Georgii Imerlishvili

MARKETING AS A KEY ELEMENT IN MARKETING STRATEGY

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Abstract

Centria University of Applied Sciences	**Date** December 2018	**Author/s** Georgii Imerlishvili

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The aim of this the thesis was to show the importance of digital marketing instrument in global marketing strategy. It was very important to discuss the main topics and identify key elements of digital marketing strategy.

Digital marketing research gives a clear point of how digital marketing works and why online marketing is a very hard area to learn. The aim was to show a clear understanding of how digital marketing works and what are the main elements of digital marketing. In the modern world people pay more and more attention to online marketing and during the presentation, I saw a real interest of first-year students.

Speaking about principal results, there were some main principals' results that I had the aim to show. Firstly, it is a clear picture of the importance of digital marketing, without this element it is impossible to understand other points of digital marketing. Digital marketing is the future of marketing, people live in the modern world, in a new era of technologies. Mostly everything can be done by online. People do not pay attention to magazines and other traditional marketing instruments.

Speaking about the interview that was held in Creamedia, it was a great experience which gave a lot of useful information about how digital marketing in Finland works. People are so interested in digital marketing and for marketer it is important to learn and develop online marketing skills.

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1 INTRODUCTION

The purpose of the research was to analyze the effectiveness of digital marketing as a key element in marketing strategy. Digital marketing is a very important element of marketing strategy. Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential (Kotler 2011). CISCO (2013) discuses that digital drives relevant experiences through web, mobile, social and video. Together they increase prospects, customer and partner engagement. They generate leads, increase awareness and understanding, accelerate sales, deliver services and support technical relationships and improve business results with efficiency and high impact". It's very vital to understand what benefits can be gained from the use of digital marketing. In the modern world every company tries to fight for a share of customer attention with various methods, in this direction marketing plays a very vital role in increasing the interest and number of company's clients. Today, to produce highly qualified goods and services is not only the key to success because to have the authentic marketing strategy can solve a lot of problems.

Therefore, marketing helps the business to build long-term associations with the customers, solve problems and present solutions. In the modern world, digital marketing has a similar concept. In the 21 centuries, digital marketing became an efficient instrument to attract a large audience and to market services and products through different media and through various perspectives. Digital marketing concept is pretty young and people should pay attention to develop this concept in an effective way. Adaptation in the modern world to new technologies and methods can help companies to survive. New technologies and approaches are merging the physical, digital, and biological worlds in ways that will fundamentally transform humankind. The extent to which that transformation is positive will depend on how we navigate the risks and opportunities that arise along the way (Schwab 2016). One of the aims the use of digital marketing is to communicate to its public, to create more awareness of the brand, and to increase the company customer base.

This research helps to understand why digital marketing is vital for modern business markets and what benefits can be found during analysis. In the modern world, the prevalence of the internet and the use of social media is a vital activity for business.

It is important to define the remit of this research and identify the aims and objectives of this research: why is it important to use digital marketing, how companies do use it, what types of digital marketing, how much money companies spend in online marketing to achieve their goals. All of these questions are important to understand and try to figure out how digital marketing model works. People do not pay a lot of attention to online marketing topic because they think it is so easy to understand but the truth is that it does a very delicate and careful analyze. At the moment some companies have a lot of problems, specifically with their consumer's confidence. One of the goals is to connect this research to different views with theoretical arguments. It is essential to demonstrate how this particular research can demonstrate the connection between research methodology and various strategies undertaken. One of the most famous quotes about networking and why it is so important in the business industry is Networking isn't how many people you know, it's how many people know you (Kalantri 2017).

2 BASIC PRINCIPLES OF MARKETING

Marketing is a very wide theme with various tools and it is vital to use each part of marketing strategy to build a strong and successful business. Without marketing it is impossible to image business operations because marketing gives companies and organizations opportunities to attract more potential customers and increase the revenue. To understand basic principles of marketing is one of the first things that marketer should analyze because basic principles help to understand the fundament of marketing strategies

2.1 Definition of marketing

Dr. Philip Kotler (2013,198) defines marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services. Marketing is a process driven by core principles such as targeting and identifying the right customer markets. Everything in business structure depends on marketing, marketing strategy helps to create customers' needs and understand who can be a potential customer. Marketing education is very vital in the modern world, without this education entrepreneur will not understand customer's wants and needs. Awareness creates need of customers, this point is not understandable for everybody and mostly people forget about this factor (Kotler 2013, 198).

Drucker was one of the first people who showed that marketing has a very high impact on business. Drucker (1954) defined the purpose of a business is to create a customer. The two most important functions of a business are Innovation and Marketing. According to Peter Drucker marketing contributes to profit and it makes marketing a unique component in business development. Day to day promotional tools becoming the key element and professional try to use various tools with a high efficiency. Peter Drucker believed that the purpose of a business is to create a customer (Drucker 1954).

In 2007 American Marketing Association described marketing as "The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." Information makes a link between public and

companies which helps to identify various barriers and opportunities. For marketing collecting different information is one of the main responsibilities, after that professionals will have the opportunity to analyze and find the best solution how to build effective strategy. American Marketing association website (2007) showed that all of these values should be taken into account during marketing analysis.

2.2 Types of marketing strategies

Marketing strategy makes connection between customers and suppliers, each company must have a clear marketing strategy to increase a profit and audience. It is also helping a company to identify customer's needs, benefits and the features of particular product. Traditional and modern marketing strategies are differing from each other; modern strategy is more innovation with various digital tools. With the era of new technologies digital marketing strategy become more effective and people all over the world spend a lot of time in the internet. Each marketing strategy has its own influence and impact of consumer needs. B2B and B2C are the main marketing strategies; one of them sells a product to a consumer or to other businesses. B2C can be defined as the most popular marketing strategy in global markets.

Marketing is a process of planning, pricing, and implementation of ideas where goods and services should be promoted by organizations to meet the individuals need. Marketing strategy consist of various types, the main 8 types of marketing are: transactional, diversity, internet, word of mouth, relationship, 'undercover, cause and paid advertising marketing.

Diversity marketing is about cultural, attitudes and beliefs of customers. Transactional marketing connected to sales where companies offer to customers some discounts, events and other attractive needs. Internet marketing is known as digital marketing, promoting products on different internet channels, optimizations, everything that is connected to a global network. Word of mouth relies on impressions, how people react to a company's products and it is vital to produce a high qualified product with reasonable price. Relationship between customer and consumer is the key element in marketing strategy; costumers should trust and be sure of long-term collaboration with an organization. Cause marketing reflect to the services and products to a social issue. Paid advertising includes various channels such as: TV, Radio, Magazines, Internet and others.

In modern society digital marketing plays a significant role in marketing strategy. Life without internet is practically impossible; people can find any needful information in the internet, buy goods and services,

and work remotely. All of these issues create digital marketing strategy, through social medias people can promote products, communication with each other, analyze marketing. Fom one side online marketing makes business easier but from the other side digital marketing is the open filed which give a lot of new opportunities that people haven't used before (Smith 2017, lyfemarketing.com).

2.3 Marketing frameworks

Marketing framework is a visual representation of how marketing gets done in your business, highlighting a logical flow in which all the various components making up your insights, strategy, plan, tactical execution and measures work together to bring that vision to reality. Marketing frameworks can be identified as vital parts which help to understand how everything works together. Frameworks are important form both tactical and strategic perspective. Each aspect is responsible for particular part and has the specific role in marketing strategy. Marketers always meet some challenges or barriers which can be solve by several theories, that's why it is so important for young marketers learn various frameworks from the beginning of career. Without fundamental knowledge it would be impossible to build effective marketing plan.

PEST marketing area includes micro and the macro marketing environment. All of these environments are very important in global business and each of them has a high impact on marketing strategy. PEST analysis consists of several factors: political, economic, social and technological. Each of these factors plays a significant role in the whole marketing "picture". Business Knowledge Center shows the (FIGURE 1) that PEST analysis can be used to explore particular region and country which can show the possible and potential profitability. According to Kotler (1998) PEST analysis is a useful strategic tool for understanding market growth or decline, business position, potential and direction for operations.

In analysing the macro-environment, it is important to identify the factors that might in turn affect a number of vital variables that are likely to influence the organization's supply and demand levels and its costs (Kotter and Schlesinger 1991, 1). People have to adapt to rapid changes and be ready to develop organization profitability, PEST analysis helps to categorize into four environmental factors.

