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DIGITAL BRANDING IN THE MARKETING STRATEGY OF ENTERPRISES

With the development and spread of technology, digital branding is becoming increasingly important, due to consumers mostly interact with brands through the integration of online and offline platforms. Understanding the origin and impact of current trends on brand building strengthens the position of enterprises in the competitive environment and increases brand awareness, loyalty of the target audience and, as a result, stimulate sales. Digital branding is an important component of any modern marketing strategy, as it allows brands to provide an omnichannel presence on the market and establish meaningful connections with customers. With the right approach, digital branding can help businesses highlight a unique sales offer among competitors and achieve long-term success. The aim of the study is to determine the prerequisites for the formation and development of digital branding of the enterprise. The study was conducted using the methods of theoretical generalization, comparative analysis, synthesis and graphic representation. According to the results of the analysis of theoretical approaches, the emergence and development of digital branding was considered, the main stages of its formation were determined. The current trends and prospects for the development of digital branding in the future are revealed. The process of influence media planning is graphically depicted, which includes 6 stages: an advertising campaign planning, the identification of promotion channels and influencers, message content, content publication, linking and optimization of existing advertising material, analysis and coordination. The process of targeting and remarketing is presented. The development of digital branding has been driven by technological advances, changes in consumer

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ЦИФРОВИЙ БРЕНДИНГ У МАРКЕТИНГОВІЙ СТРАТЕГІЇ ПІДПРИЄМСТВ

З розвитком та поширенням технологій цифровий брендинг набуває все більшого значення, оскільки споживачі взаємодіють з брендами через інтеграцію онлайн та офлайн платформ. Розуміння походження та впливу сучасних тенденцій на побудову бренду посилює позиції підприємств у конкурентному середовищі, підвищує впізнаваність бренду, лояльність цільової аудиторії та як наслідок – стимулює продажі. Цифровий брендинг є важливою складовою будь-якої сучасної маркетингової стратегії, оскільки він дає змогу брендам забезпечити омніканальність присутності на ринку та встановити значущі зв'язки з клієнтами. За правильного підходу цифровий брендинг може допомогти підприємствам підкреслити унікальну торгову пропозицію серед конкурентів і досягти довгострокового успіху. Метою дослідження є виявлення передумов становлення та розвитку цифрового брендингу підприємства. Дослідження проводилося з використанням теоретичного узагальнення, порівняльного аналізу, синтезу та графічного зображення. За результатами аналізу теоретичних підходів розглянуто зародження та розвиток цифрового брендингу, визначено основні етапи його становлення. Розкрито сучасні тенденції й перспективи розвитку цифрового брендингу в майбутньому. Графічно зображено процес інфлюенс медіапланування, що містить шість етапів: планування рекламної кампанії, визначення каналів просування та інфлюенсерів, зміст повідомлення, публікація контенту, посилення та оптимізація наявного рекламного матеріалу, аналіз та координація. Представлено процеси таргетингу та ремаркетингу. Встановлено, що розвиток цифрового брендингу обумовлений технологічними досягненнями, змінами в поведінці споживачів та еволюцією маркетингової індустрії.



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behaviour, and the evolution of the marketing industry. Since its inception as an e-commerce tool, digital branding has evolved into a complex and multifaceted phenomenon and will continue to play a crucial role in marketing.

Keywords: digital branding, formation and development of digital branding, influence marketing, targeting, remarketing.

З моменту свого зародження як інструмента електронної комерції цифровий брендинг перетворився на складне і багатогранне явище й продовжує відігравати вирішальну роль у маркетингу.

Ключові слова: цифровий брендинг, становлення та розвиток цифрового брендингу, інфлюенс маркетинг, таргетування, ремаркетинг.

JEL Classification: G21, G23, G28.

Introduction

The issues of digital branding (DBI) are gaining relevance due to the spread of innovative technologies. There are new requirements for the formation of the brand, its communication with the target audience. The sphere of DBI is rapidly developing and provides enterprises with new opportunities to build brands and interact with customers in innovative ways. DBI helps enterprises strengthen their presence, in particular in the digital space, create meaningful connections with their customers, increase their loyalty, and therefore – stimulate sales and increase profits.

