Nataliya Karpenko
Doctor of Economics, Professor
ORCID ID: 0000-0001-9743-3328
Maryna Ivannikova
PhD, Associate Professor
ORCID ID: 0000-0002-5362-0057
Poltava University of Economics and Trade

DIGITAL MARKETING TECHNOLOGIES
FOR SMALL AND MEDIUM ENTERPRISES

ТЕХНОЛОГІЇ ЦИФРОВОГО МАРКЕТИНГУ
ДЛЯ МАЛИХ ТА СЕРЕДНІХ ПІДПРИЄМСТВ

The study examines the role of social media marketing in promoting SME. The objectives of the study are to highlight in the form of Social Media Marketing (SMM) platform adopted by SME and which of them is most effective, examine the influence of social media marketing on brand creation and customer trust as well as investigate the role of social media marketing on organization performance. Finding from the study revealed that unarguably, the use of social media marketing has been embraced by many SME and that SMM has a positive influence on brand creation and customer trust. Similarly, SMM has an influence on SME performance. The study recommends for SME to develop a good brand community with the client or customer so that they would be able to use the social media marketing platform as means of sharing important information of the products or service which can assist in decision making. The article considers the components of the digital marketing in the context of the 4P's marketing concept for small and medium enterprises. The article analyzes and summarizes the experience of small and medium enterprises in case of using modern digital technologies. The terminology, methods and means of digital marketing are defined. A study of modern tools of digital marketing in the development of enterprises. The use of digital marketing in small and medium enterprises in the world is considered. The article based on the research, conclusions and recommendations for the use of marketing tools in social networks have been developed, which will have a significant impact on the development and promotion of small and medium-sized businesses. According to the typical 4P's concept its main elements are adopted for the small and medium enterprises in the digital marketing. It is determined that the difference between digital and physical elements in 4P's based on "Place" and "Promotion". Instead, product and price are not available to be differentiated for digital and physical approaches to be used. Small and medium enterprises use on their digital marketing innovative social media marketing tools.

Keywords: social media marketing, digital marketing, small and medium enterprises.

Дослідження розкривають роль маркетингу в соціальних мережах у просуванні малих та середніх підприємств. Завданнями дослідження є визначення доступних платформ соціал-медіа маркетингу (SMM), прийнятних для використання саме малими та середніми підприємствами, а також визначення, які з них є найбільш ефективними, вивчення впливу маркетингу в соціальних мережах на створення бренду та довіру споживачів, а також дослідження ролі маркетингу у соціальних мережах щодо ефективності організації. Результати дослідження показали, що беззаперечно використання маркетингу в соціальних мережах має адаптивність до багатьох малих та середніх підприємств, а також SMM позитивно впливає на створення бренду та довіру споживачів. Подібним чином SMM впливає на ефективність діяльності малих та середніх підприємств. У дослідженні рекомендується створити якісні відносини бренду з клієнтом або замовником, щоб вони могли використовувати платформу маркетингу в соціальних мережах як засіб обміну важливою інформацією про товари чи послуги, які можуть допомогти у прийнятті рішень. У статті розглядаються компоненти цифрового маркетингу в контексті концепції маркетингу 4Ps для малих та середніх підприємств. У статті проаналізовано та узагальнено досвід малих та середніх підприємств при використанні сучасних цифрових технологій. Визначено термінологію, методи та засоби цифрового маркетингу. Вивчення сучасних інструментів цифрового маркетингу в розвитку підприємств. Розглянуто використання цифрового маркетингу на малих та середніх підприємствах світу. Стаття заснована на дослідженні, висновках та рекомендаціях щодо використання маркетингових інструментів у соціальних мережах, що матиме значний вплив на розвиток та просування малого та середнього бізнесу. Відповідно до типової концепції 4Р, її основні елементи прийняті для малих та середніх підприємств у цифровому маркетингу. Визначено, що різниця між цифровими та фізичними елементами 4Р заснована на складових місце та розподіл. Натомість, товар і ціна недоступні для диференціації для цифрових та фізичних підходів, що застосовуються. Малі та середні підприємства використовують у своєму цифровому маркетингу інноваційні маркетингові інструменти соціальних медіа.

Ключові слова: маркетинг у соціальних мережах, цифровий маркетинг, малі та середні підприємства.

Introduction. The globalization of the world economy is the paramount challenge facing business organization all over the world, especially, small and medium enterprises (SMEs). The biggest organization has several platforms in which customers, business, institutions and everyone across the globe can easily transact and communicate with them with the use of personal digital assistance while some of the SMEs is in the process of developing an application to market their product and services. Several literatures review on the role of social media on the organization were

based on the Europe and other developed countries, few study examine the influence of social media marketing on the small and medium enterprises in other developing countries. Also, not much study examine the digital vision from a social media perspective and the type of social media applicable for SMEs in developing countries. This study hopes to achieve this as well as analysis of how to the application of social media technology technologies can help SMEs in performance improve organizations' competitive advantage.