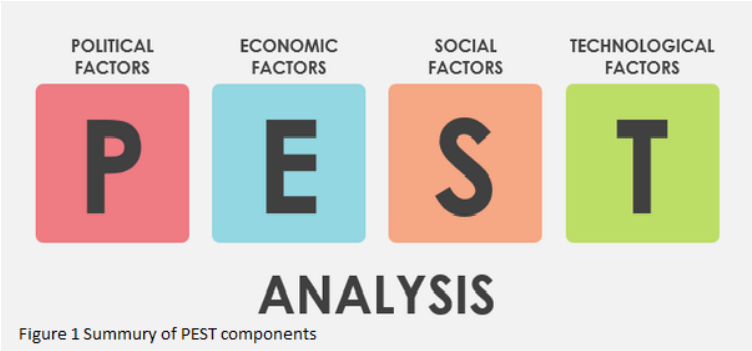


FIGURE 1. PEST (NET MBA 2008)

Political issue is about labour laws, tax policies and other political factors play an important role in the trade regulations. Each country has it is own policies with special regulations. In EU most countries have similar regulations with each other, speaking about other countries such as Russia; it can be a problem to have a partnership with a country which has totally different policies than in EU. So, government has a very strong impact on trade restriction which can cause some barriers. All of these factors can move or stop a business development of particular company. Another significant factor is economic which consists of interest and inflation rates, economic growth and others. Import and export connected to the exchange rate of a country which can change from an inside and outside political situation. Social factor can be defined as the most valuable factor in PEST marketing strategy because this factor analyzes demographical, cultural aspects. Day to day marketers analyze a new area of potential business with possible customer needs in the future. Technological factor in a fast-growing world plays a huge role in business environment. Day to day technological progress in marketing shows the ability to combine people's wishes with technical and digital side of data. Mostly everybody uses phones, laptops, computers and other devices which help them to be updated every day.

PEST analysis gives a lot of opportunities to analyze the environments where a company wants to operate in. Competitive analysis can show the potential and current competitors, both weaknesses and strengths. Competitions in a global business are a big stimulus for companies to develop and do their best for customers. In marketing environment competitions plays an important role because of several factors such as: creativity, attractive advertisements, promotion and pricing. Fighting for share of customers minds is vital, attract customer view can be defined as the key instrument in marketing "war". Competitive analysis can show how to deal with customers in the best way, what should be done and what mistakes were made by rivals. One of the main criteria's how to analyze competitor strategy is to look at them from personal point of view and from customers point of view then both these views should

be combined and figure out the main mistakes that must be corrected. Also, these points can help to understand competitor culture and goals.

From digital perspectives, competitive analysis can track follower's growth on various social media; this will help to understand why competitors have a higher impact and what should be done to fix it. Brand optimization can identify a company's pluses and maximize the content impact. Also, content engagement can clearly explain care of audience and increase the need of a product. According to Business Future Blog (2013) (FIGURE 2) 4 P's model shows from, what sectors marketing mix consists.

Before starting this process, there are several questions are important to answer and understand Who are our competitors? What are the objectives of our competitors? How do their strategies affect your business? According to Fleisher and Bensoussan (2015, 116) competitor analysis involves an assessment of the strengths and the weaknesses of existing and potential competitors. Companies in the same market offer similar produce with various marketing strategy, this helps customers to have the right to choose the best one that's way promotion plays a vital role in this framework.

Another important and common classical method of marketing analysis is the 4p model. The marketing mix is a crucial tool to help understand what the product or service can offer and how to plan for a successful product offering. In 1960s Jerome McCarthy created the Marketing 4Ps, this marketing mix promotes a product and brand selling points. 4ps matrix shows a company how to generate and plan a new product with successful perspectives.

For the clear picture 4 p model shows how to do marketing analyze in an efficient way: product, price, place and promotion. Each principal responsible for particular area and has its own rules.

Figure 2 The basic concept of 4p model

FIGURE 2. The basic concept of 4p model (BUSINESS FUTURES BLOG, 2013)

The first of the 4 P's is a product. This element can be tangible product or intangible service. Thinking about product it is vital to visualize what customers want. According to McCarthy, a product can be divided for 3 parts: physical (about the function characteristics), extensive (added qualities) and total product (the product is final).

Price is a very important for consumers and organization. People want to buy high qualified products with reasonable prices. These components show a company survival and profit. It is very important to analyze competitors and markets prices and try to find the best balance between them, and then offer to a customer the right price to attract their attention.

Promotion is about how the company should make a product popular for customers. Promotion includes elements like: advertising, public relations, social media marketing, email marketing, search engine marketing, video marketing and more. It is very important to give the right and attractive information about a product to customers. People do not pay a lot of attention to this topic because they think it is so easy to understand but the truth is that it does a very delicate and careful analyse.

Place criteria should be acceptable to potential buyers, it is important to choose the right audience at the right time, acceptable connection between customer and consumer can increase profitability and number of consumers. Distribution channel should consist of quick exchange time, small quantities and sales creation (Fleisher and Bensoussan 2015, 116).

2.4 Marketing in The Modern World

Marketing has a very high impact in modern world to gain the attention of the consumers. In the modern world marketing become one of the key strategies used by every company. To compare business reality with human's body, marketing is the heart which helps to pump oxygen and nutrients to every other body part. Marketing involves the design of the products acceptable to the consumers and the conduct of those activities which facilitate the transfer of ownership between seller and buyer (Hansenmarketing 2018). This statement clearly shows the importance of marketing in business environment. In the modern world if a company has a very highly qualified product and on the opposite side marketing strategy has a week support, it will be very hard to attract people to sell this particular product. Nowadays human consciousness prefers to more interested in the wrapping paper than what's inside. One of the main examples is Apples devices: people don't pay attention to the high price, day to day Apples plays with human minds and tries to give them what they want but not what they need. This is practical example which shows the importance of excellent strategy.

Due to the high impact of digital marketing, traditional marketing become less transactional, in the modern world people accept and adopt for a new rules of marketing strategies. In the past 4 ps model was the main criteria's of marketing strategy but right now with the progress of new technologies it is pretty difficult to choose "right" discipline. Promotion can be seen as the key discipline of 4 ps model because of people's negligence and "blindness" In traditional marketing the main rule was to convince people that "this product is the best one and they have to buy it". Right now, marketing is about interpersonal communication between customer and consumers, day to day it is very vital take care about products and to be careful with consumer needs and wants. Consumer's behaviour is one of the main elements in successful marketing strategy; marketers all over the word try understand human's behaviour in a very specific way such as: neuroscientists, psychologists, and social scientists. To build a successful brand is very important task for each company, relationship between consumer and customer must be heard and understandable for each party (Hansen 2018).

3 DIGITAL MARKETING

Digital marketing is one of the key elements of modern marketing strategy, each day the rules of digital marketing strategy is changing and it is very hard to adapt to a new digital area. Online marketing is the cheaper than traditional marketing and give various possibilities to small companies to define the specific niche area where it will be possible to make money and in one day to compete with bigger companies.

3.1 Forms and methods of digital marketing

Digital Marketing plays a critical role in the marketing structure. Without a digital marketing strategy, it would be difficult to survive in global markets. Digital Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably (Chartered Institute of Marketing 2015, 3). This abbreviation of digital marketing clearly shows how internet marketing effects on companies' profitability. Online marketing and traditional marketing are so different from each other; traditional marketing refers to prints and TVs have been tried over and over again while digital marketing responsible on the fresh start that modern businesses need. Increasing internet usage might create a high-interest form customer point of view.

According to Worldometers (2018) world population has reached to 7.5 billion people and 3.9 billion people use the internet, it is more than 53%. It shows that the popularity is gaining momentum. The internet gives a chance to small companies promote businesses in the internet with various digital marketing tools where it is possible spend less money than in traditional marketing.

Digital marketing is not going to replace offline marketing; it just will increase the chance to achieve the highest success. It is very vital to mention that a rapid increase in new technologies has a high direct impact on digital marketing. Digital marketing has a lot of benefits over the traditional marketing.

Many companies and business owners aim to break the clutter that has piled up because of constant marketing efforts. Internet marketing provides a different way to do the same activities, and attract on high consumer interest as well. Coupled with this, increased internet usage is another factor that has made this marketing alternative quite a hit. It is essential for a small business working in the global

economy to make use of internet marketing. Even if companies do not have the resources to spend on an e-commerce website, at least make sure you are listed in the online yellow page's directory.

Online marketing is a necessity. In a world where e-commerce has become the single biggest reason for businesses to build an online presence, the need to market products and services online is paramount. Since millions of companies have made a move to the virtual world, internet marketing has started to become cluttered, just like traditional marketing.

