

Improving the Classification of Digital Marketing Tools for the Industrial Goods Promotion in the Globalization Context

Anna Rosokhata¹, Olena Rybina¹, Anna Derykolenko¹ & Viktoriia Makerska¹

¹ Sumy State University, Ukraine

Correspondence: Anna Rosokhata, Sumy State University, Rymyski-Korsakiv Str., 2, Sumy, 40000, Ukraine. Tel: 380-54-268-7952. E-mail: a.rosokhata@gmail.com

Received: June 23, 2020

Accepted: July 30, 2020

Online Published: August 14, 2020

doi:10.5430/rwe.v11n4p42

URL: <https://doi.org/10.5430/rwe.v11n4p42>

Abstract

In today's environment, the use of digital marketing tools is of great importance for domestic manufacturers, as it allows them to promote their products to the world markets quickly, with a relatively small cost, to provide target audience influence, to form and enhance their own image, as well as the image of their products, etc. The constant updating of the Digital Marketing tools and the disagreement among scientists regarding the systematization and classification of the objects of the digital environment need further consideration. The authors attempt to further develop the classification of digital marketing tools in the terms of identifying new classification attribute "By type of mediation", which contributes to further systematization of digital tools, deepening understanding of the impact of various tools (direct, indirect), the degree of their specialization and economic interest, that makes possible their effective implementation at different entities. The comparative analysis of the main digital tools is being held resulting in defining their characteristics and the peculiarities of application. It is suggested to determine the importance factor of using each digital tool to promote industrial production by the method of pairwise comparison. It is proposed to consider the importance factor of using a particular digital tool when calculating the cost-effectiveness of using it.

Keywords: digital marketing, digital tool, communications, industrial products, industrial goods promotion

JEL Classification: L60, M31

1. Introduction

In our view, the pace of updating of all communication tools is accelerating. In turn, their priority and highest efficiency from application changes, and determination of the best - becomes a constant urgent task for each producer. From a technical point of view, the Internet offers businesses an unlimited opportunity to implement image policies. No other types of advertising make it possible to place the amount of textual, analytical, graphic and video information on an enterprise and its products necessary to create its positive image. As a means of communication, the Internet is the best way to fully exchange information with clients and partners, build a system of requests and data exchange (Verdenhofs&Tambovceva, 2019). The main advantage of online advertising for the industry is its low cost compared to other types of advertising. But when using promotion methods in the Internet environment, some of its features must be taken into account. Since manufactured goods are not mass-marketed goods, bulk email advertising, banner advertising, or image advertising on popular online portals will not work (Bozhkova et al., 2018). Special attention is given to specialized forums that provide the opportunity not only to showcase products and find consumers, but also to communicate with colleagues (Mlaabdal et al., 2018. The number of Internet users has grown to 2 billion people, 2011).

Analytics show that most Ukrainian producers are haphazardly formulating and implementing policy on the Internet, which does not allow it to use its potential, and in many cases even denies the very idea of running an online business. In these circumstances, the task of systematizing the tools and methods of Internet communications and developing recommendations on their effective use is relevant. This issue is particularly acute for the industry, which determines the pace of development of other sectors of the national economy (Sinevicien et al., 2018; Yevdokimov et al., 2018).

Communication Internet technologies are communication technical (software) methods of creating a communication message, supporting information resources and bringing this information to the target consumer on the Internet

(Melnik et al., 2016). Communication Internet technologies are communication technical (software) methods of creating a communication message, supporting information resources and bringing this information to the target consumer on the Internet (Melnik et al., 2016). In the literature some Scientifics discuss a lot of questions about Internet marketing communications some of them are systematized in this research.

2. Literature Review

The question of researching digital marketing tools in the articles of foreign scientists is relevant, as evidenced by the results of their work (Karjaluoto, H. et al., 2015; Setkute, J., 2018). The author (Taiminen, 2016) noted that the use of digital marketing tools should be considered as a comprehensive concept in which different digital channels can be applied at three different levels.

The authors (Nikunen, Tuulia et al., 2017) have proven that businesses use the tools they are researching through five elements of customer relationships. Research by (Thompson S.H.Teo, 2005) aimed at identifying the extent to which Business-to-Consumer (B2C) businesses use and anticipate the effectiveness of various online marketing tools. The tools of industrial marketing communications and the role of digital channels are widely considered in Karjaluoto, H. et al. (2015).

The author (M. Abraham, 2019) analyzes the impact of various marketing tools on fast moving consumer goods at relatively low cost. The authors (Gregori et al., 2015) explored the main issues and analyzed the needs of using digital tools for small and medium-sized businesses.