Therefore, adequate attention is required to crab available opportunities existing in both internal and external environments to obtain competitive advantage to improve operation and positioning themselves, studies have shown that information communication technology advancement has organization achieving its set goals and objectives [5; 3].

Setting objectives. Modern world life has changed tremendously with the advent of the internet and the introduction of the computer. Also, the Internet and globalization have provided new information technology advantage for companies to be successful in this millennium and thereafter [1]. With a turbulent business environment economy and uncertainty, there is a need to use information technology application for marketing business products and services. The extent to which organization would require information on customer patronage places an important influence on their decision making.

Methodology. Article based on the analysis of scientific achievements and research of theorists and practitioners of digital marketing and marketing for small and medium enterprises. The objectives of the article implemented by using the general and specific research methods: analysis and synthesis, systematization and generalization, dialectical approach.

Research results. In recent years, another wave of transformation of business and social models of activity has been unfolding, caused by the emergence of new generation digital technologies, which, due to the scale and depth of influence, have received the name «end-to-end» – artificial intelligence, robotics, the Internet of things, wireless technologies and a number of others. Their implementation, according to estimates, can increase labor productivity in companies by 40% [2]. In the nearest future, it is the effective use of new digital technologies that will determine the international competitiveness of both individual companies and entire countries that form the infrastructure and legal environment for digitalization.

According to the new ways of future digitalization, modern companies need to be connected with their customers through digital tools. Based on customer oriented approaches big amount of business units have to implement digital marketing technologies, in particular modernized under digital influence marketing complex.

Digital marketing is a marketing direction that implies the promotion of services and goods using digital technologies used at all stages of interaction with consumers. It differs from Internet marketing in that it uses not only the World Wide Web, but also offline tools (smart gadgets, POS terminals, etc.).

Digital marketing is perhaps the most flexible of the areas of business that can be fully allocated to a particular industry. If until recently the main factors in the production of products were new technologies and cost reduction, today sales directly depend solely on marketing.

Digital marketing tools include all methods, means and activities that allow you to notify many people, draw the attention of potential customers to a company, brand, service or product. Most often, several tools are used simultaneously, which allows you to reach the maximum of the target audience and achieve high promotion efficiency. The list of tools used depends on the goals of the marketing campaign, the stage of its implementation, the characteristics of the target audience, the product being promoted, etc. The main digital marketing tools for promotion are following (Table 1).

In digital marketing, other tools based on digital technologies can also be used: from advertising offers when installing programs to sending them by e-mail or melodies that are used to keep subscribers on the line. Traditional media such as newspapers or flyers, if they contain a QR code in the ad (that is, they involve the use of digital technologies) is also digital marketing.

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Table 1 – The list of digital marketing promotional tools

#	Name of the tool	Characteristics
1.	Contextual advertising	It consists in placing advertisements (text, graphic and/or in the form of links) on thematic sites.
2.	SEO promotion	Its purpose is to raise the advertiser's website in the in the search for thematic queries, for which search engine optimization is performed, etc.
3.	Banner advertising	Graphic banners with a product or service offer are placed on third-party thematic resources.
4.	Advertising windows	This is a method of online advertising that involves showing pop-up ads on thematic platforms.
5.	TV advertising	It costs significantly more than online advertising, but it allows you to reach the maximum audience of different ages.
6.	Radio advertising	This is also a rather expensive, but effective way to convey your offer to a wide audience.
7.	Native advertising	It consists in the publication on third-party resources of «natural» materials (reviews, expert opinions, etc.), pushing to buy a product or service.
8.	SMS mailing	Subscribers of cellular operators are sent advertising messages with an offer from the advertiser.
9.	QR codes offline	This method is often practiced to motivate users to install applications, use other digital products or services.
10.	Viral advertising	It provides for the creation of content (most often multimedia) with provocative content, which is why users themselves will distribute it on the network (share it on their blogs, with friends on social networks, etc.).

Source: built by the authors

melodies that are used to keep subscribers on the line. Traditional media such as newspapers or flyers, if they contain a QR code in the ad (that is, they involve the use of digital technologies) is also digital marketing.

Digital promotion can be done using a variety of resources:

– paid – sites paid for by the ordering company. This can be contextual advertising, digital banner, etc.;

– own – platforms that the company uses for free (for example, a page on a social network);

– developed – these are communication channels that the company acquires as a result of its work (for example, users distributing its viral video).

