

MODERN APPROACHES TO DIGITAL MARKETING IN FORMING BRAND RECOGNITION

СУЧАСНІ ПІДХОДИ ДО ЦИФРОВОГО МАРКЕТИНГУ У ФОРМУВАННІ ВПІЗНАВАНOSTІ БРЕНДУ

In an environment of increasing digital complexity, building brand awareness is challenged by a fragmented understanding of effective strategies that are critical to brand awareness, allowing companies to simultaneously reach potential customers and develop long-term relationships with them. The research comprehensively analyzes modern digital marketing approaches and their impact on brand awareness, focusing on identifying effective tools and the critical role of a holistic digital ecosystem. The study shows the insufficiency of isolated channel efforts and proves that only a coordinated ecosystem ensures consistent messaging and synergistic interaction across all digital touchpoints, it is the basis for increasing reach, improving brand memorability and building authority. Continuous data analysis allows you to optimize this integrated strategy for sustainable brand recognition.

Keywords: digital marketing, brand awareness, digital tools, digital brand ecosystem, omnichannel.

В епоху безперервного збільшення обсягу інформації та стрімкого розвитку цифрових інструментів, класичні підходи до маркетингу поступово втрачають свою колишню дієвість та результативність. В умовах зростаючої цифрової складності, формування впізнаваності бренду стикається з викликами через фрагментарне розуміння ефективних стратегій, що є визначальним для впізнаваності бренду, дозволяючи компаніям одночасно охоплювати потенційних клієнтів та розвивати з ними довготривалі відносини. Стаття комплексно аналізує сучасні підходи цифрового маркетингу та їх вплив на впізнаваність бренду, фокусуючись на виявленні дієвих інструментів та критичній ролі цілісної цифрової екосистеми. Доведено, що соціальні мережі перетворюються на основну платформу для згуртування спільноти навколо бренду, збільшення його помітності та встановлення емоційного контакту зі споживачами, фундаментом для чого є контент-маркетинг, який полягає у створенні корисного, актуального та системно оновлюваного контенту у різноманітних форматах. Дослідження показує недостатність ізольованих каналних зусиль та доводить, що тільки скоординована екосистема забезпечує послідовне повідомлення та синергетичну взаємодію на всіх цифрових точках контакту, вона є основою для посилення охоплення, покращення запам'ятовуваності бренду та побудови авторитету. Завдяки систематичному аналізу даних з'являється можливість покращити цю інтегровану стратегію, що в свою чергу сприяє сталому та надійному розповсюдженню інформації про бренд і його запам'ятовуваності. Дослідження підкреслює, що саме омніканальний підхід створює для споживачів безшовний та послідовний досвід взаємодії з брендом, незалежно від точки контакту (соціальні мережі, веб-сайт, фізичні магазини). Як наслідок, це позитивно впливає на створення узгодженого образу бренду в свідомості споживачів та значно покращує його здатність залишатися в пам'яті. Обґрунтовано, що подальший розвиток цифрового маркетингу в контексті підвищення впізнаваності бренду буде визначатися такими ключовими елементами, як персоналізований підхід до комунікації, активна взаємодія з аудиторією, глибокий аналіз даних для розуміння споживачів та забезпечення безперервної присутності бренду на всіх релевантних каналах.

Ключові слова: цифровий маркетинг, впізнаваність бренду, цифрові інструменти, цифрова екосистема бренду, омніканальність.

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Kravchenko Oksana¹

Head of Creator Partnerships,
Manychat (USA)

Кравченко О.П.

Менічат (США)

Problem statement. Today, in highly competitive business environment, brand awareness is a key factor in the success of any company. With the constant growth of information flow and the expansion of digital technologies, traditional marketing methods are losing their former effectiveness. Instead, digital communication channels have become the dominant platform for interacting with the target audience and forming their perceptions of the brand. Accordingly, modern approaches to digital marketing play a crucial role in creating and strengthening brand awareness, allowing companies not only to convey their message to potential customers, but also to build long-term relationships with them.