Due to the wide use of online channels when communicating with customers, enterprises need to develop effective strategies of the DBI, which help them to distinguish themselves from competitors, increase brand recognition and interact with the target audience as efficiently as possible. Through research and analysis of trends and best practices of the DBI, enterprises can acquire valuable information on the implementation of practical measures that will contribute to the achievement of marketing and business goals. From a scientific point of view, this study will help in the development of new theories and concepts that reveal to enterprises the purpose and importance of brands.

Problems of the development of the DBI were studied by domestic and foreign scientists, in particular: J. Delaine, M. Robertson, M. Berringer, Daniel Rawls, H. Oshtolhof, L. Fedulova, O. Gudz, O. Marchuk, V. Pustotin, L. Radkevich, T. Yankovets [1–11]. Digital branding research [4; 5; 10] can provide insight into the process of changing consumer behavior and expectations in modern realities, which will serve as a basis for broader marketing and business strategies. The latest publications on issues of the DBI [1; 10–13] testify to the change in the way consumers interact with brands through different digital platforms, which requires the presence and activity of brands on different digital channels, as well as understanding the effectiveness of each channel depending on the goals and audience.

D. Rawls in the work "Digital Branding" defines digital branding from the standpoint of the client's experience, which creates strong emotional connections with the consumer through digital channels (social media, search engine optimization, websites, mobile marketing, email marketing, etc.), based on valuable content and constant monitoring and analysis of the obtained

results. The main approach of D. Rawls is the construction of a digital brand ecosystem that unites all digital channels used by the brand and provides omnichannel, that is, integrated interaction at all points of contact with the brand. The author pays considerable attention to the process of using social networks to expand the audience and improve interaction with the brand through the channel. He considers various strategies for using social media: content marketing, influence marketing, advertising in social networks and the use of social media to improve service and customer service [4]. Despite the existing research, the question of the evolution of digital branding, its formation and promising directions of development requires further study.

The aim of the study is to identify the main prerequisites, stages, process and development of digital branding. To achieve this goal, the following main tasks were set: to classify the stages of formation of the company's DBI; distinguish the characteristic features of each period; reveal the key trends in the development of digital branding.

During the research, general scientific methods were used: generalization, analysis and synthesis, comparison and graphic representation. The information base of the study became the works of Ukrainian and foreign scientists on the issues of modern theory and history of the Central Military District, reports of research companies dedicated to the research of Central Military District tools implemented at enterprises.

1. Stages of digital branding formation and development

By developing effective DBI strategies and constantly introducing new technologies and tools, enterprises adapt to the changing external environment and continue to develop and thrive in the digital age. Digital branding should be understood as the process of building, promoting and developing a brand using digital technologies and tools, which is revealed in the system of values, which are transmitted through a set of identification symbols united by a common meaning, which causes positive associations in the consumer and forms trust in the product and willingness to pay a higher price for it, compared to similar products of competitors, which ensures an increase in the efficiency of the enterprise. The concept covers the entire range of activities related to the creation of a new or promotion of an existing brand in the Internet environment, as well as the use of mobile and other digital technologies, which are used both online and offline [14, p. 76].

The DBI history has been shaped by technological advances, changes in consumer behavior and the evolution of the marketing industry, which began with the early days of the creation of the World Wide Web in 1989 by Tim Berners-Lee. This marked the beginning of the digital era and paved the way for the development of branding: enterprises began to realize the potential of online channels to promote their products/services, use websites as a way to communicate with customers [15]. In *Figure 1* presents the main stages of formation and development of digital branding.

