

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
UKRAINIAN-AMERICAN CONCORDIA UNIVERSITY**

School of Management and Business
Department of International Economic Relations, Business & Management

Bachelor's Qualification Work

Proper digital marketing as the key to success for company
(on the basis of LTD "TBT Marketing")

Bachelor's student of

Field of Study 07 – Management

and Administration

Specialty 073 – Management

Educ. program – IT Management

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Research supervisor



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Abstract

The work focuses on the importance of proper digital marketing as a key factor in achieving company success in today's highly competitive market. The theoretical foundations of digital marketing are presented, including its evolution and the main tools for a successful digital marketing strategy. The use of digital marketing tools on the example of LTD “TBT Marketing”, based on individual research, is investigated in detail. The paper identifies new digital marketing methods for businesses, such as Facebook ads and video podcasts, based on major global research and a SWOT analysis of the company. The work describes the role of digital marketing in increasing brand awareness and customer loyalty, and how it can help companies stay ahead of the competition. The work emphasizes the potential of digital marketing to reach new audiences and expand their customer base. The work concludes by emphasizing the importance of a comprehensive and integrated approach to digital marketing and the potential for a company to achieve significant growth and success through the proper application of digital tools.

Keywords: digital marketing, digital marketing tools, advertising, brand awareness, marketing strategy, audience engagement, competitive advantage.

Анотація

Робота зосереджена на важливості правильного цифрового маркетингу як ключового фактора досягнення успіху компанії на сучасному висококонкурентному ринку. Представлено теоретичні основи цифрового маркетингу, включаючи його еволюцію та основні інструменти для успішної стратегії цифрового маркетингу. Детально досліджено використання інструментів цифрового маркетингу на прикладі LTD “TBT Marketing”, на основі індивідуальних досліджень. Робота визначає нові методи цифрового маркетингу для бізнесу, такі як реклама у Facebook і відеоподкасти, на основі основних глобальних досліджень і SWOT-аналізу компанії. У документі описується роль цифрового маркетингу в підвищенні впізнаваності бренду та лояльності клієнтів, а також як він може допомогти компаніям випереджати конкурентів. У роботі підкреслюється потенціал цифрового маркетингу для охоплення нових аудиторій і розширення їхньої клієнтської бази. Робота

завершується підкресленням важливості комплексного та інтегрованого підходу до цифрового маркетингу та потенціалу компанії для досягнення значного зростання та успіху завдяки належному застосуванню цифрових інструментів.

Ключові слова: цифровий маркетинг, інструменти цифрового маркетингу, реклама, впізнаваність бренду, маркетингова стратегія, залучення аудиторії, перевага над конкурентами.

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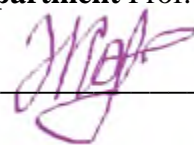
School of Management and Business

Department of International Economic Relations, Business and Management

Educational level: **bachelor degree**
Specialty: **073 “Management”**
Educational Program **“IT Management”**

APPROVED

Head of Department Prof. Liubov Zharova



**TASK
FOR BACHELOR’S QUALIFICATION WORK**

Yuliia Ladyzhenska

(Name, Surname)

1. Topic of the work: Proper digital marketing as the key to success for company

(on the basis of LTD “TBT Marketing”)

Supervisor of the work ***Ruslana Seleznova, Ph.D. in Technical Science.***

(surname, name, degree, academic rank)

Which approved by Order of University from
“22” September 2022 № 22-09/2022-4c - **MIT**

2. Deadline for bachelor’s qualification work submission “23” April 2023

3. Data-out to the bachelor’s qualification work_

Materials from internship received during consultation with representatives of the company. Information from open resources in the Internet, official reporting of financial and economic activities of the enterprise.

4. Contents of the explanatory note (list of issues to be developed).

There are three main topics a student should develop in this work:

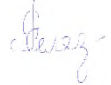


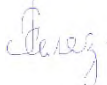


- 1. Outline of digital marketing as a necessary mechanism for marketing in modern realities***
- 2. Study of ltd “tbt marketing ” its tools of digital marketing and digital marketing industry in the uk***

3. Implementation of new digital marketing trends in Ltd “TBT MARKETING” based on the nowadays

5. List of graphic material (with exact indication of any mandatory drawings)

Graphs and figures for analysis of economical and statistical information on the company and its development, visualization of mechanism of development, etc.


6. Consultants for parts of the work

Part of the project	Surname, name, position	Signature	
		Given	Accepted
1	<i>Ruslana Seleznova, Ph.D. in Technical Science</i>		
2	<i>Ruslana Seleznova, Ph.D. in Technical Science</i>		
3	<i>Ruslana Seleznova, Ph.D. in Technical Science</i>		

7. Date of issue of the assignment

Time Schedule

№	The title of the parts of the bachelor's qualification work	Deadlines	Notes
1.	I chapter	<i>31.12.2022</i>	<i>In time</i>
2.	II chapter	<i>20.02.2023</i>	<i>In time</i>
3.	III chapter	<i>11.04.2023</i>	<i>In time</i>
4.	Introduction, conclusions, summary	<i>23.04.2023</i>	<i>In time</i>
5.	Pre-defense	<i>27.04.2023</i>	<i>In time</i>

Student Yuliia Ladyzhenska 
(signature)

Supervisor Ruslana Seleznova 
(signature)

Conclusions:

The study provides an examination of the growth of IT management via globalization factors in electronic business, as well as well-developed theoretical approaches to IT management. The practical suggestions were well-formulated and concentrated on the primary objective and duties of the job. In general, the thesis can be described as "excellent" if the defense is successful.

Supervisor


Ruslana Seleznova 
(signature)

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INTRODUCTION

In the current business landscape, digital marketing has become an important component of a company's overall marketing strategy. With the advent of the Internet and the proliferation of digital technologies, companies now have an unprecedented opportunity to connect with their target audience and grow their business. Proper digital marketing can help companies establish their brand, reach new customers and increase sales. In this article, we explore the importance of digital marketing and the various techniques and strategies that businesses can use to create effective digital marketing campaigns.

Digital marketing offers companies a cost-effective and measurable way to reach their target audience. With traditional marketing channels such as press, radio and television, it can be difficult to track the effectiveness of marketing campaigns. However, digital marketing provides companies with a number of tools and metrics that allow them to track the performance of their campaigns and make data-driven decisions. This allows companies to optimize their marketing campaigns and ensure they get the best return on investment.

Digital marketing also allows companies to reach a global audience. Thanks to the Internet, companies can connect with potential customers anywhere in the world. This gives businesses the opportunity to expand their customer base and increase revenue streams. By leveraging the power of social media, search engines and other digital channels, companies can target specific audiences and create personalized marketing messages that resonate with their customers.

In addition, digital marketing gives companies the opportunity to create their brand identity. A strong brand identity can help companies stand out from their competitors and build a loyal customer base. By creating engaging content and leveraging social media platforms, companies can create a strong brand voice and build a community around their brand. This can help increase brand awareness and increase customer loyalty.

Digital marketing is an important component of a company's overall marketing strategy. By leveraging the power of digital channels, companies can reach their target audience, increase brand awareness and increase sales. The key to success in digital marketing is creating effective campaigns that engage customers and provide them with valuable information. By applying the right digital marketing techniques and strategies, businesses can build a strong online presence and become leaders in their industry.

The relevance of the topic: proper digital marketing as the key to success for the company cannot be overstated in today's business landscape. With the world increasingly moving towards digitization, businesses must prioritize their digital marketing efforts to remain competitive and relevant in their respective industries.

Aim of the work: to highlight the importance of proper digital marketing for company.

In order to achieve this aim, the following **tasks** were set:

- to investigate the development of digital marketing;
- use of digital marketing in companies;
- overview of digital marketing tools and new trends in 2023;
- analysis of the company's LTD "TBT Marketing environment, organizational structure, SWOT analysis;
- review of digital marketing industry in the UK and companies' spending on digital marketing;
- studying the digital marketing tools used by the company;
- processing of statistics of recent years to determine new approaches in digital marketing;
- selection of new digital marketing tools;
- steps of implementation of new tools.

The object of the work: digital marketing

The subject of the work: different channels and techniques that can be used to reach and engage with target audience and to be a successful company LTD TBT Marketing

The methodological basis for this work is journal articles, acclaimed internet publications, blogs and personal data analysis and calculations.

The bachelor thesis consists of an introduction, 3 chapters, conclusion, list of references.

Bachelor thesis consists of an introduction, 3 chapters, conclusion, list of references. Work is carried out on 85 sheets, containing 5 tables, 16 figures. References include 61 literature sources.

CHAPTER 1. OUTLINE OF DIGITAL MARKETING AS A NECESSARY MECHANISM FOR MARKETING IN MODERN REALITIES

1.1. History and development of digital marketing

Long before digital marketing emerged and developed, the concept of marketing was first created, which then evolved over the years and took on various forms and variations.

We can say that marketing is like air - it fills all possible spaces in which people live, although most often people do not think about it, but breathe it and live thanks to it. The same thing happens with marketing. Wherever there are people, there is a constant process of influencing someone's views, beliefs, and consumer, electoral, and emotional decisions.

The etymology of marketing comes from the Latin word "mercatus" meaning market and was created by combining gerunds ending in "-ing" and is known to have first appeared in the dictionary in the 16th century [36]. Marketing at that time mostly referred to the "act" of buying and selling goods in a bustling marketplace. This is because the market structure was so simple that it could not be compared to the modern one.

Marketing took on an important role after the First and Second World Wars. Indeed, countries, especially those that had suffered from warfare for many years, were in a terrible situation. Poverty resulting from the destruction of public and private infrastructure has led to increased demand for basic goods such as food, clothing, and medicine. This has led to increased competition among firms to meet demand. In order to stand out, companies began to use more aggressive advertising methods, such as radio and newspaper advertising, as well as marketing campaigns targeting specific consumer groups. In addition, the war also led to technological innovations, such as mass production and advances in transportation, which allowed companies to produce and distribute products more efficiently. All of this had a lasting impact on corporate marketing strategies, which continued to evolve over the following decades.

If the aftermath of major wars offers companies a market where demand exceeds supply, this opportunity is gradually disappearing. Indeed, with the development of

purchasing power and the evolution of the consumer society, supply, and demand tend to balance each other out. Thus, companies have no choice but to differentiate themselves and strive to distribute their products as efficiently as possible in order to sell.

Therefore, they started to focus on sales. Therefore, companies started using aggressive sales techniques to encourage consumers to buy their products. This strategy helped to increase their sales, but it also caused distrust from overly interested consumers. This period will see the standardization of product coverage through new communication technologies [26].

The modern concept of *marketing* looks like this "Modern marketing is a holistic, agile, data-driven methodology that connects brands with their ideal customers to drive targeted business results" [21].

That is, the current market structure is completely different compared to the 1900s. Firstly, the scale of the spatial market, the goods and people who sell and buy, has grown significantly, and the form of the market has expanded to the virtual environment in addition to physical space. In addition, the characteristics of the object being sold include not only physical properties, but also emotions and values, as well as the buyer's lifestyle and trends.

Definition of digital marketing in 2023 - Digital marketing is a marketing method that uses the Internet, mobile communication technologies, and digital interactive media to achieve marketing goals.

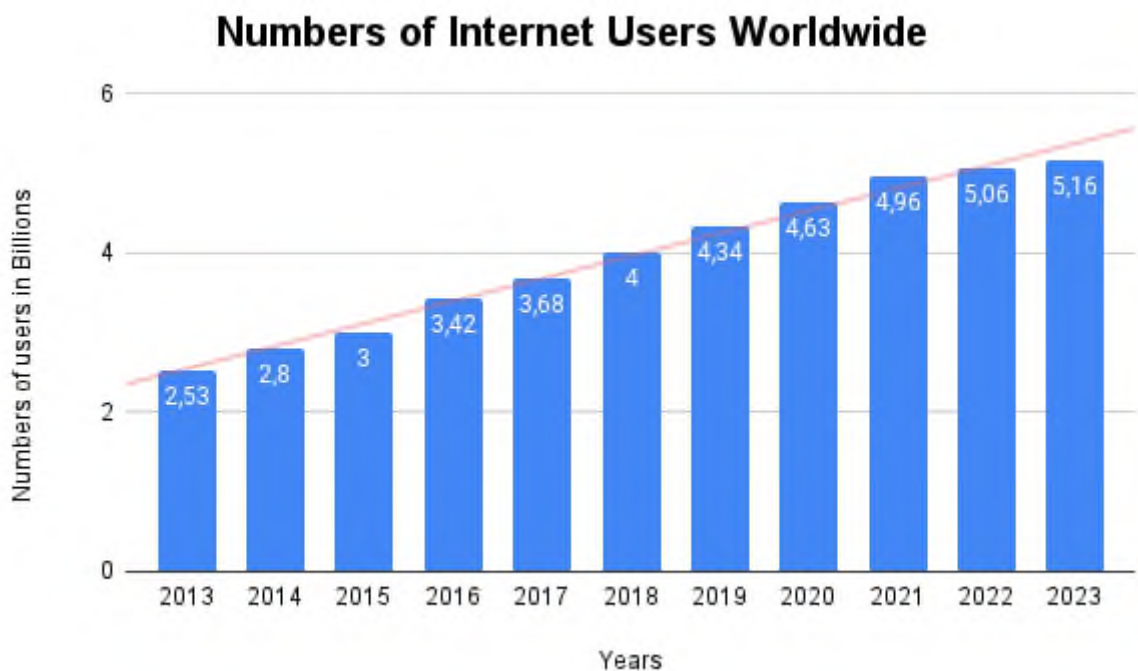
The history of digital marketing goes back to the 1990s, when the term was coined. Nevertheless, digital marketing cannot be separated from technological development [13].

In 1969, the first Internet was launched. Arpanet is the first packet-based network that allows data to be sent from one computer to another. Arpanet made it possible, among other things, to send the first e-mail in 1971. Obviously, this project will have a huge impact on the development of the Internet and the network [57].

In 1983, the terminology "Internet" was adopted, first to refer to Arpanet and then to all subsequent technologies. Back then, the Internet meant the interconnection of different computer networks [2].

The Internet has become an important part of the everyday life of a modern person. It allows you to always find the information you need, make video calls and pay for various services. Thanks to the Internet, there are almost limitless opportunities in every sphere of life. Let's take a look at the Figure 1.1. below, which clearly shows how the number of Internet users has been growing over the years from 2013 to 2023.

Fig. 1.1



Source: DataReportal.

Social networks are increasingly penetrating the lives of Internet users. According to the latest data, there are expected to be 4.89 billion social media users worldwide in 2023, up 6.5% from last year.

This is 2.2 billion more social media users than in 2017, or 79.1% more in just five years. The average annual growth for this period is 10.2%.

Although the number of social media users will continue to grow in the future, the growth rate is expected to remain steady. The compound annual growth rate from 2023 to 2027 is projected to be 5%. Despite the slowdown, it is clear that social media will

continue to be a part of the daily lives of consumers with smartphones and mobile devices. Today, social media statistics show that more than 9 out of 10 social media users (91%) use mobile devices to access social media.

Such statistics clearly demonstrate the growing dependence of consumers on social media and clearly represent the marketing opportunities of social media for e-commerce companies around the world.

In late 1990, Tom Berners-Lee created the first website at CERN (European Center for Nuclear Research). Accompanied by Robert Cayot, the latter developed 3 technologies that would allow the Internet to exist as we know it today: HTTP (Hypertext Transfer Protocol), Web addresses (URLs), and the HTML language, which allows combining text, links, and images. These three inventions allow us to create the World Wide Web (WWW), a set of pages linked to each other by hypertext links [18]. In 1990, the Archie search engine was created. It is considered the ancestor of the search engines we know today. Extremely technical and difficult to use, Archie nevertheless remained very popular at a time when the Internet was still in its infancy and only people with high technical knowledge used it.

The first blog that appeared and is still online is Links.net, which was created in January 1994. This blog is already an indication of how the Internet would become a distinct medium that is particularly engaging to the Internet user and can give rise to influencers (influential individuals known only through their online activities) [22]. In October 1994, the first image-based advertising banner appeared on the Internet. This online ad was a great success, as 44% of Internet users who saw it clicked on the banner, and AT&T claims that it helped to increase sales. In any case, it signifies a practice that will remain entrenched in online communication: grabbing the attention of an Internet user through an attractive image and taking them to a special page (landing page) to present them with an offer. It also shows the influence of media (including newspaper and print media websites) on digital advertising. Even today, advertising space is sold on high-traffic websites [24].

In 1995, Amazon and Ebay were founded. Amazon quickly developed the idea of e-commerce, with a small change, which was to sell books to people all over the country, helping to create modern e-commerce.

In September 1998, the most famous search engine, Google, was created. In addition to becoming a global giant that everyone knows, Google will reaffirm the importance of search engines in the digital space. Anyone who wants to communicate online has to please search engines, hence the importance of natural link building (SEO), which is still very important today [49].

In 1999, high-speed ADSL Internet was introduced. First of all, ADSL allows for a significantly faster stream and therefore more content to be displayed. This will allow the Internet to develop, especially with images and then video. Secondly, ADSL. the Internet user is no longer constrained to a few hours of "surfing" per month, but can travel the Internet in his or her spare time. This will gradually contribute to the transformation of the Internet into a privileged medium [55].

In 2000, 2 years after its inception, Google created the Google AdWords platform (now Google Ads), which allows you to buy visibility in the search engine. Google AdWords would change online advertising by allowing advertisers to appear in search results. This is an important step for SEO because of the birth of SEA (search engine advertising).

Website publishers can now buy ads directly from search engines, not just ad inserts on media sites. Even today, Google Ads remains an important cornerstone of an effective SEA strategy.

In 2004, Facebook, an American social network, was created. The company would not achieve success as we know it until the way Internet users used and popularized social networks as their own media changed.

In 2005, the video hosting platform YouTube was born. In the spectrum of digital communications, YouTube has demonstrated the importance of video in digital marketing. This importance will be proportional to the quality of the Internet speed, as the Internet user will have access to more and more data over the years. Video is becoming not only an advertising tool for brands, but also a way to improve its natural linking. In

addition, YouTube has popularized online video advertising. Content is streamed on YouTube (usually videos less than 15 minutes long), which makes it easy to integrate advertisers' ads. Product placement (paying a YouTube user in exchange for your products and services appearing in their content) has become commonplace in the use of YouTube [42].

In 2006, the microblogging social network Twitter was born. Very quickly Twitter became the social network of the moment. It must be said that its minimalist principle of short messages makes it possible to react on the spot to the slightest news, be it political news or the latest fashion program. With its very specific uses and codes, Twitter has once again shown that a company's digital communications need to be adapted. It also proved that Facebook was not and could not be the only social network, because each network has its own use, and that the same user could fully adapt several different social networks [30].

In 2007, marketing automation was promoted to keep up with the fast Internet. Around this time, companies began to use more sophisticated digital marketing products, such as marketing automation software. These tools began to automate traditional processes such as segmenting leads, launching multi-channel marketing campaigns, and providing personalized information to customers.

In mid-2007, Apple revolutionized the mobile world with the release of the first iPhone. If the iPhone does not become the first smartphone to see the light of day, it will clearly popularize their use, as well as the mobile Internet. As a result, it will significantly increase penetration.

In 2010, the mobile application Instagram. A social network for sharing photos and videos, specially designed for mobile use.

The success of Instagram can be seen as one of the signs of the importance of mobile devices in web communication. The success of a social network in the form of an application specifically designed for mobile use shows that Internet users are attracted to the simplicity of a smartphone and proves how much of the Internet is now done via smartphone. In addition, Instagram emphasizes the importance of photography in digital

communication. While paid advertising is possible there (thanks to Facebook), brands often prefer to pay Instagrammers directly to appear in the form of product placement [8].

In 2015, Snapchat introduced the Discover feature, a daily feed featuring content from brands such as ESPN, National Geographic, Yahoo News, and more.