However, the dynamic nature of the digital environment and the constant emergence of new tools and strategies create significant challenges for marketers. Despite the large amount of available information about

digital marketing, there is a lack of deep understanding of the effectiveness of specific modern approaches (such as content marketing, influencer marketing, personalized marketing, the use of social networks, etc.) in the context of forming brand awareness. Most existing research is often fragmentary or focuses on individual aspects of digital marketing and does not pay enough attention to the formation of the digital ecosystem of brand awareness, which determines the relevance of the study.

Analysis of recent research and publications.

The latest digital marketing research and publications emphasize the importance of personalizing communications and using data to better understand your target audience. For example, the works of Ukrainian scholars, including O. Vdovichenko, V. Goy, V. Khariv [12], O. Karpiy, O. Kapral [4], consider the issues of market segmentation and creating content that would

¹ ORCID: <https://orcid.org/0009-0001-7198-6247>

best meet the needs and interests of consumers. Researchers also pay attention to the integration of various digital communication channels, such as social networks, email, search engines and mobile applications, to create a holistic and consistent brand presence in the online environment. In their scientific works, I. Lysenko, A. Ponomarenko [5] considered the process of brand formation, in particular, the development of its identity, which would reflect key values and strategic goals, as well as the creation of a functional and visually attractive website. The research of S. Obikhod, M. Matveyev, V. Boyko [6] analyze the effectiveness of using different content formats to attract an audience and increase brand awareness.

According to the research of A. Tanasiychuk, S. Sirenko, V. Pnevsky [10], the use of Internet opportunities for brand promotion today is an indispensable condition for ensuring the successful development of both the company's brand itself and the business as a whole. Considering that one of the main elements of digital branding is the establishment of coordinated work of communication channels, which has a direct impact on the productivity and success of the brand on the Internet. In their research, T. Yankovets [13], O. Ugolkova [11] determined the essence of corporate digital branding and its place in building a complex of marketing communications that would distinguish the brand among competitors and form a stable emotional connection with consumers. An important aspect is measuring the effectiveness of digital marketing efforts using various analytical tools, which allows you to optimize strategies and increase brand recognition. Research by O. Sychova, N. Osypenko, T. Petrishina [9], focus on analyzing data and metrics to assess brand awareness and identify the most effective communication channels.

The attention of the scientific community to the development of unified theoretical models, measurement methodologies and empirical validation of the

concept of a digital brand ecosystem is growing, often drawing on the tangential theories of integrated marketing communications, omnichannel, network interaction and customer experience management, as noted by D. Sedikov [7], but a generally accepted scientific consensus and comprehensive research are still ahead. Thus, modern research emphasizes the complex and dynamic nature of digital marketing in the formation of brand awareness, which requires companies to constantly learn and adapt to new trends and technologies, where the emphasis is on building long-term relationships with customers through the provision of value and unique experiences that contribute to brand memorability and its positive perception.

The purpose of the article is a comprehensive analysis of modern approaches to digital marketing and their role in shaping brand awareness; in particular, the study is aimed at identifying the most effective digital tools and strategies, a holistic digital brand ecosystem, as well as assessing their impact on increasing brand awareness among the target audience in the conditions of dynamic development of the digital environment.

Presentation of the main results. The world is experiencing an unprecedented wave of digital transformation that encompasses all aspects of society and the economy. Developed countries are actively investing in digital infrastructure, stimulating innovation, and developing strategies to maximize the benefits of the digital age. The global COVID-19 pandemic has become a powerful catalyst for digital transformation, accelerating the adoption of e-commerce around the world. As shown by open Eurostat data [2], despite the fact that the digital divide between EU countries still exists, thanks to significant investments in the development of broadband Internet, mobile networks and other critical elements of digital infrastructure, as well as the implementation of policies aimed at ensuring digital accessibility, there is a positive trend in its