Modern digital marketing uses the following physical channels for establishing relationships with customers (Table 2).

Like other areas in marketing, digital advancement starts with intelligent analytics. The following basic data should be collected and analyzed:

1. Target audience parameters. Age, gender, social status, region of residence, interests, etc. matter. This greatly influences what kind of digital technologies potential customers use. For example, if a product for young people can be promoted through almost any channel, then goods and services intended for people of the older generation are best promoted through TV or traditional methods.

2. Product characteristics. For example, games or other programs are most often promoted with the help of application branding, and products that are of interest to a wide range of people (for example, weight loss products) are most often promoted through e-mail newsletters.

Based on the analysis, channels and a set of tools are selected that will most effectively convey the proposal to the target audience. Analytics should be performed during the campaign in order to assess the effectiveness of certain tools, adjust the appropriate settings.

Digital marketing is overwhelmed by this:

1. Digital marketing allows you to reach both online and offline consumers who use tablets and mobile phones, play games, download applications. So you can reach a wider audience, not limited to the Internet.

2. Ability to collect clear and detailed data. Virtually all user actions in the digital environment are recorded by analytical systems. This allows you to make accurate conclusions about the effectiveness of different channels of promotion, as well as to make an accurate portrait of the buyer.

3. Flexible approach – digital marketing allows you to attract an offline audience to the online market, and vice versa. For example, you can use a QR code on a flyer to direct a user to a site. At the same time, thanks to the email newsletter, you can invite subscribers to a seminar or other offline event.

In general, digital marketing includes three components:

– content (blog posts, articles, publications, research, e-books, copy of sales page, e-newsletters, social media campaigns, SEO);

– design (inclusion of photos and images for content, infographics, charts, photos, videos);

– statistics (analytics, key performance indicators, goals and objectives, conversion channels, client LTV).

Based on the results of the study and using the experience of digital marketing by modern Ukrainian SMEs, it can be argued that the effectiveness of digital technologies is achievable with a comprehensive approach to the formation of marketing strategy for presenting business in the digital environment.

Table 2 – The types of digital marketing channels

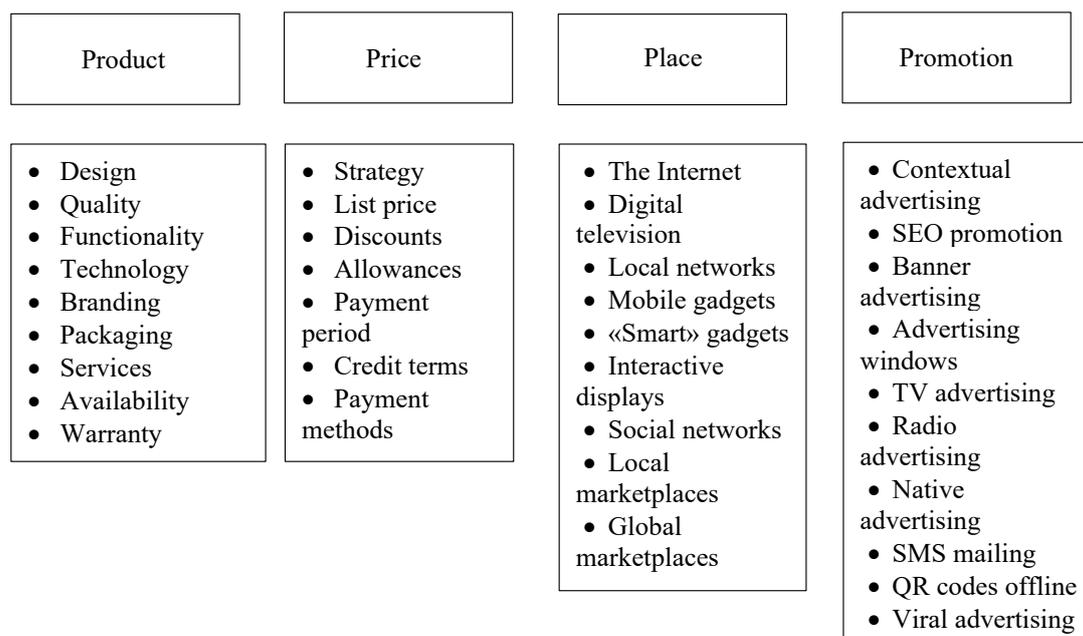| #	Type of the channel	Characteristics
1.	The Internet	This channel provides for the use of any devices that have access to the global network: laptops, tablets, PCs, smartphones, etc. As part of digital marketing, advertisements are placed on the Internet (search, contextual, banner, teaser, etc.), create a diverse content for passive or viral promotion (videos, text articles, etc.), promote goods and services in social networks, publish expert opinions, perform search engine optimization of the site.
2.	Digital television	It is gradually replacing analog TV from the market and is increasingly integrating with the global network. The most common format for digital marketing on a digital TV channel is the creation of short videos that are broadcast during commercial breaks. In some cases, creeping lines and other possibilities are also practiced.
3.	Local networks	These include various local «associations» of computers. These can be corporate networks within one office, local networks in separate houses, urban areas, etc. Through this channel, advertisements for goods and services are usually distributed, aimed at an audience with a clear geographic reference.
4.	Mobile gadgets	These are cell phones, smartphones. The most common way to promote via mobile devices is to send SMS messages with an advertising offer. It can be performed both according to the client base (i.e., to the numbers of people who have already used the services or bought goods from this company), and according to independent collections of phones. Through the channel of mobile gadgets, you can use other tools, for example, WOW calls, branded offers, advertising in third-party programs.
5.	«Smart» gadgets	These include versatile smart devices: watches, scales, fitness bracelets, etc. that have a WI-FI connection to the Internet. For promotion, you can use application branding and other tools.
6.	Interactive displays	They can be installed in shop fitting rooms, cafes and restaurants, POS terminals, chargers, etc. Interactive displays also include digital banners installed for advertising purposes. Videos are mainly distributed through this channel. Pop-up advertising windows are also actively used.
7.	Social networks	They are used to launch viral advertisements, «independent» opinions and publications, discussions, create and maintain thematic groups. Contextual or banner ads can also be broadcast on social networks.