In the same year, several other new technologies were invented, such as predictive analytics, content marketing, and wearables.

Cookies are another important breakthrough in digital marketing. The first cookie was developed to record user habits. However, its use has changed dramatically over the years. Today, companies and marketers use encrypted cookies to collect accurate user data in several ways.

In 2016, the Adblock Plus extension was released for Mozilla, Google Chrome, Opera, and Internet Explorer. It automatically filters advertising banners. Adblock and all ad-blocking software in general recognize the hostility of Internet users to online advertising. This practice of some Internet users is forcing certain actors (including the online press) to change their economic model. It goes without saying that this has some impact on digital marketing, which has to reach the consumer through content other than advertising (e.g., through sponsored content or influencers) [17].

In 2019, optical fiber is becoming the new broadband technology. It thus establishes the possibility and already existing popularity of new digital applications: streaming, online gaming, video content, etc. As speeds are constantly increasing, consumers are spending more and more time online, hence the importance of digital marketing is growing.

The covid epidemic broke out in 2020. Digital marketing was already enjoying some growth before the pandemic, increasingly translating the methods of distributing and selling products from the offline world to electronic versions.

First and foremost, digital marketing became visible and took over social media. It also reached more customers through downloadable electronic programs for mobile phones and other smart technologies. The presence of digital marketing was already widely accepted and served as a complement to traditional strategies in a world that

fostered face-to-face business relationships and relied heavily on personal contacts to exchange products and services.

E-commerce, online shopping, was a great and brilliant alternative for the economy to remain stable and for companies and customers to maintain their connections in the exchange of goods and services. Unbeknownst to them, these ties will be strengthened by the new experience of buying and selling goods in the digital world and new creative marketing strategies [38].

In 2020, new social media platforms such as TikTok took the world by storm, the number of social media users exceeded half of the world's population, and content creators/influencers became the voices of brands. Affiliate marketing and brand partnerships with influencers have successfully become the main source of income for many digital professionals. Consumers are turning to social media platforms and others they trust to learn about brands before making a purchase.

In 2021 and 2022, thanks to the development of 5G networks, more and more people were online on their mobile devices [4].

More and more users used voice assistance on their devices, such as Alexa, Siri, and Google Home, making them powerful tools that companies should integrate into their digital marketing strategy. By doing so, companies position their brand or product to be found by these virtual assistants by optimizing their website SEO so that it shows up in voice search tools. The use of chatbots is on trend as they continue to be in digital marketing plans, all thanks to the preference of users to receive instant information at any time and automated services. The preferred format is video, and with the advent of TikTok and then Instagram Reels, this format has become a favorite for users. Brands have begun to focus on creating more content in this format for social platforms, using trends that emerge every week to create a greater connection with TikTok and Instagram users [3].

So, digital marketing has gone through a huge evolution that has been going on since the creation of marketing and the invention of the Internet. Over the past decades, people have witnessed many historic changes. However, in my opinion, the driving force behind the development of digital marketing is the fact that smartphones and computers are

already beating television in the fight for users' time. In a natural way, forced by social changes, there was a breakthrough in the digital industry - companies began to allocate larger budgets for interactive communication. 22 years is almost an eternity. Almost everything has changed.

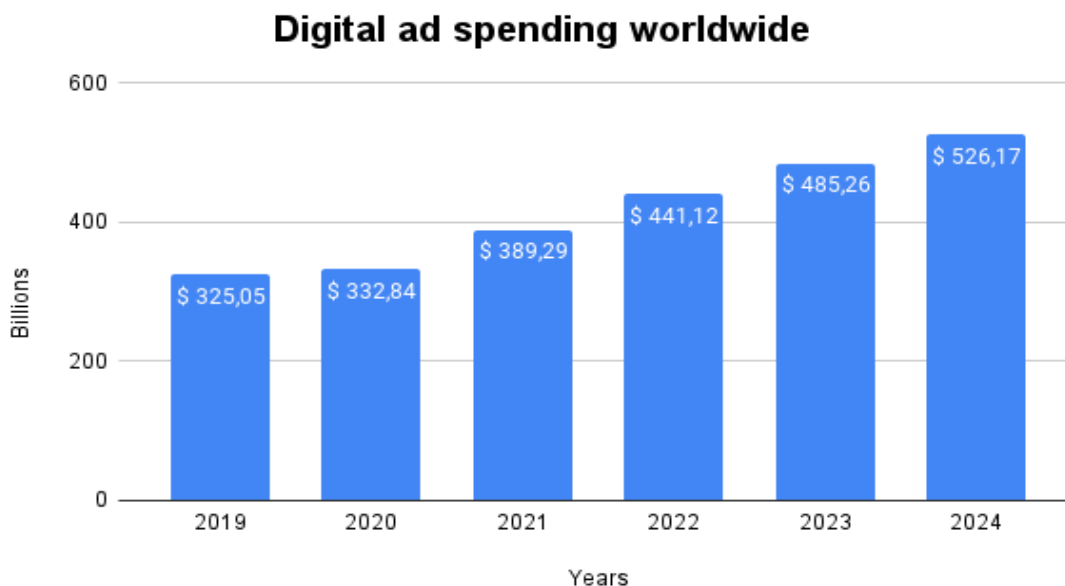
Two decades ago, no one considered consumers to be people with needs. For marketers, customers were just numbers, whose purchases were supposed to be reminded by a colorful sticky banner. There was also not much attention to the measurability of activities, and the development in the field of new technologies then gained a dizzying pace, which is now gaining even more momentum.

1.2. Use of digital marketing by companies and components of digital marketing strategy

Today, companies are actively using digital marketing to promote their services or products. Any business is well aware that it is impossible to ignore the importance of having perfect digital marketing tools. This trend reflects the evolution of communication. Until recently, traditional marketing was the main lever for attracting customers for most companies and brands. Now we have to recognize that digital marketing has an advantage. Large companies and SMEs are spending a lot of money to integrate digital marketing into their operations.

Consider Figure 1.2, which shows how many billions of dollars companies around the world spend on digital marketing.

Fig. 1.2



Source: WordStream.

From Figure 1.2, we can see that in 2019, companies spent \$325.05 billion, and in 2020, they spent \$332.84 billion, which means that spending increased by \$7.79 billion. In 2021, spending amounted to \$389.29 billion. In 2022, companies spent \$441.12 billion, and the difference between 2021 and 2022 was already \$108.02 billion, which is almost 14 times the difference between 2020 and 2021. In 2023, companies are projected to spend \$485.26 billion, and in 2024 they will spend \$526.17 billion.

Figure 1.2 clearly shows the trend of companies spending more on digital marketing every year. That is, every year more and more companies see the need for this type of marketing.

Many companies exist on social media and various digital platforms. Just as the rules of communication have changed, so has customer behavior. The proliferation of connected media is leading to changes in habits. Customers want to receive information without repetitive and intrusive communications. While traditional marketing was aimed at communicating as widely as possible, digital marketing is more focused on the target audience. Prospectuses, catalogs, and television advertising have gradually given way to much more targeted methods of communication [40].

Due to the proliferation of digital media, online visibility has become a serious issue. In fact, many companies have realized this and developed solutions to reach qualified audiences. Unlike traditional marketing, digital marketing allows you to deliver a message to a selected audience based on a center of interest, age group, or socio-professional category. In other words, companies try to reach the right audience with the right message.

For example, cross-channel communication allows you to launch a campaign in different communication media. There is no shortage of social networks, websites, YouTube channels, mobile apps, and media. Each of them corresponds to a specific segment of the population, and it becomes easy to adapt the message to make it relevant to everyone.

Using all communication channels is one of the main tasks of digital marketing. In addition, analyzing the data generated by these campaigns allows you to evaluate their effectiveness and relevance. This is a way to adapt communication in accordance with the results obtained.

To take advantage of these changes, it is in the best interest of any company to approach the digital transition in a smart and serious way. Therefore, companies start their work by creating a digital marketing strategy.

A digital marketing strategy is a plan or course of action to achieve your marketing goals. The goals are determined by business objectives and prioritized. Once the goals are set, digital marketing campaigns are developed and implemented to achieve them.

A digital marketing strategy is different from a digital marketing campaign. When we talk about a digital marketing strategy, we mean a master plan to achieve a long-term or macro goal. Campaigns, on the other hand, are specific tactics used to achieve more micro, short-term goals within a digital marketing strategy [29].

Having a strategy means establishing a roadmap for achieving any goal. If a company has a digital marketing strategy, by looking at data analytics, you can see which steps are in line with the strategy and which are unsuccessful, and create highly efficient workflows.

The digital marketing strategy includes setting marketing goals based on the analysis of market information and target audiences, selecting digital marketing channels and platforms, defining distribution tactics for individual channels, and defining macro marketing KPIs to measure the effectiveness of the digital marketing strategy.

A digital marketing campaign, on the other hand, focuses on increasing brand awareness (micro-goal) by launching a marketing campaign on a specific social media channel, such as Facebook. Short-term (micro) KPIs are used to track the progress and success of a digital marketing campaign.

Key components of a digital marketing strategy include [5].

- **Company identification:** use company guidelines to define your brand. Consider the unique benefits of the business.

- **Audience segmentation:** understand demographics like age, gender, location, and the motivations that drive people to choose products and services Companies use Google Analytics to create buyer personas and segment them by keywords in regular traffic.

- **SMART marketing goals and KPIs** (specific, measurable, attainable, relevant, time-bound goals): for example, achieve a 20% increase in the number of leads generated through the contact form over the next 6 months.

- **Identification of target markets:** you can use market research tools such as Google Keyword Planner, Google Trends to conduct market research and identify potential target markets.

- **Conducting a competitive analysis:** Companies can use web and social analysis tools to analyze their competitors and conduct a SWOT analysis.

- **Correct management and allocation of resources to achieve goals:** determining the workforce (in-house team or outsourcing, external digital marketing agencies) and budget among the resources.

- **Review and optimization of campaign performance:** Use digital marketing analytics tools such as Google Analytics to track, measure, and report on the effectiveness of digital marketing campaigns.

Given the fierce competition in certain markets, it becomes imperative to practice continuous competitive intelligence and draw inspiration from the most powerful players. This is where *growth hacking* comes in. This method allows you to draw inspiration or even use methods that have been implemented by competitors. You need to develop strategies based on the expectations of Internet users, competition, and network realities. Data is one of the key elements on which these methods are based. Depending on the interest that certain queries can generate and the volume of searches they represent, a lot of effort will be put into capitalizing on this potential. This type of method is data-driven. This is all the data that can be collected about the behavior of Internet and mobile users.

Without the right interpretation of these numbers, it is almost impossible to develop relevant and targeted communication. Without going over to the dark side of pure and hardcore hacking, this is how you can take advantage of the abundance of data available through tools to improve your communication strategy to the best of your ability [43].

The goal is to have the most qualified audience possible to ensure good turnover. Too many companies strive to grow their traffic in every way possible. Unfortunately, it is not necessarily the number of views that is taken into account, but the number of users who are potentially interested in the advertised goods or services. Quality prevails over quantity.

In addition to consumption, the Internet user wants to be informed. This thirst for information is part of a new dynamic: the importance of personal development. In addition to being seen as a cash cow, they want to be as informed as possible about their consumption patterns. This factor must be taken into account when implementing any acquisition strategy.

Companies are no longer required to only know their market and products well, they also need to know their customers intimately and be capable of a minimum of empathy to provoke the long-awaited act of buying. In other words, the focus is on the consumer, not the product. Communication will be directed directly to the target audience. To do this, it is extremely important to know your typical customer(s). You must also be able to react quickly in the event of significant changes in the target market. Some companies set the pace in communications. They may use several methods simultaneously, using all the

channels available to them. Therefore, it is necessary to have the appropriate skills or have a team that deals with this.

1.3. Tools of digital marketing used by companies

Digital marketing includes a set of marketing activities carried out through web channels and aimed at developing a commercial network, analyzing market trends, forecasting their development as well as creating appropriate offers for the profile of targeted individuals. Digital marketing, as developed and implemented by the company, involves the use of digital tools and channels in conjunction with other traditional marketing tools to create integrated, personalized and interactive communication aimed at helping the company develop and retain more of its own clientele. Digital marketing is characterized by the fact that it combines traditional marketing with the Internet, and this is what allows a company to establish stronger relationships with customers.

There are many digital marketing tools, but we will focus on the most popular ones:

SEO (Search Engine Optimization) is the process of optimizing a website for high search engine rankings using conventional (free) search techniques. Regardless of the type of company, SEO is one of the most important types of digital marketing [39].

Search engines use web crawlers, robots that crawl web pages on the Internet to determine what content a web page has and what the page is about. Web crawlers get all the information they can by crawling the code and collecting the text, images, and videos displayed on web pages. When a crawler gathers enough information about the type of information available on each page and determines that the content is useful to a searcher, it adds the page to its index. In this context, an index is essentially all the possible web results that search engines store for presentation to potential searchers.

Search engines evaluate the best results not only based on what searchers are looking for, but also on other information that is already available on the web. When a searcher conducts a search, the algorithm matches the search term with relevant information in the index to provide an accurate answer to the query entered by the searcher. The platform

then uses hundreds of signals to determine the order in which content will be presented to each searcher. And SEO experts try to master these signals perfectly.

Pay-per-click (PPC) is an online advertising model used to drive traffic to a website in which an advertiser pays a publisher (usually a search engine, website owner, or network of websites) when a user clicks on an ad. PPC is usually associated with first-tier search engines (such as Google Ads, Amazon Ads, and Microsoft Ads before Bing Ads). On search engines, advertisers usually bid on keywords relevant to their target market and pay when their ad is clicked (a text search ad or a shopping ad that combines images and text).

On the contrary, thematic sites usually charge a fixed price per click rather than using an auction system. PPC display ads, also known as banner ads, are displayed on websites with related content that have agreed to display ads, usually not pay-per-click ads. Social networks such as Facebook, LinkedIn, Pinterest, and Twitter also use one of the pay per click advertising models. The amount an advertiser pays depends on the publisher and is usually determined by two main factors: the quality of the ad and the maximum price an advertiser is willing to pay per click. The higher the quality of the ad, the lower the CPC, and vice versa. The PPC advertising model can be abused through click fraud, although Google and other companies have implemented automated systems to prevent click fraud by competitors or corrupt web developers [47].

Social media marketing is one of the most common types of digital marketing used to communicate with your audience on a one-to-one basis. Social media marketing or SMM is a branch of web marketing applied to social media. This discipline utilizes the ability of social media and web-based social applications (applications) to generate interaction (engagement) and sharing (social sharing) to increase the visibility and awareness of a brand, product, or service. This includes actions such as promoting/selling certain goods and services (or yourself: personal branding), creating new business contacts (potential customers), and increasing traffic to the brand's official website.

Businesses and organizations create or connect to "networks of people" (communities) who share the interests and values expressed by the Company in social media. These users are offered relevant content in various formats (text, images, videos,

etc.) to stimulate discussions about and with the brand. If managed properly, user/customer interaction with this content can create loyalty and advocacy on social media. Users/customers activate online broadcasting with their "likes," "comments," and "shares," individually engaging their network (friends, fans, followers) in the discussion. This greatly increases the likelihood that a percentage of them will, in turn, become a fan/followers of the company/organization or brand.

Currently, there are many social media platforms on the market where you can promote your product and services. Below are the best social media platforms used for business promotion [51]:

- **Facebook** is the largest social media platform used in the world, with 2.85 billion users worldwide. Facebook requires people of almost every category and age, so it is possible to advertise any type of product on Facebook. This platform is one of the most profitable social networks.
- **Instagram** is a Facebook product that is used for business awareness. You can advertise a product or service on Instagram for free using the Organic Method or run Instagram ads through Facebook. For low-cost products, Instagram is the only profitable platform.
- **Twitter** - This social network allows you to advertise and share content in seconds and provides effective customer support. It is a valid tool for monitoring and identifying competitor activity. People exchange tweets of a maximum length of 280 characters, extremely short and quick messages. It is no coincidence that Twitter often works as a microblogging service or a public online diary.
- **YouTube** - on this platform, you can watch videos on YouTube. You can also create a channel to promote your business on YouTube, as well as upload videos. Just like Facebook, YouTube has buzzers for almost every category, so running paid ads on YouTube gives good results. You can promote any product on YouTube.
- **LinkedIn** is an incredibly good social media platform where you can also advertise products or services by running free and paid ads. LinkedIn B2B (business to

business) is a powerful information resource. You can get more customers with LinkedIn.

- ***Pinterest*** is a platform where communication is based on the use of visual content, which can be images, computer graphics, and videos. The user has bulletin boards with which to catalog them according to their interests, corresponding to their interests, corresponding to real archives. This happens through Pins, with which interest in the content is noted.

Content marketing is a strategy that companies use to create and distribute interesting and relevant content to their customers and target groups to inform and entertain them. The goal is to create a positive perception of the company and its products or services among customers and target groups, thereby attracting more customers and strengthening existing customer relationships.

The process begins with analyzing the content used by competitors, where they publish it, how often, and what strategies they use. Then, the goals of the marketing strategy to be applied will be defined: improve positioning, increase traffic, improve engagement, etc. These goals should be measurable, specific, and achievable. The next step is to clearly define the target audience and the problems the company wants to solve. To determine the identity of the buyer, you need to develop a clear description of the public based on their demographic information, psychological profile, interests, values they may have, and life goals. This information will help determine the actions to be developed, the content to be created, and the channels through which it will be distributed. The next step is to establish a distribution plan and the main sources of traffic. Once the strategy has been applied, the last step in the process is to measure the results, i.e. whether the indicators meet the proposed goals and whether the return is based on what is offered as a sale [48].

Conversion rate optimization(CRO) is one of the most important sub-disciplines of online marketing. It is mainly concerned with observing, analyzing, and improving conversion rates (which is one of the key performance indicators). In addition, it helps to measure the success of web pages, especially for e-commerce. In short, the goal of

conversion rate optimization is to increase sales by adapting various components such as usability, design, or content.

A popular method is to increase the width of the funnel by increasing traffic. Another option is to reduce the number of people leaving the bottom of the funnel, such as the checkout or registration page. Both of them are aimed at the ultimate goal of conversion - to drive more customers to more leads or sales. So it stands to reason that at every customer touchpoint, from ad view to landing page and every click on the website, the funnel should be optimized so that the company will attract customers. Each part of the funnel has its own method for discovering information and building hypotheses and test plans to help you get more conversions [31].

Video marketing is a tool for increasing brand awareness, driving sales, and promoting a company and its products on the market through video. Video marketing is synonymous with telling a brand's story through the emotional impact of users. In fact, the likelihood that a user will watch a video in its entirety is much higher than that of engaging with textual content. The so-called video marketing is that an enterprise shoots or directly produces related videos for its own products and services, and chooses a suitable video platform to launch, so as to achieve brand exposure and advertising, and then enter the user market. To consult, purchase, and use a product or service. There are various forms of video marketing, including TV commercials, online videos, promotional videos, microfilms, and short videos, which have been favored by enterprises and users in recent years [14].

If a video is attractive enough to spark the interest of potential user groups, it will achieve twice the impact with half the effort. At the same time, users will not only comment and interact with the video, but also actively share it with people around them.

Influencer marketing is a set of activities that involve engaging testimonials, bloggers or social reviewers who can test, verify and then report to their followers on the benefits of a brand, product or service.

Influencer marketing uses the power of reviews to influence the masses to increase brand visibility and prestige. Influencers usually focus on a specific niche market and work by posting photos, videos, reviews, articles, posts, etc. on social media. Influencer

marketing means starting a more authentic, direct, and horizontal contact with new potential consumers to gain a larger following than what can be achieved through simple self-referential advertising communication. Influencer marketing is a natural evolution of traditional advertising: while a few years ago companies spent large sums of money to capture the VIP of the moment (an actor, athlete, famous singer) to use as a testimonial to advertise a product or service in traditional media (TV, radio, magazines, billboards), after the explosion of the Internet, social media gained more and more power, replacing traditional media, so bloggers, YouTubers and influencers took the place of classic media [56].