3.2 Web Analytics

The website gives people a lot of different possibilities to conduct various operations. There are multiple kinds of dynamic and static sites where users can vary ranges of interaction and entertainment. Web analytics helps to show how the users and website contents affect on different types of stimuli on the web page. According to the Web Analytics Association (2008) web analytics is the measurement, collection, analysis, and reporting of Internet data for understanding and optimizing Web usage. Web Analytics helps to analyze what users do prefer to search on a website page, which aspects are exciting and which ones need to modernize. The use of analytical information shows the businesses a practical way how to attract potential customers. As for gainful information that this data can provide, it is essential to mention the demographics factor, where this particular factor can be used to develop operational decisions. All of these implications measured are various analytic metrics which shows the number of pages viewed, number of clicks, and the number of people who visit a website.

The Web Analytics process where the starting point is to define goals for the Website, after that it is vital to building Key Performance Indicators, this element can help to identify the various metrics used in the Web process (Waisberg 2011, online-behavior.com) Another critical step is to collect the data in several ways such as weblogs, javascript tagging, web beacons, packet sniffing. Analyzing the data and implement changes can be defined as the final steps of the Web Analytics process. All of these processes are very important to provide; each stage has it is own mission, and without one of these steps it will be

practically impossible to improve the whole web analytic process.

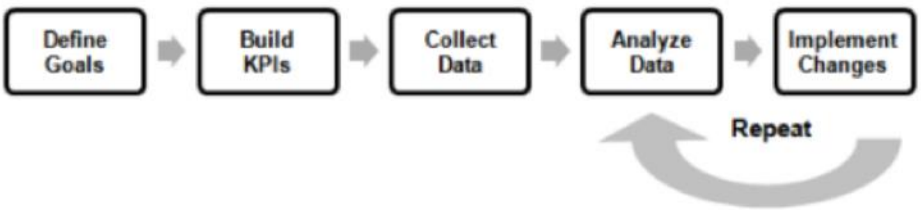


FIGURE 3. Web Analytics Process (Waisberg, 2011, online-behavior.com)

(FIGURE 3) by Waisberg (2011) shows the Web Analytics process where the starting point is to define goals for the Website, after that it is vital to build Key Performance Indicators, which help to identify the various metrics used in the Web process. Another important step is to collect the data with several ways such as: web logs, java script tagging, web beacons, packet sniffing. Analysing the data and implement changes can be defined as the final steps of the Web Analytics process. All of these processes are very important to provide, each step has it is own mission and without one of these steps it will be practically impossible to improve the whole process (Waisberg ,2011, online-behavior.com)

3.2.1 Reasons for Web Analytics

Sophisticate web analytics is about how to measure the amount of the discourse available on a website which gives opportunities to marketers to gauge the worth of a website by various analysis such as content, qualitative and quantitative.

According to (Matthews & Ross 2010, 45) quantitative research methods are applied to the collection of data that is structured and which could be represented numerically. For companies, it is vital to understand the behaviour of users but using statistical modelling or some research. By using quantitative analysis, organizations examine and analyze past, current and future events (Matthews & Ross,2010, 45)

Qualitative, Qualitative research is the development of concepts which help to understand social phenomena in natural (rather than experimental) settings, giving due emphasis to the meanings, experiences, and views of the participants. (Pope & Mays 1995; 311:42-45). This analysis helps to find how people engage with the content.

Content planning helps to understand and compare which element can be problematic and useful. Also, content planning process can show the effectiveness of performance, is this performance is better than the previous one. To find the right trend can provide a business with a prosperous future. Websites can also find out whether their users are satisfied or not (Pope & Mays 1995; 311:42-45).

3.2.2 Summary

All of these methods are very important to use, without them it would be impossible to understand the weakness and strengths of a website. It is very vital to analyze and identify the primary needs and wants of customers. Web Analytics helps to collect all the data and analyze website traffic. Day to day customers change minds, and their needs are volatile, that's why in the modern world it is easier to follow various changes and be updated with new ideas and trends.

3.3 Internet Marketing Strategy

Marketing strategy plays a significant role, and each company has its marketing strategy which helps to identify: vision, mission, and business goals. Each goal has a specific step a company needs to achieve. The primary purpose of marketing strategy is to make sure that a company will meet customer needs and build a healthy relationship between customer and consumer. In the modern world marketing strategy should be adaptable for each situation; day to day trends are changing. The internet had broken the rules of how companies build and promote businesses.

Digital marketing strategy is the series of actions that are going to help to achieve goals using online marketing. (Hudson 2018, blog.hubspot.com). According to entrepreneur magazine which is one of the famous business magazines in the world, there are four digital marketing strategies that companies need to follow to achieve goals.

Content marketing is defined by (Entrepreneur magazine 16 May 2017) as a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services. Content gives people the main idea of a potential product or service. People can understand what is this

product or services about; it is an essential show to customers why product or services is the best one and what are the main differences between other (Entrepreneur magazine 16 May 2017)

Social media marketing is a new instrument which allows companies to attract more customers. There are a lot of platforms where it is possible to promote goods and services. The main thing that everybody can use social media, it can be both paid and unpaid. Also, it gives a lot of opportunities for private traders.

It is very vital to maximizing the rate of conversion on the website. Without translation, it would be impossible to build a reliable site.

Email marketing is one of the key players in modern digital marketing strategy. A strong client base is a key to success. Each company should have the audience, and it is vital to inform them of every changes and update.

Digital marketing factors will be discussed more deeply in other chapters. All of these factors are important to learn because in the modern world digital marketing to grow very fast and every time marketer should adopt for new methods and changes.

3.4 Mobile And Desktop Marketing

People live in an era of new technologies, and it is imperative to adapt to new changes and devices. Due to the fast development of mobile technologies, mobile marketing is becoming more popular than desktop marketing. It is more comfortable to use mobile than desktop; mostly everybody keeps a mobile phone with them and that's why people have access to the internet via mobile phones.

Marketers do extensive research on how people use mobile and desktop, what is more popular, where people spend more time? According to BrightEdge Research 2017: 57% of online traffic uses by mobile and tablets and 43% only computers. It means that mobile phones industry has a leadership position, there are two primary operating systems for IOS and Android, everyday people are creating new apps for mobile phones and tablets. Apps are more accessible in use; also, it makes people search faster than in websites. One of the main advantages of using mobile phones is speed, as quicker, it works as comfortable for customers.

3.4.1 Optimization

Using responsive designs on both mobile devices and desktop is crucial. Each website should have both models for desktop and mobile devices. It is a colossal mistake when people can generally use a site on mobile devices because a company does not optimize it. Separate pages or URLs for mobile and the second option for solving the problem of mobile optimization is to provide different pages or URLs to offer a mobile-optimized version of web pages available on your website. This way companies provide customized user experience to the users based on the device they are using to access the site.

Location-based services are integrated into a lot of websites and social networks nowadays, which makes local aspect vital part of mobile marketing. It means that online users are looking for local information using mobile device, and if a company optimize a website for mobile devices, it will be possible to increase chances of organization finding a customer.

Similar contents may work on mobile might work not for a desktop. Sometimes people are not very patient with scrolling down the text; it can be very annoying to do. That's why it is vital to pay attention to images that in the content text when it comes to mobile marketing. Speaking about adds and videos that may capture the whole screen on mobile devices, it is a big problem for users. In a desktop, it is easy to avoid customers (Muhonen 2017, 3).

4 DIGITAL MARKETING INSTRUMENTS

Day to day digital marketing instruments are becoming more effective and innovative, with the help of digital marketing tools organizations provide business more effectively. Each digital marketing instrument is unique and online marketer specialize only in one tool because each tool is so complicated and should be deeply analysed. Today, digital marketing is the mix of traditional marketing and IT area, each online marketer should be ready to learn IT area, optimization and other digital marketing tools. Without this knowledge it would be impossible to be competitive in the market.

4.1 Conversion Optimization

In the modern digital marketing world, online touchpoints play a significant role, this medium helps customers to face first impressions about product offering and with a business, it is very vital for companies to explore customer' behaviour: attract, engage and receive.
Today customers prefer to search and buy a product through the internet. Website can be defined as the analytical instrument and the first objective. CRO (Conversion Rate Optimization) is a reliable qualitative and quantitative assessment that is used by expert online marketers to make sure their promotional efforts yield positive results.

