). According to forecasts, the adoption of digital technologies by companies will remain a key factor in the transformation of their business over the next five years (2022-2027). Thus, more than 85% of companies surveyed have identified increased digital access and wider adoption of new and advanced technologies (big data technologies, cloud technologies, computing and AI) as a trend that is contributing to the transformation of their organizations. By 2027, 75% of companies plan to introduce digital marketing tools into their business practices (and 42% of business decision-making tasks and 65% of information in the field of data processing will be automated) [21]. These digital advantages will allow companies to become independent digital leaders, fundamentally changing the way they interact with consumers, for whom digitalization in general is a kind of rethinking and revolution in interaction with each other.

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