Based on bibliometric analysis of articles (published in journals included in the Scopus database) the authors have identified promising areas of research related to Digital Marketing for the period from 2010 to 2019. The main criteria for selection of scientific publications are: language of the article - English; time horizon - articles published in 2010-2019 were taken into account; keywords - digital marketing tools. During this period, 2268 documents were analyzed. Using VOSviewer v. 1.6.10 authors built a map of links between publications by country. It is determined that the largest number of publications on the subject of the study is available in the United States (522), as well as in Great Britain (222), India (195), Australia (117), Spain (116), China (88), Italy (73), Germany (70), Canada (65) and France (53).

The analysis demonstrates nine clusters of research on the subject of Digital Marketing tools (Figure 1).

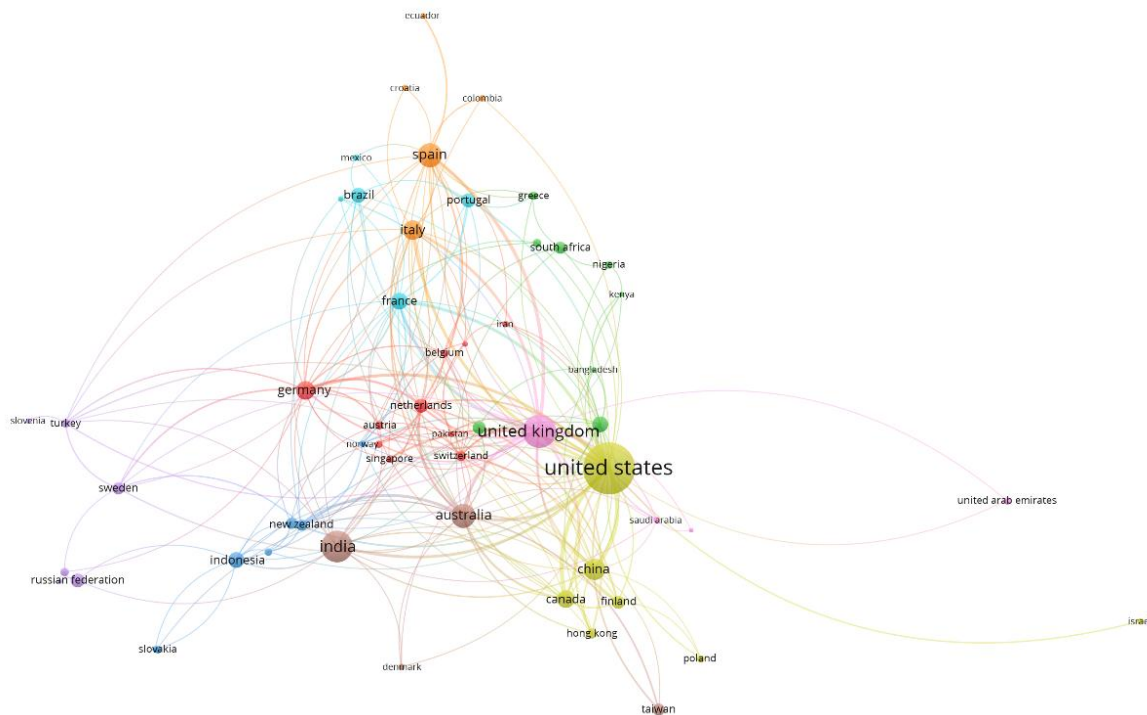


Figure 1. Map of publications by countries with the most active researchers 2010-2019 (developed by the authors on the basis of (VOSviewer v. 1.6.10, 2020)

The obtained results confirmed the growing trend of works focusing on the analysis of Digital Marketing. Figure 2 shows the relationships between keywords and terms used in the research publications.

