



THE APPLICATION OF DIGITAL MARKETING TECHNOLOGIES IN THE
BUSINESS MODELS OF INDUSTRIAL ENTERPRISES

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Abstract: *This article presents theoretical insights into the practical application of digital marketing technologies within the business models of industrial enterprises.*

Keywords: *marketing, internet marketing, internet advertising, one-to-one (relationship) marketing, mobile marketing, direct marketing.*

The development of the World Wide Web, especially within the digital economy, has accelerated the innovation in marketing practices, incorporating advanced marketing technologies such as internet marketing, internet advertising, one-to-one (relationship) marketing, mobile marketing, and direct marketing. These approaches have enhanced the online organization of customer-enterprise relationships, supported marketing research, and promoted products and services using internet-based advertising methods, leading to significant advancements in the advertising sector. Additionally, beyond exploring theoretical and practical aspects of internet advertising, enterprises can focus on analyzing market challenges related to sales and formulating conclusions to address these issues effectively. Therefore, internet advertising, as a key component of digital marketing, has become essential for product promotion.

Internet advertising emerged in the mid-1990s and became a fundamental tool for information exchange among consumers by the 2000s. Internet advertising encompasses various types of graphic and textual advertising materials placed online.

The functions of internet advertising include attracting customers, increasing sales, and maintaining a consistent brand image. Through advertising, customers are introduced to products, services, and points of sale. Internet advertising can also facilitate competitive advantage and enhance brand positioning. Currently, internet advertising is one of the most popular forms of advertising globally, enabling companies to acquire customers through digital means, which is crucial for manufacturers worldwide. Various types of internet advertising are currently available, including:

1. SEO Advertising (Search Engine Optimization)
2. Contextual Advertising
3. Social Media Advertising
4. Media Advertising
5. Product Placement
6. Viral Advertising

SEO Advertising. In English, Search Engine Optimization (SEO) refers to optimizing search algorithms to present high-ranking results for specific site queries. Google and Yandex are the most widely used search engines today. For search analytics, tools like



“Yandex Metrica” and “Google Analytics” are utilized, which record the number of incoming search queries.

Contextual Advertising. Contextual advertising involves text-based ads displayed directly on relevant web pages. It has two main types:

1. Search Contextual Advertising
2. Thematic Advertising
3. This advertising type includes metrics that measure clicks.

Social Media Advertising. With the proliferation of social media platforms, leveraging their capabilities for advertising has become essential. SMM (Social Media Marketing) represents social media marketing, where continuous information about various brands or products is shared on social networks. This strategy involves establishing groups on social media, where posts and advertisements are periodically shared, maintaining the brand's visibility.

Banner Advertising. Banner (or media) advertising aims to place banners on various websites to attract a high number of visitors. This form of advertising involves creating graphic announcements. Its main goals include:

- Maximizing reach
- Increasing enterprise awareness
- Providing entertaining announcements

The term "banner" comes from English, meaning "flag" or "sign." This advertising type typically includes graphical images and animations, attracting viewers' attention and promoting the product's image. Banners are commonly displayed not only online but also on streets and stadiums.

Product Placement. Product placement is a technique of subtly incorporating advertisements within artistic works where characters use items that are actual commercial products. Usually, this involves displaying a logo or packaging. Artistic "platforms" such as newspapers, films, concerts, video games, and other media can be used for this type of advertising.

The importance and impact of digital transformation in business models continue to grow, as integrating digital technologies into production and management processes fundamentally shifts approaches to business organization. This shift improves an enterprise's market positioning and provides "windows of opportunity" to better resist competitors' moves.

The digital transformation of a business model inherently implies the widespread implementation of digital technologies into business processes within existing target markets. This approach is key to improving company efficiency, increasing the profitability of resource utilization, and maintaining and strengthening the company's competitiveness.

However, to successfully realize the potential of digital transformation, it is necessary not only to restructure existing production and management processes but also to redesign the operational model on a digital basis. This is reflected, for instance, in companies' use of business platform models in target markets. "Platform companies do not produce the products they sell to consumers; instead, they create an infrastructure that connects producers and consumers."



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