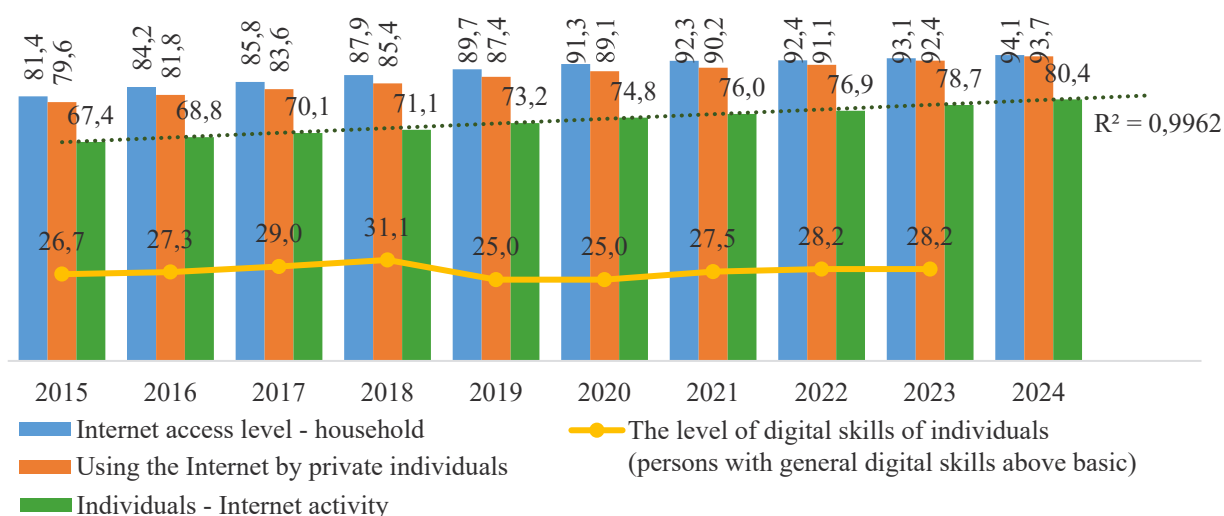


Figure 1. Indicators of the level of digitalization of EU countries, %

Source: compiled by the author based on Eurostat data [1]

reduction (Fig. 1). The regression analysis conducted indicates a clear trend towards a steady increase in the level of online activity among the adult population of EU countries in the future, and the high correlation coefficient of 0.996 demonstrates a close relationship between the availability of Internet access, its actual use and the implementation of various activities on the network, which is a strong argument in favor of the projected sustainable growth.

There is a steady trend of growth in the turnover of enterprises from e-commerce in the EU countries, both in terms of total turnover and B2B and B2C components, despite some minor fluctuations in individual years. This growth is further supported by a strong positive correlation, as indicated by the high value of the coefficient of determination of 0.6163 for the overall turnover trend, indicating that online sales have become an increasingly important aspect of enterprises' revenue generation over this period (Fig. 2).

Brand awareness in the context of digital marketing takes on special significance and specific characteristics due to the dynamic and interactive nature of the online environment. The traditional understanding of awareness as the ability of consumers to identify a brand by its name, logo or other visual attributes is expanding in the digital era. It includes not only visual perception, but also associations, emotions and experiences associated with the brand in the online space. Digital marketing provides a multitude of tools for shaping and strengthening this awareness: from creating a unique and consistent visual style on social networks and on the website to developing content strategies that resonate with the target audience [3]. This involves not only visual consistency across all digital touchpoints, but also a single tone of communication, the transmission of brand values and active interaction with the audience (Fig. 3).

Social media is becoming a key platform for building a community around a brand, increasing its visibility and forming an emotional connection with consumers. An important element is content marketing, which involves creating valuable, relevant, and consistent content in various formats (text, images, videos, infographics, podcasts) to attract and retain consumer attention. This content is distributed through your own website, blogs, social networks and email newsletters, building brand expertise and establishing long-term relationships with the audience. Active use of social media marketing (SMM) is critical for increasing awareness, as it allows you to directly interact with users, build communities around the brand, launch viral campaigns and use the opportunities of influencer marketing to expand reach and increase trust. Visual storytelling and the creation of unique branded content for each platform contribute to better memorability and emotional connection with the brand [11].

