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## **PECULIARITIES OF MODERN DIGITAL MARKETING TOOLS**

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**Abstract:** *Scientific, tutorial and popular literature is filled with the description of the digital marketing concept, its significance and application into the current everyday life. Authors has reviewed papers of American, British, Chinese, Finish, Polish, Ukrainian and Indian authors and practitioners dedicated to summarizing the best marketing tools worldwide. Researching a wide range of digital marketing tools, we have used SEO engines, as well as scientific methods of analysis and synthesis, systemic approach to summarize and justify all current modern marketing tools. Methods of digital clustering and grouping have been used by constructing a table of digital marketing means. Social media marketing features have been characterized. The Main Digital Marketing Tools have been presented with their possibilities to use in a table form. Authors have provided a deeply detailed systematization of the digital marketing tools and made it clear recommendations about their correct and effective usage. Authors have described over 160 digital marketing tools clustering them for this types and application spheres. Accent is pointed out at the SEO tools, Marketing Automation and Mobile Marketing Applications.*

**Keywords:** *social media, digital generation, digital marketing tools, SEO tools, Analytics & Tracking, Online Branding, Blogging & Content Creation, Collaboration, Customer Success & Support, Design, Images & Video, E-Commerce, Email Marketing, Marketing Automation, Event/Project Management, Paid Advertising, Productivity tools, Social Media Management, Webpage Creation & Lead Capture*

### **INTRODUCTION**

Marketing has changed in an innovative way. It has become digital last decades. Today, according to the Statista, global digital population increased from 3.7 billion Internet users till 4.4 billion as of January 2019. As statistics shows, digital population is increasing rapidly from 1.2 billion in 2005 (almost 4 times). At the same time of the measured period, almost 3.5 billion were social media users. China, India and the United States rank ahead all other countries in terms of internet and social media users. China was ranked first with 772 million internet users, more than double the amount of third-ranked United States with just over 312 million internet users. Overall, all BRIC markets had more than 100 million internet users, accounting for four of the seven countries with more than 100 million internet users. Considering that the number of humans living on Earth is presently estimated at some 8.5 billion. It means that over 42% of the world population is interconnected through the use of internet. There are stark differences in user distribution according to region. East Asia was ranked first with mobile social media penetration rate of 70% followed by North America with 61%. The global mobile social penetration rate was 42%.

Internet affect humans live in many ways when communicating, keeping updated news, interacting with public authorities, buying goods/services online, sharing news, looking for the needed information, promoting startups, own business etc. Nowadays, digital technologies transform the world. ICT support startups and support current small, medium and large businesses with some new opportunities that contribute their competitiveness and development. The world is changed – it become a *digital world* based on the Internet tools, its fast development is observed in the fields which seemed to be undeliverable for, viz. the healthcare sector, security service, transport service, energy-saving technologies, an educational industry, the public sector etc.

## **MATERIALS AND METHODS**

Modern scientific, tutorial and popular literature's space is filled with the description of the digital marketing concept, its significance and application into the current everyday life. In particular, Mandal & Joshi (2017) have described Digital Marketing Strategy have discovered the effects of technology adoption on mass customization ability. Koziół, Wojtowicz & Pyrek (2014) have considered relations marketing as a tool for supporting the company's innovations. Johnson & Ettlie (2001) have described reliability of modern ICT for customization Chen (2006) has researched new ways for the marketing innovative tools application. Nikunen, Saarela, Muhos, Oikarinen & Isohella (2017) have developed new approach for the usage of digital marketing tools by micro-enterprises in order to build successful customer relations. Matthews (2018) has summarized and overviewed over 150 the best marketing tools, which seem to be useful for practical activity in each sphere. However, still we didn't find good schemed and logically algorithmized scientific, tutorial or popular paper, which might provide the best applicable practice for inexperienced marketing tools.

The *aim of our study* is concentrated description and clustering of the modern digital marketing tools for their effective choice and application into the practice.

