

E-Marketing Strategy and its Development Trends

Hassan Ali Al-Ababneh¹,

¹ Faculty of Administrative and Financial Sciences - E - Marketing and Social Communication, Irbid National University, Irbid, Jordan, hassan_ababneh@inu.edu.jo

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Abstract

The research is aimed at identifying the main trends in the development of digital marketing in modern conditions of instability and transformation of the world economy under the influence of global imbalances. Conceptual approaches to the formation of a marketing strategy have been developed, taking into account modern trends in electronic marketing in the world. To determine the key elements of a digital marketing strategy, tools of critical theoretical and methodological analysis were used. Using the tools of statistical and retrospective analysis of modern trends in the development of the global advertising market by its main types, as well as its profitability, it is substantiated that the use of modern tools for promoting goods and services allows to optimize the level of costs, as well as to ensure the growth of strategic financial indicators of organizations.

It has been shown that in modern business conditions, the effectiveness of marketing activities is achieved due to the optimal ratio of innovative Internet technologies to the marketing complex of the organization. For the first time, scientific and methodological aspects of the analysis of the peculiarities of the use of Internet technologies in the world are proposed, depending on the sources of Internet resources, the tools used and the types of technical devices that should be taken into account when forming the marketing strategy of the organization in order to ensure the achievement of all strategic goals.

Keywords: E-marketing, marketing strategy, contextual advertising etc.

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I. Introduction

The intensive development of the digital economy in the world and the introduction of innovative business tools determine their application and use in all sectors of the economy of developed countries. The development and practical use of these tools and technologies provide all the prerequisites for creating a new era of marketing - electronic marketing. Electronic marketing and its use in practice have a significant impact on a number of business areas: the music industry, banking, the market of portable electronic devices (mobile phones, players, televisions, digital technology, etc.), the development of new and improvement of existing marketing tools. The digitalization of the economy and global markets leads to the intensive development of electronic marketing. E-marketing has a very significant

impact on a number of business processes in the financial sector and the activities of banking institutions: from the introduction of new technologies in financial transactions to the emergence of new products related to the digital sphere. This influence is expressed in the use of modern concepts and methods of electronic marketing in the strategic management of the bank, which ensures increased customer loyalty, increased share of competitive positions in the financial market, the formation of image and brand awareness, which are the main levers for achieving strategic goals. Today, most banking institutions offer their services through the use of the basic elements of Internet marketing, and global changes in the global financial market determine the top management of banks to review their business strategies. The bank's strategy in the current context should be based on reducing

costs, optimizing the portfolio of financial resources and using electronic marketing elements as a key tool that will help achieve strategic goals. The main element of electronic marketing, which is the most applicable in the banking sector, is online banking. Online banking is becoming more convenient for the client, as it eliminates the need to visit the bank. Online banking today is one of the fastest growing sectors of the Internet business, which reduces operating costs and optimizes existing processes using Internet technologies, and the ever-growing Internet bandwidth plays an important role.

II. CURRENT TRENDS IN THE DEVELOPMENT OF E-MARKETING IN THE WORLD

The intensive process of introducing innovative technologies into the real economy in the current environment causes the transformation of relevant markets at national and global levels. The innovations of today highlight the digital technologies that they are widely used in various types of economic activities and act as drivers of intensive development. The proposed technologies are gaining in popularity in the marketing field because they can be used to optimize key processes. The use of digital technology companies is not only expand communication with the target audience, but also increase conversion rates overall. In a highly competitive environment, companies are faced with the important task of finding the best mix of digital tools for maximum results. Analyzing current trends in the development of digital technologies, it is worth noting that about 44% of users use the Internet in various industries. Online stores, online banking, online auctions have become more popular and are gaining intensive development in the world. Unique items that once could only be bought in major markets can now be bought at online auctions, such as eBay. The number of such auctions has greatly influenced the prices of unique and antique items. If before it was difficult