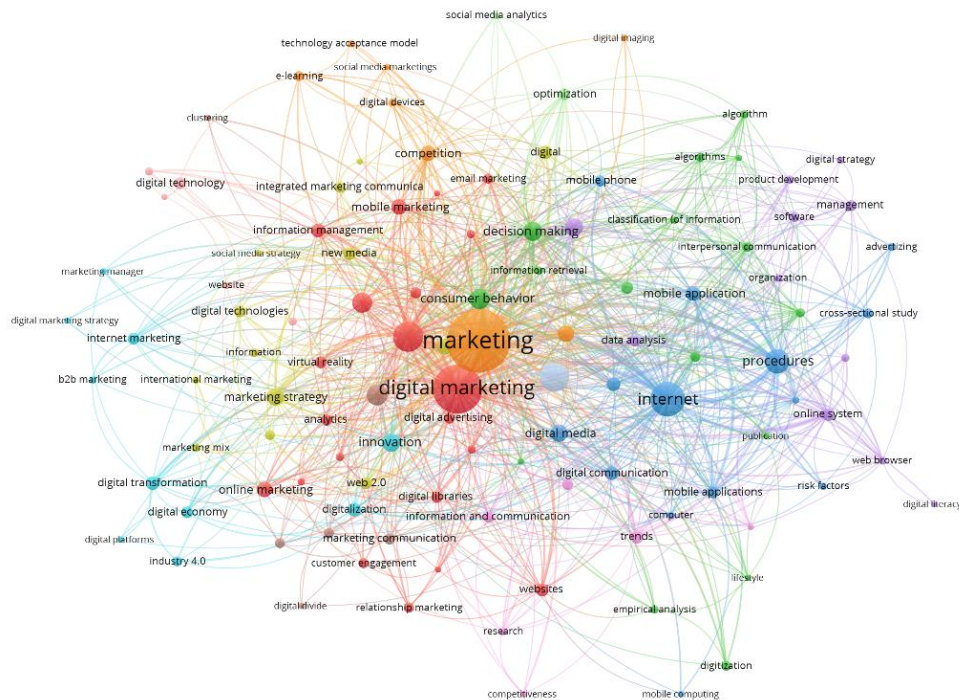


Figure 2. Map of the use of keywords in scientific publications 2010-2019 (developed by the authors on the basis of (VOSviewer v. 1.6.10, 2020)

The problems of using Digital Marketing tools (including Internet technologies, communication tools) for the promotion of industrial products were investigated in the works of Ukrainian scientific such as: Glinenko L. and Dainovsky Yu.A. (2018), Zanori V.O. (2018), Ilyashenko S.M. (2015), Litovchenko IL (2008), Melnyk Yu.M., Sager L.Yu. and Ryazantseva Yu.M. (2016), Mozgovaya G.V. (2013), Pilipchuk V.P. (2008), Ruban V.V. (2017) and others. Their work discusses various aspects of promoting industrial products using the Digital Marketing toolkit, its basic methods and mechanisms.

3. The Methodological Basis for the Research

Ilyashenko S.M. (2015) attributed to the latest forms of Internet marketing communications: email advertising, bulletin board services (BBS), contextual (search) advertising, display (banner) advertising, video (digital) advertising, background advertising, rich media, lead generation, site sponsorship, targeting, search engine marketing (SEM), search engine optimization (SEO), site optimization for social networks, social media marketing, viral internet marketing, direct internet marketing.

Litovchenko I.L. (2008), along with the traditional tools of Internet marketing communications (Internet advertising, Internet PR, sales promotion, direct marketing) distinguishes (defining them as special forms of communication): online sales, search engine optimization, virtual communities (forums and chats, blogs, virtual networks, virtual games and worlds).

Mozgova G.V. (2013) identifies the following specific communication tools on the Internet: corporate site, contextual advertising, display advertising, advertising on widgets, product placement in online games, cross-branding, affiliate marketing, SMM, SEM, rating and comparison sites, podcasting, blogging, viral marketing, direct marketing, e-CRM systems.

Zanora V.O. (2018) include the following elements of Internet marketing components: direct marketing, contextual advertising, display advertising, Internet branding, viral marketing, marketing on social networks, search engine optimization, optimization for social networks, content marketing, email marketing. According to Ruban V.V. (2017) Internet marketing includes such elements of the system as: display advertising; contextual advertising; search

engine marketing in general and SEO in particular; promotion in social networks: SMO and SMM; direct marketing using e-mail, RSS, etc; viral marketing; guerrilla marketing; Internet branding.

Melnik Yu.M., Sager L. Yu., Illyashenko N.S. and Ryazantseva Yu.M. (2016) divide the Internet marketing communications system into tools, tools and technologies. They believe that the only means of communication on the Internet is the web site, but information (communication message) can be represented by various forms of Internet communication: electronic media, banners, portals, Rich media, blogs, forums, search engines, message boards, emails, articles, videos, cookies, personal pages, virtual communities, and more. And the most popular communication Internet technologies include: SEO search engine optimization, lead generation, product placement, targeting, as well as various types of marketing with their sets of rules, features and techniques: SMM (social network marketing), SEM (search marketing), viral marketing, content marketing, guerrilla marketing, horror marketing, provocative marketing, etc. (L.Melnyk et al., 2019). Systematic analysis and generalization of literature sources and practices of marketing activity in the Internet environment gave us grounds to identify the main tools of Digital marketing, as well as the main features of their classification, which distinguish domestic (Teletov A. et al., 2019; Saher L., 2015; Baranchenko, Ye. et al., 2019) and foreign scholars (Yeo, Z. et al., 2019; Isohella L. et al., 2017; Harsimrat K., 2016; Išoraitė M., 2016), as well as what we offer (Figure 3).