The *main tasks* that will be solved due to our research are following: (1) description of the current world social media environment in numbers; (2) research of the different types of marketing digital tools and their efficiency; (3) finding ways for the most effective digital marketing usage according to the case.

Researching a wide range of digital marketing tools, we have used SEO engines, as well as scientific methods of analysis and synthesis, systemic approach to justify all current modern marketing tools. Methods of digital clustering and grouping have been used by constructing a table of digital marketing means.

## **RESULTS**

Social media is a part of everyday life. People regularly access a variety of social media channels from a mobile app or computer web browser. According to The Manifest survey conducted by Herhold (December, 2018), the average person spends 5 years of his or her life on social media (i.e. more time than they spend eating, socializing, and grooming). The main findings of her study demonstrate that

(1) 86% of people aged 16-55+ use social media at least once per day, and 72% use it multiple times per day;

(2) Facebook (82%), YouTube (75%), Instagram (53%), Snapchat (39%), Pinterest (38%), Twitter (36%) are mostly used social media;

(3) people use several social media channels more in 2018 compared with 2017, viz. YouTube (63%), Instagram (61%), Snapchat (58%), and Facebook (52%);

(4) people use a combination of methods to access social media, viz. mobile apps (67%), computer web browsers (57%), mobile web browsers (41%), and tablet apps (31%), computer app (28%), tablet web browser (23%), smartwatch (11%);

(5) females use social media multiple times per day compared to 64% of males (75% vs. 64%);

(6) the majority of both females (83%) and males (81%) use Facebook, but they vary in how they use other channels, including Pinterest (44% vs. 26%), Twitter (28% vs. 51%), and Reddit (8% vs. 29%);

(7) almost half of social media users (46%) access social media on mobile apps.

Based on this survey, we can conclude that people definitely rely on social media.

Kozioł, Wojtowicz & Pyrek, R. (2014) made the assumption that the use of customer relationships in the innovation business processes of the company contributes to their successful development. They point out that CRM systems are effective tools for. Authors state that the effectiveness of individualized marketing is conditioned by such factors as close relationships with customers, continuous oversight, analyses, information technologies and databases usage. We agree with polish authors in a point that knowledge received from consumers is valued higher than information obtained from marketing research centers (summarizing analytics and doing cabinet researches on demand).

Chen, Y. (2006) provides an economic analysis of marketing innovations based on the dynamic model that includes  $\gamma$ -factor, which allows a firm to acquire consumer information effectively and  $\sigma$ -factor, which reduces consumer's transaction costs. Author concluded that incentives and effects of both factors differ. Although  $\gamma$ -factor benefits the innovating firm, it hurts some consumers (because of their differences in tastes, preferences, types, behaviors, purchasing possibilities etc); as well, while  $\sigma$ -factor benefits all consumers, it may or may not benefit the innovating firm.

Nikunen, Saarela, Oikarinen, Muhos & Isohella (2017) have pointed out that today the digital marketing environment is focused at attracting customers, engaging customers' interest and participation, retaining customers, learning their preferences and relating to customers in building strong customer relationships. Thus, authors make the accent at the relationship marketing based on the digital marketing tools. Authorial findings highlight the importance such digital marketing tools, as Blog, Facebook, Content marketing, E-commerce, E-mail, Search engine marketing, Website.

Mandal & Joshi (2017) in their scientific article conclude that digital channels have no boundaries. Each company can use any devices such as smart phones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO, videos, content, e-mail and lot more for promotion company and its products. We agree with authors on a range of digital tools usage, but in our paper we offer much more perspectives for their implementation relying on the current development of informational technologies.

As we have mentioned before, there are many different types of marketing digital tools, which have different purposes. But we offer to combine them in fifteen groups (Table 1).