to find out price information, now you can find out the price of a similar item at the auction. More and more sellers of similar products conduct their business online while at home, which has a positive effect on the advertising industry. It should be noted that over the past few years, the volume of online advertising has grown significantly and reached tens of billions of dollars per year, and advertisers are actively changing their preferences, and today online advertising already occupies a larger niche than advertising on radio and TV. In the modern functioning of a market economy, it is quite difficult to find an enterprise or organization that does not conduct business on the network and does not use Internet technologies or electronic marketing elements in its activities. Growth trends can be monitored by the constant growth of trading Internet sites that have ceased to be bulletin boards and use modern elements of electronic marketing, which allows them to turn into large Internet corporations that provide a wide range of marketing services. The development of Internet technologies and their use in marketing increases the cost of participation on these sites and ensures their privileged membership, despite the fact that their number, level of competition and demand also increase. The development of digital technologies in the world and their application in the marketing activities of organizations is due to the need to optimize costs, increase the number of consumers, increase their loyalty to the product or service being produced, and maximize profits, which is achieved by increasing sales through the use of Internet technologies. Achieving these goals is possible using innovative marketing tools such as website promotion, promotions and targeting, which allows online users to make online purchases. Current trends in the development of Internet technologies in the world and their use by the world's population are presented in Fig. 1.

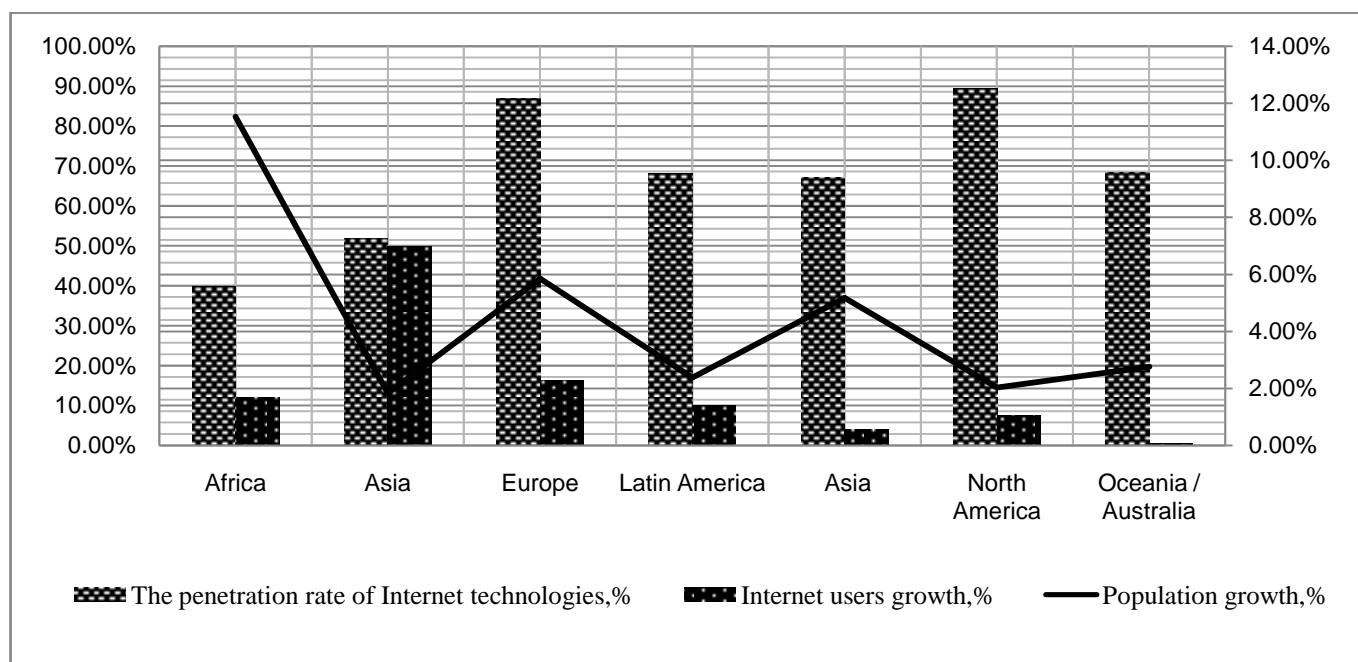


Fig 1: Current trends in the development of Internet technologies in the world and their use by the world's population

Sources: compiled by the author (World statistics, 2019)