In addition to content marketing and SMM, search engine marketing (SEM) plays an important role, which includes organic optimization (SEO) to ensure high positions in search results for relevant queries, which increases brand visibility for interested users. Paid search advertising (PPC) allows you to quickly reach your target audience and control the message that potential customers see. Video marketing is becoming increasingly popular due to its ability to effectively convey information and evoke an emotional response. Creating high-quality branded videos for YouTube, social networks and the website contributes to better memorization and dissemination of information about the brand. Other modern approaches, such as email marketing to maintain contact with a loyal audience, mobile marketing to reach users on their devices, and the use of influencer marketing to attract an audience of opinion leaders, are also important components of a comprehensive digital marketing strategy aimed at

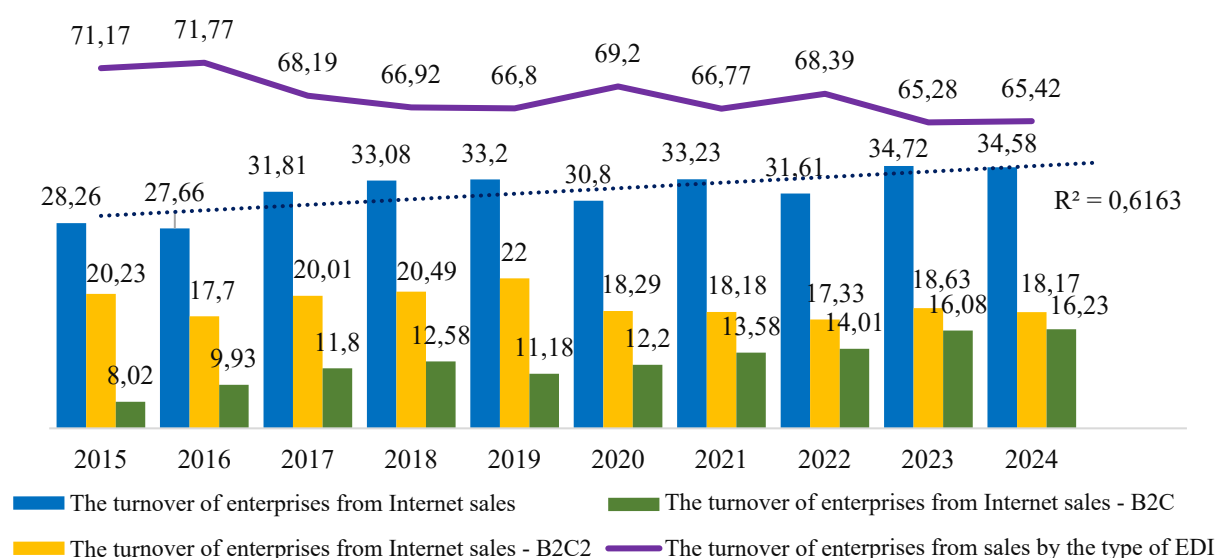


Figure 2. The value of e-commerce sales in the EU, %

Source: compiled by the author based on Eurostat data [1]

