

Opportunity of digital marketing in tourism sphere

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ABSTRACT-- *This article describes the opportunity of digital marketing in tourism sphere. Since the Internet as a medium of communication is constantly progressing and becoming more complicated, and at the same time, the possibilities of promoting a company in the virtual space are expanding, a need arose for a new direction in the structure of general marketing, which would write the features of achieving the goals of marketing on the Internet.*

Keywords-- *internet, digital marketing, e-mail marketing, display advertising, mobile marketing, social media marketing, lead generation*

I. INTRODUCTION

At present, it is impossible to consider marketing without such a direction as digital marketing, since today the activities of almost any organization cannot do without it. Companies have their own Internet resources, implement their marketing policies on the Internet, carry out digital marketing communications, attract new customers, conduct digital marketing research, and obtain valuable marketing information from online sources. Without effective digital marketing, it is impossible to imagine any successful enterprise today. This is mainly due to the fact that the success of sales of manufactured products in modern market conditions depends on effective digital marketing and promotion.

Tourism has become one of the most important social, economic and cultural phenomena of today. In other words, tourism is becoming one of the most lucrative sectors in the world economy. The total revenue in this sector of the economy is trillions of dollars, with more than one billion people traveling around the world every year. The share of tourism in world GDP is 9%, and one out of every 11 new jobs is created in this sector. According to the UN World Tourism Organization, the number of international tourists is expected to reach 1.8 billion by 2030.

E-tourism is a very relevant topic for a modern globalized society. However, today there is not enough research that would reveal the benefits of the influence of the digital marketing on the tourism industry in the world. The scope of the World Wide Web in the organization of recreation of modern man is increasing every day. At the same time, there is not enough available information on the indicated problems, or it is framed as an expert assessment or approximate statistical data.

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The purpose of this article is to establish the significant role of digital marketing in the development of the tourism industry, since it is e-tourism today that significantly affects the development of both the tourism industry and the country's economy as a whole.

The relevance of this topic is extremely high in modern business. A correctly selected marketing strategy on the World Wide Web, an effective analysis of the external and internal environment of the organization, fruitful promotion of goods on the market, allow the entrepreneur to achieve the main goal of any organization - maximizing profits. Profit maximization with a competent marketing strategy can be achieved while minimizing the costs of production and sale of goods and services.

II. MATERIALS AND METHODS

The beginning of the 1990s is considered to be the beginning of digital marketing. This time was marked by the appearance of text corporate websites with information about products placed on them. The gradual development of digital marketing has led to the fact that through the Internet or thanks to it entire information spaces, business models, software products and much more have started to be sold. Return on investment has become much higher, local advertising offered by Google, Yahoo and MSN has begun to enjoy great success (especially among companies related to medium and small businesses). Digital marketing has opened up completely new horizons for people and companies, primarily in terms of reaching the widest possible audience for ideas, products, services. With the implementation of digital marketing, a direct response strategy has begun to be practiced, including tools such as direct mail, commercials that have acquired special qualities in the Internet environment.

Gradually, entrepreneurs realized that when applying digital marketing, they can always be in the know and quickly influence them. Conducting business on the Internet, companies began to take advantage of the ability to accurately track statistics related to consumers, and be in continuous contact with them. This applies both to the B2B sector (business → professional buyer, or business → business), and to the B2C sector (business → end user). By the way, the Internet, it can be said, spawned such a sector as “user → user”, in which Internet users interact directly, selling and buying products without the participation of legal entities, that is, without intermediaries.

Digital marketing has had and continues to have a significant impact on such business areas as the music industry, banking, the market of electronic portable devices (mobile phones, players, etc.), advertising, and many others. Consumers began to purchase music and download it online in MP3 format instead of buying a CD. An increasing number of banks offer various services online, for example, Internet banking, which saves customers from having to visit a bank or its branch to carry out a variety of operations.

Many products are now sold at online auctions (for example, on eBay). Their development had a significant impact on the prices of unique and antiques. If potential consumers of such things previously could not navigate their prices, then thanks to the Internet at auctions you can see what prices are set for such things and get at least a general idea of their value. Increasingly, sellers of such products are switching to online business.

Today it is very difficult to imagine a large or medium-sized company that does not promote itself on the Internet. Small business in this regard also tries to keep up. The number of company websites and online stores is

growing. Digital marketing provides great opportunities for the promotion of goods and communication (advertising, public relations, e-mail marketing, etc.).