Global Internet marketing specialists are developing new strategies for optimizing keyword search systems, constantly offering new content and tracking its distribution on the site, which ensures the effective promotion of goods and services on the network while developing innovative types of advertising such as SEO (a set of measures for internal and external optimization to increase the position of the site in the results of search engines for specific user requests, in order to increase network traffic (for information resources) and potential customers (for commercial resources) and subsequent monetization (revenue) of this traffic), RSS (is a family of XML formats for describing news feeds, article announcements, blog changes, etc.) and others. The rapid development of advertising is observed in mobile applications. So Google found that 72% of mobile phone users prefer sites with a mobile version. They spend 86% of their time using mobile applications, and 45% of all mobile advertising campaigns offer users download

applications. 85% of smartphone owners prefer standalone applications to mobile versions of sites. It should be noted that the segment of E-marketing and advertising is growing both in the consumer sector and in the B2B market, which is explained by the main advantages of this direction: interactivity, the ability to target as accurately as possible, the possibility of post-click analysis, which leads to the maximum increase of such indicators as website conversion and ROI (is a financial ratio illustrating the return and loss rate of a business, taking into account the amount of investments made in this business) of Internet advertising. Today's E-marketing is quite effective when using online the ability to accurately track statistics, multiplied by the ability to be in relatively constant contact with consumers, both in B2B and B2C sectors. The above stated the need and relevance of the development and use of the main methods and tools of E-marketing in business to ensure

competitive positions in the market and achieve their goals.

III. DIGITAL ECONOMY DEVELOPMENT AND MARKETING TRANSFORMATION

The competitiveness and effectiveness of the business at the present stage of the functioning of the world market is one of the most important areas. A rational strategy of the organization, its correctness and formation, taking into account the use of innovative methods and Internet technologies, as well as their application in combination with a marketing mix, ensure the achievement of the desired financial results and customer loyalty. To study the basic approaches to the development of innovative marketing methods and tools, one should consider the historical development of approaches to the use of marketing tools and technologies in business. The scientific work of a group of scientists deserves special attention, since: research The work of the following group of scientists, such as: (Kayumovich and Annamuradovna, 2020), (Samran and Wahyuni, 2019), (Suppatvech and Godsell, 2019), which in their scientific works highlight the intensive development of Internet technologies as the main source of modernization of existing marketing concepts dedicated to the study of the main theoretical aspects of the development of innovative technologies and their application in marketing. This approach is based on the classical method of forming a marketing strategy with more advanced elements of the marketing mix, their planning and promotion, but they do not take into account global transformational features and trends in the organization of electronic marketing, which requires a more detailed study and confirms the relevance of this research topic. The development of Internet technologies and their role in the daily activities of organizations are considered in the

scientific works of a group of scientists, such as: (Koev and Tryfonova, 2019), (Krizanova, 2019), (Chheda, 2019), (Al-Weshah, 2020) that highlight Internet technology as a tool to ensure the effectiveness of marketing activities.

This approach has made a special contribution to the development of the theory of the use of innovative technologies in marketing activities and communications. This approach considers Internet marketing as a fundamental concept of managing organizations in the face of modern global imbalance in the global economy. Despite the global approach to the study of the use of innovative technologies in marketing, the formation of an electronic marketing strategy in modern conditions is very important, which requires a deeper analysis and study. The need to use electronic marketing in the practical activities of organizations of various sectors of the economy is considered in the scientific works of scientists: (Brenstein, 2019), (Turobovich and Uktamovna, 2020), (Chaffey, 2019), (Liew, and Falahat, 2019), (Abu-Naser and Al Shobaki, 2018), (Shaban, 2020) that describe the main opportunities and prospects of using electronic marketing and its use on the Internet to promote products and services in the field of finance and tourism activities. However, these approaches are considered in stages for each industry, as a non-integrated application in all areas of activity, which does not allow a holistic view of the trends in the development of electronic marketing and requires further study. A critical analysis of basic research in the field of marketing theory and the development of innovative tools and Internet technologies, as well as their application in the practice of marketing activities of organizations and enterprises, indicates the absence of a unified approach to the formation of e-marketing strategy. Global changes in the global economy under the influence of environmental instability require a review of the concepts and strategies for organizing events that should use the key elements

of electronic marketing. It should be noted that in modern conditions there is a need to apply innovative technologies in business practice, implemented by forming an effective e-marketing strategy. In order to consider the features of the formation of an e-marketing strategy, it is necessary to structure its main components. For a more detailed study of current trends in the development of electronic marketing, it is necessary to consider a map of the goals and characteristics of marketing research. To interpret the results, it is very appropriate to study and evaluate the features of client's life cycle management and study its display on the Internet. An electronic marketing strategy is not possible without the use of Internet technology. In order to interpret this rationale, it is necessary to consider the use of the Internet in terms of devices, types of the Internet and the sites used.