3.1 By Geographical Feature

- Local (target audience is limited by geographical location). These include: local on-line marketplaces, sites and groups of cities / regions / countries in social networks;
- Global (target audience is not limited by geographical location). This is especially true of services such as site creation, design and more. These include aggregators.

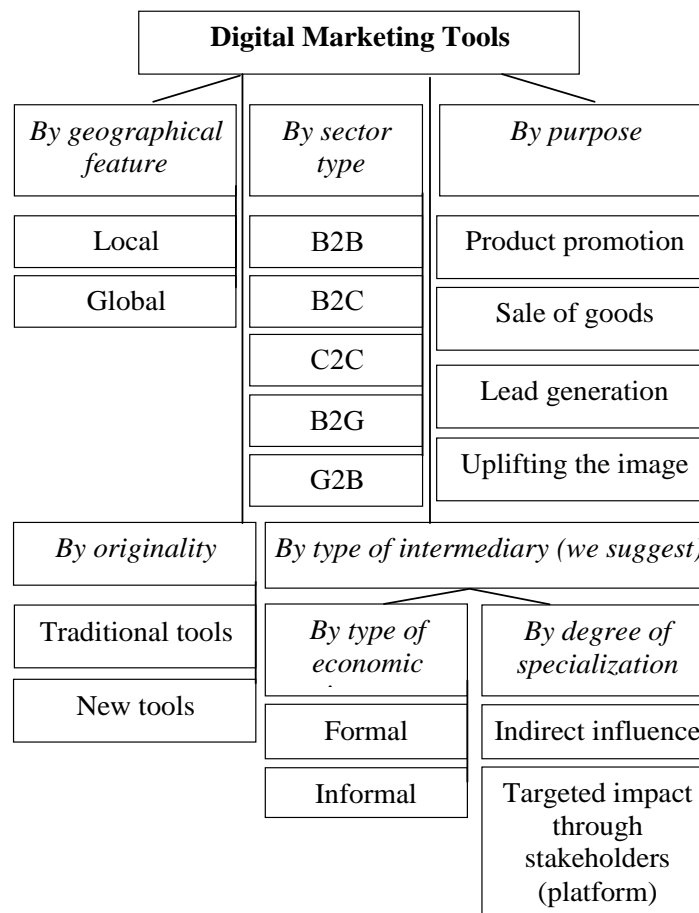


Figure 3. Classification of digital marketing tools

3.2 By Sector Type

B2B (Business-to-Business) - communications between commercial partners - it is advisable to use: personal site, registration in special forums, etc.;

B2C (Business-to-Customer) - communications between the enterprise and consumers - it is advisable to use: site, marketplaces, social networks, price aggregators, etc.;

C2C (Customer-to-Customer) - communications between consumers (for example, the world-famous "Ebay" and "Amazon" stock platforms);

B2G (Business-to-Government) - communications between business and government (government) - e-commerce systems (eg e-procurement systems);

G2B (Government to Business) - a set of software and hardware for the on-line interaction of the executive and commercial structures to support and grow the business (eg, government information websites, e-procurement systems, etc.).

3.3 For the Purpose of

- development, creation, improvement of the product and its promotion in the market (sites, advertising on the Internet, forums, blogs of the producer);

- sale of products or services (it is advisable to create a website where the consumer will be able to buy/order the service directly);

- lead generation - attracting the target audience to the selling site by different methods: E-mail, social networks, use of contextual, banner or teaser advertising;

- enhancing the image (it is necessary to monitor the reputation of the company on the Internet by using only qualitative and unique content distributed in the Internet environment).

3.4 By Uniqueness

- Traditional tools (advertising, public relations, direct marketing, sales promotion)

- new tools: interactive communities (chats, discussion groups, communities); Virtual Marketing (Internet word-of-mouth or gossip marketing), an online e-commerce platform ("Amazon", "OLX").