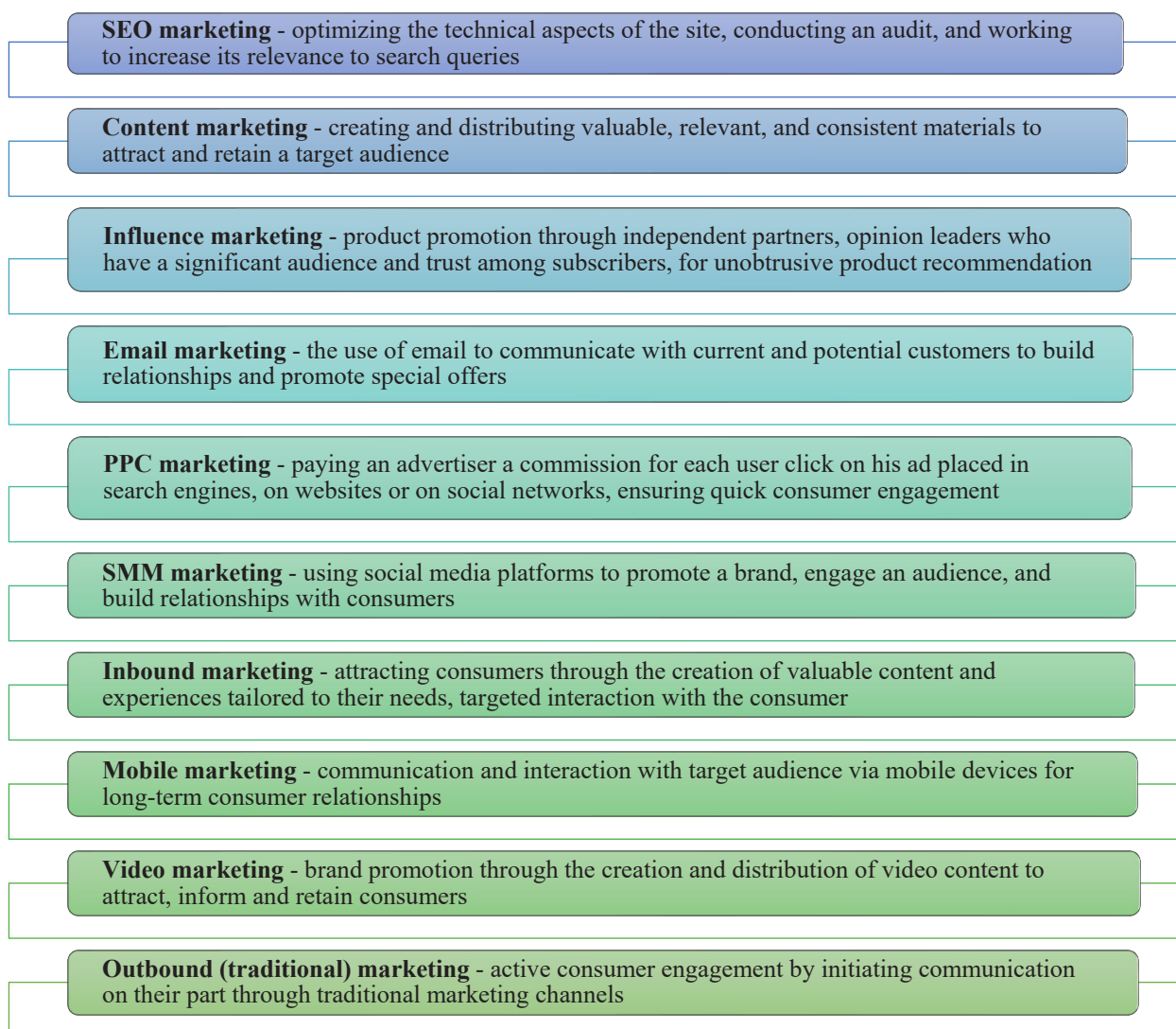


Figure 3. Basic types of digital marketing for brand promotion

Source: compiled by the author

forming a strong and recognizable brand presence in the online environment [5]

An analysis of the impact of modern approaches to digital marketing on brand awareness demonstrates a significant transformation of traditional methods of building brand awareness [9]. Given the wide spectrum of digital tools, brands have gained unprecedented opportunities to establish a direct dialogue with their target audience, expand their reach and create lasting associations with their values and propositions. Content marketing, for example, allows brands to provide valuable and relevant information that not only attracts potential customers, but also positions the company as an expert in its industry, thereby increasing its authority and memorability. Social networks have become a powerful channel for visual brand identification, forming communities around it and distributing viral content, which significantly increases its visibility (Fig. 4). Influence marketing, in turn, uses the trust of opinion leaders to quickly penetrate the brand message to target segments,

increasing its recognition among specific groups of consumers [10].

The effectiveness of these approaches depends on their strategic and integrated application. Using individual tools in isolation may not bring the expected results. The key is to create a holistic digital ecosystem where content, social media, SEO, email marketing and other channels work in harmony to reinforce the brand message and ensure its consistent presence in the online space. Digital marketing data and metrics analysis plays a crucial role in measuring the impact of these approaches on brand awareness, allowing you to assess reach, engagement, tone of mentions and other key indicators. It is on the basis of this data that brands can optimize their digital strategies, adapt to changes in consumer behavior and build stronger and more recognizable brands in today's digital landscape. Creating such an ecosystem requires a clear strategy, coordination between different teams (marketers, SEO specialists, SMM managers, content creators) and constant analysis and optimization (Fig. 5) [6].