IV. MODERN E-MARKETING AND ITS COMPONENTS

E-marketing today is more than selling information products. At the moment, there is a trade in information space, software products, business models, as well as many other goods and services. Companies such as Google, Yahoo, and MSN took to a new level and segmented the Internet advertising market, thereby offering small and medium businesses local advertising services. Return on investment has increased, while expenses have decreased significantly. This type of marketing has become the basis for modern capitalism, which enables anyone who has an idea, product or service to reach the largest possible audience. The use of the term "E-marketing" usually means the use of direct response marketing strategies that are constantly used in direct mail, radio, and in TV commercials, only here they relate to the business space of the Internet. These methods have become very effective when used on the Internet due to the ability to constantly monitor statistics, which is

enhanced by the ability to be in relatively constant contact with the consumer, both in B2B and B2C sectors (business consumer). This precision analysis is now widely used, so it is increasingly possible to see terms such as ROI (return on investment), conversion rate (website conversion). It also allows instantly getting sales and demand statistics, etc. Modern E-marketing cannot be aimless. Therefore, before planning your marketing campaign, you need to decide why your site needs them. First, it is necessary to learn to distinguish flies from cutlets. Placing ads on a specific list of key queries or displaying a site in the top search engine is not the goal of E-marketing. Taking a closer look at the pyramid structure of online marketing, we can conclude that it is multicomponent and also includes an exclusive sales proposition; setting of business goal of a company that has a website on the network; work principles of this company; its top priorities and values. The main areas of Internet marketing in modern conditions are as follows:

- Promotion of a company includes work with branding, the formation of all kinds of components that will increase the brand recognition, build up a clear opinion of a potential consumer about it, which will create the desired image that will positively affect the development of the company; recognition is the main part of branding, and is the most important part of it. The recognition will tell how the target audience is aware of the brand and increase the awareness of brand information. In this respect, additional emphasis could be given to such indicators of E-marketing as the recreation of information on various media channels, the viral effect, etc.
- Sales work includes offline stimulation - an increase in the sales coefficient offline via the Internet; increase in sales over the Internet. This indicator is most focused on

the web resource conversion indicators; introduction into the market of a completely new product or service.

- Intermediate goals include reducing the level of costs that are needed to attract new customers, their retention, guarantee quality service; increasing the level of effectiveness of advertising campaigns, regardless of whether they are carried out on the network or outside; forming a positive opinion about a product (goods or services) that launched to the market with electronic marketing tools; conducting analysis as well as various studies that make it possible to understand the needs of the target audience, its consumer preferences, etc.

The above-mentioned E-marketing goals, which are the most common and used in marketing activity, in reality are never set separately and require a comprehensive statement of the problem. More often, these E-marketing goals are used in various combinations, betting on what is currently most relevant for a particular site, as well as for a particular company. Considering the historical paradigm of the functioning of E-marketing, it was not marketers who began to deal with it, but “computer scientists”, as they were then called. Such specialists spoke their own language, and the essence of their activity was to create ways to deceive search engines, which contributed to a more loyal promotion of goods and services. This is due to distortions in the marketing strategies that arise today, which are presented in table 1

Distortions in marketing strategies	
Distortions towards psychology, the user journey, his experience and interaction with the brand	Distortions towards Internet tools and tactics of the right level
1) Digital, interactivity, sociality 2) User journey 3) Love, communication 4) Insights, takeaway, workshops	1) “Our strategy was to make people play the game, register through social networks and recognize the brand” 2) Lead Generation Strategy: 10 came, 2 left, 2 returned 3) Increase in sales: site + context + phone + analytics = ROI

Source: Compiled by the author based on (Kartajaya and Kotler, 2019), (Mols, 2019).