There are different types of influencers depending on the function they perform, the sector they work in, and the size of their audience. In general, they are divided into:

- ***Nano-influencers***: they have between 1000 and 10000 followers and are usually ordinary people who have been able to build a decent following among a particularly loyal, authentic and engaged audience, often made up of friends, family and acquaintances.
- ***Micro-influencers***: have between 10,000 and 100,000 followers and tend to be active and frequent with their followers. They are highly valued for the trust they can build in a reference community and for this reason are a great solution for reaching out to specific market niches;
- ***Medium influencers***: they have between 100,000 and 1,000,000 followers, and although their audience may already be large, it remains very loyal and particularly homogeneous in terms of interests. This intermediate position means that their communication is perceived as exclusive and confidential to all those who follow them;
- ***Macro influencers***: they have between 1,000,000 and more million followers and are at the top of the influencer pyramid. They are able to generate popularity much better than other types, so they often collaborate with brands that want to quickly spread the popularity of their products [46].

Email marketing is a powerful digital marketing channel that uses email to promote a business's products or services. This form of direct, automated marketing helps the

target audience learn about the latest products and offers. Email marketing is a form that can inform customers from a mailing list about new products, discounts, and other services. It also plays a key role in a marketing strategy to attract potential customers, increase brand awareness, build relationships, or keep customers engaged between purchases through various types of marketing emails. In today's business world, email is too important to ignore. Its return on investment (ROI) is unmatched compared to other digital marketing strategies - it has the highest conversion rate. Inbound marketing is a continuous process in which companies meet customers at every point of their journey - email campaigns are a key element of this. By using marketing automation software, you can send emails to your customers in bulk, keeping your brand in their minds and saving time. With this software, it is enough to prepare email content once a month, the rest of the email will be sent automatically. With the help of settings, we can specify which emails should be sent to a certain person [10].

Digital marketing allows to use a variety of tools and media. The individual options coincide within a larger marketing strategy and often influence each other. At the same time, care should be taken to ensure that the combination of content and formats meets the needs, requirements, and expectations of users of a particular medium (e.g., a website or a specific social media site). It is also important to remember the need to adapt the context of advertising activities to the specifics of the company. Let's take a look at the most popular examples of digital marketing.

In the era of digital economy, enterprises need to understand the key digital marketing trends in the domestic market to develop winning marketing strategies and develop new digital marketing capabilities, so as to promote seamless communication and interaction between enterprises and end users and create and deliver unique business value, establish brand leadership in the market. New digital marketing trends emerge every year. The digital world is experiencing many new and exciting developments that will truly impact the way companies communicate with their targets. Being aware of the current major marketing trends allows you to implement an appropriate marketing strategy.

Below are the digital marketing trends in 2023:

The growing role of AI and AR. Companies that invest in artificial intelligence are reducing labor costs by creating better content, processing e-commerce transactions more intuitively, and providing their customers with a more personalized and personal experience. Artificial intelligence (AI) can not only automate basic tasks such as reporting website traffic, but also recommend keywords to optimize search rankings and even predict future purchases based on customers' previous purchases and browsing history. Artificial intelligence (AI) is revolutionizing the way marketers approach digital marketing, and it is becoming an important technology that businesses cannot ignore.

Another technology that helps to engage customers is AR - augmented reality. AR allows consumers to interact with things online in a more authentic way. Facebook has started showing ads where consumers can try products before buying them [37].

Publications are available for purchase. A shoppable post is an interactive ad that allows users to view and buy the product shown in the image without leaving the social media channel they are on. These posts shorten the sales funnel and allow for better data collection. Companies can easily find out which products attract more customers, which stories get more attention, and which types of ads increase click-through rates. They can then use this data to create a more personalized customer experience and better publications available for purchase [1].

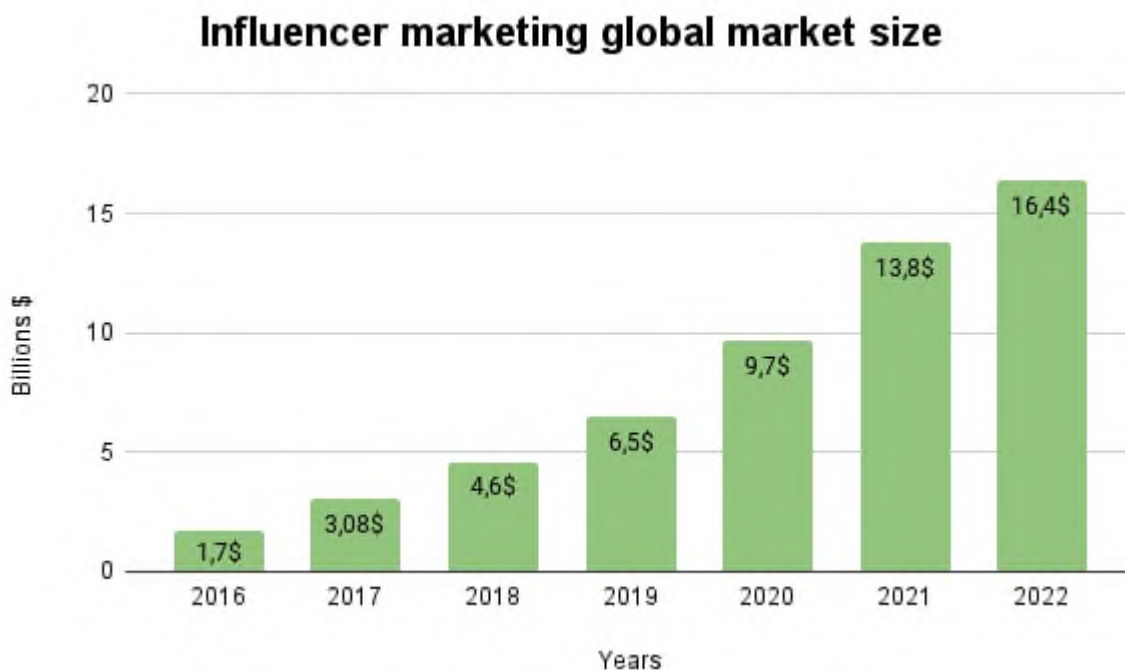
Video content and podcasts. People love video content because it is easier to consume than blog posts. It's shorter, more fun, and doesn't require people to stop doing other things to interact with it. The same goes for podcasts. If a company wants to use live video to increase brand engagement, social media features like Facebook Live can be its biggest asset. Videos and podcasts are also device-agnostic. Unlike textual content, video doesn't lose its formatting when viewed on different screen sizes. Since people prefer video, it can also improve SEO rankings as Google ranks video content higher in search results [32].

Influencers. In 2023, influencers will play an even more important role in digital marketing. Since they are often trusted by a large audience, IT companies can use them to more easily draw users' attention to themselves and their products. This will allow you to reach even more people. However, companies need to make sure that the influencers

choose are also a good fit for the brand. Otherwise, the expected success of collaboration may not be destined [15].

Let's take a look at Figure 1.3, that shows how the size of the global influencer marketing market has changed.

Fig 1.3



Source: Influencer Marketing Hub.

Figure 1.3 shows that the market grew from \$1.7 billion in 2016 to \$9.7 billion in 2020. In 2021, it will grow to \$13.8 billion, showing steady growth. By 2022, the market will grow to a whopping \$16.4 billion. From 2020 to 2022, the market grew 1.7 times.

This growth is driven by the increasing popularity of short video formats on platforms such as TikTok, Facebook, and YouTube, the impact on consumers of the global pandemic that is driving social media use, and the data that marketers use to communicate.

Visual search. Visual search technology turns phone's camera into a search engine. The optimized images that appear in visual search not only make the buying process quick and easy, but also help customers and businesses communicate more meaningfully. Customers can upload images online and get information about the nearest store, save

business contact information, confirm opening hours, add events to their calendar, and more [25].

Interactive content. Interactive content allows to add a touch of personalization to marketing. It makes audience feel heard and empowered. It also allows companies to understand what community members think and improve their customer data capabilities. Tests, calculators, polls, open-ended questions, surveys, etc. are good examples of interactive content. They can also make regular content more interactive by highlighting phrases and creating Tweetable links that users may feel compelled to share. Quotes from influencers, interesting statistics, and informative one-liners from blog posts can be turned into Twitter links [19].

There is a constant evolution of the world of digital marketing and new technologies are constantly evolving. Artificial intelligence and Augmented Reality, which will provide customers with more personalized and innovative experiences by 2023, are playing an increasingly significant role within marketing efforts. Video content and podcasts will continue to be popular, while influencer marketing becomes even more important as a way of reaching new audiences. In addition, technologies such as visual search and interactive content will continue to have a significant impact on providing businesses with novel ways of interacting with customers. Businesses need to keep up with the latest developments and adjust their digital marketing strategies accordingly if they are to stay ahead of competition.

In summary, in today's digitally focused world, it became a crucial part of any company's marketing strategy. The era of social media influencers and marketing, characterised by dynamic and rapid developments, has seen a significant evolution from the first days of email advertising and search engine optimization.

Companies nowadays use different digital advertising elements such as search engine optimization, content marketing, social media marketing, email marketing, videos, influencer marketing, conversion rate optimization, and pay-per-click (PPC) to connect with their target audience and stimulate business growth. The success of the digital marketing strategy is crucial if companies are to reach their business objectives and build a strong presence on the Internet.

In addition, there is a large number of digital marketing tools which are readily available to help companies effectively implement their Digital Marketing Strategy such as analytics and trackers, customer relationship management software, social media management software, marketing software, or search engine optimization tools. These tools are helpful for the automation of digital marketing campaigns, monitoring performance, and optimizing efforts to achieve greater results.

Digital Marketing is a continuously changing area, and businesses need to keep up with the latest trends and technologies in order to remain competitive and succeed when it comes to their internet marketing efforts. Given the immense amount of data and information at their disposal, it is also necessary that they continue to comply with best practices in ethics and responsibility when marketing online.

At the same time, digital marketing has introduced a revolution in how businesses connect with their target audience and offers enormous potential for companies to achieve their business goals in an increasingly fast-evolving and fiercely competitive digital environment. Businesses can deliver effective audience reach, establish brand awareness and increase business growth by implementing a well-designed digital marketing strategy and using the appropriate tools.

CHAPTER 2. STUDY OF LTD “TBT MARKETING ” ITS TOOLS OF DIGITAL MARKETING AND DIGITAL MARKETING INDUSTRY IN THE UK

2.1. Analysis of the company’s environment, organizational structure, economic indicators, SWOT analysis

LTD “TBT Marketing” is a B2B marketing agency located in England, which specializes in the provision of marketing services and has a huge range of different works and high standards of customer service, which is why it has been successfully operating in the market for 21 years.

This marketing agency was established under the Companies Act 1985 on December 12, 2000. This Act of 1985 on the formation of companies by registration was amended by the Companies Act 2006. Company code: 04123188. Registered address: The Courtyard, commerce park, K1 & K2, Jenson Ave, Frome BA11 2FG.

The history of the company's creation began in 2000 when Pete Saunders and Edward Craven-Smith decided to leave an international company and create their firm. On December 12, 2000, they created a project called "Top Banana Conferences and Events." This project included the organization of various events and conferences. In 2002, the company changed its name to "Top Banana Team Limited (Training Events and Motivation)". In the same year, all the company's employees moved to the office, where they were able to do their work to the fullest extent. In 2010, due to an increase in the number of projects and the number of employees, the company moved to The Courtyard, commerce park, K1 & K2, Jenson Ave, Frome BA11 2FG, where it is still located. In 2011, "Top Banana Team Limited (Training Events and Motivation)" rebranded and started its activities as a marketing agency. After 6 years of rebranding and successful activities in the marketing market, the company changed its name to "TBT Marketing Ltd" in 2017.

A brief history of LTD “TBT Marketing” is presented in Table 2.1.

Table 2.1

History of LTD "TBT Marketing"

2000 Incorporation Top Banana Conferences and events Founded 12th Dec	2002 Incorporation Company name change to "Top Banana Team Limited"	2002 Rented office space in Bath
2010 Expanded and moved to new office premises in Commerce Park Frome	2011 Re brand as IT Channel Marketing Agency	2017 Re brand and company name changed to TBT Marketing Ltd

Source: compiled by the author.

LTD "TBT Marketing" is registered in Great Britain, therefore it is obliged to comply with all requirements and laws of this country. It is legally established that all companies are subject to mandatory state registration on the official website of Great Britain "GOV.UK." This site contains basic information about the company LTD "TBT Marketing" is, established by regulations and laws (information about the organizational and legal form, legal and actual location, data about the founders and managers, areas of activity, etc.). Moreover, the company must submit various reports on the company's activities to this site: reports on the company's balance sheet, the company's turnover for the year, payment of taxes, change of company name, etc. The information entered on the official website will be considered below [54].

The form of ownership of LTD "TBT Marketing" is a private company. This company is a form of entrepreneurial activity owned by one or more natural persons who bear full responsibility to creditors and independently manage all stages of production and commercial activity.

The organizational and legal form of business - limited liability company with share capital. LTD "TBT Marketing" is limited by shares, that is, the liability of members of a company limited by shares, in the event of its liquidation, is limited to the unpaid amount

attributable to the shares allocated to this shareholder. The share capital of a private limited company is a certain amount of money invested by the owners of the company in exchange for ownership shares.

In terms of independence, LTD "TBT Marketing" is a completely independent organization that is not subordinate to the state, and all the company's actions are managed by the owners. The company has no investors and does not depend on banks. The owners are only liable for the obligations of the business to the extent of their investment in the company or the guarantee of the company.

The purpose of LTD "TBT Marketing" is to conduct activities as a general commercial company, namely to receive income from the sale of goods, the provision of services, or the performance of various works.

LTD "TBT Marketing" is managed by the Chief Executive Officer and Chairman, who are the founders and owners of this company. They manage all activities of the enterprise and resolve all issues related to the organization of work at the enterprise. Responsibilities of company managers:

- responsibility for the state and activity of the enterprise;
- approving the company's staff and issuing dismissal and hiring orders;
- dismissal of managers and specialists of various departments;
- manages the funds and property of the company;
- conclusion of agreements, contracts, and agreements, and issuance of orders;
- applying incentive measures and imposing disciplinary sanctions on employees;
- opening current and other company accounts in bank institutions.

LTD "TBT Marketing" is a separate legal entity from its directors and shareholders. That is why the company has a separate bank account. The directors of the company and the company itself are not financially connected. If the company faces financial difficulties or becomes bankrupt, the owners will not be required to use personal assets to cover the debt. A corporate tax of 19% is levied on the company's profit.

LTD "TBT Marketing" is a B2B advertising agency that offers a huge range of different services for various businesses that need modern and effective marketing.

The main areas of activity of LTD "TBT Marketing" [16].

- **content marketing** (blog/social, case study, digital display, deck/presentation, ebook/sol brief/WP, email design, flyers, infographic, newsletters, sales/battle cards, email/blog/social website);
- **branding & design** (brand development, design, goods, banners, another branding);
- **website development** (app creation, audit, design and build, design only, maintenance, PPC, SEO);
- **video production** (ideation, concepts, script, storyboard, and production, Optimized cut down versions for social media, Social Media Copy & Imagery);
- lead generation (strategy workshop, data cleansing, and segmentation, dynamic digital survey, lead scoring categorization dashboard);
- event management (in-person, virtual, venue and catering, filming and editing, event collateral);
- **social media management** (content, encrypted tweets and posts, monthly email, reporting-key statistics, and insights);
- **channel marketing** (comprehensive audit of assets, Trading Partner Toolkit: channel Business Partner Campaign, Asset Guide, Affiliate Sales Guide, Electronic guide for business partners, infographics optimized for sharing on social networks, DCI Lead Gen Partner Offer, 4 x Solution briefs (Flex, FinTech, AI and virtual solutions).

The activities of companies in the UK are monitored by: Companies House (an executive agency sponsored by the Department for Business) and HMRC (a ministerial department of the UK government responsible for tax collection).

LTD “TBT Marketing” submits annual company returns to HMRC and Companies House. Company directors must complete an annual self-assessment form to calculate their tax liability for the previous tax year. As the company's turnover exceeds £85,000 in 1 tax year, it pays additional value-added tax. LTD “TBT Marketing” is obliged to submit a summary report of the company's affairs to the Companies House every year. If the company misses the deadline for submitting the report, it will receive a fine, and if this happens 1 more time, criminal liability and seizure of assets will occur. This company

cannot issue shares for sale because it is a private limited company and not a public company. LTD “TBT Marketing” always fulfills its obligations to the state and has no problems with compliance with state requirements.

As mentioned above, LTD “TBT Marketing” is a private limited company. This company has 4 shareholders, and they are also the owners of the company. Each of them owns 25% of the ordinary shares. Ordinary shares carry one vote per share and give the holder an equal share in the company's dividends. Shares of LTD “TBT Marketing” are owned by:

- Craven Smith, Arthur Edward Richard - Chief Executive Officer;
- Saunders, Peter William – Chairman;
- Craven Smith, Deborah Jane – Director;
- Saunders, Belinda Elizabeth – Director.

Shareholders' rights derive from the UK Companies Act 2006, the articles of association, and any shareholders' agreement. Since each owner of the company has the same number of shares, all shareholders have the same rights. Shareholders of the company have the following rights according to the law [60].

- attend general meetings (Section 310);
- vote at a general meeting (Section 284);
- inspect records of resolutions and minutes for free (Section 358);
- inspect the register of members free of charge (Section 116);
- to require an electoral vote (Section 321);
- to appoint a proxy to attend and vote at the general meeting on their behalf (Section 324);
- review contracts for the provision of directors' services (Section 229);
- get a copy of the company's annual report (Section 423);
- receive a share of the company's profits (Section 830).

The highest management body of the enterprise is the general meeting. Part 13 of the UK Companies Act 2006 sets out the statutory framework for holding and convening general meetings. All procedures and rules are supplemented by company charters. LTD “TBT Marketing” does not have a supervisory board of the company, because the

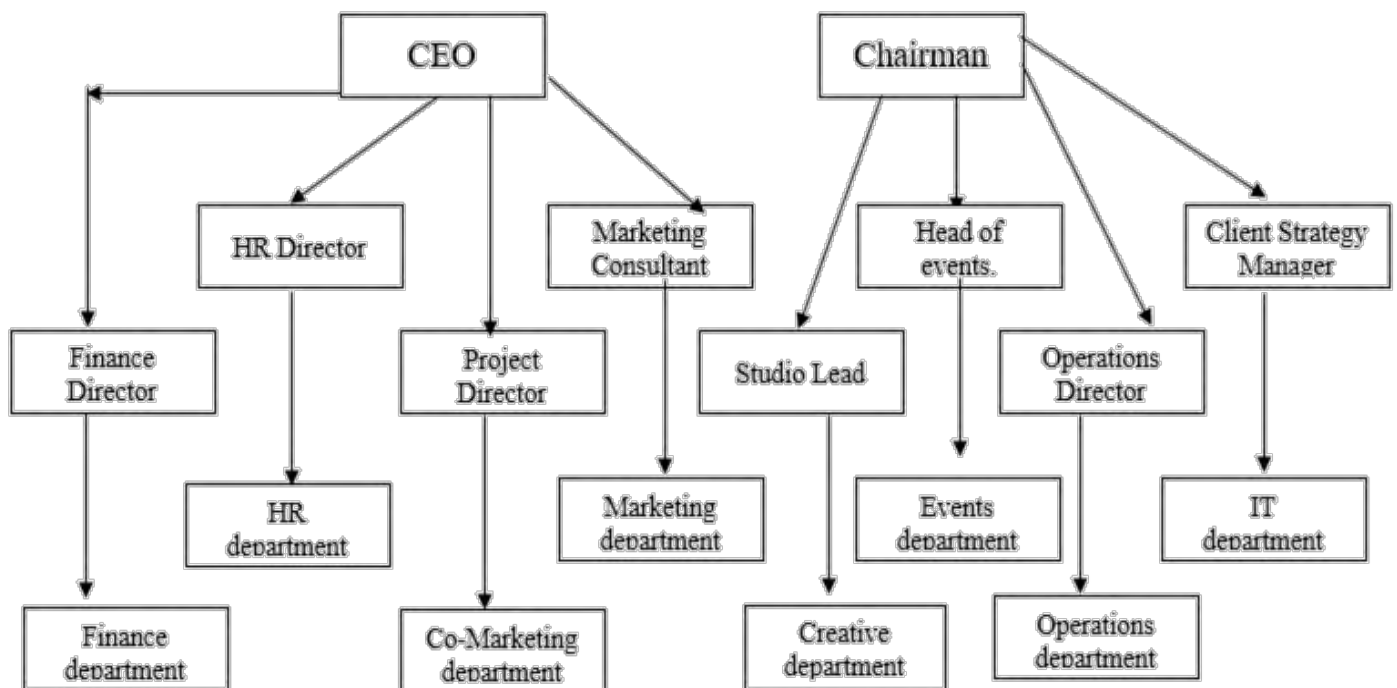
company's shareholders hold the positions of directors and control all processes independently.