3.5 By Type of Mediation (We Offer This Feature)

3.5.1 By Degree of Specialization

- tools of indirect influence (Internet sites and other tools and tools, which contain multidirectional information, not specialized);

- tools of purposeful influence (through interested intermediaries: e-commerce systems, specialized portals, platforms).

3.5.2 By Type of Economic Interest

- formal (defined and enshrined in special agreements for the provision of intermediary services);

- informal (used randomly, no cooperation agreements).

Separation of a new classification attribute "By type of mediation" helps further systematization of digital marketing tools, deepening understanding of the impact of different tools (indirect, focused), their degree of specialization and economic interest, which allows to determine the most effective use of their various entities. Glinenko L.K. and Dainovsky Yu.A. (2018) E-commerce business models include the following: electronic showcase (manufacturer's website), online store; electronic bulletin board; e-shop / e-supermarket; price aggregator; electronic auction; electronic trading platform (platform), electronic marketplace; electronic ordering table.

We carried out a comparative analysis of the main Digital-tools. Table 1 summarizes their characteristics and specifies the application features of each of the Digital tools listed above.

Table 1. Characteristics and features of major digital tools

Name of method/ tool	Essence of the tool	Description features		Application features
		Pros	Cons	
1	2	3	4	5
Web site of the manufacturer	Site for placing information about the company, product catalog, etc.	Ability to present it on any platform and declare its existence on the global market	Need to have a full-time professional to support the site	It is advisable to use a site such as "business card", "landing page"
E-commerce sites (platforms)	Site for placing information about the company / product / service (placement)	Shareware information placement	It is required to update regularly (on average once a month)	It is necessary to install a utm- tag to track the traffic
Online storefront	Specialized site to sell custom-made products through own website	Ability to provide broad product information	Extra maintenance costs for manufacturer	Similar to online store
Electronic ordering table	Platform for communication between sellers and buyers	Providing certain property for use	Mostly temporary, short contact time, has usage fee	It is necessary to constantly analyze data
Electronic bulletin board	Website where businesses place promotional offers or sell products	Opportunity to submit various information for advertising	Need to constantly update ads	Need to use the services of a middleman
Price Aggregators	Resources that specialize in collecting data on product availability, price, and providing this information to the buyer in an easy to compare and select form	Opportunity to present price advantages, better delivery or service conditions compared to international competitors	High placement rates, the need to constantly update the price due to the volatility of the exchange rate, etc.	Price - aggregators only generate traffic to the site
Electronic marketplace	Platform for transactions between sellers and buyers	Specialization for the provision of certain types of services	Defined list of rules	Need to fulfil individual transaction elements (making payments, etc.)
E-shop	Sale of goods purchased from different manufacturers on their own behalf	Additional sales channel	Sale of products at middleman prices	Products are sold mainly from their own inventory
Online Auction	Platform for communication between sellers and buyers for transactions	Opportunity to sell product for a good price	High competition	Buyer and seller set competitive price during the transaction
Direct Email	Emailing	Targeted impact on a potential customer. Opportunity to attract a potential customer for free	Unlimited response speed. The letter may be out of date.	The content plan, its purpose of the mailing list should be clearly defined
Social networks	Creating your own profiles, activities, thematic groups, and more.	Depth of targeting, trusting influencers	Lots of unnecessary information. High cost for testing	Considered as a source of traffic to the main site or landing page
Forums	Web resource for discussing issues, topics in a specific area of activity	May be a supplement to the site	Minimum user profile information	Availability of administrators and moderators who can edit / delete user comments

Based on the main features of the classification (highlighted in Figure 1) and features (defined in Table 1), we propose the following definition of the scope of the above-mentioned Digital tools (Table 2).

Table 2. Scopes of digital tools

Classification		Internet platform	Electronic showcase	Online auction	Website	Price aggregator	Electronic order table	Online bulletin board	Electronic marketplace for specialist search	Online store	Direct mail	Social networks	Forums
By geographical feature	Local	+	+	+	+	+	+	+	+	+	+	+	+
	Global	+	+	+	+	+	+	+	+	+		+	+
By sector type	B2B	+	+	+	+	+	+	+	+	+	+	+	+
	B2C	+	+	+	+	+	+	+		+	+	+	+
	C2C											+	+
	B2G	+			+								
	G2B	+			+								
By purpose	Sale of goods	+	+	+	+	+	+	+		+	+		
	Lead generation	+	+		+			+	+		+	+	
	Uplifting the image	+			+							+	+
By originality	Traditional tools										+	+	+
	New tools	+	+	+		+	+	+	+	+			
By intermediary type	Direct	+	+	+	+	+	+	+	+	+	+	+	+
	Intermediate	+	+			+	+	+	+	+			

This concretization makes it possible to clearly define the scope of use of different Digital-tools and to use them more effectively in the practical activity of industrial enterprises (Karjaluoto & Ulkuniemi, 2015).