Based on this, in practice, top management often asked the question: How to build an E-marketing strategy? The basic principles of classical marketing, which are currently not related to the Internet, are the following. At the first stage in marketing, there were two main principles: product orientation (4P) and market orientation (4C). The main goal of the company in this case is to fill the market with a large amount of inexpensive product, one that suits any potential client. These companies from the beginning were promoted through such competitive advantages as expert study of the

product and everything connected with it, constantly enhancing and improving it.

The marketing base of such companies was four main parameters: price, product, promotion and place. Market Orientation (4C) is a more subtle approach focused on attracting customers and working with these customers. Those who worked according to this company’s scheme gained an advantage in the market due to the fact that they knew the needs of customers and produced exactly the product that they needed. From the beginning, marketing of such companies was based on four other parameters: consumer (the customer is King and God), cost (the costs for

need satisfaction), communication (two-way communication with the client, replacing intrusive and aggressive advertising) and convenience (convenience of product purchase). The optimal and most correct solution was to combine 4P and 4C. As a result, we got a compass model that contains all the necessary and takes into account the needs and requirements of the client; culture as well as society; circumstances from the region's climate to international relations; economy; consumer training, familiarity with the product; communication and channels of mutual work with clients; cost; marketing entity; product binding; safety as well as guarantees; the company itself (Kartajaya and Kotler, 2019)

It should be noted that it is necessary to share what concepts we should realize for ourselves from classical marketing, so that later we can use it in E-marketing. The first is the user journey from the formation of needs to the purchase and use of the product. This journey covers the search for a solution, as well as the collection of information and the first acquaintance with the product. A potential client can see product information in various channels of contact with content: on TV, radio, on the Internet, on a billboard, etc. One of the most important issues for any company is the conditions for entering the market leaders. One of the most important issues for any company is the conditions for entering the

market leaders. This information can also be taken from classical marketing. It is proved that in order to outperform competitors in your niche, a company must have an advantage in at least one of three main parameters: operational excellence, the quality of a product or service, and customer orientation. The other two parameters should be at a level that can be estimated as minimally expected].

The main trick is that customers cannot have specific expectations in unformed markets. At first glance, this greatly complicates their attraction, but in fact, missing expectations are easiest to form. Everyone is successfully using this in their E-marketing strategy. All of these principles are exactly the same for the Internet. Thus, developing an e-marketing strategy, in our opinion, the most rational modern realities are audience segmentation, the search for a “golden mean” for each of its categories; selection of optimal methods of attraction: creative approaches to communication with customers, media strategy and all key components (Mols N., 2019). Based on the above, it should be noted that to achieve the strategic goals of the organization and ensure effective functioning, it is necessary to use the key components of the E-marketing strategy. E-marketing strategy in the current context is shown in Figure 2.

