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DIGITAL MARKETING AS AN OBJECT OF INTELLECTUAL PROPERTY

Just seven years ago, knowledge of SEO (optimization) was enough to feel confident in the Internet space, three years ago Internet marketing seemed something new and unusual, and for many an incomprehensible term. Now every large company wants to have an Internet marketer on staff who is able to effectively organize promotions, analyze the activities of competitors and help improve the company's image in the network. The speed of change is evidenced by the fact that often business owners themselves do not understand why they need such a specialist, although they are sure that this is critically important for the company. But now there is little knowledge in Internet marketing - a new era has come - digital marketing [1, 3].

Digital marketing (digital or interactive marketing) is the use of all possible forms of digital channels to promote a brand. Nowadays, this includes: television, radio, the Internet, social media and other forms. The key factor of this type of marketing is the densest work with the audience, which currently sets the trends in digital marketing. Since this area is quite dynamic, new trends appear as quickly as they lose their relevance, so for effective contact with the audience, brands have to adapt all the time to changes in public preferences.

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However, along with this complexity, digital marketing has a number of unique advantages. The main ones are complex work with the audience, which can be aimed simultaneously at forming and maintaining an image, sales, user support, collecting feedback from them and much more. At the same time, digital marketing tools are available even for small businesses, which cannot be said, for example, about traditional TV advertising [2, 4]. This marketing channel is optimal if you need to work with a limited audience, which can be clearly distinguished from the total mass according to certain criteria. If at the same time you need an audience under 35 years old - the effectiveness of digital marketing becomes even more tangible, since it is this age segment that most actively uses all the means of data exchange from the media environment.

Digital-Marketing tools allow you to realize almost any task, from launching a brand or a new product to deep attraction and building loyalty. The special value of such marketing lies in its utmost transparency: almost any action on the part of the advertiser can be further studied to the smallest detail in order to find out what exactly in the advertising campaign gave the result, and what can be abandoned without any harm [3].

Digital marketing technologies will be effective provided that [1 - 4]:

- a service or product is intended for consumers who use the Internet and mobile phones quite often, to create communities in social media, viral videos and applications there is a large coverage of the target audience;

- a product or service has many characteristics or a complex design, that is, it contains a large amount of information. It would be more optimal to present it in the form of online pages or applications with a detailed description and infographics;

- promotion of the product to the masses, but television is not available. An effective assistant will be viral content, non-standard PR and Internet promotions;

- emotions have a great influence on the decision to buy a product. In such a situation, it is better to use dynamic videos, attractive images, integrated game programs.

Inclinations in the development of the digital sphere will be aimed at creating new types of interaction with the audience. For the first time in the history of marketing, there is such an opportunity for interaction, when consumers themselves can create a product that they want to get. Speak what they think - and be sure that they will be heard. Now even a small company with a unique and interesting product, without special advertising budgets, can in a matter of minutes convey its message to millions of potential consumers, and become a large corporation.

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