The organizational structure of LTD “TBT Marketing” is a matrix. This company management structure is adaptive, which means flexibility and readiness to adapt to various changes and market trends. The matrix structure means that the department reports to 2 managers: the manager and the project manager. Under such a structure, the division of rights between managers who manage divisions and managers who manage project implementation is established. The matrix structure helps the company to make the best orientation to different project goals, to use workers and their knowledge as correctly as possible, and to manage all processes more efficiently, that is, decisions are approved faster and more efficiently, project teams also increase the motivation and personal development of workers.

The matrix organizational structure of LTD “TBT Marketing” is presented in the Table 2.2.

Table 2.2

Organizational structure of LTD “TBT Marketing”



Source: compiled by the author.

LTD "TBT Marketing" consists of 8 departments operating in this company: Co-Marketing, Creative, Events, Finance, Human Resources, Marketing, Operations Team, Information Technology.

According to the organizational structure, it can be concluded that the company employs 54 people: 30 women and 24 men. There are 7.2% more women than men in the company. Despite this, males occupy almost all high positions in the company, such as Chief Executive Officer, Chairman, Client Strategy Director, Finance Director, and Head of Events. The average age of an employee is 40 years. All employees have higher education. The efficiency of the company is as high as possible.

Employee turnover in the company is affected by:

- **location of the office** - the company building is outside the city of Frome and the nearest bus stop is 1.6 km from the office. Therefore, the very inconvenient location of the company affects the choice of potential employees to choose a job in the city;
- **the unemployment rate** - according to official data published by Great Britain in the first quarter of 2022, the unemployment rate fell to the lowest level in almost 50 years. The number of vacancies rose to a new high of 1.3 million;
- **the recruitment market** — since Great Britain is currently in difficult conditions and it is very difficult to find new workers — "TBT Marketing Limited" is trying to improve the working conditions for its existing and future workers because companies are now "fighting" for the same ones people;
- **career limitations** - "TBT Marketing Limited" is a very small marketing company consisting of 54 people. Due to the small size, workers are limited in career growth and sometimes this becomes a reason for dismissal.

The planning and analytical activity of LTD "TBT Marketing" is based on the following methods: target method, balance method, and matrix method. The target method is based on the determined market needs for certain types of goods, and changes in consumer demand saturation for goods and services. LTD "TBT Marketing" should

always be aware of all the changes in the market to offer relevant offers in the marketing market and have competitive advantages over competitors. The balance method ensures consistency in planning needs with the necessary resources for their satisfaction. LTD "TBT Marketing" must always correctly calculate its resources for the effective performance of tasks required by clients. The matrix method is the construction of models of relationships between production units and indicators.

LTD "TBT Marketing" uses the following economic indicators; Weekly sales report showing the actual level of revenue earned for the previous week, gross profit for each site, level of holiday spending, weekly change in revenue across sites, the total level of revenue earned by different customers and weekly change. The company also uses internal management information to report actual versus expected performance and provide details of variance analysis to explain any variances. LTD "TBT Marketing" also has a quarterly report that shows the total gross profit earned each quarter, which allows you to analyze the movement in the receipt of GP, the number of jobs completed, and the average GP per client.

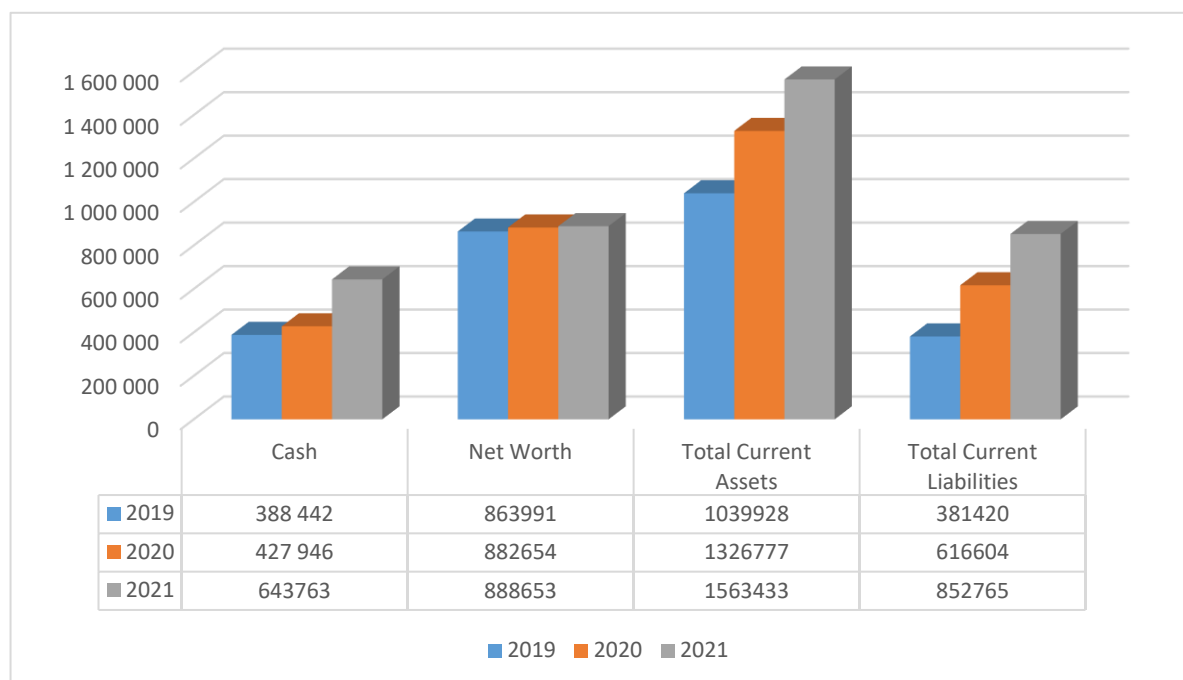
For effective work and planning of the company's economic activity, once a year the financial director conducts an analytical study of the company's activities and concludes the analytical review. The analytical review examines issues related to the business conditions of the enterprise, the economic level of development, the assortment and price policy, the competitiveness of products, and sales markets. The conclusion lays out the achievements and shortcomings of the company, and methods for improving the company.

The software used in the planning and analytical work of the company meets the highest standards. All software products QuickBooks Desktop 2021, BrightPay Payroll Software, IRIS HR Software, Adobe pdf viewer, Accelo, Google Ads are licensed.

Consider Figure 2.1, which shows Key Financial indicators -cash, net worth, total current liabilities and total current assets of LTD "TBT Marketing" .

Fig. 2.1

Key Financial indicators



Source: compiled by the author.

From the Figure 2.1, it can be concluded that since 2020, cash has increased by £215,817. Since 2019, net worth has increased by £30,661. Since 2019, total current assets have increased by £523,505. Since 2019, total current assets have increased by £271,256. So, the company is increasing its profits every year and moving forward.

Once a year, the Chairman and Chief Executive Officer and directors of 5 departments meet to discuss the strategic planning of the company. At this meeting, the company's short-term and long-term goals are defined, past goals are reviewed and their implementation and relevance are evaluated, and specific tasks and a plan for implementation are determined for each department for six months. All members of the LTD "TBT Marketing" strategic plan team constantly monitor all processes and monitor their departments to adhere to the strategic plan. In the process of creating a strategic plan, team members are focused on its success and try to make it as effective as possible.

It is a process in which important decisions are made and actions have established that shape and determine the direction of the organization and its employees to achieve specific assumptions.

SWOT Analysis is a method of strategic planning. It is an analysis of four groups of factors that affect the company: strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are internal factors that can be affected by order delivery speed, production costs, and marketing. Opportunities and threats are external factors that do not depend on the company in any way: the emergence of strong competitors, instability of exchange rates, and development of technologies.

The SWOT Analysis of LTD "TBT Marketing" is presented in the Table 2.3 below.

Table 2.3

SWOT Analysis of LTD "TBT Marketing"

Strengths (S)	Weaknesses (W)
<ol style="list-style-type: none"> 1. Professional team with a new and progressive approach to marketing 2. High level of customer service and carefully coordinated work with customers 3. Significant growth in the volume of services rendered over the past year 4. A wide range of different types of work and its own developed work performance system, which makes it possible to meet the specific requirements of the customer 5. The company has its own website on the Internet, which is regularly updated 6. Participation of personnel in making managerial decisions 7. Environmental care/Sustainability 	<ol style="list-style-type: none"> 1. Small share of the market 2. There is almost no opportunity to improve the qualifications of employees 3. Lack of significant investment in the company's marketing, minimal advertising costs 4. Lack of a clear strategy and direction of movement 5. Unrecognizable image of the company 6. Limited career growth 7. Inconvenient office location
Opportunities (O)	Threats (T)
<ol style="list-style-type: none"> 1. Increasing opportunities for improving the qualifications of employees 2. Improvement of advertising technologies, use of outdoor advertising novelties 3. The company's entry into new market segments or new markets 4. Expansion of the client base 5. Adding new additional services to the list of works 6. Bankruptcy and withdrawal of competitors from the market 	<ol style="list-style-type: none"> 1. Growth of inflation rates in Great Britain 2. High competition with companies that invest a lot of money to develop their image 3. Dismissal of workers and transfer to competitors due to lack of qualification improvement and career growth 4. Use of the latest and most modern technologies for work by competitors 5. Emergence of new marketing agencies

Source: compiled by the author.

According to the data of Table 2.3, it can be concluded that LTD "TBT Marketing" has many strengths such as a professional team with a new and progressive approach to marketing, a high level of customer service, and carefully coordinated work with customers, a wide range of different types of work and its developed work performance system, which makes it possible to meet the specific requirements of the customer. But, it also has many weaknesses and threats that can negatively affect the company's activities, namely no opportunity to improve the qualifications of employees, lack of significant investment in the company's marketing, growth of inflation rates in Great Britain, dismissal of workers and transfer to competitors due to lack of qualification improvement and career growth.

After a SWOT Analysis has been conducted, when external and internal factors are identified, a SWOT matrix is compiled. It determines what needs to be done to avoid potential threats or to occupy a large share of the market ahead of competitors. It allows you to choose the best development path, avoid risks and use the company's available resources as efficiently as possible, using the opportunities offered by the market.

The SWOT Matrix of LTD "TBT Marketing" is presented in the Table 2.4 below.

Table 2. 4

SWOT Matrix of LTD "TBT Marketing"

	Opportunities	Threats
	1. Increasing opportunities for improving the qualifications of employees 2. Improvement of advertising technologies, use of outdoor advertising novelties 3. The company's entry into new market segments or new markets 4. Expansion of the client base 5. Adding new additional services to the list of works 6. Bankruptcy and withdrawal of competitors from the market	1. Growth of inflation rates in Great Britain 2. High competition with companies that invest a lot of money to develop their image 3. Dismissal of workers and transfer to competitors due to lack of qualification improvement and career growth 4. Use of the latest and most modern technologies for work by competitors 5. Emergence of new marketing agencies
Strengths	Strengths/ Opportunities	Strengths/ Threats

<p>1. Professional team with a new and progressive approach to marketing</p> <p>2. High level of customer service and carefully coordinated work with customers</p> <p>3. Significant growth in the volume of services rendered over the past year</p> <p>4. A wide range of different types of work and its own developed work performance system, which makes it possible to meet the specific requirements of the customer</p> <p>5. The company has its own website on the Internet, which is regularly updated</p> <p>6. Participation of personnel in making managerial decisions</p>	<p>Staff training to improve qualifications and increase work potential</p> <p>Perfection of the approach and creativity and own system of work performance for an even better understanding of customer needs</p> <p>Using outdoor advertising to increase awareness</p> <p>Compliance with these things will help to achieve a competitive advantage and be one of the leaders</p>	<p>High-quality work with all the client's wishes taken into account</p> <p>Maximum use of employees' capabilities</p> <p>Creativity and finding new solutions at work</p> <p>Compliance with these things will help to satisfy and retain old customers and be ready for new customers</p>
Weaknesses	Weaknesses/ Opportunities	Weaknesses/ Threats
<p>1. Small share of the market</p> <p>2. There is almost no opportunity to improve the qualifications of employees</p> <p>3. Lack of significant investment in the company's marketing, minimal advertising costs</p> <p>4. Lack of a clear strategy and direction of movement</p> <p>5. Unrecognizable image of the company</p> <p>6. Limited career growth</p> <p>7. Inconvenient office location</p>	<p>Conduct marketing research and rebrand to improve the image</p> <p>Offer to make a competition for employees to create the best advertisement for the company</p> <p>Conduct various webinars and mini-courses for staff twice a month</p> <p>Make a video for social networks about the "Mission Zero" project and emphasize that it is a mission of the company</p> <p>Ask customers to write reviews about the work and add to the site as a separate section "TBT Marketing Limited service reviews"</p>	<p>Reduce the price of work, if the situation with inflation will continue to develop in the country</p> <p>Discuss with employees the improvement of their conditions in the company</p> <p>Create a clear strategy of the enterprise as soon as possible</p> <p>The lack of market monitoring can reduce the speed of decision-making, in the event of the appearance of new competitors, rising inflation rates can lead to bankruptcy of the company</p>

Source: compiled by the author.

According to the data of Table 2.4 LTD "TBT Marketing" has enough options and methods to stop the threats. Axis of applied options: inflation- reduce the price of work, if the situation with inflation will continue to develop in the country; unrecognizable image of the company- offer to make a competition for employees to create the best advertisement for the company; dismissal of workers and transfer to competitors due to

lack of qualification improvement and career growth -new markets and conduct various webinars and mini-courses for staff twice a month.

In the market environment, the enterprise must constantly declare about yourself, to form, first of all, a certain image among clients. On the other hand, it should unite the actions of the personnel in the chosen direction, consolidate the labor team.

The mission is the most general guidelines for functioning enterprises, as a rule, of external direction, which reflect the content of his existence, his philosophy, vision of one's place in this business, in the region, in society.

The mission of LTD "TBT Marketing" is future-oriented marketing that keeps up with the times and exceeds the expectations of customers who are looking for a quality and original approach to their business.

With this mission, the company shows that it provides only quality services and has new and non-standard ideas for any business that needs the best marketing and the highest standards of service.

Values of LTD "TBT Marketing"- Imaginative, Responsive, Sustainable, Trusted.

Imagination - the company should always have new ideas and different approaches to the same questions and problems for different client companies, to choose the right strategy for each business.

- Responsibility - LTD "TBT Marketing" treats each client with the utmost attention and always tries to do its work on time, comply with all the requirements and requests of clients
- Sustainability - the company's activity consists in the fact that profitability, ecology, and social obligations go hand in hand and permeate all parts of the activity of LTD "TBT Marketing". The company is committed to reducing the impact on the environment and climate, good working conditions, and clean business.
- Trust - LTD "TBT Marketing" always performs its work 100%, therefore the company's clients are satisfied and trusted. When LTD "TBT Marketing," offers some ideas, then clients always trust and know that everything will be done in the best way.

LTD "TBT Marketing" should focus on its strengths and opportunities. The main emphasis must be placed on the following aspects of the company's activities: staff training to improve qualifications and increase work potential, perfection of the approach and creativity and own system of work performance for an even better understanding of customer needs, using outdoor advertising to increase awareness.

In conclusion, LTD "TBT Marketing" is a private limited company that operates independently and is registered on the official website of Great Britain. The company offers a wide range of marketing services and operates in a matrix organizational structure with eight departments. The company employs 54 people, all of whom have higher education, and the average age of an employee is 40 years. The male-to-female ratio is imbalanced, with males occupying the most high positions. The company's efficiency is high, but employee turnover is affected by factors such as location, the unemployment rate, and the recruitment market. Overall, LTD "TBT Marketing" is a successful and independent company that provides valuable marketing services to its clients.

The LTD "TBT Marketing" appears to have succeeded in increasing its cash reserves, net worth, and total current assets over the last few years, based on the key financial indicators set out in Figure 2.1. This favorable trend is indicative of the fact that the company has generated profitability and maintained stability in its finances.

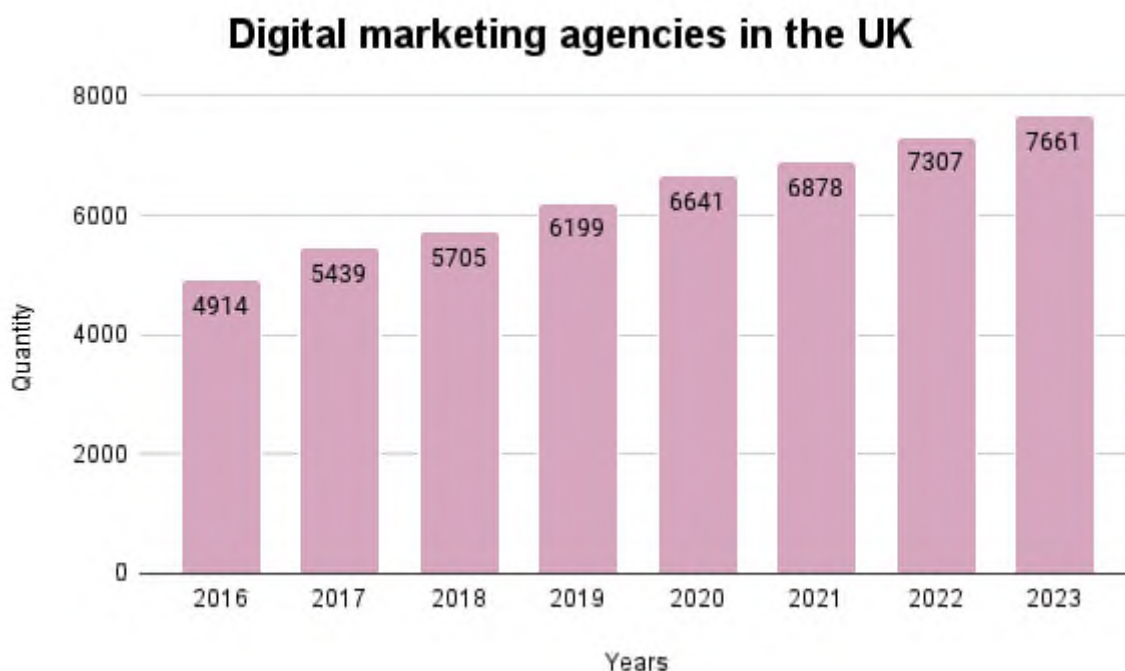
The efficiency of financial management and the company's ability to adjust to market developments may be responsible for these improvements. Overall, the key financial indicators indicate that LTD "TBT Marketing" is on its way to continued growth and success in the future.