In the situation of a limited budget, it is not possible to use all Digital-tools at once (Ahuja, 2015), so we will determine the coefficients of the use of different means for promoting industrial products by the method of pairwise comparison (the basis of such analysis may become information about competitors' advertising campaigns) (Table 3).

As a result of the research we can offer five the most effective digital tools for industrial enterprises nowadays. The five most essential tools are: website, an online platform, online store, electronic order table, electronic auction.

Given the need to develop a unique advertising campaign, we suggest to determine the importance coefficient of Digital tools by the formula:

$$W_i = 1 + I_i , \tag{1}$$

Wi – the coefficient of importance of the i-th Digital tool;

Ii – a relative measure of the weight of the i-th Digital Tool.

Thus, the coefficient of importance of the above instruments will be, respectively, 1.16; 1.15; 1.13; 1.12 and 1.11.

Table 3. The matrix of pairwise comparisons digital-tools

	Internet platform	Electronic showcase	Website	Price aggregator	Electronic order table	Online bulletin board	Electronic marketplace for specialist search	Online store	Online auction	Direct Email	Social Networks	Forums	Sum	Rank	The relative weight index (I)
Internet platform	1	0	1	1	1	1	1	1	1	1	1	1	10	2	0,15
Electronic showcase	0	1	0	0	0	1	1	0	0	1	0	0	3	8	0,05
Website	1	1	1	1	1	1	1	1	1	1	1	1	11	1	0,16
Price aggregator	0	1	0	1	0	1	1	0	0	1	1	1	6	6	0,1
Electronic order table	0	1	0	1	1	1	1	0	1	1	1	1	8	4	0,12
Online bulletin board	0	0	0	0	0	1	1	0	0	1	1	1	4	7	0,06
Electronic marketplace for specialist search	0	0	0	0	0	0	1	0	0	1	1	1	3	8	0,05
Online store	0	1	0	1	1	1	1	1	1	1	1	1	9	3	0,13
Online auction	0	1	0	1	0	1	1	0	1	1	1	1	7	5	0,11
Direct Email	0	0	0	0	0	0	0	0	0	1	0	1	1	9	0,01
Social Networks	0	1	0	0	0	0	0	0	0	1	1	1	3	8	0,05
Forums	0	1	0	0	0	0	0	0	0	0	0	1	1	9	0,01

Minimized costs are not an end goal in itself for entrepreneurial activity that has tangible results in both natural and value measurements. Comparison of the latter with the costs is an argument when deciding on the implementation of new measures. However, not all activities at once (usually within one reporting period, usually a year) provide a target profit. Yes, creating your own website for the manufacturer (electronic storefronts, web pages, etc.) is an investment in the future.

At the stage of investing, we suggest to introduce the coefficients of importance of Internet funds from the perspective of their prospects (formula 1). For example, long-term billboard rentals are less important to the manufacturer than any form of information dissemination on the Internet.

Thus, when calculating the economic efficiency of using a certain Digital-tool we suggest to take into account its importance and adjust by an appropriate factor:

$$Ef_i = \frac{E_i}{V_i} \cdot W_i, \tag{2}$$

Efi – the economic efficiency of using the i-th Digital Marketing tool;

Ei – the economic effect of using the i-th Digital Marketing tool;

Vi – a cost estimate of the cost of using the i-th tool during the billing period;

Wi – the importance factor of the i-th Digital Marketing tool.

The results of this study can be the basis for the selection of digital tools by specific industrial enterprises.

4. Research Results and Its Discussion

To implement the proposed system, we collected and analyzed data to train and test our model. Let's carry out a

comparative analysis of the use of different Digital-tools (video-informer, static banner, carousel advertising). Consider, for example, a conditional Facebook advertising campaign with the following initial conditions for the middle industrial Ukrainian enterprise:

Geography of location (cities): Kyiv, Odessa, Lviv, Kharkiv, Dnipro, Cherkasy, Kryvyi Rih;

The target audience: 22-45 years; positions: company director, commercial director, marketer, FEA manager, chief engineer, economy area: engineering industry;

Period: 5 weeks;

Quantity: const = 250000 (to allow comparison).

The initial data are presented in Table 4.

