

HOW TO ATTRACT ATTENTION OF AUDIENCE TO DIGITAL PRODUCTS

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Abstract: The purpose of the study is to analyze channels of digital marketing for attracting the audience to digital products. The article discusses the main channels for constructing strong relationships with the target audience. It is shown that paid advertising increases the coverage's area of the target audience, conveniently segmenting it. The scientific novelty of the article consists in the consideration of the issue with the involvement of visual examples of modern society. As a result of the research, the most productive digital marketing tools were identified.

Keywords: internet marketing, social media promotion, digital product, digital channels, target audience, advertising

The digital revolution is already in full swing, and no industry can stay away. In 2017, it entered a crucial phase. According to the McKinsey Global Institute (MGI), up to 50% of the world's economic operations are automated, which is comparable to the industrial revolution of the 18th and 19th centuries. Today, Russian companies have a unique chance to realize their potential in the digital revolution and take their rightful place among international leaders. In the spring of 2020, we were facing to pandemic. At first glance, this time was not easy for many people: the economy was collapsing, most entrepreneurs suffered losses, but many businessmen were able to hold their positions and rise even higher. What was the secret of their success? In the rapid development of the Internet space, or rather in the ability to properly use digital products and actively sell them.

So, let's think about what is a digital product? This is a product that is created, sold, and used in a digital format, that is, without using a physical product. You use it exclusively on the Internet, on your mobile device or computer, what is very convenient [2]. Examples are e-books, online courses, webinars, manuals or tutorials, mobile apps, and the same things. They have many advantages: they are inexpensive; they are passive, meaning they can be sold over and over again; they

are scalable; and they are easy to use. But why doesn't everyone enjoy the benefits of civilization? Many people simply do not know about their benefits or the force of habit does not allow you to take a step forward. Attracting an audience to digital products is the problem that has recently attracted more and more attention from the scientific community [4]. So, in order to attract more customers, the company must work with all digital marketing channels and choose the most effective set of basic and advanced tools. Hence the question arises. What are digital marketing channels?[1]. We differentiate them as following: content marketing, email marketing, targeted advertising on social networks, display advertising, partner programs (collaboration with bloggers and opinion leaders), company website, audio and video advertising, affiliate marketing display advertising, search engine marketing, online advertising, contextual advertising, banner ads, teaser ads, advertising in games, Social Media (SMM) and blogs Banner ads, Search Engine Optimization (SEO), content marketing and co-creation

Each instrument has its own audience. For example, if the advertising of a brand or product is aimed at a fairly limited number of people, then contextual advertising and collaboration with sites that are well-known among potential buyers are perfect for this. If the product is aimed at young people, then advertising will be carried out through social networks, mobile applications, the Internet or so-called viral videos. If you want to reach more people, it is better to create viral content, as it will be remembered for a long time, or turn to online advertising and large-scale offline promotions [3]. If your product needs regular interaction with consumers, then you should turn to the media space, because at the moment it is the most effective way to interact with people. The most important thing is to figure out which channel will be the most productive. And it should also be remembered that using one tool will not give the desired high result.

Look at another type of digital channels - the so-called advanced tools. They are based on the creation or use of the authority of a popular personality and can change the attitude of customers to the product. This is contextual advertising, which is used to automatically select the user's search queries, on the basis of

which a list of ads is formed. Targeted ads that are usually placed on social networks. In fact, this is a link that takes the user to the desired site. Viral advertising is also very effective: users, without realizing it, distribute videos or advertising links that interest them, send them to their friends, or simply post them on a page in social networks. And the most popular is advertising in mobile apps. It is embedded in games and applications for smartphones, tablets and other digital media, that is, in all gadgets that are common among young people. Now we have considered in detail the main tools of online digital advertising. But there is another important part of it - offline advertising, in which a large role is played by ways to attract customers from real life to virtual and vice versa.

In theory, digital marketing channels can be considered endlessly, but we will discuss them in practice. One of the traditional examples of digital marketing is McDonald's. Thanks to the active advertising on television, the use of social networks, mentions on interactive screens, on the Internet, on the radio, this brand is known to everyone from young to old. Another striking example of the use of digital marketing is the mobile applications of some automakers. They allow the release of a new car of a particular brand to convey to customers the full characteristics of the model. Another interesting and important example is the viral advertising of LG devices. Her promotional video, which gained more than 2 million views on YouTube, interested users more than ever before, as it traced a fun and slightly unusual idea of the video. Starbucks coffee shops are also an example of successful use of digital marketing. To update the concept, the company's management decided to launch the project "My Starbucks idea", which allowed registered users to offer their ideas for improving the service or changing the interior in these coffee shops and vote for the ideas of other users. The most original ones were brought to life, which helped the network gain its former popularity.

So, as technological systems evolve at the speed of light, the digital product field has become increasingly popular, and advertising costs have increased, which

has become one of the main problems of digital marketing. Over the past 10 years, the cost of 1 minute of viewer attention has increased 7 times.

There is a hypothesis that the high cost of producing such advertising leads to the rejection of this format in favor of others. At the same time, employers and advertising agencies are increasingly concerned about the limited advertising space and time available, and many complain that the price per thousand video impressions often exceeds the price of advertising on television.[6]

As for me, there is a fairly simple solution to this problem – this is tracking the result. Tracking results will help you evaluate your marketing efforts and meet your marketing budget. Ultimately, you can increase your marketing effectiveness.

What are the most popular and effective digital marketing metrics? The main metric is ROI. That is, an indicator of the return on investment in any advertising.

Total Visits helps you track the total number of site visits during the reporting period, and monthly growth is an indicator of the quality of a product or service and the competent work of the marketing department.

Bounce rate (or bounce rate). This is the part of the visitors who, having visited the site, soon left it and did not perform any action.

Google Analytics monitors the viewing of a single page as a whole, and Yandex. Metrica does the same, limiting the viewing to 15 seconds [5].

Well, given our analysis of the means of attracting the audience to digital products, we can conclude that each channel should be used for a specific purpose, that is, only having a complete understanding of the proposed products or services, the target audience, its interests, you can choose the right tool for greater coverage of those interested in it, without spending huge amounts.

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