

Areas of Application of Digital Marketing

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Abstract. Despite the rapid increase in Internet users, the ease of access to the internet, the rapid growth of online trade, the increase in the funds allocated by enterprises for digital marketing activities every day, enterprises are faced with difficulties in finding qualified personnel who can manage their budget. Online exchange of products and services through marketing channels has recently become more relevant, enterprises have begun to pursue a more active policy in this area. In modern times, for the management of various online marketing channels, it is necessary to deeply study which channels are, which channel is used for what purpose, what features it has, to know which media channels are less harmful than benefit for the enterprise, to deeply study the differences between traditional and digital marketing.

Keywords: economic, digital marketing, benefit, channels, technologies

Introduction.

The development of digital technologies opens up new horizons of progress for mankind. Currently, the world is entering the "Industry 4.0" - the Fourth Industrial Revolution. This means automation of production, robotization, widespread use of artificial intelligence, and the use of digital technologies in all areas of the economy. "Industry 4.0" leads to the application and development of innovations in a wide variety of areas closely related to digitalization and the construction of technological infrastructure.

Currently, the countries of the world are taking new initiatives in the direction of digitalization, entering a new development environment. In such a period, the use of digital technologies, especially the digitalization of the economy and the creation of a digital economy, are among the most discussed issues. Since technological progress in different regions of the world is at different levels, countries also have different levels of digitalization development and are generally divided into several groups. Thus, countries are classified as 1) leaders in digitalization, 2) the main group, 3) laggards, 4) developing leaders and 5) countries that are at the level of overtaking in digitalization. If the category of leaders includes countries such as South Korea, Denmark, the United Kingdom, Switzerland and China, and the main group includes Germany, the United States, Japan, India and the European Union, then the rest of the countries are among the leaders, respectively. into the category of laggards, novice leaders and those who are at the level of overtaking in digitalization.

In modern times, the rapid development of ICT has become a prerequisite for the use of computer technology by specialists in the field of marketing, as in all areas. As you know, a new field called digital marketing was born as a result of a combination of Internet technologies and marketing, just as economics-mathematics was created through the application of mathematics in economics.

When we talk about digital marketing, we must first look at the historical path of ICT. If we consider the historical periods, then after the initial, middle and new periods, there was a transition to the modern period due to the French Revolution of 1789. There was an agricultural period here until the beginning of the 18th century. In the middle of the XVIII-XIX centuries, the industrial era began with the production of steam engines.

In 1880-1915, many industries were expanded, such as electric power, chemistry, petroleum technology, trains, steam power plants and steel production, which marked the beginning of the Second industrial era. This development was followed by very rapid progress in many areas such as automobile manufacturing, aircraft manufacturing, radio, television, electronic equipment, typeface technology, computer technology. In the middle of the 20th century, after the industrial era, a new era began, dubbed the "Digital Era".

In the 2st century, sensor technologies, nanotechnology, biotechnology, alternative energy sources, smartphones and larger technologies began to open up.

The first steps in the field of computer science were made in 1936 with the advent of Turing machines developed by Alan Turing. These machines, which perform complex mathematical calculations, laid the first foundations of the modern computer, and Alan Turing is considered the founder of theoretical computer science. In 1947, the first electric digital computers were developed under the name ENIAC (electronic digital integrator and computer). On February 15, 1946, the first computer weighing about 30 tons was launched by the U.S. Army and entered a great scientific and technical era.

The foundation of the Internet was laid in 1960 with the launch of the ARPANET project (a network of Agencies for Advanced Research Projects). This project, implemented by the US Department of Defense, became the first site using the ARPANET Internet Protocol (IP). In 1981, the CSNET Computer Science Network was expanded to use ARPANET based on documents prepared by NSF, the US International Center, and the CSNET page paved the way for today's Internet. Then, in 1982, TCP/IP was recognized as the standard page protocol on ARPANET. 1990 is remembered as the year of the expansion of Internet search (World Wide Web), which is a service and information system operating on the Internet. Computer expert Tim Berners-Lee, considered the father of the Internet, developed the HTML text language (hypertext markup language) in 1989 as a result of his research at the CERN laboratory in Switzerland and managed to reach the address of the World. Wide Web, which can deliver extended text documents to other addresses. Then, in 1990, he wrote the first web browser.

