

INNOVATIVE MODE OF DIGITAL MARKETING

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We have entered the era of digital economy, which takes digital information and knowledge as key production factors and creates a new form of economic development. Digital marketing has been widely used. Many enterprises actively use different media and means, such as network and communication technology, to achieve the diversification of their marketing channels, which is important for enterprises to maintain the relationship with customers. At present, in the environment of digital economy, the development of the consumer market has shown new changes, which also puts forward higher requirements for the business development of enterprises.

Keywords: digital; marketing; innovative; economy; enterprises.

ИННОВАЦИОННЫЙ РЕЖИМ ЦИФРОВОГО МАРКЕТИНГА

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Мы вступили в эпоху цифровой экономики, в которой цифровая информация и знания используются как ключевые факторы производства и создается новая форма экономического развития. Широко используется цифровой маркетинг. Многие предприятия активно используют различные средства массовой информации, такие как сетевые и коммуникационные технологии, для достижения диверсификации своих маркетинговых каналов, что важно для предприятий, чтобы поддерживать отношения с клиентами. В настоящее время в условиях цифровой экономики развитие потребительского рынка показало новые изменения, что также выдвигает более высокие требования к развитию предприятий.

Ключевые слова: цифровой; маркетинг; инновационный; экономика; предприятия.

The term «Digital marketing» first appeared in foreign literature, which is characterized by a certain conceptual imprecision and the existence along with Internet marketing its full synonyms: «web marketing», «electronic marketing», «cybermarketing» [1, p. 84].

The most complete, revealing the essence of the concept of "Internet marketing" seems to be the definition formulated by Yu. V. Shurchkova: «Internet marketing is a necessary set of measures to study Internet market for the effective promotion and sale of goods (services) using modern Internet technologies» [2, p. 16].

Compared with traditional marketing, digital marketing is a new type of marketing activity, which includes elements and functions of the traditional marketing mix: product, price, distribution and promotion, however, the effect of which can be increased exponentially by using new tools and accelerating information exchange in the global network [3, p. 79].

The marketing activities of enterprises must combine the current digital background and break their own limitations in marketing methods, strategies and other aspects. Enterprises need to carry out comprehensive innovation on the model.

1. Customer focus mode. Under the digital background, customers are affected by network and other factors, showing the characteristics of dispersion. In the process of marketing, how to focus on customers becomes the key to marketing activities. Enterprises can gain space for development only by focusing on customers. Therefore, first of all, enterprises should attract customers through various ways. Usually, enterprises can add special accounts on different social platforms such as INS, Facebook, Tiktok, and then they upload brand information and brand culture, and it will attract the attention of potential consumers by publishing relevant preferential information and highlighting brand characteristics. In addition, enterprises also need to pay more attention to offline customers, they can cooperate with dealers and stores, and they will guide customers to scan QR codes to become online members, which can effectively obtain customer information, and attract customer attention. Enterprises should also regularly carry out activities to enhance customer stickiness, such as interaction and discount on the online platform. In the process of focusing on customers, enterprises not only need to attract customers, but also need to do a good job in customer search. Enterprises can look for customers by searching for keywords, so as to find consumer groups. Enterprises can cooperate with popular social platforms, which increase the exposure of brands and products on the social platform by means of giving away profits, so as to carry out search, guidance and other activities. In this process, enterprises should pay more attention to active people and fully mobilize consumers' initiative in brand promotion.

2. Integrated channel marketing mode. Integrated marketing is the integrated use of various independent marketing methods, combining different marketing methods into a whole, and playing the role of different marketing methods. Under the digital background, the marketing tools and methods that enterprises can choose have diversified characteristics. Enterprises should flexibly use different marketing methods according to actual needs. In general, enterprises can integrate new media marketing and store marketing. Taking new media marketing as an example, it is an important supplement to mainstream media marketing and is more helpful to find potential consumers. Enterprises can have a clearer analysis of the market audience through new media such as wechat, Tiktok and INS, they can attract consumers of all ages and types by using different channels. However, online marketing cannot completely replace the store marketing, and the two are not antagonistic. Offline channels can not only meet the shopping needs of the elderly consumer groups, but also enhance the consumer experience, so as to build a good trust relationship.

3. Social contact marketing mode. In the digital era, the dissemination and interaction of information are very convenient. In this context, the identity of consumers has also changed, they are not only information receivers, but also information disseminators. Taking Pinduoduo as an example, the platform makes use of the advantages of big data to achieve accurate information push based on the target consumer groups; It also turns consumers into disseminators. It has realized the continuous expansion of consumer groups through WeChat sharing. Therefore, enterprises and platforms should take advantage of social community effects to actively develop social contact marketing models. Enterprises

can carry out collective marketing and break the limitations of traditional marketing models by this model. In addition, enterprises can also use live webcast marketing to make consumers get more sense of experience and respect in the process of interaction.

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