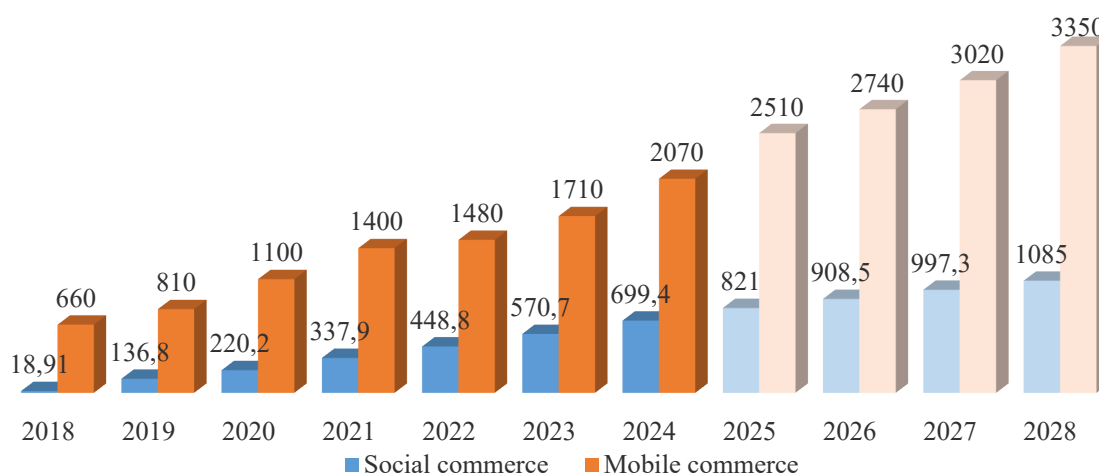


Figure 4. Global social and mobile commerce revenue from 2018 to 2028 (forecast), billion USD

Source: compiled by the author based on Statista data [7]