The constant expansion of online trading platforms, as well as the increase in their number, indicate a continuing growth trend in the use of digital marketing. Many of them are today regarded as large corporations that provide many marketing services. Despite the increase in their number, prices for participation in them are rising.

The theoretical and practical foundations of digital marketing are reflected in the writings of foreign authors, in particular F. Virin, I. Mann, N. Androsov, I. Voroshilov, D. Ryan, C. Jones, M. Miller, D. Chaffee, K. Johnston, R. Mayer, B. Eley, S. Tillay, A. Gavrikov, V. Davydov, J. Falls, E. Deckers, S. Kabani, M. Solomon, J. Lesinsky, L. A. Danchenok, T. V. Deinekina, F. Kotler, L. Percy, teams of authors of advertising agencies Ingate, Click, iContext and DeltaClick, etc.

The methodology used in this research was based on the study and analysis of relevant literature. In this case, we used the method of a comprehensive review of the literature. The study examines past and present studies on important aspects of online marketing in the tourism industry. Lectures, conference materials, Internet publications and magazines devoted to the study of this field were studied, as well as new literature on the topic and promising project data, and methods such as analysis, synthesis, critical thinking, and generalization were used.

III. RESULT AND DISCUSSION

Digital marketing is the practice of using all aspects of traditional marketing on the Internet, affecting the main elements of the marketing mix: price, product, place of sale and promotion. The main goal of digital marketing is to get the maximum benefit from the potential audience of the site.

The main components of the digital marketing complex are: product, price, promotion, which includes the entire arsenal of tools (search engine optimization, contextual advertising, banner advertising, affiliate marketing, viral marketing, hidden marketing, interactive advertising, blogs, etc.), point of sale, i.e. site.

E-commerce and digital marketing is an integral part of any marketing campaign. The segment of digital marketing and advertising is growing both in the consumer sector and in the B2B market. The main advantages of digital marketing are interactivity, the most accurate targeting, analysis of post-click ability, which leads to maximization of indicators such as website conversion and online advertising ROI.

Digital marketing includes such elements of the system as display advertising, contextual advertising, search engine marketing in general, and SEO in particular.

The use of the term "Digital marketing", as a rule, implies the use of marketing strategies, a direct response that is traditionally used in direct mail, radio and television commercials, but here it is used for business in the Internet space.

These methods have proven to be very effective when used on the Internet due to the ability to accurately track statistics multiplied by the ability to be in relatively constant contact with customers, whether it is the B2B or B2C sector (business for the consumer). This accuracy analysis function is used everywhere now, and

therefore often see terms such as ROI - return on investment, conversion rate - the coefficient of effective visits (it is also the transformation of the territory), and instantly receive statistics on sales, demand and so on.

Current trends in digital marketing and e-commerce have been substantiated by high quality and a comprehensive study of the abilities and requirements of the consumer for the company and product. Distinctive features of traditional marketing and digital marketing, allowing to work most effectively with the consumer, are distinguished by the following points:

- 1 Determination of the target audience.
- 2 Ability to change marketing data operational.
- 3 Evaluation of the effectiveness of marketing operations.

After analyzing these categories, it should be noted that the effective use of digital marketing allows for better quality marketing activities of the company (Table 1). Thus, Digital marketing summarizes a set of promotional activities, through which the main activities of digging are carried out, aimed at studying the consumer, monitoring the market and selling goods or services.

Table 1: Distinctive features of digital marketing

Marketing	Digital marketing
<i>Evaluation of the effectiveness of marketing operations</i>	
To obtain approximate data on the target audience of the company, you need to order a special marketing research.	The study of the target audience does not require additional financial costs. Using various online services, it is possible to evaluate the target audience for various parameters.
<i>Ability to quickly change marketing data</i>	
Making any adjustments requires additional financial costs and a certain amount of time, because The main tools in this case are: printed matter, billboards, advertisements on television, radio, etc.	Changing any marketing data is carried out quickly without any costs, since the use of Internet resources provides this opportunity.
<i>Evaluation of the effectiveness of marketing operations</i>	
It is impossible to evaluate accurately and quantitatively take into account data on how many views and what interest in advertising.	When the company uses digital marketing, it constantly monitors the growth or decline in interest in the company's advertising product. The customer of online advertising can always see how many views his product has.

