

# DIGITAL TRANSFORMATION OF MARKETING

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**Annotation.** Marketing as a field of practice has not escaped the great impact of a powerful progress in ICT and their widespread implementation in the business processes of organizations. Business leaders should be aware that the marketing strategies they adopted last year will not work in the current environment, and therefore they should be adapted in accordance with the current trends in the digitalization of society and all areas of company activity. There are a number of modern digital technologies and tools, the use of which in marketing will allow companies to follow changing trends, and so to survive and succeed in a highly competitive global market this year.

**Keywords. Information and communication technologies, digital technologies, digital transformation, digitalization, digital marketing, artificial intelligence, augmented reality, blockchain.**

In the 21st century, information and communication technologies are gaining great importance, and their revolutionary development leads to significant changes in many spheres of society. The business environment is not an exception. Companies face with intense global competition and now have to adapt to new market realities. Therefore, in order to maintain their competitiveness in the medium and long term, it is necessary to take into account and implement the possibilities of digitalization in all spheres and areas of companies activity.

These changes caused by digital information and communication technologies are called digital transformation (digitalization).

There are a lot of definitions of digital transformation. But in general, digital transformation is the cultural, organizational and operational change of an organization, industry or ecosystem through a smart integration of digital technologies, processes and competencies across all levels and functions [1].

Digitalization affects every aspect of a firm's business model – from front-end to back-office, from how firms create value for their customers to how they capture value – and doing so can reshape every facet of the firm [2].

Marketing as a field of practice has not escaped the great impact of a powerful progress in information and communication technologies and their widespread implementation in the business processes of organizations.

We can define digital transformation of marketing as “a staged programme of organizational improvements to business models, people, process and technologies used for integrated digital and multichannel marketing in order to maximize the potential business contribution of digital technology and media.

Digital transformation is the process of using digital technologies to create new – or modify existing – business processes, culture, and customer experiences to meet changing business and market requirements. This reimagining of business in the digital age is digital transformation” [3].

Digital technologies have changed consumer behavior and the ways in which companies conduct their business. That results in a new type of modern customers.

Internet, social media, mobile apps, and other digital communications technologies have become a part of everyday life for billions of people around the world. According to recent statistics, 4.54 billion people are active internet users, encompassing 59 % of the global population.

Now the mobile Internet has become the most important Internet access channel worldwide, with 91 percent of the total Internet users being mobile Internet users.

Social media usage has become an integral element in the life of many people across the world. In 2020, over 3.6 billion people were using social media worldwide, a number projected to increase to almost billion in 2025.

Digital and social media marketing allows companies to achieve their marketing objectives at relatively low cost. Facebook pages have more than 50 million registered businesses and over 88 % of businesses use Twitter for their marketing purposes [4].

People spend more and more time online searching for information on products and services communicating with other consumers about their experience and engaging with companies. Organizations have responded to this change in consumer behavior by making digital and social media an essential and integral component of their business marketing plans.

The marketing of products and services using digital channels is called “digital marketing”.

Digital marketing is “an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders” [5].

The trend of "digitalization" of marketing is accompanied by a range of terms: i-marketing, web-marketing, online-marketing, digital marketing, e-marketing, mobile marketing, etc.

There are a number of modern digital technologies and tools, the use of which in marketing will allow companies to follow changing trends, and therefore survive and succeed in a highly competitive global market this year.

1) Artificial Intelligence.

According to Gartner, 80% of emerging technologies will have AI foundations in 2021. Some AI technologies will make use of AI-driven recommendation algorithms and Natural Language Processing (NLP).

2) Programmatic advertising.

Programmatic advertising and marketing uses automation to buy and sell all kinds of ad media. Simply put, human beings are not involved in the ad buying process. Through this you can target the right audience and personalize the communication.

3) Chatbots.

As a marketer, chatbots can be programmed for collecting data and tailoring information according to the customer's needs. Chatbots are available 24/7. This means they save human time, qualify leads, boost engagement. So marketing experts can focus on other areas better.

4) Voice search.

According to analysts, 55% of searches in 2020 already come from voice search. Consequently, in 2021, its popularity will only increase.

5) Influencer marketing.

It is a type of word-of-mouth marketing that focuses on using key leaders to amplify your brand message to a larger market. Influencers can be well-known celebrities who can help spread the word about your business or product through their social channels.

6) Augmented Reality.

AR technology makes it easy for potential buyers to try out a product without having to go to a shop just by pointing the smartphone camera at the object.

7) Omnichannel marketing.

Omnichannel marketing is the process of marketing across multiple platforms (such as social media, apps, email and blog) so you can connect with prospects on more touch points. When you do omnichannel marketing right, you can offer an enhanced user experience and cohesive brand message that drives people to action.

8) Video content.

According to YouTube, consumption of mobile video content is increasing by 100% every year, and a third of all time people spend on the Internet is devoted to watching videos. Providing informational content through visualization allows you to effectively communicate the message to a large number of people.

9) Blockchain technology.

The uses of blockchain are far more wide-reaching than just the financial world. Blockchain technology can change digital marketing and advertising, excluding intermediaries from it, ensuring transparency and security, as well as helping companies take customer relationships to a new level. Only some high technologies are mentioned here. There is an important feature of such technologies: those that were new and relevant a couple of years ago, today may be general or widely used.

To sum up, business leaders should be aware that the marketing strategies they adopted last year will not work in the current environment, and therefore they should be adapted in accordance with the current trends in the digitalization of society and all areas of company activity.

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