Table 4. Output data of the digital tools on the Facebook network

Location	Digital Tool	Quantity, thousands	Units Cost, UAH, thousands	Predicted values								
				Coverage, thousands	Part of the target audience, %	Coverage of the target audience, persons	Demonstration, number of times, thousands	CTR, %	Clicks, number of times	Cost of 1000 impressions, UAH	Link cost, UAH	Cost coverage 1000 unique users, UAH
User News Feed	Video informer	250	150	125	72,2	90 250	250	0,25	625	600	240	1200
All pages of a video content site	Static banner	250	7,5	125	66,1	82 625	250	0,25	625	30	12	60
	Carousel advertising	250	6,25	125	95	118 750	825	0,25	2 062	7,58	3,03	50

*Price per Unit:

Video informer: 0,6 UAH / 15 sec. browsing;

Static banner: 30 UAH / 1000 views;

Carousel advertising: 25 UAH / 1000 views.

According to the calculations, the use of static banner and carousel advertising on all pages of the site with video content have the highest economic efficiency (ie, provide maximum coverage of the target audience representatives at the lowest cost). Guided by this approach, other Digital tools will not be selected and used, which is a mistake, because when designing a unique advertising campaign it is the correction factor that will justify the use of important and promising tools (in our example, this is a video informer in the news feed). The results of this analysis can be used as a methodological basis in the development of effective communication policy for enterprises in the Internet space, especially in the part of forming a system of instrumental support for its implementation.

5. Conclusions

Summarizing the above, we can draw the following conclusions:

- further developed the classification of digital marketing tools in the division of the new feature "By type of mediation", which contributes to the further systematization of tools, deepening understanding of the impact of different tools (indirect, purposeful), the degree of their specialization and economic interest allows their application to different entities;
- the comparative analysis of the main Digital Tools is carried out: their characteristics are presented and the peculiarities of the use of each are determined;

- it is proposed to determine the importance factor of using each Digital tool for promotion of industrial products by the method of pairwise comparison;
- it is suggested to take into account its importance when calculating the economic efficiency of using a particular Digital Tool.

The results of this study can be the basis for the selection of digital tools by specific industrial enterprises.

References

- Baranchenko, Ye., Aksom, H., Zhylynska, O., Firsova, S., & Datskova, D. (2019). Inbound Marketing: Practical Aspects of Promoting Goods and Services in E-commerce. *Marketing and Management of Innovations*, 4, 308-320.
- Bozhkova, V. V., Ptashchenko, O. V., Saher, L. Y., & Syhyda, L. O. (2018). Transformation of marketing communications tools in the context of globalization. *Marketing and Management of Innovations*, 1, 73-82.
- Gian, L. G., Luca, M., & Valerio, T. (2015). The use of digital marketing tools in smes: needs, problems and opportunities an empirical study in the marche region. *International Journal of Sales, Retailing and Marketing*, 4(4), 69-77.
- Glinenko, L. K., Dainovsky, & Yu. A. (2018). State and prospects of development of e-commerce of Ukraine. *Marketing and Management of Innovations*, 1, 83-102. Retrieved 27, Mar. 2020, from http://mmi.fem.sumdu.edu.ua/sites/default/files/mmi2018_1_83_102.pdf
- Harsimrat, K. (2016). A Systematic Review on the Field of Digital Marketing. *International Journal of Technology and Computing (IJTC)*, 2(12), 539-543.
- Ilyashenko, S. M., & Ivanova, T. E. (2015). Problems and prospects of promotion of products of domestic enterprises on the Internet. *Bulletin of the Odessa National University. Series: Economics*, 20(1/2), 101-107.
- Karjaluoto, H., & Ulkuniemi, P. (2015). Digital communications in industrial marketing. *Journal of Business & Industrial Marketing*, 30(6).
- Karjaluoto, H., Mustonen, N., & Ulkuniemi, P. (2015). The role of digital channels in industrial marketing communications. *Journal of Business & Industrial Marketing*, 30(6), 703-710.
- Lari, I., Eeva-Liisa, O., Martti, S., Matti, M., & Tuulia, N. (2017). Perceptions of digital marketing tools in new microenterprises. *Technology, Innovation and Industrial Management, International Conference*, 85-95. Retrieved 27, Mar. 2020, from <https://pdfs.semanticscholar.org/a11c/49ce2655c8b339f4a016b017dd75624124b5.pdf>
- Litovchenko, I. L., & Pylypchuk, V. P. (2008). Internet marketing: a textbook. *Center for Educational Literature*, 170- 184.
- Margarita, I. (2016). Raising brand awareness through the internet marketing tools. *Independent Journal of Management & Production (IJM&P)*, 7(2), 320-339.
- Mathew, A. (2019). Responsiveness of Consumers on the Marketing Tools of Fast Moving Consumer Goods. *Journal of Information and Computational Science*, 9(12), 269-278.
- Melnik, Yu. M., Sager, L. Yu., Ilyashenko, N. S., & Ryazantseva, Yu. M. (2016). Classification of the basic forms and types of marketing Internet communications. *Marketing and Innovation Management*, 4, 43-55.
- Melnyk, L., Derykolenko, O., Kubatko, O., & Matsenko, O. (2019). Business Models of Reproduction Cycles for Digital Economy. ICT in Education, Research and Industrial Applications. Integration, Harmonization and Knowledge Transfer: *Proceedings of the 15th International Conference*, Volume II: Workshops Kherson, Ukraine, June 12-15, pp. 269-276.
- Mlaabdal, S., Mahmood, A., Olena, C., Oleksandr, K., & Tetyana, P. (2018). Social and economic drivers of national economic development: the case of OPEC countries. *Problems and Perspectives in Management*, 16(4), 155-168.
- Mozgova, V. G. (2013). Internet Marketing Tools and Their Benefits for Modern Ukrainian Enterprises. *Effective Economics*, 10, 79-86. Retrieved 27, Mar. 2020, from <http://www.economy.nayka.com.ua/?op=1&z=2429>
- Nikunen, T., Saarela, M., Oikarinen, E-L., Muhos, M., & Isohella, L. (2017). Micro-Enterprise's Digital Marketing Tools for Building Customer Relationships. *Management(18544223)*, 12(2), 171-188.