ENTERPRISE

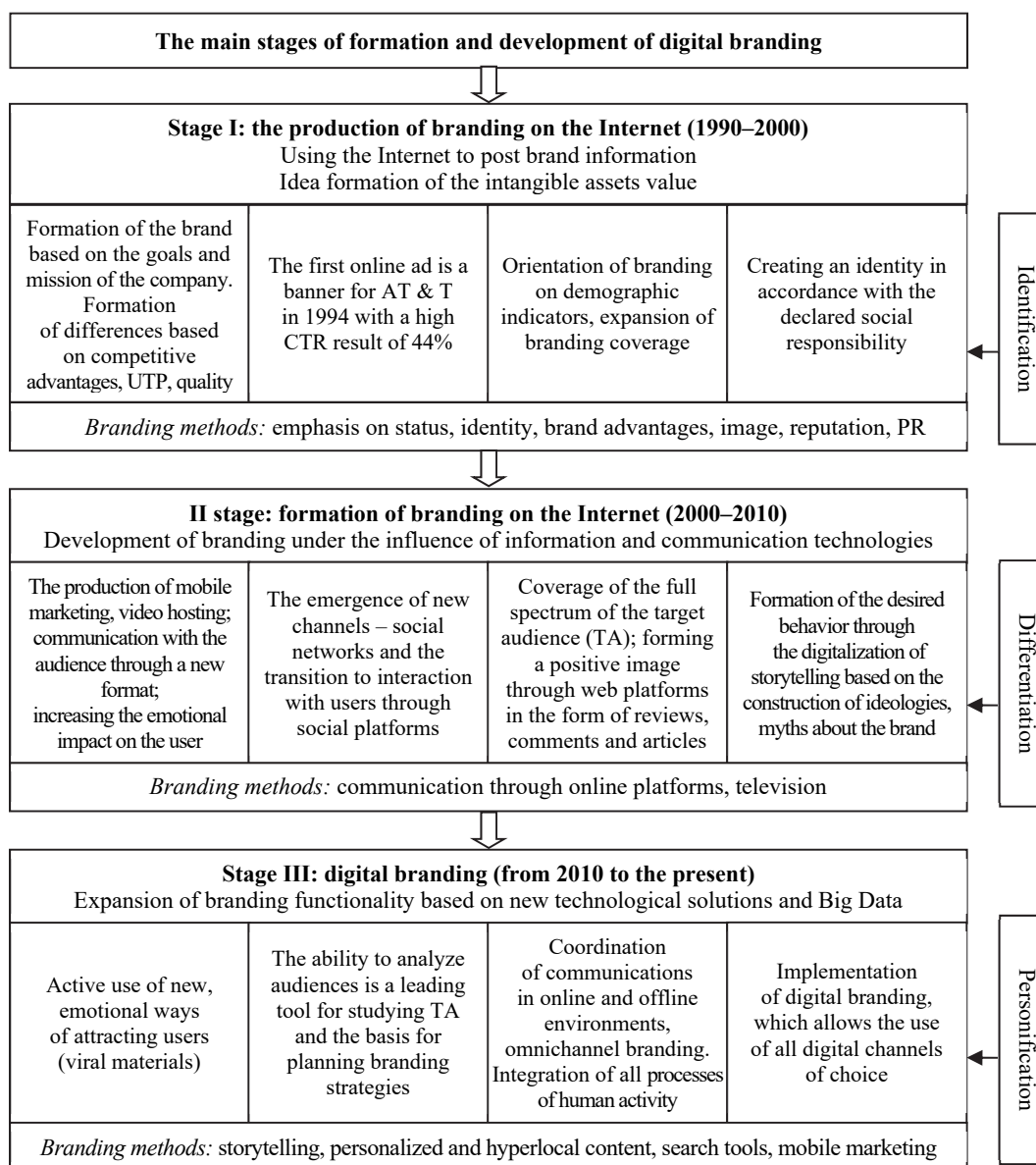


Figure 1. The main stages of formation and development of digital branding
Source: compiled by the author according to [16–19].