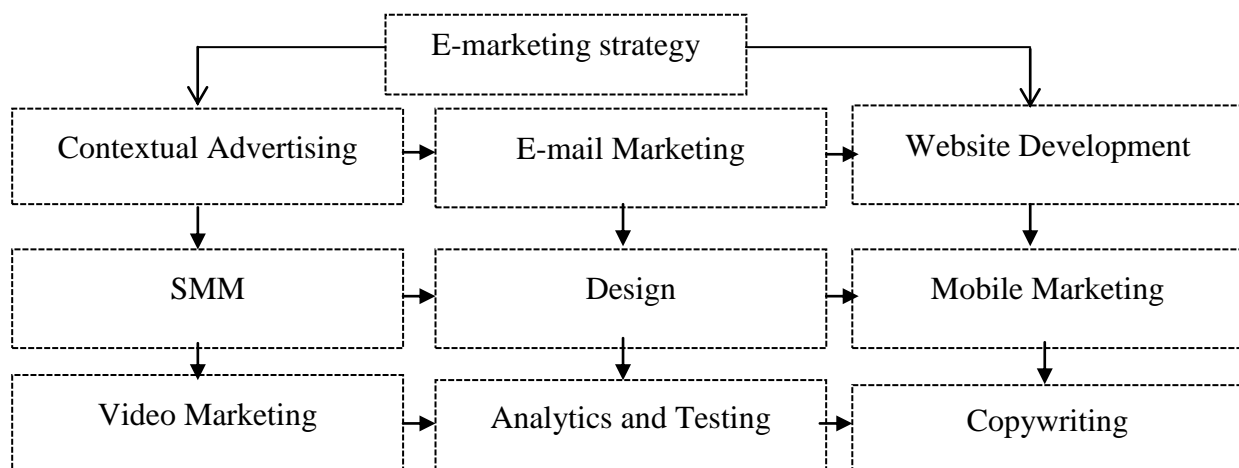


Fig 2: E-marketing strategy in the current context

Sources: compiled by the author (Al-Weshah, 2020; Chaffey, 2019)

Initially, the company should have a business model. Without a business model, it is useless to start something at all. Therefore, it is necessary to draw it, if this has not been done before. In the process, you can see a lot of new and interesting

things, and you will also have to answer many questions. Based on the business model, a goal map will be created for implementing the E-marketing strategy. A map of key goals of E-marketing is shown in Fig. 3.

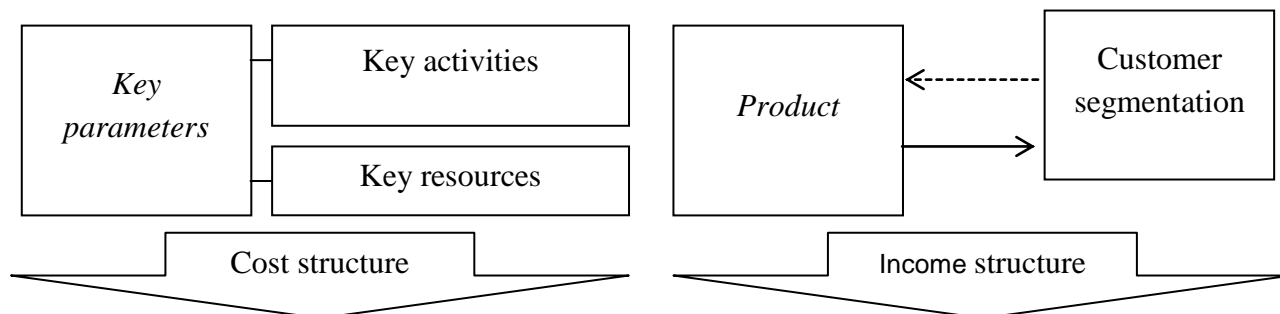


Fig 3:Map of key goals of E-marketing

Sources: compiled by the author using data (Mols, 2019; Chaffey, 2019)

The next stage of the study, in our opinion, is to consider the main stages of creating an E-marketing strategy. The strategy should not be too detailed, but understandable to managers and shareholders. The development strategy will gain detail in the marketing complex of tools with which it will be implemented. Let's imagine that a strategy is not created by a company, but by an electronic marketing agency. The first step is a briefing. This is a series of several very lengthy meetings with the client, during which the agency will receive all the necessary information to create a strategy. Also, agency staff should receive the results of all studies, if any (Brenstein, 2019). The main objectives of the briefing are to clarify the following points: ideas, company values, development strategy, brand platform, if any; unique sales proposition; audience segmentation, cohorts, analytical evidences; minimum and maximum targeting; analytical evidences; marketing mix (tactical actions); client financial statements for the last three years (Chheda, 2019). The main thing is that all information should be confirmed by analytical data.

A strategy based on inaccurate data is most often destroyed, since it has nothing to do with

reality. As a rule, after the first stage, additional marketing research is required. But the user journey can already be determined. The second step is a marketing study. As mentioned above, the creating of successful strategy requires further studies. For example, it can be market studies, audience studies, product studies and competitive studies; analysis of customer marketing database; focus groups and customer surveys (Kayumovich and Annamuradovna, 2020). Studies can provide unique additional information, which is then used in the strategy or is impacted by. For example, a study may show that 90% of customers do not know what your product really is. As a result, there is unformed demand and a complete lack of understanding of the product.

Further studies can help analyse the customer base, configure the control of social cycles of clients. After selecting the right audience, it is possible to move on to the next step - to study its display on the Internet. Based on the information provided, it should be noted that the third step is the analysis of the projection of the market on the Internet. At this stage, it is necessary to analyse the demand in search engines, on similar resources and in social networks. At this stage, an

analysis should be carried out within segments, needs, expectations, objections, formation level and competitiveness (Liew and Falahat, 2019).

