

CHARACTERISTICS OF DIFFERENT DIGITAL MARKETING CHANNELS

The article is devoted to the study of theoretical problems and substantiation of practical areas of optimization of the strategy of using personalized content through various channels of digital marketing.

The study of the general provisions of marketing management of enterprises; the essence and place of content marketing in the system of marketing communications of enterprises and modern tendencies of development of digital communications at the enterprises of the sphere of information services are determined.

The sequence of the marketing management process in the enterprise consists of many stages aimed at managing the demand of potential customers, meeting and serving the needs of the market, which primarily involves the communication strategy of the entity.

Content marketing - a set of marketing techniques based on the creation and / or dissemination of useful information for the consumer in order to gain trust and attract potential customers. Most consumers are accustomed to doing a little research online before making a purchase. They turn to search engines for more detailed information about the range of products available on the market and to compare prices from different manufacturers. So, content is a way to attract more visitors to the site and turn them into customers.

The main trend in the development of communications in the field of information services is a significant reorientation to communications on the Internet. Thanks to its interactivity and multimedia, the Internet provides a fertile ground for the creation of virtual worlds and the electronic game industry, which can be used, in particular, to solve communicative problems. Game technologies provide marketers with a wide arsenal of tools for promoting goods and services. First of all, this applies to game advertising.

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