2. Social media and Coca-Cola campaign

The launch of the platforms as MySpace, Facebook, Twitter and YouTube in the 2000s marked the beginning of the social media era and created new opportunities for businesses to communicate with customers and build a brand in the online environment. Platforms like these have enabled businesses to reach a wider audience and interact with customers in innovative ways. So, brands use social media to share interactive content, run contests, and build communities around their products. In particular, Coca-Cola in 2011 conducted a global image campaign "Share a Coke" on social media, the goal of which was to encourage customers to share photos of their personalized bottles on social networks using the hashtag #ShareACoke.

After a growing number of interactions, a website was created where customers could order personalized bottles online and share their own stories with the brand. The company's social media strategy was to create a sense of community, belonging and brand pride. According to the Coca-Cola Company, more than 500,000 photos with the hashtag #ShareACoke were posted on social networks and the result was an increase in sales of Coca-Cola products in the United States by 2.5%. The company has also been awarded numerous advertising awards, including the Cannes Lions Grand Prix in 2013 [20].

3. Mobile marketing

Due to the prevalence of smartphones and the use of the mobile Internet, the way people access and interact with brands has fundamentally changed, thanks to which mobile communication is becoming an important aspect of the DBI's strategies. The advent of mobile marketing in the early 2000s led to explosive changes in the way consumers interacted with digital media, primarily due to the increase in mobile internet usage. Mobile apps have become a component of many brands' marketing strategies because they enable interactions with customers via mobile devices. Businesses have had to adapt their marketing strategies to meet changing customer needs. Brands began to develop strategies focused on mobile devices, to optimize websites and their content for the format of mobile devices. The use of mobile applications contributed to an individual approach to communication (as a result, consumers gained access to personalized content, promotions, loyalty programs and a more convenient experience). The emergence of social networks (Instagram, Snapchat) and the growing importance of video content have further changed the landscape of the DBI. Brands began to focus on storytelling, creating emotional connections with consumers and developing a corporate identity. Thanks to convincing stories about products/services, the values of their customers, brands were able to create a more authentic and meaningful connection with consumers, which led to increased brand loyalty and its distribution [16; 19].

4. The modern stage of digital branding development

Since 2010, social media has become a powerful tool for brands to connect with consumers, increase brand awareness, and promote products and services. With the emergence of influential social media, custom content and social media advertising, brands have many new opportunities to reach their target audience. The expansion of digital advertising and the growing number of digital advertising technologies have allowed businesses to reach highly targeted audiences and deliver more effective branding messages online. Brand values have become more important, because consumers are increasingly interested in the purpose and philosophy of the brands they interact with.

One of the key developments in branding after 2010 was the rise of marketing influence. This approach is designed to work with individuals or organizations that have a large number of subscribers on social media platforms to promote products or services to their audience. This tool is growing in popularity as consumers become increasingly skeptical of traditional

advertising and seek authentic and relevant content from sources they trust. Influencers are able to establish a personal connection with their audience and create a sense of trust. The process of marketing campaign building with influencers is presented in *Figure 2*.