It should be noted that that only after all these steps will an E-marketing strategy with a business model be developed. Without this model, the Internet cannot help a weak business. It is necessary to focus not only on direct sales, but on audience segmentation, minimum customer expectations, targeting, proper positioning, market analysis and competitor analysis (Morgan and Whitler, 2019). Due to the fast-growing trade flows in the present world, manufacturers need to expand their marketing opportunities. Thanks to the development of the technological sphere, the application of areas of E-marketing technologies in sales is becoming very urgent now (Yarlykov, 2019).

One of the main factors in mobilizing e-commerce in 2018 was the very high growth rate of mobile Internet. 4G-coverage has transferred most of the potential buyers to the mobile sales sector. The creation of mobile platforms for various shopping sites has become an integral part of modern business. Its adaptation to mobile devices or other electronic resources today is becoming a key task of E-marketing (Luo, J., 2019). From the conducted online survey, it can be concluded that among 300 respondents, 150 people prefer the phone over other gadgets by the type of technical devices in terms of Internet use. The main preferences of users of Internet resources on the use of gadgets are shown in Fig 4.

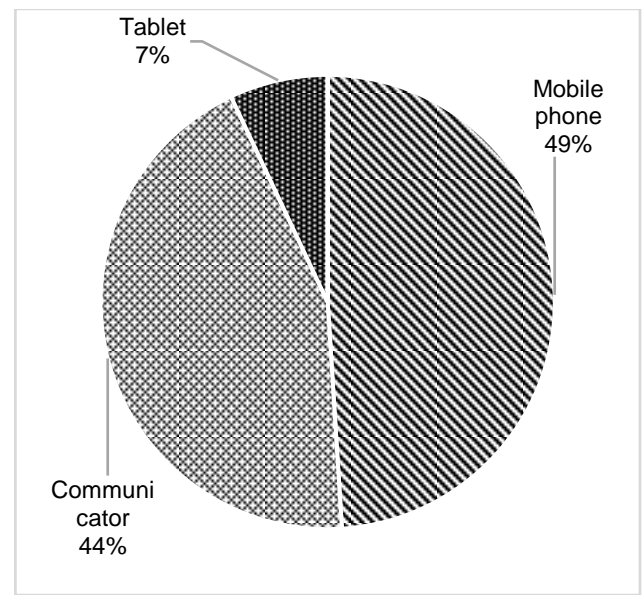
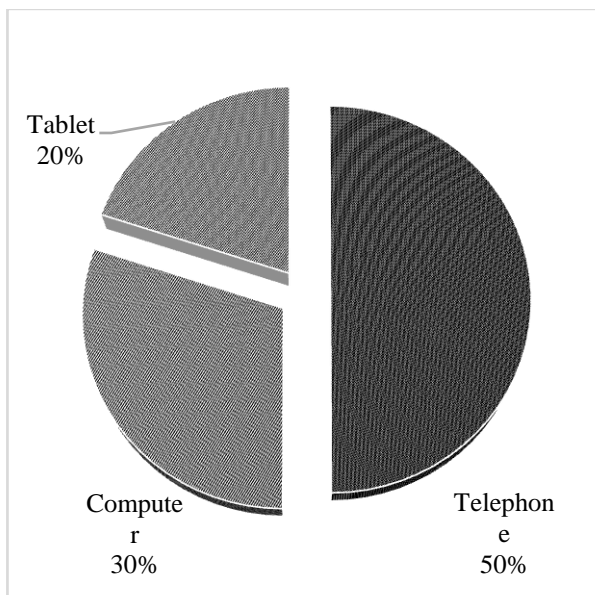


Fig 4: The main preferences and structure of users of Internet resources with the distribution of types of technical devices for accessing the Internet using gadgets

Sources: compiled by the author (Mols, 2019)

The use of electronic marketing in the company will allow the manufacturer to receive the following advantages and additional types of advertising: SMS alerts, automation of payment for goods or services via the mobile network, setting up the feedback function; expanding the target audience; acceleration and automation of

the sale of goods; the possibility of increasing the level of service personally for each client (Mols, 2019).