In the modern digital marketing CRO can be defined as the art and science of getting people to act once they arrive on your website (Ash 2017, 10-50). In other words, CRO is a method which can improve the leading performance of the website for increasing the rate of action that a company takes. This method is responsible for finding the traffic of the webpage and what are the main things that people are interested in these web pages. From customers points of view, CRO helps companies to identify what customers want and needs, what do customers want to see and what do them attract on the webpage
Conversion rate optimization is then a strategy, a plan of action that changes the perceptions of the audience about a website by giving it what it needs to take action. CRO comes into play when a business feels that something is stopping potential sales leads from converting. There are many jargons related to this online marketing assessment methodology that need to be understood to make sense of CRO.
Call-to-action buttons are the highlighted buttons or links on a webpage that let you act. The conversion funnel is the path taken by visitors from during visiting a website until the conversion takes place. A/B

Tests is a statistical approach to CRO that takes into account two variables at one point in time (Ash 2017, 10-50).

Multivariate testing is a test that applies to the various Key Performance Indicators; multivariate testing analyzes multiple elements by suggesting some variations and combinations. A landing page is a page, which is shown in the search engine results when the user performs a search query. A high CRO gives customers what they want, increase visitors to page and sales, which make for an acceptable ROI. Online marketing response rates fluctuate one hour to the next and most of the times, from one offer to the other.

4.1.1 Elements of the CRO

CRO is based on various statistical analysis linked different elements. There are many slices to make a project or a plan succeed.

Optimization goals are a fundament of CRO strategy which chooses a direction how to increase convention. There is some question that should be answered to understand optimization goals such as: how fast it should be done, how much optimization company needs, what features should be used to achieve optimization goals.

It is very vital to check and analyze a website, find out problems, what should be fixed to increase website popularity. Also reading viewers opinions is essential to do because everything companies are doing is for the customer's satisfaction.

The data warehouse is essential to have in CRO strategy; this warehouse gathered data from all clients and processed to a company for analysis (InstaPage 2018, instapage.com)

4.1.2 Metrics of CRO

Various rates help to analyze CRO and draw a conclusion. Also, these metrics are used to understand and classify the conversion rate. When following these four metrics will help to increase the number of viewers and profitability. For markets, it shows what CRO represents is and how to use these metrics in the right way.

The bounce rate is about to show how many people left after viewing the website. Why did these viewers do that, what was the main problem of a front page, why this page is not attractive for potential customers? All of these questions are very important to improve. Exit rate refers to every page that the viewer visited; this rate shows what should be done to increase pages popularity. Average time on site help companies to understand and to see how long users stay on a website. If average time is low, it means that the bounce rate is high.

Average page views consist of the number of pages viewed by various browsers. This particular rate is the opposite side of others rate; it shows the advantages of a website, what viewers prefer to see on a site and why it is so attractive (Patel 2018, smartbugmedia.com).

4.1.3 Summary

Successful CRO strategy will help to increase the number of viewers and find the main problems on a web site. Without CRO it would be impossible to attract a lot of potential customers, generate traffic and rates can increase the popularity of a website. These components should be done in the right way; this is the fundament of website optimization. A high level of CRO helps customers and viewers to find the correct links, images, and contents. That's why online marketers pay a lot of attention to CRO strategy.

4.2 Search engine marketing (SEM)

In the modern world, companies are trying to increase the rank of a webpage to attract more customers and viewers. The main and the first thing that companies are doing is the increase in the number of websites that are connected to companies' web page. Search engine procedure helps to analyze the internet traffic via different ways to help companies find how viewers find website or webpage, though what channels it is better t do that. All of these factors are very important to take into account helping webpage reach the top.

According to (Emarketinginstitute magazine August 2017) search engine marketing is the process of promoting your website, business or any content by using either paid methods, free methods or a combination of joining both the methods of the search engine optimization (SEO). This result in the

increase of your content's ranking in the search engine result pages (SERPs). Short, yet accurate, this is the basic job of search engine marketers. Search engine marketing plays a vital role in the whole digital marketing strategy; some people do not pay a lot of attention to SEM, but it means only one thing that it will be delaying the success of a business. Search engine marketing provides the cost-effectiveness with the pay-per-click methods. Pay-per-click gives the customer that chance and opportunity to click on companies' advertisement; these methods are going to charge company if only users click on an ad. Also, SEM helps would cost less than any other marketing methods. Increased traffic means increased promotions, which further means increased sales. It is vital to weigh every way and chose the best one to (Emarketinginstitute magazine August 2017).

4.2.1 Effectiveness and Position of Search Engine Marketing In Marketing Strategy

The method that involves the search engine companies to charge fees for including the website on their top search results. This method is also known as paid inclusion and sponsored listing. The products that are advertised are show up on the separate ad-bar of the search engine or show up at the top of the pages of the search engine results. Each search engine has some advertising program, with Google AdWords and Bing Ads being the two most commonly used, due to a large number of searches conducted through these two search engines.

This type of advertising is also called cost-per-click (CPC) advertising, and it means that you pay any time someone clicks on your ad shown in the search engine result pages. The advertisers most commonly use this type of advertising as it requires payment only after your ad has been able to attract visitors to click on it.

This advertising model always focuses on the number of impressions, i.e., the number of times that the ad has been shown. Using this type of advertising you pay for each set of one thousand impressions.
On a broader perspective, search engine marketing is a broader category that includes search engine optimization as well. As mentioned earlier, SEM consists of both, organic search results and paid search results. Organic results are entirely based on search engine optimization, whereas paid search results involve using advertising programs, such as Google AdWords and Bing Ads. The search engine traffic is highly targeted. It is primarily because of the potential loyal buyers who consider your B2B offerings through different search engines. Search engine marketing is an overall result of what is concluded from the users. The visitors from different directories and search engines voluntarily checked your business

rather than considering any other competitors. SEM is a non-intrusive approach used in marketing. Most of the advertisements, offline and online, always interrupt the consumer behaviour (Dou 2010, 261-279)

4.2.2 Summary

Search engine marketing gives companies opportunities to increase the popularity among users. Advertisement in the modern strategy plays a significant role, without advertising it is hard to improve a business. Companies should adapt to various techniques, day by day these tips are changing, without adaptation, it will be very difficult to survive in modern markets.
Every search engines has specific SEM tips to achieve needful goals. Google is the leader of search engines, which allow companies to provide businesses in various effective ways. To build a strong SEM it is very vital to follow all the instructions and requirements.

4.3 Search Engine Optimization

To create a website from the technical point of view is not so hard, there are a lot of books and services where it is possible to learn very fast how to build a website. The main problem is to create an attractive website which will be very interesting for people, where potential customers will find what is needed. On the internet, there are thousands of similar, but most of them are boring to use that's why it is such a low job to build a successful website.

According to (HubSpot website 31 October 2018) Search engine optimization (SEO) stands for search engine optimization -- that much has stayed the same. It refers to techniques that help your website rank higher in search engine results pages (SERPs). This makes your website more visible to people who are looking for solutions that your brand, product, or service can provide via search engines like Google, Yahoo!, and Bing. The fundament of SEO is to increase inbound traffic which will attract more viewers and also improve the effectiveness of a website. SEO process is not suitable for every site because it takes a lot of money and time. SEO strategy is right for big companies which can allow spending a lot of money to increase the popularity of a particular website.

In the modern world, SEO market is very competitive and attractive for investors because of strict algorithms for effective SEO; it is very vital to follow algorithms methods. It is imperative for some gain

search engine to develop these algorithms to avoid security and manipulations. SEO helps to improve website's visibility on significant search engines.

Most of the people do not pay a lot of attention to SEO, but this is a huge problem because with the right use of SEO the website content and effectiveness will increase. It will be more comfortable and faster attract more viewers and customers which will increase the profitability of a website (HubSpot web site 31 October 2018).

4.3.1 Search engine optimization Elements

Content is one of the main aspects of SEO strategy, to have original and compelling content is key to success. It is very vital to give people unique material that will attract views attention to a website. That's why companies pay a lot of attention to this part; content should be creative and help improve a company search engine optimization efforts. Content should be understandable by every person, should be provided by relevant and informative information. Each company has a specific content format which depends on companies marketing strategy.

It is vital to build strong content to attract new leads, and it will be possible to generate and improve the reputation of a website. Views have a lot of question while visiting a site, it means that there should be good content where it will be possible for viewers to fulfil a need, educate and answer a question.