**Table 1**

**The Main Digital Marketing Tools**

Top	Marketing sphere	Marketing tools description
1	Analytics & Tracking	ClickMeter, Funnel.io, Google Analytics, Heap, Track Maven, UNAMO
2	Online Branding	Rebrandly, BrandYourself DIY Tool, Mention, Pixellogo, SurveyMonkey, Wisestamp
3	Blogging & Content Creation	WordPress, BuzzSumo, BuzzSprout, CoSchedule, Pocket, Grammarly, Hemingway Editor, Kahoot!, Medium, Piktochart, Qzzr, Zest
4	Collaboration	Slack, Asana, Cyfe, Dropbox, Google Drive, GoToMeeting, JIRA, Join.me, Quip, Trello, Traackr, Zenkit, Zoom
5	Customer Success & Support	Intercom, Drift, Emojics, Mopinion, Ramen, Respond (by Buffer), Totango, Zendesk
6	Design, Images & Video	Canva, Adobe Spark, Animatron, Balsamiq, Favicon Generator, Fluid UI, Genially, InstaQuote, InVision, Loom, Pablo, Powtoon, Snappa, Typ.io, Wistia
7	E-Commerce	Shopify, BigCartel, BigCommerce, Chargify, Gumroad, Selz, Magento, Oberlo, PrestaShop, Product Upsell, Squarespace, Volusion
8	Email Marketing	MailChimp, AWeber, Campaign Monitor, Constant Contact, ConvertKit, GetResponse, iContact, NEWOLDSTAMP, Revue, Scope
9	Marketing Automation	HubSpot, Zapier, Automate.io, IFTTT (If This Then That), Microsoft Flow, Pardot, Follow Up Boss
10	Event/Project Management	Eventbrite, AppInstitute, Bizzabo, Cvent, Eventsforce, Sli.do, Eventmobi, Gather, Wild Apricot, Indydesk, Bitrix24, ProofHub
11	Paid Advertising	Facebook Ads, AdEspresso, AdStage, AdRoll, Bing Ads, Driftrock, Google Adwords, Social Ads Tool, SpyFu, Twitter Ads
12	Productivity	1Password, Calendly, CheatSheet, Evernote, F.lux, Rescue Time, Momentum, StayFocusd
13	SEO Tools	Google Keyword Planner, Cocolyze, K-meta, Ahrefs, Alexa, Answer the Public, Copyscape, Google Trends, GTMetrix, Moz, OnPage.org, Screaming Frog, SEMrush, SERPChecker
14	Social Media Management	Meet Edgar, Buffer, Crowdfire, Dlvr.it, Earshot, Meltwater, Oktopost, SocialBee, SocialPilot, SproutSocial
15	Webpage Creation & Lead Capture	Optimizely, ClubRunner, Instapage, JotForm, M-Files, Sumo, Kickofflabs, Optinmonster, Sleeknote, Albacross, Typeform, Wix, Unbounce

*Source: systematized and completed by authors based on research of Matthews (2018)*

(1) *Analytics & Tracking* is an entrance of any marketing strategy. With the ability to track on the marketing efforts, it is possible to determine operative tasks.

(2) *Online Branding* is a platform makes it easy to create, track, and manage short URLs with a custom domain name.

(3) *Blogging & Content Creation* both are the backbone of the digital marketing. Without such software tools it is impossible to share any content.

(4) *Collaboration* digital tools allow to check work in a team (each team member) and separate goals with different directions. Such tools make sure that team works productively and reaches their marketing goals.

(5) *Customer Success & Support* tools makes it a key category of the best marketing tools list, because it provides support connection and feedback with each concrete customer.

(6) *Design, Images & Videos* tools help with creating visual images, videos and sites to attract visitors and engage consumers. It's complicated sometimes for marketers to create well-looking content, not being web designer. Settings of these tools help.

(7) *E-Commerce* platforms are tools helping to sell physical products or services. This huge software instruments with limited abilities to maneuver. These tools are 'heavy' from the point of ITC and take a great responsibility from software developer/programmer to implement it.