It is difficult to find a large industrial enterprise that does not promote itself on the network.

The Internet has enormous advantages that pay off any difficulties in working with digital marketing. These include:

- low cost of long-term communication (on the site you can see the salary, pay for office rent, all types of administrative fines and other expenses on the Internet, and all costs are hosting, servers and administration.);

- the presence of target groups (studies show that the Internet audience is starting to abandon other sources of information);

- response speed (Internet connection speed is very high, e-mail can be answered in a few minutes, faster than e-mail only by phone, but phone calls and face-to-face meetings take longer than e-mails).

Unlike traditional marketing tools, the Internet has its own characteristics. One of the main features of the Internet environment is its high efficiency in the provision and assimilation of information. This significantly increases marketing opportunities in strengthening the relationship between the company and the customer.

In addition, the Internet is becoming a global Internet market, which is not limited to communication functions, but also includes the ability to make transactions, make purchases and make payments.

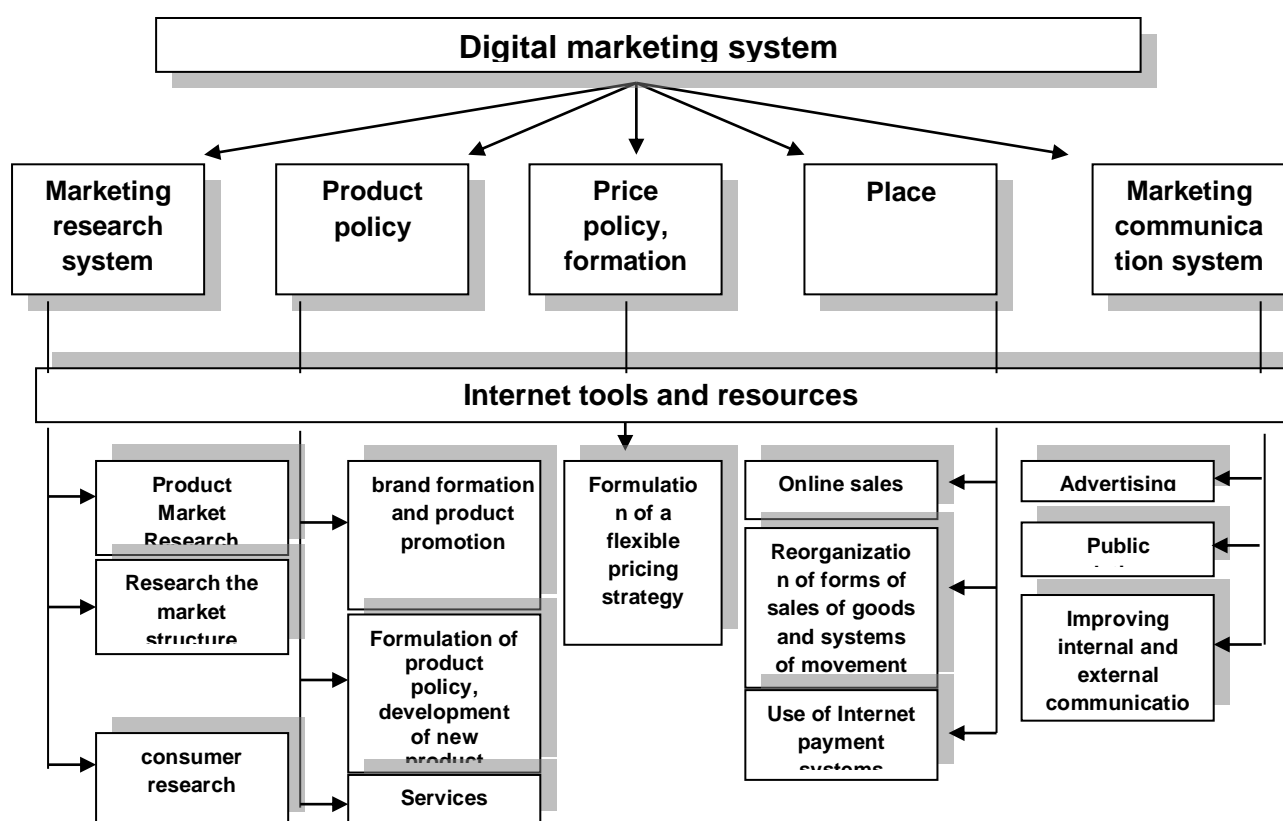


Figure 1: Digital marketing system

The effectiveness of digital marketing depends on how quickly consumers buy and understand the differences between existing competing products. Based on this, some areas of marketing activities will be further clarified.