Code optimization connects to a website HTML. It is essential to have a fast system because viewers don't want to waste time. This element affects the performance of a website. Everything should be downloaded very fast without delay. Code optimization helps users to quickly understand the content of the site which will lead to better visibility on search engines. It is essential to build various links which may redirect viewers to a website. It is a complicated way to create a trust and robust connection because links can be called as a vote of trust, each site should be improved to deserve different links (McCoy 2016, searchenginejournal).

The best way to build an active link is to have a highly qualified content which will be trusted by various viewers. Good content will obtain a good position on the search engine listing; this will give the website more opportunities for development and generation (McCoy 2016, searchenginejournal).

4.3.2 Successful implementation of search engine optimization strategy

For successful implementation of SEO strategy, a website should be very interesting for viewers. If there is high qualified information, there will be a high activity on a site which will provide more potential customers and viewers. Some tips and steps should be done to improve SEO strategy.

Excellent content will always be the most attractable thing for viewer, content should not be dull and monotone. These factors will repel viewers, and there will be negative impressions of a website. If a site has good material, users will re-post particular content with each other and share content in different platforms which will give a chance to increase the popularity of a site. People don't pay a lot of attention to images; this is a big problem because models should have all the necessary features. In various social platforms images play the leading role, for example in Instagram people prefer repost images, and send pictures to each other, like cool photos. That is the primary purpose of Instagram, why people use it.

Text length is also should be taking into account, it depends on the social platform. On Instagram people prefer to see short text instead to read long texts. In other platforms and websites, the text should be long enough to make an impact on users. Plagiarism on a site can cause a lot of problems and may affect negation reactions on the effectiveness of a website. That's why content should be unique and unrepeatable in every aspect. Page titles are the face of content; it means that page titles should cling user's attention to give viewers a reason to stay on a site and use it.

Navigation on a site should be easy to use; it should be understandable for each viewer without confusions. Every use should have an opportunity to search any information as needed. Sometimes it is so hard to go to back to a home page that it gives a reason for users to close a site (Miller 2017, searchengineland.com).

4.3.3 Summary

SEO strategy is not for every company, to have a good SEO strategy companies spend a lot of money to improve it. It is crucial to understand that SEO stands for optimization search engine ranking, provide users and customers with a positive experience, give viewers a high qualified content, and make an easy way to find any information as needed.

As it was mentioned previously, each instrument of SEO strategy should be used in a specific way. It is imperative to understand clearly each SEO form and give the right use. SEO is very popular in modern marketing strategy, with the high use of social media, this instrument helps to optimize content for specific keywords usage.

4.4. Social Media Marketing

Social media marketing is a type of online marketing that is geared towards social websites and forums. Such marketing efforts are made to achieve communication and branding goals because each of these is at the heart of a promotional campaign. In other words, when a business has set up a page on social websites with all its details and products, it wants to attract attention and traffic to it. Social media marketing (SMM) is the method employed to do so.

The Internet is a computerized virtual network that provides access to massive scope of information and communication channels, which eventually have formed the phenomenon of social media networks. E-commerce is a type of marketing that uses various online advertisements such as banner advertisements, pay per click (PPC), targeted email lists and other to drive traffic to an advertiser's website. (Business Dictionary 2016)

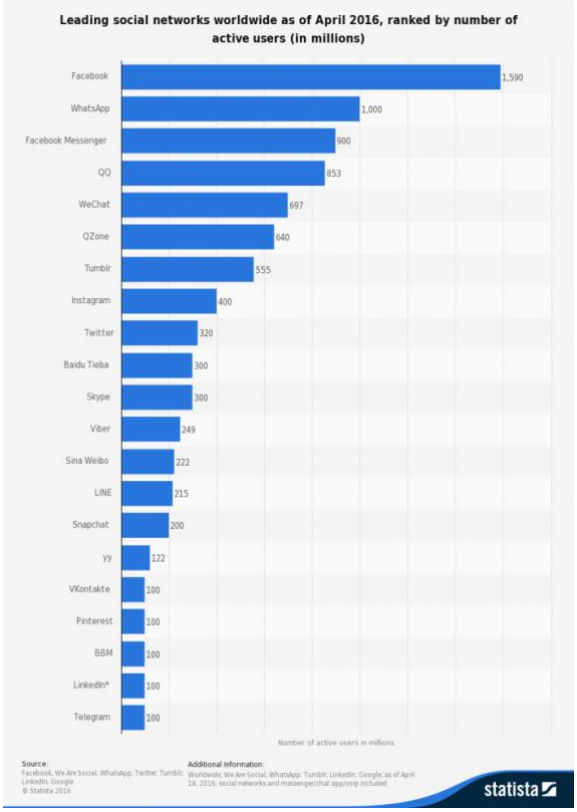
Social media marketing is about the realization and discovery of new stories and ideas. SMM helps business to put up exciting ideas and content which has many similarities with search marketing. The defining factor about search marketing is the discovery and realization of new stories, ideas, and news. With SMM in full swing, the same can be achieved when businesses put up new and exciting stories, memorable images and content that is full of needed information.

4.4.1 Social media marketing platforms

In the modern world, there are a lot of various SMM platforms where companies and people can provide different products. It is so exciting to watch this because only ten years ago there were few main social media platforms and right now practically every country has it is own social media platform. Day to day

the number of these platforms is increasing. Social media marketers always need to be fully aware of different platforms (Forbes magazine 25 July 2018).

TABLE 1. SOSCIAL MEDIA (STATISTA 2018).



Some of the most popular platforms that people prefer to use: Facebook is one of the most popular and oldest networks that people using for almost 15 years. This social network makes a chain where people share opinions about products and services with relatives, friends that is how it makes products so popular. Also, for business, it is very productive to optimize the page to create fans following. Facebook offers variously paid advertisings that give the opportunity to choose the text or image that a company wants.

Any Internet marketer at least once thought about how the owners of other companies use the social network Instagram for the development of their business. Each function of the social network Instagram can be optimized to improve the effectiveness of the marketing campaign.

Instagram allows people to publish and consume visual content, which is perceived by users' tens of thousands of times faster than textual content. It almost turns out to be an ideal social platform for a

modern person living in a frenzied pace. Third, unlike traditional social networks, platforms for the exchange of visual content successfully generate quick conversions.

According to the Pew Research Center, 17% of the total number of users of social networks over 18 years old check the account in Instagram. The core audience of this social network is young people aged 18 to 29 years. It's about the generation of millennials, who often make purchasing decisions under the influence of social platforms.

One of the best examples that can be mention of local platforms is Qzone platform. This is one of the biggest platforms which has more than 500 million users according to (Forbes magazine 25 July 2018). Qzone is the chance for Chinese and South Korean citizens communicate with each other because more than 2,600 websites blocked in the territory of China. In some regions people are not allowed to use Facebook or Instagram because of government laws. So that is why Chinese platform is very useful and popular in China. Also, it gives a chance to be up to dated to people all over the world.

To get popularity in a social network, you need to achieve customer loyalty, brand fame, and attract users to your lifestyle. These are only some of the leading platforms that people use day to day. In the first future, that number platforms are going to increase which will give a lot of various useful opportunities to companies and people who want to have a private business (Forbes magazine 25 July 2018).

4.4.2 Social media marketing strategy and benefits

Every company has a specific social media strategy which has distinctive methods and goals. Mostly each website has a strategic plan for its own, but the primary purpose of this particular plan remains the same. The dynamics of marketing changes day to day, without adaptation it would be impossible to follow new rules. For clear understating it is vital to know the main steps to follow.

Step 1: Have a plan.Every company should have a plan where it is very important to answer various essential questions such as: Who is my audience? What do customers need and want? What does the market prefer to see regarding advertising? How is it possible to attract the audience? All of these questions are important to understand and try to figure out how this model works. People do not pay a lot of attention to this topic because they think it is so easy to understand but the truth is that it does a very delicate and careful analyze.

Step 2: Develop goals.It is very vital to have concrete goals to achieve, without these factors it would be impossible to complete digital marketing strategy. Each company has its purpose, each target has it is own way to succeed. After knowing a target, it will be easier to find the best way how to promote, but also there are some established goals that companies should achieve such as increasing website traffic, build strong brand awareness, make a trust to people and so on.

Step 3: Choose a platform As it was said previously in the modern world, there are different social networks where it is possible to present various products. It depends on a company where to promote products; giant companies always use big platforms where it is possible to attract thousands of customers that are why these companies spend millions and sometimes billion dollars to use these channels. Some popular platforms are Facebook, Instagram, Twitter, VK, and others.