2.2. Overview of the digital marketing industry in the UK and companies' spending on digital marketing

Digital marketing agencies are very common in the UK. Many companies need their professional guidance in digital marketing tools to help increase profits and increase company awareness in the modern world.

Let's look at Figure 2.2, which shows the number of digital marketing campaigns in the UK.

Fig 2.2



Source:IbisWorld.

Analyzing Figure 2.2, we can see that in 2016 there were 4914 digital marketing agencies in the UK. In 2017, there were 5439, in 2018, 5705, and in 2019, there were already 6199. From 2018 to 2019, the number of agencies increased by 494 agencies. At the end of 2019, the coronavirus pandemic began and changed the way companies approach marketing. As we can see, in 2020 there were 6641 digital marketing agencies. In 2021 there were 6878 agencies, and in 2022 there were 7307. Currently, in 2023, there are 7661 digital marketing agencies in the UK. from 2016 to 2023, the number of digital marketing agencies increased 1.6 times.

During the COVID-19 outbreak, the industry's performance remained resilient despite a sharp drop in business confidence and spending. Businesses, particularly retailers, needed industry services to reach consumers through online channels and increase online sales. The economic recovery amid easing restrictions has given a

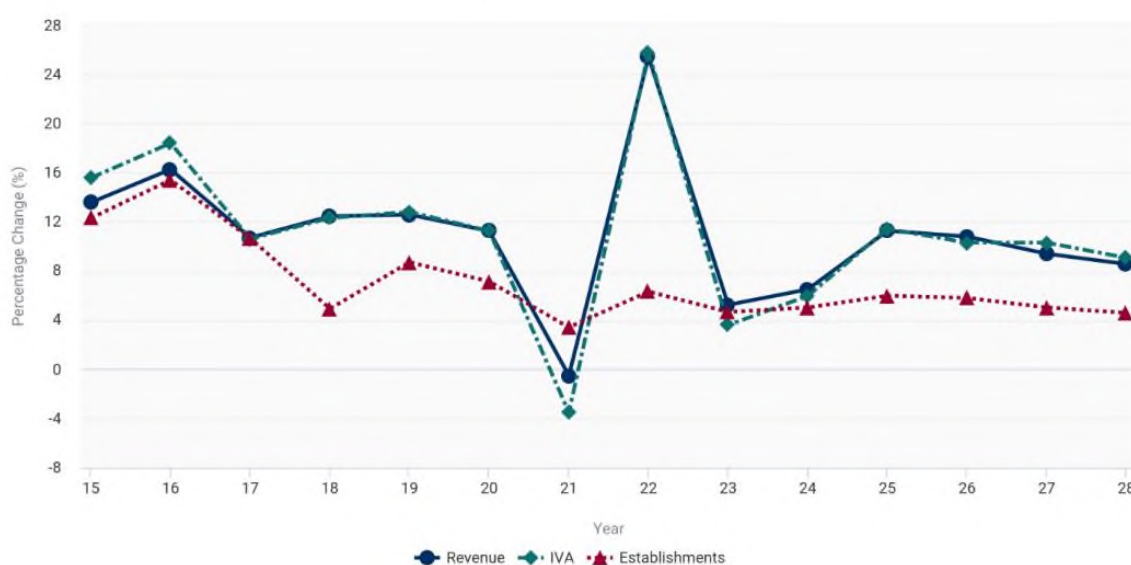
significant boost to business spending on advertising services. Revenues are expected to grow by 5.3% in 2022-23, driven by significant investments during the Christmas season and the FIFA World Cup. However, growth will be hampered by soaring inflation and high uncertainty, which are weighing on business and consumer confidence and spending.

Intense pricing pressure, driven by the increasing number of companies operating in the industry and intensified external competition, is restraining growth. external competition, limits the growth of the average industry profit margin, which is likely to reach 10.7% in 2022-23. Industry revenue is expected to grow at a CAGR of 9.3% over the five years to 2027-28 to £26.9 billion. This growth will be driven by increased internet usage and growth in online retail sales. Introduction of new equipment that can be used to transmit [50]. The introduction of new equipment to transmit advertising, such as smartwatches, and the demand for mobile advertising will also contribute to the growth of advertising, as well as the demand for mobile advertising as consumers increasingly rely on mobile devices to access the internet. Downstream businesses are likely to increasingly deal directly with ISPs or external firms, which will constrain further growth. future growth.

Now we analyze the current performance of UK digital companies in Figure 2. 3.

Fig 2.3

Industry performance 2015-2023



Source: IbisWorld.

The COVID-19 outbreak has slowed industrial growth as business confidence plummeted and companies cut back on advertising spending. Consumers have also been affected, cutting back on spending, further discouraging from advertising, which further discourages businesses from active advertising campaigns. According to the Institute of Advertising Practitioners, UK advertising budgets fell to a record low in the three months to June 2020.

Traditional advertising fell, while digital advertising performed surprisingly well, demonstrating its resilience. Digital ad spending grew by 5.1% in 2020, according to the Advertising Association (AA) and WARC's 2021 [27].

Internet usage and online sales surged during the quarantine, supporting demand as businesses tried to reach consumers through online channels. Economic recovery fuels growth in digital ad spend, but headwinds hold back growth in 2022-23 years.

The recovery in economic activity and the return of business and consumer confidence have encouraged businesses to spend more on digital advertising services.

An updated report from October 2022 predicts an 11.7% increase in paid search investment in 2022, while display and online advertising will grow by 7.1% and 20.1%, respectively. The cost of living crisis, soaring inflation, and uncertainty caused by the Russia-Ukraine war are holding back business spending on advertising in 2022-23. However, a new record level of investment during the Christmas holidays and the FIFA World Cup will stimulate demand in the industry. There is a strong expansion of the industry as digital advertising takes over [28].

The UK is one of the world's largest online advertising centers, along with the US and China. According to the 2019 Advertising Pays report published by advertising think tanks Cremos and Enders Analysis, online advertising spending in the UK was the highest in the world relative to the size of the economy at 0.5% of the UK was the highest in the world relative to the size of the economy at 0.63% of GDP in 2018.

Online advertising is displacing traditional methods of advertising, and many traditional agencies are developing. Many traditional agencies are developing digital directions or acquiring digital agencies.

Compared to traditional print and television advertising, online advertising techniques such as SEO can effectively raise awareness of an organization's products and services among its target markets.

Mobile, video, and social media advertising are key growth areas. The growth of Internet traffic generated by mobile devices is driving demand for mobile digital advertising.

According to the IAB & PwC Adspend Study 2018, mobile advertising accounted for 51% of total digital ad spending in the UK in 2018.

Video advertising has also grown due to larger mobile device screens, better connectivity and the growing popularity of video sharing websites.

57% of online advertising investment was directed to social media platforms, according to AA and WARC in 2019. These platforms provide advertisers with access to the vast amounts of data accumulated from their users' online activities on the Internet to increase the effectiveness of their advertising campaigns.

Competition accounts for a large share of total digital advertising spending.

External competitors, mainly PR companies that can provide a variety of digital advertising services, are taking market share away from operators. Downstream companies are also increasingly dealing directly with Internet service providers (Google and Facebook).

Some leading brands, such as Unilever and Vodafone, have moved some of their advertising activities in-house to reduce agency fees. Thus, the total cost of digital advertising is significantly higher than the industry revenue.

The need for flexible in-house creative departments has been exacerbated by COVID-19, according to a report by the World Federation of Advertisers a 2020 report by the World Federation of Advertisers and The Observatory International. Recent regulation is limiting growth to some extent [59].

The General Data Protection Regulation (GDPR) limits the growth of digital advertising, especially targeted advertising, which is based on the collection of personal data and is now only possible if consumers give explicit consent to explicit consumer consent.

The GDPR has made storing and analyzing large amounts of data more expensive, while the Interactive Advertising Bureau Europe claims that the regulation is detrimental to the development of digital advertising. The Interactive Advertising Bureau Europe says that the regulation harms the current advertising business model and does not protect user data. Operators continue to comply with the regulation in order to receive personal data from the EU [6].

Based on the preliminary data, we make forecasts for further actions in digital marketing and the actions of companies in the current market conditions for 2023 and beyond.

Increased uncertainty in 2023-24 will weigh on economic performance in the near term. Growing fears of recession, high inflation, and the Russian-Ukrainian war will hamper growth in the short term as business uncertainty keeps marketing budgets low.

The Advertising Association and WARC's October 2022 spending report forecasts more moderate growth in paid search and online display advertising spending in 2023, up 6.2% and 5.9%, respectively. Spending on online classifieds will decline by 4.5%, reflecting the unfavorable conditions expected next year.

Strong demand from retailers will drive industry growth in the coming years

The growth of online retail sales will drive demand: according to Retail Economics, the Internet will account for 53% of retail sales in 2028 (up from 20% in 2018). As companies realize how important their digital presence is to driving sales, they will increase spending on online advertising.

SEO revenues will grow as more retailers move online or expand e-commerce operations - a trend that has accelerated due to COVID-19, as SEO is key in an e-commerce-dominated era. Increased exposure to advertising through daily use of the Internet, social media platforms and mobile apps has led to a trend toward more natural, less invasive advertising. Mobile advertising and digital display advertising are expanding.

Consumers are increasingly relying on mobile devices to access the Internet, which is driving businesses to turn to agency services. According to the 2019 WARC report, by 2025, three quarters of Internet users will access the Internet exclusively through their

smartphones. Agencies will get a long-awaited boost from greater demand from businesses to deliver advertising campaigns using new hardware, including wearable technologies such as smartwatches and virtual reality (VR) headsets [23].

Processing firms are likely to look to operators for help in creating VR ads that can be embedded in natural breaks during VR content consumption, such as between game levels. The rapid growth of video streaming on the Internet and social media is driving demand for digital advertising.

The number of videos streamed online will continue to grow, prompting businesses to invest in digital advertising campaigns targeting specific demographics. Micro-video will grow in popularity as it proves to be an effective way to capture viewers' attention and leave an impression.

The number of social media sites offering advertising space for businesses will grow, increasing the demand for social media advertising. Snapchat, which has more than 500 million active daily users, is expanding its offerings for advertisers by increasing the amount of advertising space and posts.

Sponsored Lenses, where companies can advertise their brands using company-specific Snapchat filters.

Increased competition and harmful content may overshadow the growth of digital advertising. Downstream companies are increasingly dealing with internet service providers and using external firms rather than agencies. The inability of online platforms to remove toxic content aimed at children, as well as to remove fake news, hate speech, and extremism, limits expansion.

Some of the world's largest advertisers have warned that they will stop advertising on online platforms if they fail to address these issues.

Recently, Marketers for an Open Web called on the Competition and Markets Authority to stop Google from phasing out third-party cookies, which would end the system of tracking people across websites that underpins digital advertising and harms competition [11].

It is important to note that, in the last few years, the number of digital marketing agencies in the UK has been increasing steadily. Digital advertising has proven itself

resilient and even more popular despite the challenges from COVID-19. The UK is one of the world's largest online advertising hubs, with ad spending far higher than anywhere else relative to economy size.

Internet techniques like SEO, mobile, video and social media are transforming how we advertise. Mobile ad demand rises with more mobile traffic and video ads grow with bigger mobile screens, faster connectivity and viral video sharing.

New ad devices like smartwatches will fuel growth. Despite price pressure and competition, industry revenue will rise 5. % from 2022-23, fueled by big Christmas and World Cup spending.

In short, the UK digital ad world is booming, innovative and future-focused. Challenges make it stronger, and new platforms constantly emerge to keep the momentum going. The possibilities for reaching audiences and building brands seem endless in this fast-evolving space.

2.3. Overview of the marketing budget and digital marketing tools used by LTD "TBT Marketing"

In order to create a successful digital marketing strategy, companies must first allocate a marketing budget that they will use throughout the year. LTD "TBT Marketing" allocates the budget for marketing activities that it will use every year at the beginning of January. Since the company is small, the budget for advertising activities is not very large.

Now we will look at Table 2.5 of the marketing budget for 2021 and 2022.

Table 2.5

Marketing budget for 2021 and 2022 years

Year	Services	Months	Budget	Actual
2021	Lead Forensics	12 months of the year	£3 288,00	£3 288,00
2022	Lead Forensics	12 months of the year	£3 288,00	£3 288,00
2021	Google ads	13 months of the year	£9 600,00	£9 775,00

2022	Google ads	14 months of the year	£9 600,00	£9 775,00
2021	Copywriter E-book	April	£1 600,00	£1 800,00
2022	Copywriter E-book	October	£1 800,00	£1 800,00
2021	Blog copywriter	January	£1 500,00	£1 500,00
2022	Blog copywriter	March	£900,00	£900,00
2021	Linkedin resr. boost	September, October	£3 100,00	£3 100,00
2022	Linkedin resr. boost	March, April, May	£4 500,00	£4 500,00
2022	CensusWork research	February	£4 000,00	£4 000,00

Source: compiled by the author.

From Table 2.5, we can conclude that the budget in 2021 was 18,000 pounds, and in 2022 the budget was 23,000 pounds, i.e., an increase of 5000 pounds in 2022. In terms of actual expenses, the difference in the budget was 4754 pounds.

LTD "TBT Marketing" spent the same amount on Lead Forensics in 2021 and 2022 - 3288 pounds.

In 2021, the company spent £9775 on Google ads, although only £9600 was allocated, and in 2022, £9600 was allocated for Google ads, but the cost was £9929, which is £154 more than last year.

Next, LTD "TBT Marketing" allocated 1600 pounds for an e-book copywriter, but spent 1800 pounds as the price for the service was increased. In 2022, the company also hired an e-book copywriter and spent 1800 pounds.

The next step of losses was writing a blog, for which the company allocated 1500 pounds in 2021. This year, 9 blogs were released on the company's official page, and in 2022, 900 pounds were spent and 8 blogs were written.

The last step of the marketing budget in 2021 was spent on advertising on the social network LinkedIn. 3100 pounds were allocated, and in 2022, 4500 pounds were spent on LinkedIn.

Also in 2022, LTD "TBT Marketing" ordered a study from Censuswide on marketing activities and the cost amounted to 4000 pounds.

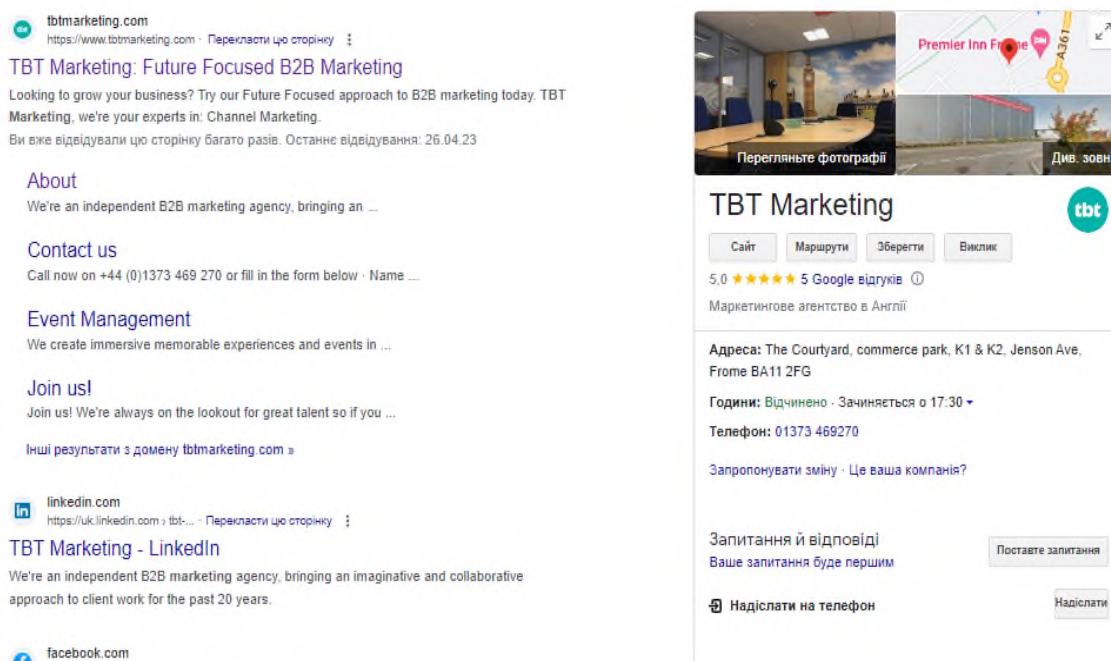
Now we will take a closer look at all the digital marketing tools used by TBT Marketing LTD.

LTD "TBT Marketing" uses SEO to get better organic rankings and organic traffic by optimizing various website conditions. Regular search results are usually displayed on the Google search results page below the search ads. Normal search results are not charged for clicks or impressions, so if the website of LTD "TBT Marketing" appears in a higher position on the Google search results page, the marketing agency will have the opportunity to get a lot of traffic for free. However, because Google has become more strict about the quality of website content, it takes a long time for a website to get a better ranking, from several months to years.

Let us take a look at the example of SEO LTD "TBT Marketing" in Figure 2.4.

Fig. 2. 4

SEO LTD "TBT Marketing"



Source: compiled by the author.

Along with SEO, the company simultaneously uses SEM - paid advertising in search engines. These include search ads and display ads. The SEM payment model is usually

based on clicks, so when the advertising budget is exhausted, the ads will disappear accordingly. The advantage of SEM is that there is no need to wait for Google to include the website name and then wait for the ranking to get traffic. After uploading the advertising plan to Google, the ads automatically appear on the search results page.

LTD "TBT Marketing" uses PPC with Google Ads [61].

Google Ads is the name of Google's pay-per-click (PPC) platform, which allows businesses to get information about Google resources. The company uses the most common type of Google ads - search ads, which appear on Google's results pages for search queries for advertisers' products and services, and the Company also uses Google ads to display display ads.

The company has also identified keywords that it uses to ensure that when a client searches for a B2B marketing agency, LTD "TBT Marketing" appears in the search results.

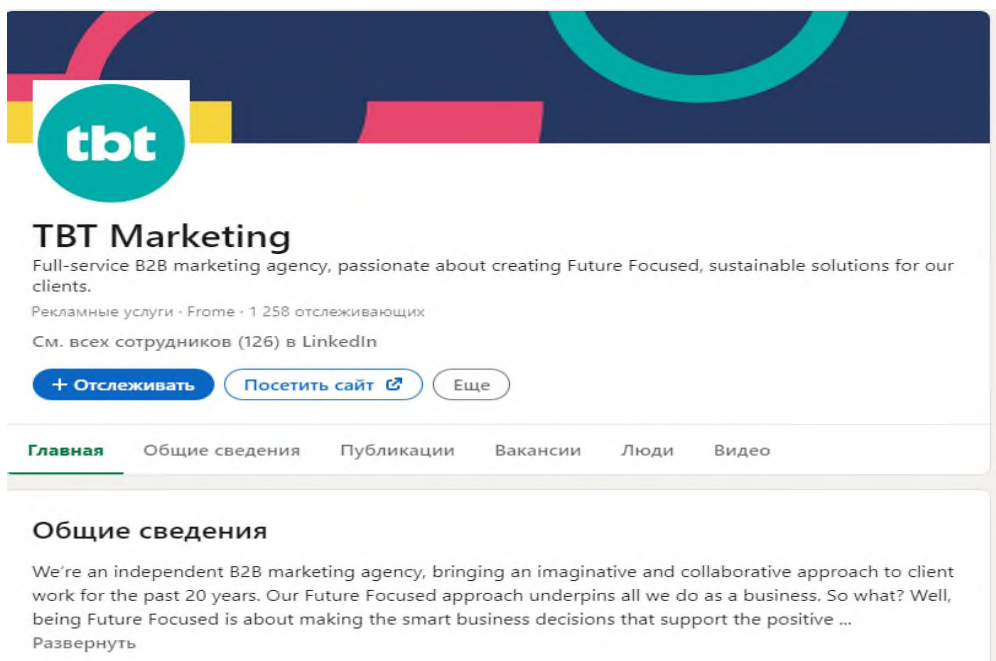
Google Display Ads work across all devices and media platforms and help you know, reach and connect with customers more effectively than ever before with an effective combination of location, context and audience targeting tools.