The Subject Of The Study

What is located within this object (methods and means). From this point of view, the subject of the dissertation is characterized by the directions of application of new, modern marketing technologies in the field of commercial activity in general. The issue of improving the use of Internet technologies in the field of commercial activity in general, including in the trade sphere, is considered as an object of research.

The object of the study.

The objects of the dissertation topic are the digital marketing objects that have passed so far, created as a result of evolution and involved in research, as well as those that show their face in the realities of Azerbaijan.

Result Of Research

As we mentioned earlier, the main purpose of the study is to add digital marketing to the curriculum. This question was one of the main questions that arose during the research on this topic. What topics will be taught in the curriculum that will play an important role in developing students' knowledge and skills? Given this question, the answer to it will be given enough space in this section. I think that teaching the following subjects will play a significant role in developing students as professionals for the labor market.

Digital Marketing Training Program (Tab.1)

Dgital marketing				
Theme		Plan		Time
1	The concept, development and features of digital marketing	1	The concept of digital marketing	2
		2	Digital marketing development	
		3	Features of digital marketing	
2	Components of digital marketing	1	Digital environment	4
		2	Digital products	
3	People of the digital age-Generation Z	1	Features of Generation C	2
		2	Demographic characteristics of Generation C	
		3	Marketing strategies aimed at Generation C	
4	Marketing in the digital economy	1	Transition from traditional marketing to digital marketing	2
		2	Interaction of digital and traditional marketing	
5	Marketing strategy	1	Development of a marketing strategy	2
		2	SWOT, PEST and Porter analysis	
6	Formation of customer thinking in digital marketing	1	Customer procurement process	2
		2	Transition from the stage of awareness to the stage of Defense	
7	Segmentation, targeting, positioning and value creation in digital marketing	1	Segmentation and its types	4
		2	Targeting strategy	
		3	Principles of competitive positioning	
8	Measurement of usefulness in marketing	1	Use of purchase activity rate (PAR) and brand protection rate (BAR)	2
		2	Par and Bar increase usefulness	
9	Branded attractiveness and people-centric marketing	1	Understanding people's desires and aspirations with digital anthropology	2
		2	Characteristics of human-centered brands	
10	Digital marketing activities	1	Search engine ads (SEM / SEA)	4
		2	Sosial media marketinqi (SMM)	
		3	Search engine optimization	
		4	Display ads	

11	E-commerce and website management	1	E-commerce activities	2
		2	Website and its management	

The term digital marketing, which was first used in the 90s of the 20th century, turned into a more advanced term in the 2000s as one of the most effective methods of creating deeper customer relationships. Digital marketing is the presentation of products and services through electronic platforms, and the difference from traditional marketing is that there are channels and methods for analyzing marketing campaigns that work or not.

Due to changes in consumer behavior, it is considered important for businesses to rethink their digital marketing strategies. Digital marketing, which is a sensitive point of business, allows you to receive feedback from customers interactively, establish more sincere relationships with customers, increase the amount of information, expand connections with the internal and external environment, shorten the period of effective decision-making, and increase usefulness.

Various processes can be mentioned in the development of digital marketing.

Engagement: The following actions are used to focus the customer's attention on the digital sales platform. (search engine advertising (PPC), search engine optimization (SEO), social media marketing (SMM), virtual marketing, email marketing, interactive marketing, etc.

Conversion: it starts from the moment when the client comes to the digital platform to achieve a business goal. In addition to sales-oriented activities, this stage includes the number of subscribers to a blog or social media account, reading, likes and messaging.

Measure and optimize: Success is expected to be measurable, measurable, measurable, determining right and wrong. The activities include situation analysis, adjustment of conditions and comparison with competitors.

Retain and Grow: (retain&grow): A term for creating long-term relationships with existing customers and building customer loyalty. The important steps are to create a crowd with good customer service and a membership system, personalization, and offering strategies at a reasonable price.