All of these platforms have various features, and the prices are different from each other. As an example, there are two similar platforms Facebook and VK. Facebook is a multinational platform with tremendous opportunities. Meanwhile, VK is the most prominent local platform in Russia where are more than 90 million users. The prices of advertisements are different because of many users of these two platforms.

Step 4: Implement the plan. Implement the plan is one of the main steps that are important to follow. If a company uses paid methods, it is very vital to creating an exciting ad and article which will attract a lot of people. Companies should be in touch with day to day post to know what is going on in the world, what are the most popular brands and methods.

Step 5: Monitor and control. This step helps companies to monitor and control the way of a company running with the help of graphs and charts. These instruments show the statistics of how many people visits a website, what do views prefer, how many clicked on it and other essential features. Also monitoring traffic from social media is possible to do, then to compare different statistics with previous, to see what is going wrong or what should be done to increase the profitability of a company.
There are a lot of benefits from using social media, SMM gives people more opportunities than traditional marketing. Right now there is an era of new technologies and day to day the power of internets is increasing. Almost every on the Earth for one has been used on the internet. Without social media, it is tough to attract new customers and promote products (Lyfemarketing website 2018).

According to (HubSpot website 31 October 2017) statistics, 90% of interview marketers said that social media plays a very vital role in business strategy. Which makes digital marketing is one of the main instruments in marketing strategy. Increasing conversion is one of the benefits that social media can give; posting posts, pictures on various social platforms will provide more opportunities to improve more passive viewers who will be in touch with the particular market. Digital marketing is less expensive than traditional marketing; it may save a lot of money. As an example, in traditional marketing, marketers very often uses billboards which cost hundreds of dollars and Euros, on the other hand, there is an advertisement in Facebook or Twitter which cost around 15 dollars. Digital marketing is available for everybody, from small to big, it doesn't matter. If a young company is trying to build a brand, it is pretty easy to promote a product in social media; it can be both paid and unpaid. Also, there are a lot of programs where it is possible to get real followers for free (HubSpot website 31 October 2017).

4.4.3 Summary

Social media marketing is defiantly one of the big players in marketing strategy in the modern world which gives a lot of new opportunities to every size of business. Also, it helps ordinary people to achieve goals on various platforms.

Adaptation to social media strategy is one of the keys to success; it will give a new and refreshed feel to improve a business. Day to day the number of people who use social media is growing. People are addicted to various platforms where it is possible to share different aspects of life and view others changes, what is going on and other exciting things. Sometimes it is more interesting to follow other lives than own life.

4.5 Email Marketing

Email marketing plays a central role in digital marketing strategy, the power of this element is increased by quickly steps, daily in a network improbable quantity of new users. For companies, it is very important to reach out to new users. Without a new customer, it would be impossible to grow and build a strong brand. Email marketing is the process where companies are getting in touch with new, existing and potential users. Each user should have a chance to have collaboration with companies because it is imperative for both sides to be up to date.

The Internet Marketing Academy & Ventus Publishing ApS (2011, 14-20) email marketing is the act of sending out emails to customers, both to customers, both current and perspective. This type of digital marketing gives users a chance to know about various promotion packages, memberships, and other informative things. When a user visits a website and shares email, after that for a company, it will be easy to send all the needful information through email and give people an opportunity to know about every update. Sometimes users send emails to a spam boxes because of annoying details that's why it is critical to have good content and text. All time users should be interested in these emails; it is vital for customers to read needful information. Such emails assure the customer to feel the confidence that a company take care and do everything to make users happy.

Email marketing is a beneficial and modern tool which is growing and increasing every day, and marketers always create new techniques and tips to provide this type of marketing more effectively. These new ideas help to improve the revenue and profitably of organizations by a quite vital margin. Email marketing is a long-term relationship between customer and consumer; there should be a warm and active collaboration between both sides (The Internet Marketing Academy & Ventus Publishing ApS 2011, 14-20).

4.5.1 Email Marketing Strategy

Email is one of the most cost-effective ways to communicate with the customer and promote products. To have effective email marketing strategy will help to market services and products with the help of email channel to increase company's profitability. It is vital to know the needs and wants of the target audience. (FIGURE 4) by (Sampi website 25 October 2017) shows five focus areas of effective email marketing.

FIGURE 4. FIVE FOCUS AREAS OF EFECTIVE EMAIL MARKETING (Sampi website 25 October 2017)

This tip is about questing and identifying the primary goals, what should be received from implementing this strategy. It is very significant to determine the area of improvement in a digital marketing plan. Some questions should be analysed and answered by a company: who is a company writing to, what should be written there, are the emails provide all the useful information, how is it possible to improve these emails. These are the central questions to strengthen and develop. Everything should be done in the best way to increase the trust and profitability of a company. Figure 3 shows five focus areas of effective email marketing.

Emails should be very easy to read; there should be the balance between professional and friendly emails. People sometimes forget that the main thing is not only the content of the letter but also how this mail is written. So that's why it is so vital to prepare in detail style of email.

Every email should be more precise and more readable for every person; it shouldn’t be complicated because people won't continue the text. If it is needed jargon can be added to emails, but it should be used very carefully. After reading a text, there should be no any questions in the mind of the reader.

Optimization is about the face of email; it is vital to check the right subject line, sender name and the main body of the text. Also, in the correct email images and links should be included. In the modern world, people use mobile devices that's why it should be done with optimization for mobile devices too. Sometimes it is so hard for users to open texts in mobile devices because of low optimization quality.

Personalizing is about to give people a reason to make a trust that's why the primary purpose of customizing to show customers that each of them in a company's priority list. It will help a company to build a healthy relationship with each other. Be ready to ask a client what is needful to improve, do users wish to continue receiving updates. All of these factors are important to develop (Sampi website 25 October 2017).

4.5.2 Summary

Email marketing as it was discussed in this chapter plays a vital role, and without email marketing, it is difficult to build a strong client base. Email marketing helps to inform users about new updates and give productive information about what is going on in the market. It depends on a company strategy, how reliable is going to be the email marketing department, as strong as it is as many users it will attract. This is a very difficult task as people are not very positive towards email marketing. The aim is to break the barrier so that the respondent really opens the mail. Needful information and the main text
The main advantages of email marketing in its cost-effectiveness, it is a pretty cheap instrument and available for every business from small to big. This type helps to analyze and maintain a client base. It is imperative to extract the maximum amount of gains from implementing with the use of email marketing.

5 TYPES OF DIGITAL MARKETING

In digital marketing there are a lot of type but it is important to know the main type that online marketer prefer to use. Affiliate marketing and generation leads are most common types in online marketing. Each type helps to minimize expenses and time on digital marketing strategy which give a reason to use such tools.

5.1 Affiliate marketing

With an increase of the power of internet, all companies are trying to build a strong web site to provide online customers with goods and services. Internet gives an opportunity to find readily made template that helps to make a simple webpage. It is so easy to create an URL, content page and other things with the right use of internet. One of the main aims that companies want to achieve during using a website is how to make a good profitability from the amount of traffic.

Affiliate Marketing is the main instrument to achieve this particular goal. According to (Shopify magazine 5 July 2018) affiliate marketing is an online sales tactic that lets a product owner increase sale by allowing others targeting the same audience – "affiliates" – to earn a commission by recommending the product to others". This marketing type is about achieving the award after supporting other business by promoting goods and services. Some companies prefer to work on a commission and the prevailing prices of the moment are hardly relevant to them. It depends on the number of users that a web site has, if a company has a high traffic, it will give a reason to increase the price. Also, customers can buy goods and services through a partner website which gives an opportunity to get a commotion for this operation.

Day by day the popularity of affiliate marketing is going higher and higher because this marketing type might be available to every type of business. Affiliate marketing is one of the cheapest models and way to improve a business. The main purpose of this model is to link up a buyer and a seller, after doing that it will be easy to earn a commission without much expense (Shopify magazine 5 July 2018).

5.1.2 Affiliate marketing techniques

The right use of the internet will help to find good affiliate marketing programs; there are hundreds of programs that people may use from low to high prices. After choosing the needful program, next step will be getting the affiliate code which very helpful to be used to consult traffic towards the targeted website. People do not realize that it is no need to sell the products all the time to get a commission; there are some affiliate programs that can be used for various payment ways.

