

# CONTENT

PREFACE.....	6
1. INTRODUCTION TO DIGITAL MARKETING.....	8
1.1. Evolution of digital marketing.....	8
1.2. Key concepts in digital marketing.....	11
1.3. New concepts in digital marketing.....	14
1.4. Key facts on digital marketing.....	18
2. DIGITAL MARKETING PROCESSES, STRATEGIES AND MODELS.....	26
2.1. Digital marketing processes.....	26
2.2. Crafting a digital marketing strategies.....	29
2.3. Best digital marketing strategies.....	34
2.4. Digital marketing models.....	37
3. DIGITAL MARKETING FRAMEWORK.....	46
3.1. Historical digital marketing framework.....	46
3.2. Challenges faced in digital marketing.....	49
3.3. The segmentation, targeting, positioning (STP) marketing model.....	53
4. DIGITALISATION PROCESS AND DIGITAL MARKETING.....	65
4.1. Digital tranformation process.....	65
4.2. Digitisation and digital marketing: difference.....	69
4.3. Digitisation, Digitalisation, and digital transformation: difference.....	71
4.4. The influence of organisational culture on digital marketing..	73
4.5. Marketing, sales and digital tools for innovation ideation.....	75
5. MOBILE MARKETING.....	85
5.1. Introduction to mobile marketing.....	85
5.2. Mobile marketing: the key to success.....	88
5.3. Incorporating mobile marketing into strategy for online business.....	90

5.4. Mastering mobile marketing.....	92
5.5. Examples of mobile marketing: evidence of multiple communications and marketing channels.....	95
6. SOCIAL MEDIA MARKETING.....	105
6.1. Social media and consumer engagement.....	105
6.2. The impact of social media marketing on online consumer shopping behaviour.....	109
6.3. Future of digital and social media marketing research.....	110
6.4. Future of social media marketing .....	116
7. TRENDS AND FUTURE OF DIGITAL MARKETING.....	125
7.1. Search engine optimisation and search engine results pages as key elements of digital marketing.....	125
7.2. Trends managing digital transformation.....	126
7.3. Trends unlocking success in digital transformations.....	132
8. INNOVATIONS IN DIGITAL MARKETING.....	145
8.1. Relationship between digital marketing and artificial intelligence. ....	145
8.2. Evaluating technology options for innovation in marketing...	150
8.3. Applications of artificial intelligence in marketing.....	155
9. SUSTAINABILITY AND DIGITAL MARKETING.....	165
9.1. Sustainable digital marketing.....	165
9.2. Mastering sustainability marketing in the digital age.....	169
9.3. Sustainable digital marketing strategies: how going green can boost brand.....	175
10. DIGITAL ECONOMY AND DIGITAL MARKETING.....	185
10.1. The Digitalisation and environmental sustainability nexus...	185
10.2. Digital economy features.....	192
10.3. Digital economy, marketing management and sustainable development.....	196

11. INDUSTRY 5.0 AND DIGITAL MARKETING.....	205
11.1. A comparison of Industry 4.0 and Industry 5.0.....	205
11.2. Industry 5.0 – the next step in digital transformation.....	208
11.3. Outlook on human-centred design in Industry 5.0.....	214
11.4. Industry 5.0 market size and trends.....	217
12. DIGITAL MARKETING PRACTICE.....	225
12.1. Account-based marketing best practices guide.....	225
12.2. E-Business strategy marketing best practices.....	229
12.3. B2B versus B2C digital marketing.....	231
12.4. Web analytics for digital marketing.....	234
13. THE INFLUENCE OF PSYCHOLOGICAL ASPECTS ON DIGITAL MARKETING.....	245
13.1. Shaping the effectiveness of digital marketing efforts and marketing psychology.....	245
13.2. The cognitive biases in digital marketing.....	247
13.3. The role of emotions in digital marketing.....	251
13.4. Persuasive design and user experience.....	255
13.5. Building trust and credibility in the digital space.....	257
13.6. The psychology of personalisation and targeting. The power of nudges and calls-to-action.....	259
14. FEATURES OF USER BEHAVIOUR WITH DIGITAL MARKETING TOOLS.....	270
14.1. Understanding the changing consumer attitudes in digital marketing.....	270
14.2. Psychological techniques in digital marketing to influ- ence consumer behaviour.....	275
14.3. Behavioural economics and nudges.....	278
14.4. The shift in consumer behaviour: how digital marketing is shaping the future of travel.....	281
REFERENCES.....	295
AUTHORS.....	302

## PREFACE

The textbook “Digital Marketing” is offered for higher education seekers studying in the in the fields of study D5 “Marketing”, C1 “Economics”, C3 “International Relations”, D3 “Management” and J “Transport and services”.