- Ruban, V. V. (2017). Digital marketing: the role and features of use. *Economic Bulletin of Zaporizhzhya State Engineering Academy*, 2(2), pages 20-25. Retrieved 27, Mar. 2020, from http://nbuv.gov.ua/UJRN/evzdia_2017_2%282%29__5
- Saher, L. Yu. (2015). The methodic approach to the diagnostics of internal communications at the industrial enterprise. *Marketing and Management of Innovations*, 2, 65-75.
- Setkute, J. (2018). In search of digital marketing communications success: the case of oil and gas industry B2B SMEs. *Robert Gordon University [online], PhD thesis*. Retrieved 27, Mar. 2020, from <https://openair.rgu.ac.uk>
- Sinevicien, L., Kubatko, O., Derykolenko, O., & Kubatko, O. (2018). The impact of economic performance on environmental quality in developing countries. *International Journal of Environmental Technology and Management*, 21(5/6), 222.
- Taiminen, H. (2016). One gets what one orders: Utilisation of digital marketing tools. *The Marketing Review*, 16(4), 389-404.
- Teletov A., Teletova S., & Letunovska, N. (2019). Use of language games in advertising texts as a creative approach in advertising management. *Periodicals of Engineering and Natural Sciences*, 7(2), 458-465.
- The number of Internet users has grown to 2 billion people. *Big Business Online Edition*. Retrieved 27, Mar. 2020, from <http://www.bigness.ru/news/2011-01-26/internet/121281/>
- Thompson, S. H. Teo. (2005). Usage and effectiveness of online marketing tools among Business-to-Consumer (B2C) firms in Singapore. *International Journal of Information Management*, 25(3), 203-213.
- Vandana, A. (2015). Development of an optimal solution for digital marketing variables in an online tool. *International Journal of Internet Marketing and Advertising*, 9(1), Retrieved 27, Mar. 2020, from <https://www.inderscienceonline.com/doi/pdf/10.1504/IJIMA.2015.068345>
- Verdenhofs, A., & Tambovceva, T. (2019). Evolution of Customer Segmentation in the Era of Big Data. *Marketing and Management of Innovations*, 1, 238-243.
- Yeo, Z., Masi, D., Low, J. S. C., Ng, Y. T., Tan, P. S., & Barnes, S. (2019). Tools for promoting industrial symbiosis: A systematic review. *Journal of Industrial Ecology*, 23, 1087-1108.
- Yevdokimov, Y., Melnyk, L., Lyulyov, O., Panchenko, O., & Kubatko, V. (2018). Economic freedom and democracy: determinant factors in increasing macroeconomic stability. *Problems and Perspectives in Management*, 16(2), 279-290.
- Zanora, V. O. (2018). Internet and Digital Marketing: Theoretical Foundations *Economics and Enterprise Management*, (36), 117-120.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).