LTD "TBT Marketing" also uses a social media marketing tool where it advertises its services on the social network LinkedIn. A great element of the LinkedIn social network is one of the principles of making deals. It is called B2B, which means business to business. The platform allows traders to communicate quickly, which greatly facilitates the process of mutual cooperation. B2B is a kind of "chain" between companies. Since LTD "TBT Marketing" is an agency that works with businesses, this social network is perfect for promoting its services.

Let us take a look at the page of LTD "TBT Marketing" on LinkedIn in Figure 2.5.

Fig. 2.5

LTD "TBT Marketing" on LinkedIn



Source: compiled by the author.

There are 3 types of ads that a marketing agency uses: text ads, carousel ads, and video ads.

Text ads are the easiest option to start advertising your company on LinkedIn. Its main elements are an image, a title, and a description; from there, you can choose between several formats. Text ads can appear in different places on LinkedIn, such as at the top of the page or on the right. To grab the audience's attention and get a conversion, you need to use reader and direct language, choose the right keywords, and optimize the headline as much as possible.

Carousel ads on LinkedIn allow you to display several images in a row in a single carousel format. Carousel ads can be customized to have unique images, captions, and landing links to create an interactive story on a computer or mobile device.

Another type of advertising is video advertising. It helps to capture a professional audience through video on mobile devices and computers. Video advertising allows you to tell a unique story about the company and position it as an opinion leader [20]. The company is active here: it shares various contents, which are aimed at considering new trends in marketing, reflections of employees on some topics, and current problems in the

world, which are related to the environment. With these posts, the company shares its professionalism and expertise in these matters.

It is important to note that most of the content distributed by LTD "TBT Marketing" is animation. People scroll through their posts on social networks very quickly and a photo with text is unlikely to be able to interest them. Therefore, in order not to lose part of potential customers, LTD "TBT Marketing" uses animation that quickly changes pictures and it has more chances that a person will go to the website and become a new customer. For more people to see this information, LTD "TBT Marketing" actively involves personnel in the promotion of the company, since the company's employees share this information on their pages on social networks.

Another digital marketing tool used by LTD "TBT Marketing" is content marketing. Content marketing is a digital marketing discipline that is a set of methods for creating, presenting and publishing digital content that creates value for users. The focus of this strategy and set of actions is on awakening the interests of our target audience and triggering interaction from the user through requests for action or a call to action. Content marketing allows you to better connect with both your target audience and potential customers and those who already know the company. Blogging is good for SEO because it can help attract new potential customers. Blogging is an effective way to promote your SEO strategy and increase traffic to your website. Words, titles, descriptions and other content, Google and other search engines can crawl and include the website in higher rankings and make more traffic. Updating high quality blog content helps LTD "TBT Marketing" to engage the audience and increase the visibility of a person in the audience and help customers solve problems. The company shares opinions, experiences and answers to questions from its audience on the blog, which has a great reputation power.

On the website of LTD "TBT Marketing", you can find the Blog icon in the upper right corner of the page. Since 2017, the marketing agency has been publishing various blogs on relevant topics. More than 50 blogs have already been published on the company's page TBT Marketing Blog [53]. For example, the latest blog is about the struggle between artificial intelligence and creative copywriting. As we can see, this is one of the most popular topics, because now the use of artificial intelligence for work is

at the top of the discussion. The blogs are written by the company's employees, so potential customers can immediately see the professionalism and modern approach to content creation [9].

LTD "TBT Marketing" also publishes e-books on its website, where it conducts various studies and writes articles about different types of marketing and various interesting ways to solve problems in the marketing industry.

Consider an example of an E-book and an application to fill out in Figure 2.6.

Fig. 2.6

Example of an E-book and an application on LTD "TBT Marketing" website

Data Centres: UK Landscape Report 2022

Our latest Data Centre market research discovers the influences and trends behind the UK data centre demand and consumption.

The latest report collected the opinions of over 250 senior IT decision makers (ITDMs) from across the UK's mid-sized businesses (250–999 employees).

The report captures and details opinions on topics including Sustainability, Cybersecurity and Cloud Capacity.

Strengthen your future with TBT Marketing, download the latest UK 2022 data centre landscape and consumption report.

For further details on this report and how we can support your business ambition, **get in touch**.



Leave your details to access the Data Centres report...

Full Name *

Company Name *

Email Address *

Phone Number

☒ I consent to my details being recorded and stored in accordance with TBT's Privacy Policy. *



Submit & Get Your Copy

Source: compiled by the author.

As we can see from Figure 2.6, to download a book, a person must fill out a form with the following questions: name, email address, company name, and message. In this way, the company receives information about individuals or companies interested in the activities of LTD "TBT Marketing". After filling out the application, a company representative calls the person/company that filled out the questionnaire and offers the company's services.

For example, Cisco downloaded several e-books, after which LTD "TBT Marketing" contacted them and they started cooperation. Another example is Global Switch, one of the largest data centers in the world. Global Switch also downloaded the information from the company's website and thus LTD "TBT Marketing" created a website and rebranded the data center.

The company's website is designed in such a way that people always see fields that can be filled in so that the company can help them. For example, the home page has a Contacts tab where you can stuff information about yourself. In addition, every page of the site has a button with an image of an envelope. This is also a form for filling in information.

The last digital marketing tool used by LTD "TBT Marketing" TBT is email marketing. The marketing agency uses MailChimp. MailChimp is the actual tool used to conduct email marketing. This platform is very important because it helps to communicate with all subscribers. Mailchimp allows to create landing pages according to your marketing program. A landing page is a separate page designed to receive data through a contact when they perform an action. With the help of Mailchimp, LTD "TBT Marketing" customizes email content, layout, and images according to the existing and target audience. Mailchimp provides mailing list management, adding and removing recipients, list segmentation, and subscription management. This allows you to send targeted and personalized emails to specific groups. With the help of this platform, LTD "TBT Marketing" monitors email open rates, click-through rates, subscriptions, and conversions. This allows you to understand how the company's emails are perceived by the audience. This helps to improve efficiency. The company also uses automation features to send emails based on specific events, such as mailing list registration or a customer's birthday. This helps to maintain regular and personalized relationships with subscribers without spending too much time on it [12].

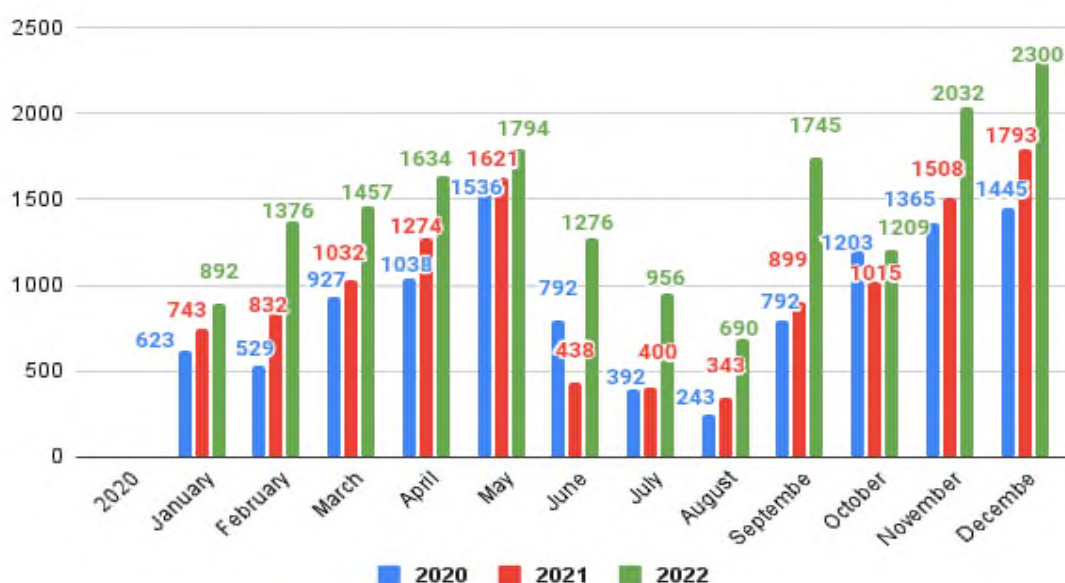
After all marketing strategies are put into action. LTD "TBT Marketing" uses Google Analytics and Lead Forensics to monitor the market. With the help of Google Analytics, the company receives statistics about visitors to the company's website. In this program, the company can track data about the audience (demographics, interests,

devices, location, etc.) and their behavior (how much time they spend on the web page, which pages they read, where they go next). The company can see how many users came from which channel, what actions they performed on the site.

Now let's look at Figure 2.6 visits to all social networks (Linkedin, Facebook, Twitter) and website views from different search engines from 2020-2022.

Fig. 2.6

Social media and website visits from various search engines in 2020,2021,222



Source: compiled by the author.

From Figure 2.6, we can see that in 2021 there were the fewest visits, and in 2022 there were the most. The lowest number of visits was in August 2021, when LTD "TBT Marketing" was visited by only 243 profiles, and the highest number of visits was in December 2022, when 2300 profiles were interested in the company.

The average attendance in 2020 was 5438 visits, in 2021 - 5949 visits, and in 2022 the average attendance was 8681.

It is also important to note that the lowest number of visits occurs in the summer months: June, July, and August. This is because people go on vacation and become less active in their work, so they do not visit their work profiles and sites.

After all marketing strategies are put into action. The marketing agency uses Google Analytics and Lead Forensics to monitor the market. With the help of Google Analytics, the company receives statistics about visitors to the company's website. In this program, the company can track data about the audience (demographics, interests, devices, location, etc.) and their behavior (how much time they spend on the web page, which pages they read, where they go next). The company can see how many users came from which channel, what actions they performed on the site.

But information from Google Analytics is sometimes not enough to understand who your potential customers are, so LTD "TBT Marketing" monitors the market using the Lead Forensics program. This software allows the company to track the IP addresses of website visitors. This is done with a small piece of code. These IP addresses are then compared to the data stored in Lead Forensics and provide accurate information about unknown website visitors.

Consider an example of Lead Forensics program that shows the profiles that viewed LTD "TBT Marketing" in Figure 2.8.

Fig. 2.8

Profiles that viewed LTD "TBT Marketing"

The screenshot displays the Lead Forensics dashboard. The top navigation bar includes links for Dashboard, Visitor List, Reports, Leads, Search, Setup, Support, and Community. The main content area is divided into two sections. The left section shows a table of visitor profiles, and the right section provides a detailed view of the selected profile, Netitude Ltd.

Date	Company Name	Conversions	Location	Visits	Duration	Industry	Pages	CRM	Keywords	Referrer
Jul 22, 2022 11:25 AM	University of Bath	1	Bath United Kingdom	34	00:35	Education	3	None	-	Direct
Jul 21, 2022 9:52 AM	YouGov plc	1	London United Kingdom	2	00:44	Publishing	3	None	-	Google (PPC)
Jul 19, 2022 2:59 PM	Netitude Ltd	1	Frome United Kingdom	2	32:47	Computing	2	None	-	Direct
Jul 19, 2022 8:59 AM	MRC Mitochondrial Biology Unit	1	Cambridge United Kingdom	1	00:09	Research	2	None	-	Google (PPC)
Jul 22, 2022 9:23 AM	Robertson Summer Limited	1	Gerrards Cross United Kingdom	1	01:01	Staffing and Recruitment	5	-	-	Google (PPC)
Jul 22, 2022 8:25 AM	Avera Medical Group University Psychiatry...	1	Pierre (SD) United States	4	SP	Hospital and Healthcare	1	-	-	Direct
Jul 22, 2022 6:41 AM	Royal Bank of Scotland	1	Edinburgh United Kingdom	1	02:01	Banking	4	-	-	Google (PPC)
Jul 22, 2022 1:22 AM	Wright State University	1	Dayton (OH) United States	7	SP	Education	1	-	-	Google
Jul 22, 2022 1:00 AM	Bedford County Public Schools	1	Goodview (VA) United States	1	SP	Education	1	-	-	Direct
Jul 21, 2022 7:19 PM	Headline	1	San Francisco (CA) United States	2	SP	Financial Services	1	-	-	Direct

The detailed view of Netitude Ltd. shows the following information:

- Company Location:** Frome, Somerset BA11 2BY, United Kingdom
- Company Information:** Netitude Ltd, Computing, Information Technology and Services
- Industry classification:** SIC 82030
- EMPLOYEES:** 21-49
- REGISTRATION:** 06987585
- DATABASES:** + ADD NEW
- ASSIGNMENTS:** + ADD NEW
- NOTES:** + ADD NOTE

Source: compiled by the author.

As we can see from Figure 2.8, Lead Forensics allows to collect critical customer information: company name, location, number of visits to the site, time spent on the site, number of pages viewed and time spent on each page, but the most important customer information is the company's email address and phone numbers. Therefore, the biggest advantage of Lead Forensics over Google Analytics is the ability to identify customers who have visited the LTD "TBT Marketing" website and get up-to-date information about these anonymous visitors.

LTD "TBT Marketing" also uses HubSpot CRM. This part of the HubSpot software works as a database of all customers and people's registrations. Everyone who logs into HubSpot and becomes part of the record provides information in the forms they fill out. All this data is stored in the user's personal account. This is where customer lists and filters are created, allowing you to create groups to facilitate blocking actions. Thanks to this, HubSpot CRM can be integrated into Lead Forensics - this customer tracking process takes very little time, and all processes require minimal time. And the results and efficiency of these resources in work are maximized [45].

Based on the given information, the best digital marketing tool used by LTD "TBT Marketing" is Google Ads. The reason for this is that the company has been using this tool for a long time and is familiar with it. Moreover, it has been effective in driving traffic to their website and generating leads. In 2021, they spent £9775 on Google ads, and in 2022, even though they allocated only £9600, they spent £9929, which indicates that they see the value in investing in this tool. They use search ads and display ads to advertise their services on Google's results pages, and they have also identified keywords to ensure that their company appears in the search results when a client searches for a B2B marketing agency. Overall, Google Ads has been an effective tool for LTD "TBT Marketing" in generating leads and driving traffic to their website.

We conclude that LTD "TBT Marketing" uses 6 marketing activities that allow the company to be visible and actively monitor the activity of active and potential customers. The company has identified these strategies to succeed in the market. The marketing budget is allocated to an advertising campaign, market monitoring programs, blog and e-book copywriting.

LTD "TBT Marketing" is a small marketing agency located in the small town of Froome in England. Despite the size of the company, which employs only 54 workers. It has won recognition in the IT industry. It provides 8 services: content marketing, branding & design, website development, video production, lead generation, event management, social media management, and channel marketing. Nonetheless, LTD "TBT Marketing" has shown favorable financial growth and stability over the past few years, thanks to its efficient financial management and market adaptability.

The second subchapter focuses on the digital marketing industry in the UK, outlining how it has grown over the years and remained resilient during the COVID-19 pandemic, with a 5.1% growth rate in 2020. The recovery of economic activity and business and consumer confidence are driving growth in digital ad spend.

However, headwinds such as the cost of living crisis, inflation, and the Russia-Ukraine war's uncertainty may hold back business spending on advertising in the coming years. Online advertising spending in the UK is the highest globally, with mobile, video, and social media advertising being significant growth areas. The chapter predicts that the industry revenue will grow at a CAGR of 9.3% over the next five years to £26.9 billion, driven by increased internet usage and growth in online retail sales.

Finally, LTD 'TBT Marketing' is using different Digital Marketing Tools to improve its organic rankings and attract more traffic. In order to increase its visibility on the Internet, the company uses search engine optimization, SEO, and search engine marketing SEM. It also uses pay-per-click (PPC) advertising with Google Ads and display ads.

The company is using social media marketing as an important instrument to promote its B2B services, with a particular focus on LinkedIn. Another important tool in the company's armory is content marketing, which also provides a blog with insight into today's trends and issues. Customers who want to complete their forms on the website are also able to have access to ebooks and forms. To make it easier for people to input information and ask the company for help, its website is designed in an easy user interface. LTD "TBT Marketing" will be able to display its professional excellence with the help of various digital marketing strategies.

CHAPTER 3. IMPLEMENTATION OF NEW DIGITAL MARKETING TRENDS IN LTD “TBT MARKETING” BASED ON THE NOWADAYS

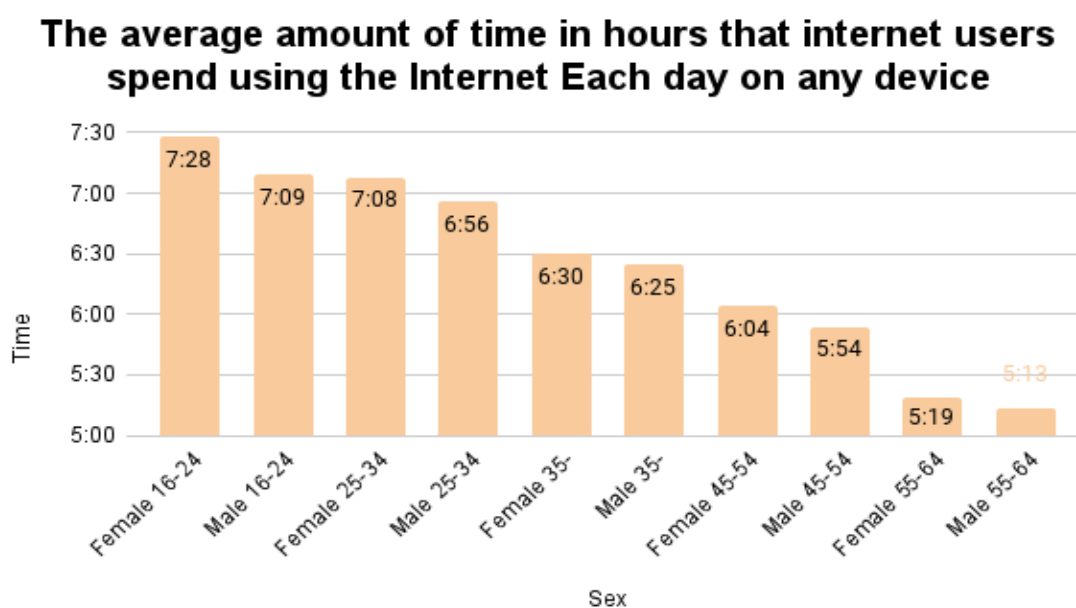
3.1. Research of public opinion overtising and social media use and identification of the largest survey indicators

This paper conducted extensive research on digital marketing and the various tools used by companies to achieve successful digital marketing in the business. By conducting a public opinion survey, it is necessary to understand how people react to advertising, what type of advertising they like the most, whether someone influences them to buy any products, in order to determine which trend in 2023 LTD "TBT Marketing" can use to attract new potential customers.

But before presenting and choosing new digital marketing tools for the company, we need to pay attention to the research that was conducted to see and analyze the global attitude of people towards the Internet and the platforms that are directly related to it.

Now let's look at Figure 3.1, which shows the average time men and women of different ages spent online in 2022.

Fig 3.1



Source:Datareportal.