Source: built by the authors

Product	Price	Place	Promotion
• Design • Quality • Functionality • Technology • Branding • Packaging • Services • Availability • Warranty	• Strategy • List price • Discounts • Allowances • Payment period • Credit terms • Payment methods	• The Internet • Digital television • Local networks • Mobile gadgets • «Smart» gadgets • Interactive displays • Social networks • Local marketplaces • Global marketplaces	• Contextual advertising • SEO promotion • Banner advertising • Advertising windows • TV advertising • Radio advertising • Native advertising • SMS mailing • QR codes offline • Viral advertising

Figure 1 – 4P's for digital marketing

Source: built by the authors

Digital marketing strategy is a combination of modern tools of the digital environment with classic marketing approaches. That is why the development of a marketing complex in the digital environment requires the transformation of its main components (such as product, price, promotion and distribution) in digitized representation.

Accordingly, we propose a structure of the digital marketing complex, which can be useful for SMEs (Figure 1).

According to the Figure 1 difference between 4P's concept for physical enterprise and digital enterprise consist on "Place" and "Promotion" elements.

The use of digital channels for the promotion and distribution of products, its placement on digital marketplaces requires a special approach to the consumer from the manufacturer. As we have seen in previous researches [4], the digital consumer is more demanding and experienced, as there are more opportunities to compare products available on the market. Therefore, is acceptable to use social media marketing for SMEs.

Social media marketing (SMM) is techniques of getting attention of customers for specific brand or product or services using social media platform. Usually, SMM as a series of activities that allowed the use of social media as channels for promoting brand and services at no charge for the user. The focus in SMM is on creating content that everyone can share brands, products and service through social networks themselves, without the direct involvement of the developer. It is perceived that the messages transmitted over social networks, cause more confidence in potential consumers of the service. The use of social media network for service or product promotion in social provide participants to accurately influence the target audience, choose the sites where this audience is more represented, and the most appropriate ways of communicating with it, while least impacting those who are not interested in this advertisement. Marketing in social networks includes many methods; some of them include working with the bloggers, reputation management, personal branding and non-standard SMM-promotion.

SMM serves as the tool for the establishment of structural relations. They cover interaction between companies with clients and vice versa, and clients with products and brands. Quick feedback from the clients is valuable for companies, since they can react instantly and change their marketing strategies accordingly. Therefore, advertising via social media can be a win-win situation both for a company and the customer, since the effective use of advertisement can increase sales and improve company's brand image. At the same time, company's response to customer's feedback can majorly improve the product or service for the customer and cause better experience and sort of life improvement for customer [6].

Conclusions. SMEs should make use of social media marketing platform in providing customers with latest information regarding their product and services. The leadership in SMEs should develop a good brand community with the client or customer so that they would be able to use the social media marketing platform as means of sharing important information of the products or service which can assist in decision making. SMEs should develop the social media marketing platform in way that they would be able to regulate and control the content being share online as well as provide an online platform where customers can share their experience and freely exchange opinion. The organization should invest in development of online brand content to increase customer trust and loyalty. The social media marketing platform should be developing in way to allow customers to make suggestions of ways of improving products or brands of the organization contribute to improving brand.

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