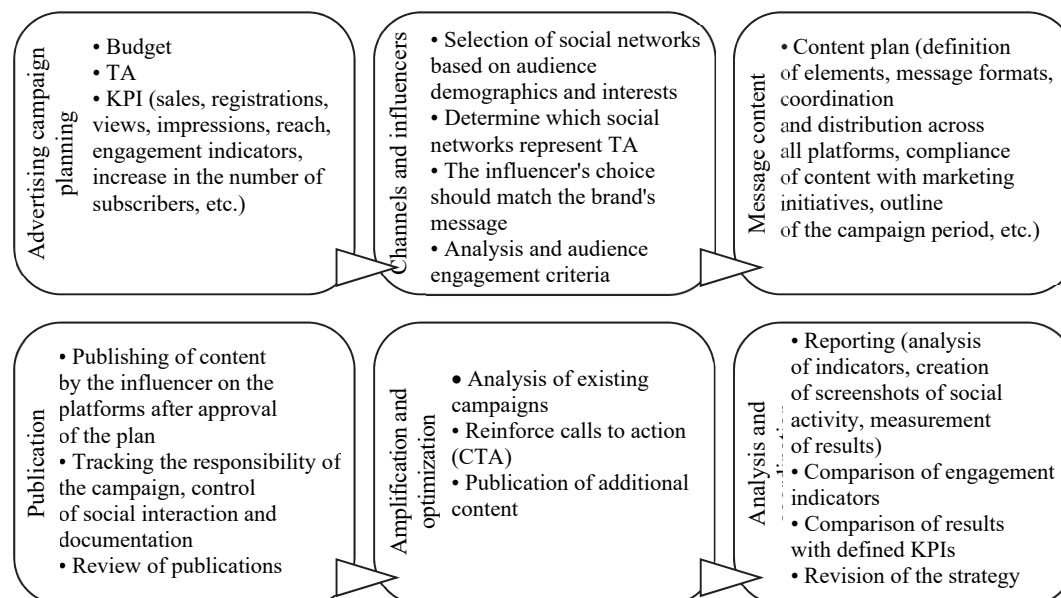


Figure 2. Process of marketing campaign influence

Source: compiled by the author according to [21; 22].

The main advantage of marketing influence is its ability to gain the trust of consumers, because influential people build strong relationships with their supporters and can provide recommendations and endorsements that are considered more reliable than in traditional advertising [21; 22].

The rise of artificial intelligence and machine learning has led to the development of more personalized branding strategies designed to meet the unique needs and preferences of individual consumers.

Thus, Netflix is an example of a company that successfully used an individual approach in communication with consumers. Netflix uses machine learning algorithms to recommend movies, designed to personalize the user experience, offering content that matches the viewer's interests and viewing history. By analyzing user data (browsing history, ratings, search, devices, viewing time, etc.), the company offers personalized recommendations according to each user's unique preferences. A similar approach to branding helps to establish deeper connections with each individual viewer, as there is a sense of adaptation of the content to their interests. In addition to content recommendations and original programming, the company tracks a wide range of data (demographics, habits, interests, etc.) when shaping advertising content that resonates with specific demographics, and creates original series and films that meet the tastes and preferences of viewers in different countries. Personalized advertising facilitates effective promotion while deepening the connection with each individual viewer. Taking into account the cultural characteristics of different countries and adapting the product to the local

market helps Netflix to satisfy the preferences of viewers which improves the user experience and strengthens the brand’s reputation [23].

Brand communication with the target audience is critical to business success. During the DBI formation, enterprises benefit from the use of targeted advertising, which has undeniable advantages such as:

- easier search for the target audience enables brands to interact with potential customers who are most interested in their products;
- advanced personalization, when the business knows the characteristics, behavior and interests of the audience and offers the necessary content;
- the opportunity to leave unforgettable impressions in the minds of customers, creating customer loyalty and distinguishing you from competitors.

The process of targeted advertising of digital brands according to the stages of the consumer’s journey presents in *Figure 3*.