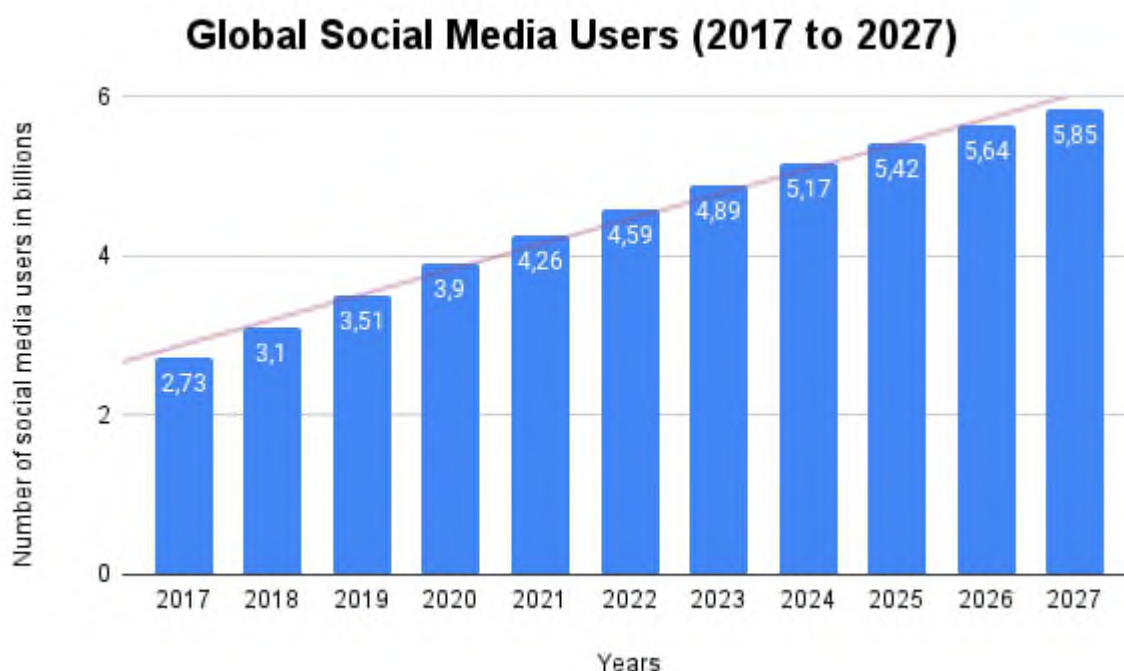
Fig. 3.1 shows that female internet users ages 16 to 24 have reduced their daily average time online by 50 minutes over the past twelve months, from 8 hours and 18 minutes per day at this time last year to 7 hours and 28 minutes per day.

This equates to a 10 percent drop from last year and suggests that the typical internet user in this demographic will reduce their annual online time by a total of 12 and a half days in 2023 compared to the previous year.

Older age groups report that their average daily online time actually increased over the past twelve months. Globally, Internet users aged 55 to 64 say they are spending more time online than last year, with women spending an average of 6 minutes more online each day.

Now let's analyze Figure 3.2, which shows the number of Internet consumers from 2017 to 2027.

Fig 3.2



Source:DataReportal.

The penetration of social media into the lives of Internet users is growing. The latest data shows that by 2023, there are expected to be 4.89 billion social media users worldwide, an increase of 6.5% from a year ago.

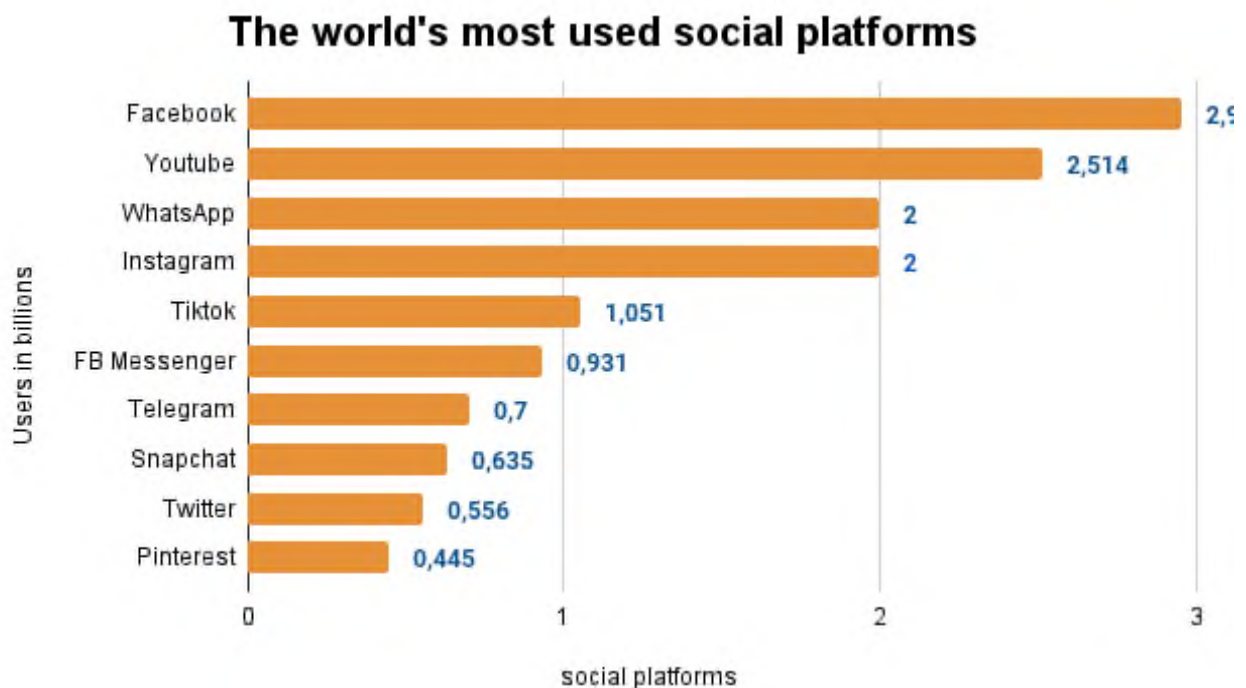
This is also 2.2 billion more than the number of social media users in 2017, a huge 79.1% growth in just 5 years. The average annual growth over this period was 10.2%.

Although the number of social media users will continue to grow in the future, the growth rate is expected to be stable. It is assumed that the average annual growth rate from 2023 to 2027 will be 5%.

Despite the downturn, it is clear that social media will continue to be a part of consumers' daily lives, with smartphones and mobile devices being the main drivers. Currently, social media statistics show that more than nine out of ten social media users (91%) use mobile devices to access social media.

Now let's analyze Figure 3.3, which shows the most popular social networks as of January 2023.

Fig 3.3

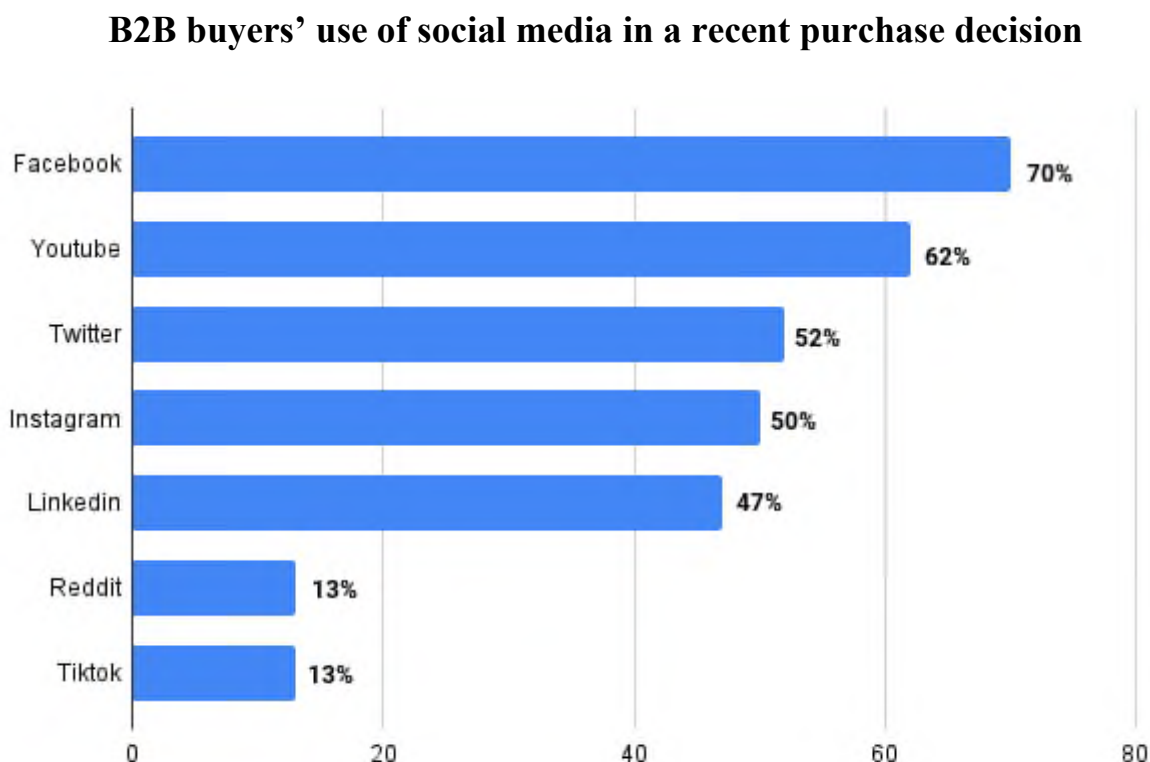


Source:Datareportal.

As we see from the figure 3.3 in January 2023, Facebook is the most popular social network with 2.958 billion people. This is 37% of the world's population. YouTube is in second place with 2 billion users, followed by WhatsApp with the same number of 2 billion. After Votsap comes Instagram with 1.309 billion users, followed by TikTok with 1.051 billion users. Facebook Messenger has 931 billion users and Telegram has 216 billion fewer users than Facebook Messenger. Snapchat comes next with 635 million, Twitter has 556 million users and Pinterest has the least with 445 million users.

Let's take a look at Figure 3. 4, which shows the social networks used by B2B buyers to make a purchase.

Fig. 3. 4



Source:Gartner.

As we can see from Figure 3. 4, most B2B buyers turn to social media to find out whether they are going to make a purchase or not. The most used social network is Facebook (70%), followed by YouTube (62%) with a difference of 8%. Twitter is in 3rd place with 52% and Instagram is in 4th place with 50%. Then comes LinkedIn with 47%

and then Reddit and TikTok with 13% each. That is, most decisions are made using social networks Facebook, YouTube, Twitter, Instagram, and LinkedIn.

This research has provided valuable information on consumer behavior and trends thanks to the digital marketing tools used by companies. The data shows that the social media sphere is becoming an integral part of everyday life for consumers, with mobile devices emerging as a major driver. Social media continues to be an important factor for consumers' purchasing decisions despite a slight decline in growth. Social media is also an important factor for B2B buyers when deciding to buy, with Facebook, YouTube, Twitter, Instagram and LinkedIn being the most commonly used platforms. These trends should be closely watched by enterprises such as LTD "TBT Marketing", taking advantage of the most efficient Digital Marketing Tools in order to gain new customers.

3.2. Selection of new digital marketing tools for LTD "TBT Marketing"

In today's digital age, businesses of all sizes have the opportunity to leverage a variety of digital marketing tools to reach and engage with their target audience. However, with so many options available, it can be challenging to know which tools will be most effective for your business. For LTD "TBT Marketing", Facebook ads are the best new digital marketing tool to consider. With over 2.8 billion active users on the platform, Facebook provides businesses with a massive potential audience to target with their ads. In this subchapter, we will explore the benefits of Facebook ads for TBT Marketing Limited and provide tips for how to use them effectively.

Let's take a look at benefits of Facebook Ads for LTD "TBT Marketing" [52]. **Targeting Capabilities:** one of the biggest advantages of Facebook ads is their highly targeted nature. Facebook allows advertisers to target their ads based on a variety of factors, including demographics, interests, behaviors, and location. For LTD "TBT Marketing", this means that they can ensure their ads are being shown to the right people, which can lead to higher engagement and conversions. By targeting ads based on their audience's interests and behaviors, TBT Marketing Limited can also create more personalized and relevant ad experiences.

Cost-Effectiveness: compared to other forms of advertising, such as print or TV ads, Facebook ads are generally less expensive. Additionally, advertisers can set a budget for their campaigns, which means they can control their spending and ensure that they are getting the most bang for their buck. For LTD "TBT Marketing", this means they can reach a larger audience with a smaller budget than traditional forms of advertising.

Variety of Ad Formats: Facebook offers a variety of ad formats, including image ads, video ads, carousel ads, and more. This means that marketing agency can choose the format that best fits their message and their target audience. Video ads, in particular, have become increasingly popular on Facebook and can be highly effective for capturing the attention of viewers and driving engagement.

Real-Time Data and Optimization: Facebook provides real-time data on ad performance, which means that LTD "TBT Marketing", can monitor their campaigns and make adjustments as needed. This can lead to better results and a higher return on investment. Facebook's ad platform also provides optimization features that automatically adjust targeting and bidding based on ad performance, which can help LTD "TBT Marketing" get the most out of their campaigns.

With their highly targeted nature, cost-effectiveness, variety of ad formats, and real-time data and optimization features, Facebook ads can help LTD "TBT Marketing" reach their target audience, drive engagement, and achieve their marketing goals. By following best practices such as defining their target audience, setting clear goals, creating engaging content, and continuously testing and optimizing their campaigns, the company can maximize the benefits of Facebook ads and grow their business in the digital age.

Additionally, Facebook also offers a variety of other tools that can be used in conjunction with Facebook ads to further enhance LTD "TBT Marketing" digital marketing efforts. For example, Facebook Pixel is a tool that allows businesses to track user behavior on their website and use that data to create more targeted ads. Facebook Messenger can also be used to provide personalized customer support and drive engagement.

In conclusion, Facebook ads are an essential tool for any business looking to succeed in the digital age, and LTD "TBT Marketing" is no exception. With their highly targeted

nature, cost-effectiveness, and variety of ad formats, Facebook ads provide a powerful way for LTD "TBT Marketing" to reach their target audience and achieve their marketing goals. By following best practices and continuously optimizing their campaigns, the marketing agency can maximize the benefits of Facebook ads and grow their business in the competitive world of digital marketing.

The next digital tool that will help LTD "TBT Marketing" to be more successful is video podcasts. As we know video podcasts are a trend in 2023, so companies should pay attention to this thing.

Video podcasts, also known as vodcasts, provide information or entertainment in an easy, engaging way. They combine visuals and audio to connect businesses directly with their target audience and promote their brands. Now that people rely so heavily on their mobile devices and laptops, video podcasts have become a popular and effective marketing tool.

We want to show how LTD "TBT Marketing" can boost its strategy by using video podcasts as a new digital marketing technique [34].

SEO: Google values high-quality, engaging content that keeps visitors interested for a long time. By adding video podcasts to its website, LTD "TBT Marketing" can increase how long people spend browsing their pages. This will raise their search rankings and get more traffic.

Video podcasts provide an informal, conversational way to share information or stories. Businesses can give viewers an inside look at their industry or products. Viewers feel like they're getting insights from an expert friend. This personal, authentic approach builds trust in the brand and loyalty from viewers over the long run.

Overall, video podcasts open up more opportunities for LTD "TBT Marketing" to connect with potential customers, establish themselves as thought leaders, and increase traffic and engagement across their digital marketing channels. With some experimentation, they can find the right style and format of video podcasts to boost brand awareness, lead generation, and sales.

Additionally, video podcasts can help the marketing agency to rank for long-tail keywords that are more specific to their niche. By creating videos around targeted

keywords and optimizing their video descriptions, LTD "TBT Marketing" can increase its chances of appearing in relevant search results.

Drives traffic: video podcasts can also help the company to drive traffic to its website or social media channels. By promoting its video content on multiple channels and platforms, LTD "TBT Marketing" can increase the visibility of its brand and attract new leads.

For example, LTD "TBT Marketing" can promote its video podcasts on its social media channels, email newsletters, and blog posts. They can also share their video podcasts on video-sharing platforms like YouTube or Vimeo, which can help increase their reach and attract new viewers.

Builds credibility: video podcasts can help establish LTD "TBT Marketing" as a thought leader in their industry. By creating high-quality and informative content, the company can build trust with its target audience and position itself as expert in their field.

For example, the marketing agency can create video podcasts that discuss industry trends, provide insights into their services, or offer educational content that helps their audience solve common problems. By providing value to its audience, TBT Marketing Limited can build credibility and establish itself as a go-to resource for information in its niche.

Increases engagement: video podcasts are highly engaging and can help LTD "TBT Marketing" capture the attention of its target audience. By creating entertaining and informative content, LTD "TBT Marketing" can increase engagement with its brand and foster a sense of community among its followers.

For example, the marketing agency can create video podcasts that feature interviews with industry experts, showcase their team's expertise, or provide behind-the-scenes looks into their business. By offering unique and engaging content, the company can differentiate itself from its competitors and build a loyal following.

Provides insights into audience behavior: video podcasts can provide valuable insights into their audience's behavior and preferences. By analyzing the performance of its video content, the marketing agency can gain a better understanding of its audience's interests and tailor their marketing strategy accordingly.

For example, LTD "TBT Marketing" can track the number of views, likes, and shares their video podcasts receive to gauge their popularity. They can also use analytics tools to track how long viewers watch their videos, which segments receive the most engagement, and how often viewers return to their content. By analyzing this data, the marketing agency can optimize its video content and marketing strategy to better serve its audience's needs and preferences.

In summary, video podcasts are a valuable digital tool that LTD "TBT Marketing" can use to boost its marketing strategy. By creating engaging and informative content that combines visuals and audio, the marketing agency can connect with its target audience and promote its brand. Video podcasts can help the company to rank higher on search engines, drive traffic to its website or social media channels, build credibility, increase engagement, and provide insights into its audience's behavior. By incorporating video podcasts into its marketing plan, LTD "TBT Marketing" can differentiate itself from its competitors and establish itself as a thought leader in its industry. As a trend in 2023, businesses should pay attention to video podcasts as a powerful marketing tool that can increase their success.

3.3. Implementation of new digital advertising tools

To be a successful company, any company needs to constantly monitor the market, competitors, and regular and potential customers. Successful digital marketing includes the use of the latest trends to always be above or on par with competitors.

TBT Marketing LTD is a small marketing agency that has been on the market since 2000. In the previous section, we learned about the types of advertising used by the company. It uses ads on LinkedIn and Google ads to attract new customers and always be visible.

As we saw from the SWOT analysis, the company spends a small amount of money on promoting its advertising, so it has a limited resource to attract active advertising to make more companies aware of its existence. Therefore, it uses proven advertising platforms that will bring it customers.

As we know from the previous survey about the most popular social network, Facebook ranks first with 2.958 billion people. B2B buyers are more likely to turn to this social network to make a final purchase decision.

Therefore, the first suggestion for improving the digital strategy of TBT Marketing LTD will be as follows: rebrand the Facebook interface and start using Facebook ads to attract a larger audience by the end of 2023.

Currently, TBT Marketing LTD has 760 subscribers on Facebook. Having a working Facebook page allows to focus on the social network and make your target audience respond with calls to action. The social network publishes posts with the latest research (e-books) that have been done recently, blogs written by the company's employees, posts on marketing strategies, website efficiency, and congratulations to the company's employees on the occasion of another year they have spent in the marketing agency.

The company needs a clear strategy for successful Facebook promotion [35].

1. Create several different designs and visible elements.

The success of largely depends on the design and visual elements of your ads. To increase chances of success, consider creating multiple ads. This is not about A/B testing. The company can create two (or more) very different ad designs and visuals. The platform will choose which ad to show depending on which one performs best to optimize costs.

2. Test ads and measure their effectiveness.

Facebook ad management platforms provide comprehensive reports on the number of impressions, clicks, and conversions generated by ads. TBT Marketing LTD will use this information to make an informed decision on how to follow the strategy. This is one of the most effective ways to increase engagement and conversions.

With this content, it can attract companies that are interested in Facebook advertising and who can become customers.