Digital marketing follows the classic concept of a traditional marketing company. It includes all components of marketing activities:

- market research, customers and the external environment;
- product promotion, branding, working with intermediaries, organization of trade and marketing activities.

However, digital marketing has special characteristics, which primarily consist in the emergence of a new marketing campaign tool. With e-marketing is the combination of traditional marketing methods and the latest information technology.

There are three main areas of digital marketing, in accordance with which it is advisable to consider its tools and features:

- market research from the point of view of the manufacturer/seller of products;
- conducting a promotion campaign;
- organization of trade through the Internet.

The elemental composition of marketing activities on the Internet is as follows: Search engine promotion. Under search engine promotion refers to a set of online marketing activities aimed at promoting search engines on certain key combinations. Effective search engine optimization provides access to the first position on the company's website, presenting your product to the market. The importance of this element of digital marketing is determined by the fact that the potential customer will crawl the first resource, if the site is at the end of the sequence determined by the search engine, most likely it will not be found by the buyer.

When search engines search for a keyword in search engines such as Google, Yahoo, Yandex, search engines generate a lot of information about this keyword. It is advisable that each company and organization have as many of their own web pages as possible on the first page of this search. Because, according to statistics, 70% of users do not go to the next page when using a search engine. The higher the rating of the company's site, the more sales of goods and services.

This is an important feature of this element of digital marketing, in order to attract users to the Internet resource. They are already interested in this type of product or service, which simplifies the purchase process. Those visitors who visit the site often become customers because they search for a seller because they are interested in buying.

The stable position of the company in the top 10 in its activity characterizes it as successful, as a special attention to the brand. The rating in search engines grows only in case of continuous monitoring of the website, its updating, optimization, which takes a lot of time and financial resources.

Thus, the client can always get information about companies' unknown to him, considering his statistics. You should identify the main goal of search engine promotion as a key element of an digital marketing company:

1. Brand positioning.
2. Increased traffic to the company's website.
3. Sale of goods, services through the specified resource.

Upon achievement of these goals, search engine optimization is carried out.

Contextual advertising. The type of online advertising in which the advertisement is placed on the profile web page, depending on its content. Contextual advertising is presented in the form of ad units that are located on the top or side of sites, thematic portals, search engines.

The most common contextual advertising systems are provided by Yandex. Direct and Google. AdWords.

The concept of "contextual advertising" determines the direction of this type of advertising, that is, information is displayed to the user after entering the necessary keywords in the search engine. Thus, the client displays the information that he wants to receive.

An important feature of this digital marketing tool is that payment for this type of advertising is done after, for each visitor who clicked on the site. An essential negative fact of contextual advertising is that the cost of its use far exceeds the resources that are invested in search engine optimization.

Display Advertising This is a complex version of contextual advertising. Display advertising is carried out through the use of the media in a context banner, which also appears on various Internet portals, as a result of the issuance of information on a specific request.

Like contextual advertising, a display banner is shown to a user who enters a search query for a specific type of product. Using a media banner is most effective for those companies that need:

- Increase brand awareness;
- Carry out an advertising campaign for a specific target group;
- Introduce new products or services on the market;

Unlike contextual advertising, contextual advertising allows you to reach a wider audience, creating a bright, interesting way to describe the image of the goods.

Email marketing. It refers to the elements of both standard marketing and digital marketing. It is carried out through the distribution of emails that are delivered to base and potential customers.

This element of digital marketing is most often used as part of a marketing company to promote a business, product, service in conjunction with other types of online advertising. not particularly effective. Email marketing is significantly different from standard e-mail newsletters, since emails are sent to a strictly defined client base, which is compiled with the consent of the client. The main functional features of Email marketing are as follows:

1. Maintenance of information and business relations with attracted customers.
2. Increasing customer interest in future purchases.
3. Attracting new customers.
4. Raising customer awareness of new products.
5. Maintain brand policy.