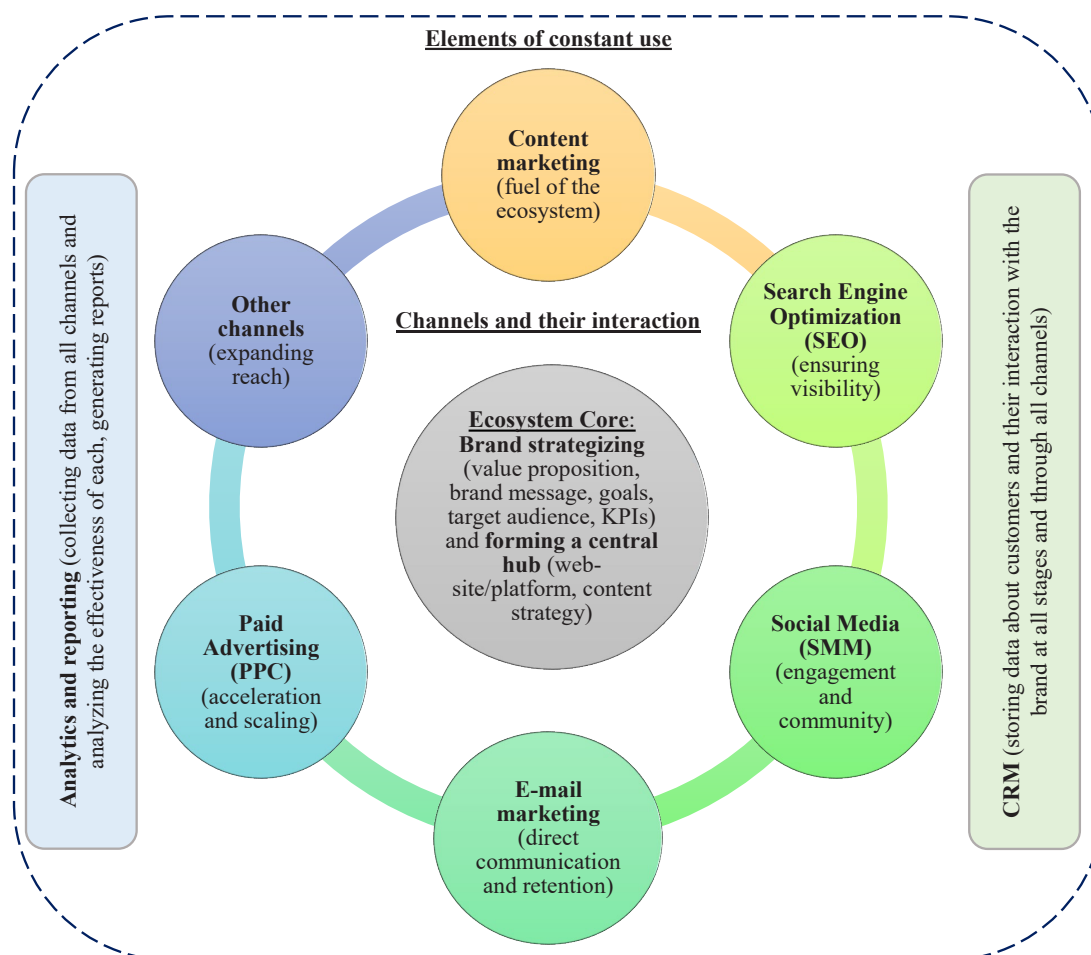


Figure 5. A holistic digital brand ecosystem

Source: compiled by the author

The scheme of creating a holistic digital ecosystem describes how different digital channels can interact to create a single, consistent and effective brand presence online. At the center is the brand and its target audience, and interconnected elements are built around them. The implementation of such a

comprehensive digital ecosystem assumes the presence of a detailed strategic plan. In addition, a prerequisite is to ensure a high level of coordination between all functional units and specialists (including marketing, SEO, SMM and content creation) to coordinate actions [6]. Also an integral part is

the systematic analysis of effectiveness and the implementation of regular optimization measures based on the received data.

Digital ecosystems are critical to building brand awareness effectively, as they enable a consistent, multi-channel, and synergistic presence in the online environment where potential customers spend a significant portion of their time. Unlike fragmented marketing efforts, a holistic digital ecosystem ensures multiple and consistent engagements between target audiences and the brand across multiple touchpoints, meaning that the ecosystem's elements work together to amplify each other's impact. Such integrated work not only extends the brand's overall reach by enabling it to "meet" the user on a platform that is convenient for them, but also demonstrates its stability, reliability, and authority, which is key to initially building positive perceptions and, as a result, sustainable brand awareness in a competitive environment.

The prospects for the development of digital marketing in the field of brand awareness are extremely broad and dynamic, driven by rapid technological progress and changes in consumer behavior. Improved tools for tracking user behavior, analyzing social media sentiment, and forecasting trends will allow brands not only to better understand their audience, but also to predict their future needs and expectations [3]. This, in turn, will contribute to the creation of more relevant and valuable content, which will increase brand loyalty and awareness on a long-term basis. Further development of omnichannel strategies will ensure a continuous and consistent experience of consumer interaction with the brand at all touchpoints, from social networks to the website and physical stores, which will strengthen the holistic image of the brand and increase its recognition in the minds of consumers. Thus, the future of digital marketing in the field of brand awareness lies in personalization, interactivity, deep analytics, and omnichannel.

Conclusions. Today, advanced technologies used in digital marketing are extremely important at all stages of this process – they provide invaluable tools, as well as powerful analytical capabilities, which are necessary for the effective application and continuous improvement of digital marketing strategies. A significant increase in the number of Internet users, especially among age and social groups important for business, coupled with the availability and relative ease of use of digital marketing tools, clearly indicates the existing prospect for enterprises to use digital communication channels to promote their products and services among the target audience. Active brand presence in relevant online channels, audience engagement through interactive content, online campaigns and effective communication with customers form a multi-level perception of the brand, which goes beyond simply memorizing the name.

Thus, the effective use of digital marketing tools for building and developing a brand opens up a wide range of opportunities for companies to attract the attention of the target audience and significantly increase their interest in the products or services offered. In particular, the use of a wide range of marketing tools, such as targeted email mailings, placing visually attractive banner ads, creating and distributing informative video content, and others, allows not only to primarily attract potential consumers who are part of the target group, but also to maintain continuous interaction with them and establish close contact at all stages of their journey of interaction with the brand, starting from the first acquaintance and ending with repeat purchases and loyalty formation.

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