Digital marketing has led to some changes in business and consumers. 4P, which are the main elements of digital marketing, began to develop in the digital age. As a result of changes in business and marketing, the number of P's has decreased and even appeared. Recently, 4P is not a decisive moment in the relationship between business and customers due to the development of the Internet. It appeared as a result of a 5-year study involving people from different segments in different countries and was announced on the Internet. Harvard Business Review. As a result of this study, the need to improve 4P was highlighted. For this reason, the marketing concept was replaced with 4P, the business started with 4C, and then the digital era is replaced by SAVE and continues. The SAVE concept was formulated by Eduardo Conrado, Vice president of Motorola Solutions.

S-Solution: Focusing on solving customer problems rather than product features and functions.

A-Access: Access anytime, anywhere.

V-Value: The value specified by the customer before the price is taken into account by the customer.

E-education (Information): Getting information about each other and being aware of the parties.

The development of digital marketing.

Marketing is a concept with a deep history that has become richer with each given definition, leaving the idea that it is the same concept as sales and advertising, and it has reached a state that allows it to quickly adapt to broader and changing conditions. Globalization, technological development, and changing consumer thinking

add new definitions to the concept of marketing, enrich it, develop solution-oriented approaches, and lead to new ideas and opinions.

"Marketing is a type of activity aimed at achieving goals by providing goods and services by studying the needs of the buyer and directing the flow of needs from the manufacturer to the consumer."

Studying the science of marketing, they divide it into 4 concepts: production, sales, marketing and social marketing.

Marketing began in the 1990s and later in the development period by creating long-term, mutual and beneficial relationships and entered the era of digital marketing of today and the future. Thus, we can say that the digital era is a new era of marketing.

Digitalization, which we call the digital era, uses visual and written media such as television and radio to implement marketing activities, starting with a new platform via the Internet and ending with traditional marketing activities. In short, digital marketing carries out marketing activities using digital technologies.

The digital revolution has fundamentally changed the way we think about space, time, and mass. Today, companies do not have to physically exist in the world: it can be located almost anywhere (for example, Aliexpress, Alibaba). You can simultaneously send and receive messages, send, read, and watch objects such as books, music, and movies as files rather than physically.

People living in this era are shaping a digital society that values information, speed, flexibility and creativity in a forward-thinking environment where people do all their work through computers and other mobile devices over the Internet, unlike the previous generation.

There are also some factors that change with the transition to digital technology.

Global shopping: ordering any product from abroad is simplified.

Use of technology: simplified access to new technologies and technological tools.

Infinity connection: thanks to the Internet, you can communicate with anyone anywhere in the world 24/7.

High consumption: the foundation of intensive consumption has been laid.

Exchange of ideas: on any website, you can find out the opinions of other consumers who are interested in a product or service.

Huge variety: products and services in the digital world have reached an endless level. You can select any product and compare its price, characteristics, substitutes or alternatives.

Socialization: Virtual socialization represents the effect of word of mouth and word of mouth about products and services from a marketing perspective and is a serious factor that can lead to a change in consumer opinions and decisions.

Features of digital marketing

Digital marketing is based on the basics of traditional marketing, uses the same technologies, acts faster, fulfills the demands of the time, and has proven its presence in the digital environment unlike other marketing tools.

The following are the features that distinguish digital marketing from traditional marketing.

- **Offers integrated** cross-functional solutions: provides integration with customers, business, marketing and customer service, providing customization options.
- **Shaping global thinking:** Access to the global market via the Internet provides an opportunity to transform the needs, expectations, customer behavior and local competition into a global perspective.
- **Time saving:** short development cycle, fast-changing marketing dynamics, powerful effect when quick decision-making is important.
- **Communicate a lot:** communicating with several people at the same time, listening to them and reacting to them allows you to communicate with the target audience without the boundaries of time and space.
- **Planning flexibility:** flexibility to make changes in the scope and implementation of the strategies used in accordance with the current and expected situation during long-term planning.

Conclusion and Future Scope

In an era when science and technology are developing day by day, consumers are choosing to use social media platforms, online shopping sites and online services more and more every day. One of the main tasks of marketing is to act where there is a large audience of customers. Of course, modern business owners understand this situation and assign a special place to the marketing department in their company or enterprise. Marketers

prefer digital marketing, which is widely used in all fields. Today, a modern business competes with competitors not only in the real market, but also on online platforms and thus can increase sales of its products and services, gain additional influence in the market and even create a brand.

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Data availability

– manuscript has no associated data

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