Fulfillment of the above conditions increases customer loyalty to the organization, extends the period of cooperation, forms a regular customer from a one-time customer. Email marketing is carried out through the following types of mailings:

- A one-time electronic notification - a letter in which the client is informed about new goods, services, special price offers, thereby inviting him to make a purchase.
- An electronic newspaper is a regularly sent newsletter that, in addition to advertising information, contains a specific educational, news or entertainment context.

Mobile marketing is the implementation of marketing through cordless phones or telephone equipment, telecommunication technologies and systems. That is, mobile marketing is the movement of goods and services, marketing and advertising campaigns on mobile phones.

Mobile marketing technologies:

- SMS marketing is a common form of mobile marketing that provides a wide range of amenities for subscribers and advertisers;
- IVR (voice services) is a technology that is just beginning in our country. One of the most popular cases for advertisers is the use of automated online services;
 - Mobile content - pictures, music, logos, themes, slide shows, etc. To design a phone;
 - Advertising using QR codes;
 - Advertising through Mobile Apps.

Social Media Marketing. The effectiveness of promotion on social networks brings the maximum effect for the company if the product being promoted is of high enough quality, otherwise it is possible to get a negative effect.

The process of applying this tool is accompanied by constant monitoring and analysis of information in order to timely eliminate any comments established by the Internet audience.

Also, monitoring social networks allows you to optimize the company's costs for an advertising company and increase its effectiveness by providing information in the following areas:

1. Research and selection of the most active advertising sites;
2. Analysis of competitors in social networks;
3. Selecting the most relevant topics for discussion;
4. The need for a change in strategy;
5. The need for additional measures.

In most cases, the company creates customer support in social networks, i.e. organization of large-scale consulting activities for a specific Brand platform, which allows to increase the effectiveness of marketing activities in view of the absence of costs for the Call-center and allows for advertising on the client's territory.

Lead generation - an activity aimed at the user performing useful actions that approximate a purchase. These actions include:

- download the price list;
- filling out a questionnaire for a call back;
- sending resume;
- testing, etc.

This element of digital marketing is effectively used in the event a company promotes a complex product that requires mandatory information support:

- insurance and credit product;
- software;
- cars;
- production equipment;
- luxury goods.

Lead generation, as an element of digital marketing, provides the highest level of customer information security, thereby forming its customer interest. Significantly reduced the cost of working time of the personnel of the sales department, as the client independently gets acquainted with the presentation material. Thus, it is not required either to attract him not to prepare for the purchase.

As a result of the lead generation, a high-quality customer base is formed, work with which in turn will ensure the growth of regular customers of the company.

IV. CONCLUSION AND SUGGESTIONS

Thus, the effectiveness of digital marketing depends primarily on the product being promoted. Before the start of a large-scale marketing campaign on the Internet, the strengths of the product are studied and described in detail, while problematic issues are minimized or argued for.

Promotion of goods on the Internet, using the basic tools of digital marketing, provides a unique opportunity to present the manufacturer a product for a potential buyer in completely new markets. E-commerce is expanding the range of opportunities for developing companies and small businesses, and digital marketing tools are freely available for any level of the organization.

The implementation of transactions using electronic payments significantly reduces the cost of maintaining retail space and personnel, which significantly reduces the cost of the product and, therefore, increases its competitiveness in the market.

Digital marketing is a set of interconnected tools, the purpose of which is to implement the company's priority areas on the Internet, that is, website promotion. The process of creating a website and promoting it in search engines is carried out by performing certain points, the implementation of which provides the page with constant promotion on the Internet, increases the number of potential customers, thereby increasing the level of sales of goods (services), and also positively affects the brand of the company.

Thus, the use of innovative digital technologies will create unique personalized offers for customers, provide virtual assistant services (such as Google Assistant, Amazon Alexa and Siri from Apple, which can perform tasks for an individual through voice, graphic or text inputs).

The use of such solutions can significantly increase the number of consumers of tourism services and their quality level, develop (in addition to the usual tourist routes and excursions) individual offers of various events during the trip based on the study of the customer profile, their preferences and location data, provide comprehensive service packages for base of various digital platforms. The impact of such technologies on the tourism industry will be very significant and will be aimed at optimizing the entire travel process.

The explosive growth in the number of Internet users opens up new opportunities for interaction with potential customers and takes interactive marketing to a new level.

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