The textbook “Digital Marketing” contains 14 sections – Introduction to digital marketing, Digital marketing processes, strategies and models, Digital marketing framework, Digitalisation process and digital marketing, Mobile marketing, Social media marketing, Trends and future of digital marketing, Innovations in digital marketing, Sustainability and digital marketing, Digital economy and digital marketing, Industry 5.0 and digital marketing, Digital marketing practice, The influence of psychological aspects on digital marketing, Features of user behaviour with digital marketing tools.

Introduction to digital marketing include evolution of digital marketing, key concepts in digital marketing, new concepts in digital marketing and more. Digital marketing processes, strategies and models include Digital marketing processes, Crafting a digital marketing strategies, Best digital marketing strategies and more. Digital marketing framework include Historical digital marketing framework, Challenges faced in digital marketing and more. Digitalisation process and digital marketing include Digital tranformation process, Digitisation and digital marketing: difference, Digitisation, Digitalisation, and digital transformation: difference and more.

Section Mobile marketing include Introduction to mobile marketing, Mobile marketing: the key to success, Incorporating mobile marketing into strategy for online business and more. Social media marketing include Social media and consumer engagement, The impact of social media marketing on online consumer shopping behaviour and more. Trends and future of digital marketing include Search engine optimisation and search engine results pages as key elements of digital marketing, Trends managing digital transformation and more.

Section Innovations in digital marketing include Relationship between digital marketing and artificial intelligence, Evaluating technolo-

gy options for innovation in marketing and more. Sustainability and digital marketing include Digital economy features, Digital economy, marketing management and sustainable development and more. Digital economy and digital marketing include The Digitalisation and environmental sustainability nexus, Digital economy, marketing management and sustainable development and more.

Section Industry 5.0 and digital marketing include A comparison of Industry 4.0 and Industry 5.0, Industry 5.0 – the next step in digital transformation and more. Digital marketing practice include Account-based marketing best practices guide, E-Business strategy marketing best practices and more. The influence of psychological aspects on digital marketing include Shaping the effectiveness of digital marketing efforts and marketing psychology, The cognitive biases in digital marketing and more, The role of emotions in digital marketing, Persuasive design and user experience. Features of user behaviour with digital marketing tools include Understanding the changing consumer attitudes in digital marketing, Psychological techniques in digital marketing to influence consumer behaviour, The shift in consumer behaviour: how digital marketing is shaping the future of travel and more.

The textbook contains 14 sections. Also, textbook contains tests, case studies and discussion questions, which should facilitate the practical mastering of the material and the ability to solve specific practical problems.

Contribution of the authors is as follows: O. Chupryna personally developed sections 3 and 5; I. Arakelova personally developed sections 6 and 7; V. Tokareva personally developed sections 4 and 8; O. Zelenko personally developed sections 13 and 14; S. Kasian personally developed sections 2 and 9; S. Lytvynenko personally developed sections 1 and 10; Y. Popova personally developed sections 11 and 12; S. Lytvynenko and L. Horbach jointly development preface.

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# 1. INTRODUCTION TO DIGITAL MARKETING

## 1.1. EVOLUTION OF DIGITAL MARKETING

It is expected that the traditional marketing platforms such as newspapers, magazines or billboards will soon be relegated to oblivion. Digital marketing offers several attractive benefits, and at the same time, it is accessible, which is encouraging enough that most marketers are starting to take it seriously. Digital marketing helps in reaching out to a larger audience in very short time at minimal costs [1].

In 1993, the world's first clickable banner went live, after which HotWired bought a couple of banner ads for advertising. This marked the beginning of the transition to the digital era of advertising. Thanks to this shift, several digital breakthroughs occurred in 1994. That same year, Yahoo was born. In 1998, Google was born. Microsoft created the MSN web index, and Yahoo introduced web search. Two years later, the web bubble burst, and all the more modest web search tools were either abandoned or liquidated, leaving more room for the giants in the business. Microsoft was not far behind, abandoning MSN and launching Live Search to compete with Google and Yahoo [1].

Then, at this point, Web 2.0 was launched/introduced, where individuals emerged as more dynamic participants, as opposed to latent customers. Web 2.0 allowed customers to communicate with different customers and organisations. Labels such as “the information super-highway” began to be applied to the Internet. Social networking sites soon began to emerge. First came MySpace, then Facebook. Many organisations realized that this was the future of marketing and began to change their marketing strategies accordingly. With new digital assets, they needed new ways to promote their brands and take advantage of social media platforms [1].