Pay per click is the most popular program which is based on the number of visitors you send to the merchant's website. Marketers can get all the information about different action that website users take such as: impressions, clicks and other things. It is very significant to have the right keyword research because it will push targeted traffic to drive scale and then it will be possible receive money. Pay per lead helps to get all the information from customers by filling the contract form. Pay per sale minimizes the advertising and marketing costs for independent users and potential vendors (Singh 2018, singhdigitalvidya.com blog)

5.1.3 Summary

The increase of new technologies gives a lot of advantages and tools to promote a business in a faster way. Every company wants to spend less money and less time on advertising and at the same time to increase the profitability and popularity. Affiliate marketing is one of the main players who can do that. This marketing technique helps to generate revenues for a company in most efficient way. Also, hiring freelancers and cost effectiveness are vital things to mention during the use of affiliate marketing. Companies can use the help of hiring companies instead of doing it by them.

5.2 Generation Lead

Lead generation is a very important aspect in marketing strategy, without lead generation it will be impossible to build a strong client base and be ready to involve more potential customers. Sometimes companies don't get a support to sellers by given all of them leads. Lead are the gasoline in the engine of a salesman (Jordan Belfort 2018). The main goal of lead generation is to have a list of customers that are mostly likely to result in desired outcome.

Lead generation is the collaborative process of tempting strangers to your site, warming them up as potential customer, and getting them to spend on your products or services in order to boost your conversion rates (TruConversion.com 2018). It is very hard to invite new clients because there should be strong arguments to attract potential customers, day by day people becoming smarter and with the era of internet where people can find any information, it very difficult to trick.

The main aim of lead generation is to establish strong relationship between company and person, then convert into a customer. That's why lead generation is the first and the main step to increase a company conversion. Email marketing can be the key to achieve lead generation, through email marketing it can be easier to attract more customers and give all the needful information (TruConversion.com 2018).

5.2.1 Lead Generation Process

For companies it is very significant to find out the most valuable customer, try to understand who these customers are, what should be done to satisfy all the needs and wants. Those customers who are worth must be key priorities in lead generation process. Some activities should be done to do a successful lead generation.

To find the best approach can play a vital role in building warm relationship between customer and consumer. Promotional messages can be not the right way to attract people because people who are visiting a company website, all of them are potential customers and these viewers are also interested in a product. The main aim is to give a reason to trust and show that there is no any other high qualified product than this one.

Share a coupon with potential customer via email can be the right decision to do. Most of the time customers want to get some gifts from companies, after getting a coupon there can be an increase of customer satisfaction and trust to a company. That's how companies can establish loyal business to customer relationship.

5.2.3 Summary

Here is why generating leads is one of the most significant approaches to improve in digital marketing. For companies, it is very vital to generate a high amount of leads in the right and effective way. If companies do that it will be easier to increase the revue. That's why communication between consumer and customer can play a significant role in building a strong relationship which help to promote through recommendations (TruConversion.com 2018).

6 CASES

In the world of new technologies every company is trying to adopt to a new environment. Also, in the history there are great examples where an organization was destroyed by new rules due to misaddressing of innovative business changes.

6.1 Samsung Electronics

As the Samsung Electronics Company is one of the leaders in the electronic market, this company can provide customers with high qualified products. The use of various social media helps Samsung to develop in the right direction. The main aim the use of social media is to communicate with its public, to create more awareness of the brand, and to increase the company customer base. Samsung offerings at the moment include high technique products, a wide variety of products, available prices and so on. Samsung Electronics digital marketing strategy is one of the best in the global market. Samsung is trying to be up to date with customers and give brand new promotions to attract new customers. Samsung Electronics has a high impact on social media, according to socialbakers statistics, there are more than 45000000 numbers of fans on Facebook. It means that people are very interested in new updates of Samsung Electronics which make this company is one of the popular players in the electronic market. Also, Samsung Electronics has more than 1200000 followers on Twitter and 4.4 million followers on Instagram. It is very important to mention that Samsung Electronics tries to have partnerships with various bloggers and popular sportsmen who have a big and strong fan base (Statista 2018)

In 2013 Samsung Electronics made one of the most popular advertising of all time, it was a great digital marketing strategy to sign up 13 of the world popular and best footballers to promote Galaxy 11. Lionel Messi and Cristiano Ronaldo were on the same team which was a dream for many people because all the time these two players were rivals and people were dreamed to see them on one team. It was a great social media event where people were posting pictures of these players all around the world. The main thing was that there were footballers from various countries such as Brazil, China, Argentina, and others. It is very important to do because each country has its own football leader who has a huge fan base and with the help of that Samsung Electronics was allowed to get more potential customers.

Another great advertising was with 12 famous bloggers who were promoting Galaxy S4s. The main purpose of this promotion was how these bloggers have used the phone during creating a content and share it with followers. Right now, bloggers are very popular and most of them have more follower than celebrities. Day to day the number of followers is increasing and it makes sense to have collaboration with such bloggers. Samsung Electronics was one of the first companies who understood this and tried to use this digital marketing instrument to attract a new generation fan base.

Also, giveaway product event was a good idea of digital marketing strategy, with the use of social media Samsung Electronics gave people an opportunity to win a prize by clicking "like" and shares a post with friends. According to Samsung statistic in 2011 by doing this promotion, Samsung Electronics increased a fan base by 12000 followers on Facebook during the first week. For 2011 it was a great result because SMM at this stage was just a new digital marketing instrument to use.

It is very important to mention the "war" between Samsung and Apple which attract people from all over the world. Every day people are arguing which electronic device is better. One of the best promotions was in 2017 when Samsung Electronic shared a new video of the new Samsung galaxy where it was shown the main problems with the new iPhones. As an example, iPhone X needs for dongles after the removal of 3.5mm headphones just in the iPhone 7. Also, it was shown that the iPhone has a trouble with water, after dropping this phone in water a person needs to place it in a bowl of rice, while the Samsung device continues to function. This advertising was very popular between various social platforms such as Facebook, Instagram electronics groups and various forums.

Both brands dwarf the rest of other companies for its strong and unusual marketing strategies. Every year they spend more than 1 billion dollars for the marketing communication (REF). According to IBTIMES magazine in (2013) samsung will have spent $14bn on marketing and promotion of its products in 2013 - more than Iceland's total GDP. Social media is about the people! Not about your business. Provide for the people and the people will provide you (Goulart 2015, social-media-quotes). People should adapt to a new environment to be more informative and the use of social media is a key instrument to achieve this goal.

Samsung Galaxy 7 was a big flop; there were mostly negative comments about this model, especially about the battery and other things. Some people think that it was a disaster for Samsung electronics but it is not the right way of thinking. The main plus of this situation was that Samsung Electronics won a digital marketing jackpot. Every airport had to show Samsung Galaxy 7 on banners and displays which

made Samsung free advertising and gives an opportunity to attract more potential customers. According to Mr. Scott Teddy research when people were trying to connect to airport wife it was a warning of using Samsung Galaxy 7 at airport and airplanes. People's behavior on purchasing based on emotion that's why minds and thoughts attached at the time of seeing the unintentional advertising will have long vanished, leaving only the base feeling associated with the phone.

In drawing a conclusion from the case. The main goal was to find out the effectiveness and use of digital marketing by Samsung Company. Samsung is a very progressive company with a strong global brand recognition. Samsung has a very strong relationship with social media and day to day this company explores new opportunities and ways of using social media. To be a leader in a market it is important to invest money and pay attention to social media. People are very addicted to social media, tradition marketing is slowly moving away. Adaption to new methods is the key to achieve the goal.

6.2 Nokia

In the modern world, every company from small to big is trying now implementing digital marketing strategy in the business strategy to provide business with higher results. Without digital marketing, it would be practically impossible to build a strong brand or to keep it at the top position. One of the greatest examples is Nokia Company who was the electronic leader in the market but Nokia didn't adapt to the new rules of a game and has destroyed a brand.

Nokia was the dominant force and trendsetter in the mobile phone manufacturing industry, However, as of 2014, it had an embarrassingly low 9.9% of the smartphone market share. Nokia's marketing strategy gave almost no chance of surviving the smartphone market. Nokia practically jumped into a deep, dark well. Nokia's marketing strategy and value proposition are two shining examples of what costly marketing mistakes can mean for business.

Nokia couldn't adapt to a new digital marketing strategy as Apple and Samsung Electronics did. Nokia thought that traditional marketing strategy and a strong customer base will be the key to be on the top of the electronic market but it was a sad mistake to think so. Every company should know it is own value proposition and give people a reason to trust and select this particular product. Apple product is prestigious, people take a lot of picture with apple devices and post all of them on various social media which increase apples popularity. Samsung is versatile which makes to be friendlier with users than

Apple. Nokia couldn't choose the right direction how to attract new customers, the main plus of Nokia 15 year ago was a high qualified camera but it was too little too late.