3. Make ads suitable for mobile viewing.

The majority of social media advertising is done on mobile devices. That is why ads should be optimized for small screens. TBT Marketing LTD should embed images that display well on portable devices (also, the great thing about Lives is that they reach more people than a regular post because Facebook recommends them more).

4. **Actively use Facebook Lives.**

Internet users love videos. YouTube's success has paid off well, and Facebook Live is gaining momentum. Some Internet users do not like to read long and complex texts. Especially when they consume more short messages on their mobile phones accompanied by vivid images.

Facebook Live is the device's social networking feature for streaming live video to Facebook. TBT Marketing LTD decides who can see Facebook videos. With the help of this type of content, the company interacts with the audience at events that are important to it. After the live broadcast, your video can be viewed. However, once recorded, Facebook treats it like any other video.

Facebook Lives is a news feed where videos are posted and Facebook users can see them. Facebook introduced this feature when the social network TikTok took over all social media users.

The cost of advertising on Facebook depends on several factors, such as the target audience, the ad placement, the bidding strategy, and the ad format. However, as a rough estimate, we can use the following calculations [41].

Determine the ad objective: The first step is to choose the advertising objective that aligns with the company's goals. For example, if LTD "TBT Marketing" wants to increase website traffic, they can select the "Traffic" objective.

Set the targeting options: Next, the company needs to define their target audience based on criteria such as age, gender, location, interests, and behaviors. This will affect the reach and relevance of the ad.

Choose the ad placement: Facebook offers different ad placements, such as the News Feed, the right column, or Instagram. The placement affects the visibility and cost of the ad.

Set the bidding strategy: The company needs to decide how much they are willing to pay for each click or impression of the ad. They can choose between automatic bidding or manual bidding, depending on their budget and goals.

Create the ad format: Finally, the company needs to create an appealing and engaging ad that attracts the attention of the target audience. They can choose between different ad formats, such as image ads, video ads, carousel ads, or collection ads.

Based on these factors, the cost of advertising on Facebook can range from a few cents to several pounds per click or impression. Assuming that LTD "TBT Marketing" allocates 2000 pounds for their Facebook ads, they can estimate their potential reach and frequency based on the average cost per click or impression for their target audience and ad placement.

For example, if they choose the "Traffic" objective and set a bid of **0.5 pounds per click, they can expect to get around 4000 clicks** to their website. However, if they choose a more competitive target audience or ad placement, the cost per click may increase, and the reach may decrease. Similarly, if they choose a different ad objective or format, the cost per impression or engagement may vary [7].

Therefore, it is important for the company to monitor the performance of their Facebook ads regularly and adjust their strategy based on the results. They can use Facebook's ad manager or third-party tools to track metrics such as clicks, impressions, conversions, and return on investment (ROI). By optimizing their Facebook ads, LTD "TBT Marketing" can increase their brand awareness, lead generation, and sales while staying within their advertising budget.

The interests of the podcast for the company are varied. In the headphones, the listener can open (or re-open) a topic covered on another means of communication. By looking at this topic from a different angle, it can be explored and deepened. Thus, the podcast contributes to the expansion of the channel offer and contributes to the diversity of the editorial calendar.

A podcast is a living and dynamic tool that commands more attention than a simple written message. A real added value for the company, this is part of the bandcontent logic. This creates customer loyalty, generates traffic to the company's website and increases its visibility and popularity.

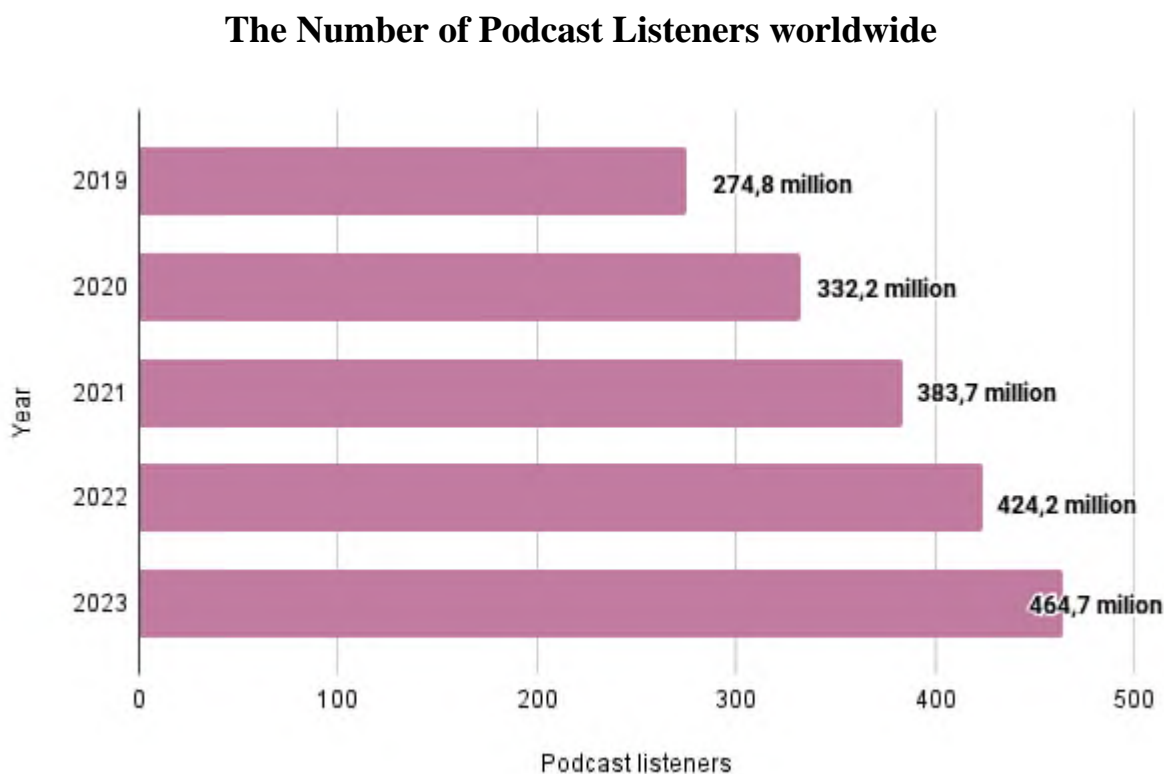
One format that is gaining success and popularity is the podcast because companies have incorporated it into their digital strategies.

The appeal of the podcast is also due to its short format and response to this trend of direct (electronic media) consumption. If it is easy to set up, you still need to think carefully about its content. Creating a podcast that talks about a company consolidates its identity. Long-term commitment (internal or external) is strengthened. No blank page syndrome! In terms of content, a podcast should be seen as an additional communication tool. Only the format has been reinvented [33].

Thus, customer or partner reviews are effective methods of promotion. Highlighting the know-how of employees means emphasizing the know-how of the company and thus promoting the development of expertise among auditors. Partners and customers who are in the same territory will be sensitive to this. The podcast is an offshoot of the company. To serve its content, it is interesting to interact with the community, in particular through social networks.

Now consider Figure 3.5, which shows the number of podcast listeners from 2019 to 2023.

Fig. 3.5



Source: Voxnest's study.

From Figure 3.5, you can clearly follow the trend of rapid advancement of the popularity of podcasts. If in 2019 there were 274.8 million listeners, then in 2022 there were already 424.2 million listeners. The use of podcasts as a way to attract potential customers increased by 1.5 times. In 2023, it is predicted that there will be 464.7 million listeners.

LTD "TBT Marketing" should follow this strategy to be successful in implementing video podcasts [44].

1. Choose a podcast topic that will be discussed in the videopodcast

For example, company employees can discuss their blogs in video podcasts, which they publish on the company's main website.

2. Choose the people for the vieopodcast

It is necessary to choose willing people who will be filmed in podcasts and take the first step towards establishing this trend in the company's activities.

3. Find a quiet place

It is necessary to choose a quiet place where it will be good to hear the presenters, because Internet users are quite selective and for them the quality of the image, sound and an interesting plot are important.

4. Publish the podcast

Publish the podcast on the company's website and announce it in all the company's social networks in order to reach the maximum number of future listeners.

5. Publish the podcast on the pages of employees of LTD "TBT Marketing"

Workers in this way will be able to attract many new people and companies who will be interested in this video podcast and this will be able to bring new customers to the company.

6. Analyze user activity (likes, forwards, comments, clicks on videos) in order to understand all the positive and negative aspects of the work done.

The company can also create separate video podcasts about the history of the company and its path in the market, because the evolution of the life of LTD "TBT Marketing" will help you better understand the company and its values.

Another good idea is to create short podcasts about workers. LTD "TBT Marketing", because they are an integral part of the success and the heart of the organization.

Creating podcasts will allow LTD "TBT Marketing" to radically stand out from other companies. Let's face it, there aren't many companies producing podcasts for their clients these days. So, if a company does this, you will see among all the companies that have not yet included podcasts in their communication strategy.

To figure out how much money LTD "TBT Marketing" needs to produce video podcasts and promote them on Facebook and Twitter, we'd have to consider the costs of actually making the podcasts, marketing them on social media, and any extra fees like equipment rentals or hiring help.

Some things that'd impact the budget [58]:

Equipment: Cameras, mics, lighting kits and editing software can vary a lot in price depending on the quality. It could be a few hundred to several grand.

Production costs: How much it costs to shoot a podcast depends on where you film, crew size, talent fees and post-production work. A simple podcast with minimal editing and a small crew might be a few hundred per episode, while a big, fancy production with multiple locations, a bigger crew and pro talent could easily be several thousand per episode.

Promotion spend: How much you spend promoting the podcast on Facebook and Twitter would depend on your ad budget, target audience and how much reach you want. This could range from a few hundred to several thousand per campaign.

Based on all this, we could estimate creating and promoting video podcasts might cost anywhere from a few hundred per episode to several grand per episode. So LTD "TBT Marketing" needs to figure out their specific needs and budget to get an accurate cost estimate.

Creating podcasts also allows to bring something new to the business. And that's what customers want, innovation and news. If today the company offers the same services

as the competitors, if you adopt the same strategy as them, the company LTD "TBT Marketing" will get lost in the same crowd. The risk may be that it will dissolve in the mass of other companies and it will be difficult for potential customers to reach them.

So the company need to remember to stand out, stay authentic, base your marketing communications strategy on people. Today, it is very easy to combine all these qualities in a single marketing communication of this strategy. It's just a matter of creating audio or video content. Indeed, creating audio content such as podcasts can evoke emotions in customers.

In summary, the research highlights the importance of digital marketing tools and the role they play in consumer behavior and trends. Social media continues to be a critical factor for consumers' purchasing decisions, and B2B buyers also consider it important when deciding to buy. The data suggests that Facebook, YouTube, Twitter, Instagram, and LinkedIn are the most commonly used social media platforms.

Therefore, it is essential for companies like LTD "TBT Marketing" to leverage Facebook ads to reach their target audience, drive engagement, and achieve their marketing goals. By following best practices and continuously optimizing their campaigns, LTD "TBT Marketing" can maximize the benefits of Facebook ads and grow their business in the digital age.

Additionally, the use of video podcasts is an effective way for the marketing agency to differentiate itself from competitors and establish itself as a thought leader in its industry. Creating engaging and informative content that combines visuals and audio can connect with the target audience and promote the brand. By staying authentic and innovative, and basing marketing communications on people, LTD "TBT Marketing" can effectively communicate its message to potential customers and evoke emotions through audio content such as podcasts.

CONCLUSIONS AND PROPOSALS

The first chapter of the work shows that digital marketing has become an essential part of any company's marketing strategy in today's digitally-focused world. With the rapid developments in social media influencers and marketing, it has evolved significantly from the early days of email advertising and search engine optimization. Companies now utilize various digital advertising elements such as search engine optimization, content marketing, social media marketing, email marketing, videos, influencer marketing, conversion rate optimization, and pay-per-click (PPC) to reach their target audience and stimulate business growth in a highly immersive manner.

The success of a digital marketing strategy is absolutely crucial for companies to achieve their business objectives and establish a formidable online presence. There are numerous digital marketing tools available to companies to help them effectively implement their strategies in a compelling fashion, such as analytics and trackers, customer relationship management software, social media management software, marketing software, and search engine optimization tools. These tools are useful for automating digital marketing campaigns, monitoring performance, and optimizing efforts to achieve far better results.

As a continuously changing area, businesses must keep up with the latest trends and technologies to remain competitively dominant in their digital marketing efforts. With the immense amount of data and information available, it is also necessary for companies to comply with best practices in ethics and responsibility when marketing online in order to build trust and loyalty. By staying up-to-date with cutting-edge trends and technologies and adhering to ethical and responsible marketing practices, companies can stay ahead of the competition and cement their leadership position.

Digital marketing has revolutionized how businesses forge connections with their target audience, offering tremendous potential for companies to achieve their business goals in a fast-evolving and fiercely competitive digital landscape. By implementing a strategically sound digital marketing strategy and using the appropriate tools, businesses

can deliver profoundly impactful audience reach, establish a robust brand awareness, and increase business growth exponentially.

Overall, the significance of digital marketing in today's world cannot be overstated. It offers companies immense potential to reach their target audience at scale, establish a renowned brand presence, and achieve their business objectives with ease. As technology and trends continue to evolve at breakneck speed, companies must remain relentlessly vigilant in their efforts to stay on the bleeding edge and competitively dominant in the digital marketing space.

The second chapter analyses LTD "TBT Marketing" and the digital marketing industry in the UK. LTD "TBT Marketing" is a small marketing agency in Frome, England that has managed to establish itself as a player in the IT industry by offering a range of services, including content marketing, website development, and social media management. Despite its size, the company has shown remarkable financial growth and stability due to its efficient financial management and market adaptability.

The digital marketing industry in the UK has seen significant growth over the years, with a 5.1% growth rate in 2020, even amidst the COVID-19 pandemic. Online advertising spending in the UK is the highest globally, and the industry is expected to continue to grow at a CAGR of 9.3% over the next five years, driven by increased internet usage and growth in online retail sales. However, headwinds such as inflation and uncertainty surrounding the Russia-Ukraine conflict may slow down business spending on advertising in the future.

To increase its visibility on the internet, LTD "TBT Marketing" employs a range of digital marketing tools, including SEO, SEM, PPC advertising, and social media marketing, particularly on LinkedIn. The company's website is designed with an easy user interface and provides customers with access to ebooks and forms. By leveraging these digital marketing strategies, LTD "TBT Marketing" is well-positioned to showcase its professional excellence and attract new potential customers.

The research on digital marketing and the tools used by companies provides valuable insights into consumer behavior and trends. Companies like LTD "TBT Marketing" should pay close attention to these trends and use the most effective digital marketing

tools to reach their target audience. The digital marketing industry is expected to continue to grow in the UK, and companies that can adapt and stay ahead of the curve are likely to see success in the future.

The third chapter shows the research and new digital marketing tools for LTD "TBT Marketing". Research on digital marketing and the tools used by companies has provided valuable insights into consumer behavior and trends. The data shows that social media has become an integral part of consumers' daily lives, with mobile devices being the main driver. Despite a slight downturn in growth rate, social media is expected to continue to play a significant role in consumers' purchase decisions. B2B buyers also rely heavily on social media to make purchase decisions, with Facebook, YouTube, Twitter, Instagram, and LinkedIn being the most commonly used platforms. Companies like LTD "TBT Marketing" should pay close attention to these trends and leverage the most effective digital marketing tools to attract new potential customers.

This research provides valuable insights into the world of digital marketing and the various tools used by companies to attract potential customers. The public opinion survey helped to understand how people react to advertising and what type of advertising they prefer, which can help companies make informed decisions about their digital marketing strategies. The data presented in Figures 3.1, 3.2, 3.3, and 3.4 gives a clear picture of the global attitude towards the Internet, social media, and the most popular social networks used by B2B buyers to make a purchase. It is clear from the research that social media continues to be an integral part of consumers' daily lives, and it is expected to grow steadily in the coming years. The most popular social networks are Facebook, YouTube, WhatsApp, Instagram, and TikTok. B2B buyers mainly use Facebook, YouTube, Twitter, Instagram, and LinkedIn to make a purchase decision.

Therefore, companies need to have a strong presence on these platforms to effectively reach and engage with their target audience. They also need to adapt their digital marketing strategies to reflect changing trends and user behavior, such as the decrease in daily online time for female internet users ages 16 to 24. Overall, this research highlights the importance of digital marketing and the need for companies to stay up to date with the latest trends and tools to achieve success in their digital marketing efforts.

Using Facebook ads can be a powerful new digital marketing tool for LTD "TBT Marketing". By leveraging the power of Facebook's advertising platform, a company can achieve several important marketing goals. One of the main advantages of Facebook ads is that they allow for highly targeted advertising. With Facebook's advanced targeting options, a business can ensure that their ads are only shown to specific demographics and interest groups, helping to ensure that their marketing is reaching the right people. Another benefit of Facebook ads is that they offer a variety of ad formats, including video, image, and carousel ads. This means that the company can create advertisements that are visually appealing and effectively communicate their message to potential customers. Facebook ads also offer high measurability, which is crucial for effective digital marketing. By tracking key metrics such as impressions, clicks and conversions, a business can gain valuable insights into what works and what doesn't, and adjust their strategies accordingly. Finally, Facebook ads can be a cost-effective marketing tool. By being able to set budgets and bid for ad placements, a business can ensure they are getting the most bang for their marketing spend. The company also faces potential challenges in using Facebook ads. For example, creating compelling ad content can be time-consuming and requires a deep understanding of the platform and its audience. In addition, competition for ad placements can be intense, which means a business may need to invest in more precise targeting options or higher ad bids to achieve its marketing goals.

Using video podcasts is a great new tool for digital marketing by LTD "TBT Marketing". By using this tool, a company can achieve several important goals. One of the main benefits of video podcasts is that they can help increase engagement with potential customers. By producing quality content that provides valuable information about the company's services, the company can establish itself as a thought leader in the industry and build trust with potential customers. Another advantage of video podcasts is that they can be precisely targeted. This means that a business can use this tool to target specific demographics and stakeholders, helping to ensure that their marketing is reaching the right people. Video podcasts can also be a great way to showcase a company's personality and culture. By interviewing employees or presenting the company's work environment, the company can create a stronger connection with potential customers and

differentiate itself from the competition. In conclusion, video podcasts can deliver measurable results, which is critical to effective digital marketing. By tracking engagement and conversion rates, a business can gain valuable insights into what works and what doesn't, and adjust their strategies accordingly. A company can face potential challenges using this tool. For example, producing high-quality video podcasts can be time-consuming and technically challenging, and a company must invest in the necessary equipment and expertise to create engaging content. However, video podcasts offer many potential benefits for companies like LTD "TBT Marketing". By using this tool strategically and thoughtfully, a company can build a stronger brand, connect with potential customers and achieve significant business results.

My proposal for the company is to increase the marketing budget for the implementation of new digital marketing tools.

There are several reasons why it's important for LTD "TBT Marketing" to invest in its marketing budget:

Increased visibility: Investing in marketing efforts can help increase the visibility of the company's products and services to potential customers. By creating video podcasts and promoting them on social media platforms like Facebook and Twitter, LTD "TBT Marketing" can reach a wider audience and increase brand awareness.

Increased sales: A well-executed marketing strategy can help generate leads and convert them into customers. By investing in marketing, LTD "TBT Marketing" can potentially increase its sales and revenue.

Competitive advantage: In today's competitive market, businesses that don't invest in marketing risk falling behind their competitors. By investing in marketing, LTD "TBT Marketing" can stay ahead of the curve and stand out in the market.

Building brand reputation: Effective marketing can help build a positive reputation for a brand. By creating high-quality video podcasts and promoting them on social media, LTD "TBT Marketing" can establish itself as a credible and trustworthy company in its industry.

Overall, investing in marketing can provide numerous benefits for businesses, and it's essential for LTD "TBT Marketing" to allocate a sufficient budget towards its marketing efforts to stay competitive and grow its business.

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