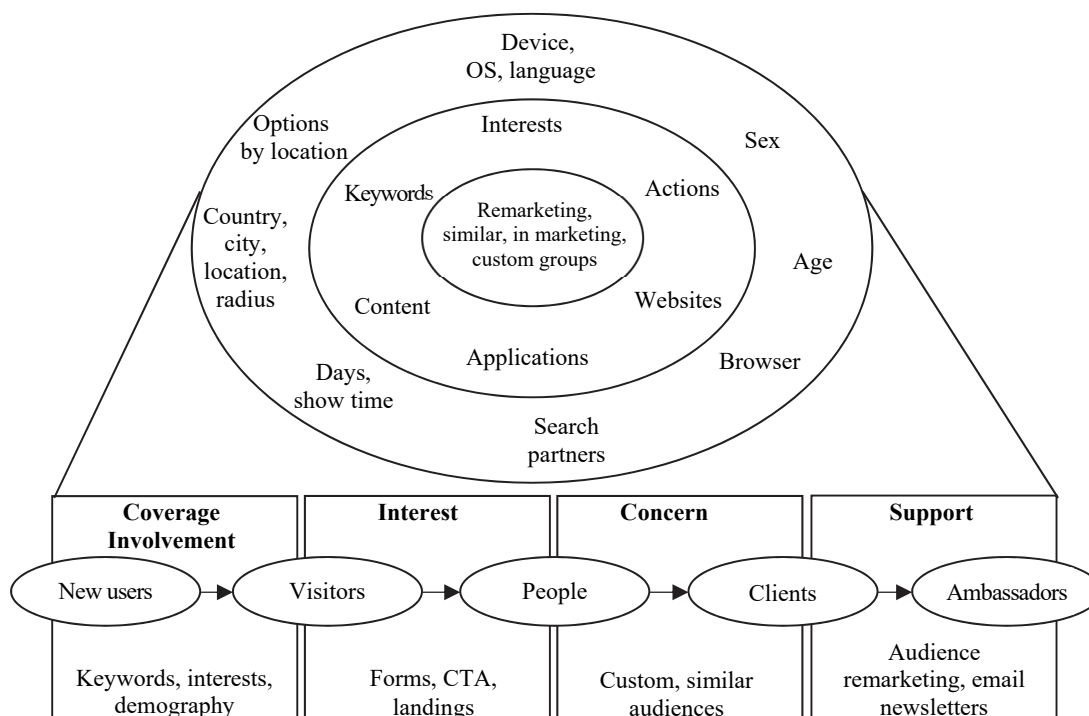


Figure 3. Consumer’s evolution in the process of the interaction with targeted advertising of digital brands

Source: compiled by the author according to [24; 25].

Remarketing is a type of advertising in which users, after viewing certain content, see information about products/services again thanks to special tracking methods (using cookies) on other sites. The main condition for using remarketing is that users must already interact with the company’s platform and meet certain criteria. We distinguish the following types of remarketing such as:

- standard means that advertising is shown only to those users who have already visited the site and did not perform the intended action;
- dynamic means that personalized advertising depending on the type of product/service viewed by users on the site.

The process of remarketing for a digital brand is shown in *Figure 4*.

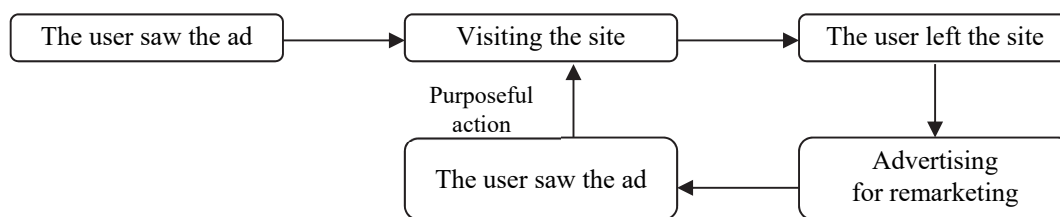


Figure 4. Digital brand remarketing process

Source: compiled by the author according to [8; 24].

5. Digital branding outlook

Recently, the DBI field has developed rapidly due to the spread of digital channels, modern technologies and platforms, changes in customer experience, providing enterprises with new opportunities to interact with customers and create brands in the digital space. Businesses use a number of tools and techniques to strengthen their presence and reputation online and offline. This includes the use of SEO and SEM for website optimization, email marketing tools for direct customer outreach, etc. Let's outline further prospects for the development of digital branding in the future.

Increasing use of artificial intelligence and automation: Businesses are increasingly implementing tools to automate aspects of their digital branding and marketing efforts. This includes automating the following tasks: data analysis, content creation and customer engagement, etc. Thanks to these technologies, enterprises personalize marketing messages, and as a result, receive highly targeted and relevant content based on the interests and behavior of consumers [26].

Omnichannel. This is the DBI approach, which focuses on ensuring seamless and integrated interaction across all marketing channels. Such an approach ensures that customers will have access to the same information, products and services across all channels, provides a consistent and personalized interaction at all touch points, including physical stores, online sites, social networks and mobile applications [11, c. 93].