Nokia couldn't have trust collaboration with customers through digital marketing. It was very difficult to understand how rules were changed and the power of the internet has increased. Nowadays, Nokia has more than 12 million followers on Facebook and only 400000 followers on Instagram, it is 10 times lower than Samsung has. Only one great thing was done in digital marketing strategy by Nokia. In 2014 Nokia decide to increase popularity in social media with "Brand Ambassador" online campaign. The main purpose of this research was to find 3 main famous people who are going to promote Nokia to the whole world. This online campaign was promoted through social media platform Facebook. Nokia organized an online campaign by conducting the online contest. This campaign was live for 12 days and gives the great results. According to Digitalvidya (2018) company, there were:5550 shares between users, the number of comments reached 5493 the number of likes was 61,781, the number of fans touched 68,469, the number of participants touched 9,252. This is a very good result for the Nokia Company who was forgotten by a lot of people.

Nokia's 5 G internet can blow customer's mind but the main thing is to promote this technology in the right way. It is very important to make a great analyze how to attract people and give them a reason to use this 5 G internet. Päivi Kalske Head of Corporate Social Nokia (2017) said that Nokia wanted to inspire people to share Nokia news and join conversations about our strategic topics before and during the show. It shows that Nokia is in the right direction which can return this giant company on the top. To sum up, these examples show that adaptation to a new digital marketing strategy is the key to success. Without online marketing strategy, it would be impossible to promote goods and services in an effective way. Nokia can be used as a great example of how companies shouldn't work because a word is changing very fast and is very difficult to hold top position with old bossiness view . (Kalske 2017, : https://hootsuite.com).

6.3 Creamedia

Creamedia is an advertising company situated in Kokkola.. This company is trying to provide customers with a highly qualified marketing help. Right now, this company is trying to adapt to a new era of marketing, digital marketing for Creamedia became one of the most vital instruments. For such not big companies digital marketing can help to increase the effectiveness and popularity. Small companies don't

have a lot of opportunities to spend a lot of money on traditional marketing that's why digital marketing can be the key to success in the marketplace.

Finland is not a big country but it is growing from day to day. Companies are trying to use new methods of business and adapt to new rules of promotions. According to one of the workers, digital marketing strategy in Creamedia is on the process to be held. This company is trying to understand the main rules of online marketing and find new young talents who are willing to help with modern marketing strategy. For such local companies, it is pretty hard to change the mind of how marketing can be in the modern world.

The main problem that was mentioned is digital marketing communication with existing and potential customers. The fan and customer base on various social media platforms are low. On Facebook, it is only 330 followers and on Instagram just over 1000 followers. One of the main digital instruments that Creamedia is trying to use is Affiliate Marketing which allows them to increase a fan base. To have collaboration with other bigger companies is the key to achieve digital marketing goals. As one of the workers said the traffic is pretty low on a website so the main way how to increase website traffic is to have a partnership with other popular companies and people.

Creamedia should do a big online research where this company will find why people are so interested in online area. It is very hard to attract new customers without digital marketing because people don't really like to go somewhere to ask about needful information. It is very easy to do it by online, Creamedia should make a lot of new attractive video where customers will find a very interesting information and future clients will be interested in Creamedia. Right now, potential investors and potential customer prefer to see how many followers company has on its social media platforms.

Creamedia has a very strong traditional marketing strategy which allows them to have a partnership with various universities such as Centria UAS where a lot of young students who have an access to social media 24/7. The website of a company is pretty informative and easy to use. The design is warm which give a good first impression.
Creamedia is on the way to build a good digital marketing strategy. It is very important to follow for new updates and be ready to compete with big companies to increase brand awareness in digital marketing sector.

6.4 Unibet

Unibet is one of the most profitable online companies in gambling, betting, casino games and poker industries. Unibet hold licences in various European Union countries where gambling, betting is legal. Also, company is public listed on NASDAQ which makes this company a giant in global market. Betting industry became as one of the most increasing industries in the modern world, online betting industry had grown into a multi-billion-dollar business. With the increase of sport industry gambling is becoming more and more popular across the world.

Organic media channels help Unibet to drive high volumes of traffic and leads. Unibet is moving with the various latest changes in digital marketing, especially in SMM. SEO for Unibet and other online gambling companies is extremely important to be aligned with customers and user's retention. Also, it is very vital to mention that online gambling companies deal with aggressively competitive keywords. It is very difficult to create content and ling building which will attract leads to visit a website. The main issue that marketing in online gambling industry can face is that it takes a lot of time, mostly a year to create linkable assets, betting website is a long-term process and highly competitive. Unibet has a high qualified content strategy which allows reaching wider audiences and leveraging authoritative third-party site such as: Facebook, Google.

Gambling industry is one of the most popular industries in the internet, mostly everywhere people can bet and play online casino games. Gambling industry is not used in traditional marketing because it is not needed anymore, with a power of internet, it is much easier to promote and provide a business though social media and other online instruments. Every day people spend money on online gambling games because азарт give a chance to win and relax (Zangeneh 2008, 135-153).

7 CONCLUSION

The era on new technologies is growing with rapid changes; old marketing techniques have been heavily replaced by new. Digital marketing is the world's most powerful marketing element, which is the topic that the whole thesis was cantered in. New generation is adoptable for new environment and new methods should be improved every day.

In this thesis, it was showing the main types and techniques of digital marketing strategy, the importance of new methods and the way all of these methods should be used in the right way. All of these parts are very important to combine and understand because online marketing is very competitive market where organizations spend an enormous amount of money.

Attracting people with the help of social media can be called as the one of the most popular and cheapest ways in digital strategy. Marketers are trying to create various unusual ads and ways to attract more customers. Every day people use phones, laptops and other device, it is very hard to imagine the world without the internet. The internet helps people to be updated about various products and trends.
Each instrument in a digital marketing strategy is unique and it takes a lot of time to be a highly qualified marketing in just one direction. Without good knowledge it will be very difficult to compete with other marketers and companies, each element is changing all the time because people are so genius creature who is trying to create something new and exploding the brain of the rest.

The second chapter showed what is marketing and basic principles of marketing strategy. It is vital to know basics of marketing because without marketing fundament it will be impossible to use digital marketing tools in the right way. Also, there are a lot of marketing frameworks that marketer use, each framework is responsible for particular task. In this thesis there were discussed 2 mains basically frameworks.

The third part was all about digital marketing and its tools. In the third part it is very important to understand why digital marketing is so popular. Online marketing is very complicated and it is vital be self-developed. This type of marketing is gaining momentum worldwide, conversion rate optimization

was very vital to discuss because it is one of the main elements of digital marketing strategy. Two main types of marketing were mentioned in this research, generation lead was named as one of the most important elements which allows organization to build a strong customer base. Affiliate marketing helps link up a buyer and a seller, after doing that it will be easy to earn a commission without much expense.

Without examples it would be difficult to understand the main purpose of digital marketing. It was shown how giant and small companies use this marketing tool. Also, it was very significant to show how it will be impossible to improve a business without online marketing, how giant company destroyed itself. Small companies are on the way of building a strong digital marketing strategy; it is hard for these organizations to adapt to new rule because of lack of knowledge and resources. The main advantage is that the internet can give needful information for every person and company without any troubles. With a new era of new technologies, it is so easy to find any needful information from any place that's why digital marketing is a future of modern business.

It is very important to study digital marketing in universities, young people should know about this new topic and try to involve it in traditional marketing. There are a lot of websites where people can get digital marketing certification which gives a lot of opportunities in marketing business area. Without digital marketing, it is very difficult to survive in the modern market, people should be up to dated and try to use new methods to improve business. Internet is rising day to day and everyday people can see new information and new tools how to use the internet, it shows that digital marketing is a very fast-growing method.

To be successful in digital marketing area marketers should follow new trends and hear user's opinions because without doing that people will just ignore and stop communication between customer and consumer. It is very hard to predict what will be tomorrow, which trend is going to be more popular that's why online marketing is so unpredictable. Sport industry has been increased in several times and sport bloggers and vloggers are so popular. It is so easy to make money online without any education, online sponsor searches a unique people who attract people. Digital marketing changed rules in marketing strategy, if a person or a company doesn't use the internet, people are not interested in that.
All businesses are trying to transfer to the online world where organization will use various forms of digital marketing. Online marketing gives new opportunities to establish the position on global marketing for ever company and build strong brand awareness. Adaptation is the key to success because modern business is changing rapidly and it is so hard to adapt to new changes, without doing this it will be very hard to survive.

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