Digital marketing and social media marketing play an important role in shaping consumer purchasing behaviour. The spread of technology has created new opportunities for interaction between consumers and businesses on various digital platforms such as social media, e-commerce websites, and mobile applications. These platforms provide consumers with access to product information, reviews, and price comparisons, which influences their purchasing decisions [2].

Digital marketing involves promoting and selling products and services through online marketing tactics such as social media marketing, search engine marketing, and email marketing. In many ways, digital marketing is no different from traditional marketing. In both cases, smart organisations strive to develop mutually beneficial relationships with prospects, leads, and customers. Most purchasing decisions now begin online. With that in mind, an online presence is absolutely essential. The digital marketing landscape is constantly changing. The truth is that today, digital marketing is less about “digital” and more about “marketing,” largely because digital marketing has matured [3].

The evolution of digital marketing is an exciting journey that begins with the advent of the Internet and key technological milestones that have radically changed the way companies communicate with consumers [4].

Email marketing was another early form of digital marketing. Ray Tomlinson sent the first email in 1971, but it was not until the 1990s that email began to be used for marketing purposes. Hotmail, the first web-based email service, launched in 1996 and used email to promote itself by adding a Hotmail advertisement to the end of each email message sent by a user. This strategy is often credited as one of the factors that helped Hotmail grow virally [4].

The turn of the millennium ushered in a new era in digital marketing. The dot-com bubble of the late 1990s and early 2000s led to the rise of numerous online businesses, although many of them subsequently failed. Despite the instability, this period laid the foundation for the future growth of digital marketing. Founded in 1994 and 1995 respectively, Amazon and eBay demonstrated the potential of e-commerce, which is the cornerstone of digital marketing [4].

Social media platforms have become perhaps the most revolutionary force in digital marketing history. MySpace, launched in 2003, and later Facebook in 2004, opened new opportunities for businesses to interact with customers. Social media marketing gained popularity when brands realized the potential to reach large audiences through these platforms. The business could interact directly with customers, get instant feedback and use viral marketing to spread their brand messages [4].

The late 2000s and early 2010s saw the rise of smartphones and mobile internet. The launch of the first iPhone in 2007 was a major milestone that changed the way people accessed the internet. Mobile

marketing has become an important component as marketers have optimised websites for mobile devices and developed mobile-focused advertising strategies. Mobile app development opened up a new direction in digital marketing, offering personalised experiences to consumers and driving user engagement [4].

With this in mind, it can be argued that digital marketing is rapidly evolving and has been offering a new set of opportunities to both users and business owners every day. Despite the fact that the world has become more digital, modern marketing requires a fairly modern and technical approach, as well as several classic marketing tactics. The evolution of digital marketing is shown in Fig. 1.1 [5].

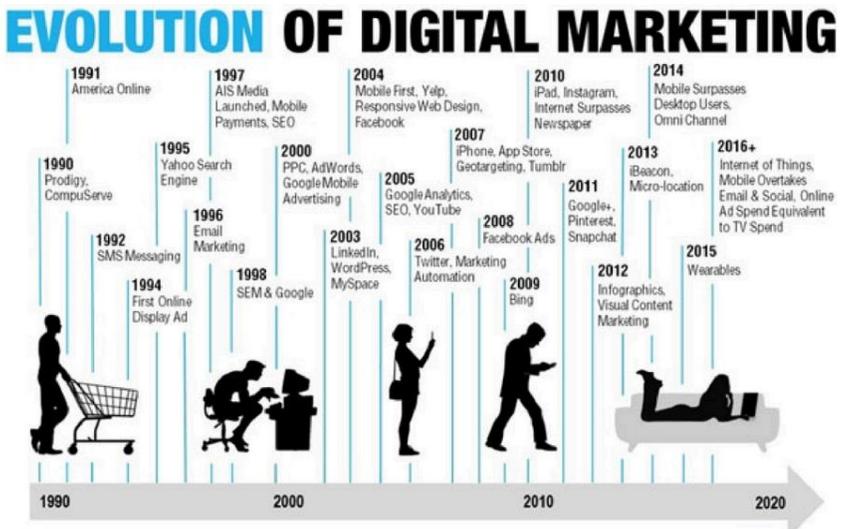


Fig. 1.1. Evolution of digital marketing [5]

The emergence of big data and analytics has significantly enhanced the digital marketing landscape. Businesses can now access enormous amounts of data regarding customer behaviour, interests, and engagement. This rich array of data has made it possible for marketers to create targeted and customised marketing campaigns. Such technologies as artificial intelligence (AI) and machine learning can now be applied for data analysis and predicting future consumer behaviour, thus streamlining marketing activities for superior outcomes [4].