(8) *Email Marketing* has been an integral part of most marketing strategies. Today, it is impossible to imagine promotions of goods or services without such tools. Therefore, there are a lot of email marketing tools to choose from in this category.

(9) *Marketing Automation* Even with the best marketing tools available, there is still a lot of work to put in. Marketing automation tools give you the freedom to be more productive and spend more time on the work that really matters. So sit back and let the automation do its thing with one of the tools from this category.

(10) *Event Management* is a very stressful part of any managing process. To run or to manage an event is a hard deal. That's why it's so beneficial to use one of the tools listed in *Table 1* above.

(11) *Paid Advertising*. One of the best ways to boost any of marketing efforts is by using paid advertising. There are many digital tools to use paid advertising depending on the type of the business, its form and scale.

(12) *Productivity* is the main indicator to estimate marketing results. When it comes to digital marketing, it is necessary to make sure about staying productive. To help keep things moving along quickly and right way, here is a list of the best digital tools.

(13) *SEO Tools* help to rank for keywords on search engines. There are so many guides to tell the best way to rank but at the end of the day, only the search engines know all the details of their algorithms. Here is a number of tools to help better planning SEO strategy and start ranking.

(14) *Social Media Management* is a tricky business tool. There are a lot of platforms to manage and it is possible to spend hours making sure everything is updated. This is one of the categories that has the most options to suggest.

(15) *Web page Creation & Lead Capture*. It's almost an expectation now that marketers should be able to make and maintain their own web pages without the help of a developer. With many drag and drop interfaces available, it's become much easier to do so.

## CONCLUSIONS

Ensuring customers find exactly what they are actively searching for what is the key to a successful inbound lead generation campaign. By including the keywords people use to search for interesting goods, services or just information, business increases the likelihood to attract new clients due to the digital search engines. This process is called search engine optimization (SEO). By having strong SEO and using online advertising, it is possible to drive visitors to the website of any company and to present them with a free information-based offer. Afterwards, it will be possible to customize a strategic follow up system that intensify sales. We should notice, that inbound lead generation works much more efficiently than old-fashioned cold calling strategies.

Marketing Automation continues all the way through the sales process makes sales making it easy. Automating the follow-up to the lead generation process is a smart way to ensure the marketing runs continuously and smoothly all the time. A good example of the Marketing Automation is a series of emails sent out automatically over time that continues to provide information and keep building the relationship with customers (aka relationship marketing). Marketing Automation software captures contact information, delivering free information and then sending relevant follow-up. As we can see, Marketing Automation technologies are growing rapidly last time.

Mobile Marketing is a dominating strategy nowadays. Given the fact that nearly every person has a mobile phone, business might connect with customers via a mobile device. In this case, the website should be mobile friendly and emails should work well when opened on a small screen. Effective ways of mobile marketing usage include text message campaigns, having a mobile app and creating a mobile loyalty program. Also it is advisable to use quick response, or QR-codes in the print advertising (if such takes place). These black-and-white square graphics allow a mobile phone user to scan the code in the ad and be taken immediately to a mobile landing page where business can capture the contact information. Thus, customers get to decide whether or not to engage with the company (or any other business) via mobile, but it's smart to prepare supply's side of that connection.

In the world of digital marketing, there are many applications and software solutions to keep things running smoothly. That is why it is important to focus efforts on what is essential for the business. As we can conclude from our research, the most common uses for digital marketing applications are social media management, automation, content marketing, and community building.

Although there are still many skeptics who reject digital marketing technologies effectiveness, it should be agreed that today's progress seems unsecured without using them. The Internet of things/services presents a fantastic opportunity for marketers/businesses. Products or services that market themselves, order themselves and integrate into the system that will increase customer retention. Few years ago marketers could only dream of such things, now they are a reality. These trends of digital marketing usage have to be seized by marketers to be implemented successfully.

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