Development of "micro moments". Micro moments are small, time-sensitive interactions customers make with brands through their mobile devices. They usually arise in response to a specific need or desire. For example, the desire to learn more about a product or service, make a purchase, check reviews or quickly find information. Micro-moments are important for brands because they provide a valuable opportunity to engage with customers in real-time and create meaningful connections. Businesses use these moments to create an engaging and personalized experience for customers. Actual and valuable information, experience in real time increase the probability of targeted actions (purchase, subscription, leaving contact data, etc.), strengthen reputation and are a reliable source of information. The effective use of micro-moments requires a deep understanding of the behavior of the target audience, an understanding of needs, fears, motives and the ability to quickly respond to customer requests in real time [27].

Voice marketing is a DBI tool that involves optimizing content for voice searches on various devices such as smart speakers, voice assistants and smartphones. It provides brands with a unique opportunity to connect with consumers in a new and innovative way. Voice communication technology ensures seamless communication with the target audience. The benefits of voice marketing are increased website traffic, high engagement rates, and improved customer experience. However, the following obstacles must be taken into account: the lack of standardization in voice search and the need for special skills to develop content optimized for voicing [28, c. 149–150].

Importance of data and analytics to create personalized content: Businesses use data to make informed decisions and better understand the impact of marketing efforts. Collection and analysis of data from various sources (analysis of behavior on websites, social networks, audience engagement, customer journey, etc.), brands receive valuable information about the target audience and have the opportunity to improve brand strategies [4, c. 173–179].

Marketing Web3 is a technology that is the next generation of the Internet, refers to the use of decentralized technologies based on the block chain and providing a gaming and interactive user experience. Technologies ensure security and transparency of transactions and can be used in various areas of marketing (for supply chain management, data analysis and creation of personalized advertising campaigns). Therefore, brands become closer to potential consumers and are an integral part of them, adapting to the lifestyle of their customers [29].

Social commerce is the use of social networks to sell products/services and the possibility of buying directly on this platform without having to change the channel and go to the store's website. Social commerce helps build deeper relationships with customers through personalized recommendations, social media interactions (Facebook store, Instagram) and creating a sense of community around products. In turn, social media platforms have improved functionality of targeting and advertising tools that enable brands to achieve individual goals [26].

Consumer Privacy: businesses currently collect a large amount of data about consumers, including personal information, browser history, and behavior. Businesses need to take additional measures to protect data and maintain consumer trust. This will include the implementation of best practices for data collection, storage and use, as well as policy transparency to enable consumers to control data. Maintaining confidentiality strengthens trust, customer loyalty and protects the brand's reputation [26].

Augmented Reality AR, Virtual Reality VR, Mixed Reality XR. Technologies provide a unique, immersive experience for customers, expressive and immersive advertising campaigns attract the attention of potential customers. With the help of technology, brands create unique visual and sound effects that immerse products/services in the world through the creation of a realistic and interactive simulation. Such technologies help customers evaluate a product or service and understand how it will perform in the real world. VR also provides the opportunity to create unique scenarios for interacting with

potential customers. For example, a furniture company might use AR to enable customers to see how furniture will look in a home; or an automotive company may use VR to allow customers to take a virtual test drive [30].

The future of digital branding will be defined by a continued commitment to innovation and excellence in customer engagement. Businesses that invest their own resources in developing a digital brand will have more opportunities to build strong brands, engage customers and achieve business results in the digital age. Since its inception, the DBI has turned into a complex and multifaceted phenomenon, and it will continue to play a decisive role in marketing.

Conclusions

The history of digital branding reflects the evolution of technology and the growing importance of new technologies in shaping brand reputation and consumer behavior. DBI Building covers a wide range of formats and platforms, including social media, search engines, mobile apps and video content. The spread of targeted advertising has changed the industry, allowing advertisers to target specific audiences with greater precision and efficiency. Digital branding has become an important aspect of business strategy, because it is the main component of the overall marketing strategy of any enterprise.

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