According to the IT-News magazine, in our country over a very short period of time (from 2015 to 2018) more than 84 million mobile devices were sold, 98.7% of which have the

ability to connect mobile Internet. This study indicates the great interest among PC users of the network to this product of the electronic market. The results of the analysis of one of the most popular research companies - TNS, showed that the number of people who use the mobile Internet in 2018 exceeded 14.5 million people. The marketing activity, which was focused on Internet promotion, created the following areas: promotion of the personal company's blog; use of accounts on social networks; promotion of photo and video

materials. The main tasks that are performed at the end of using the above marketing tools are shown in Fig. 4.

In the process of introducing additional platforms to the Internet, marketing activity is gradually moving to a new, very high level. The ability of companies to use differentiated platforms can qualitatively increase the percentage of potential buyers' trust in the company's brand, which appears on the network through continuous influence through indirect resources.

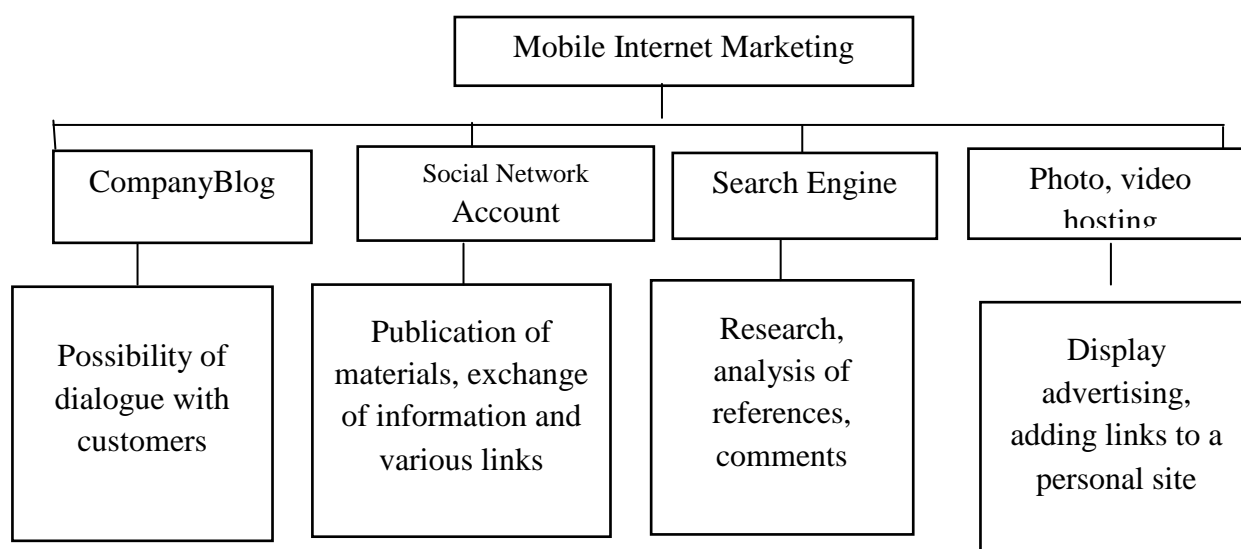


Fig 5:Using additional platforms in the field of mobile Internet in order to improve the quality level of the audience

Sources: compiled by the author (Chaffey, 2019), (Chheda, 2019).

Partial gaps at the legislative level expand the advertising opportunities of such companies that cannot afford the provision of advertising products in the media. Within the framework of the E-marketing program of firms and organizations, this category has appeared more recently. It has a close relationship with the development of the mobile electronic market. The countries of Europe and the USA use the capabilities of "viral" marketing at full capacity. They have been providing dynamic development of this direction on YouTube, etc. Also, the maintenance of "viral" marketing occurs in social networks by playing video and audio clips (Liew and Falahat, 2019). The use of "viral" content on

the Internet market in our country by ADME.ru company showed that today a certain group of organizations has been formed that are leaders in this segment. These organizations own more than 50% of the viral advertising budget. The organizations specialize specifically in the production of viral marketing products. The rest of the market is divided between large advertising agencies, TV studios and freelancer groups (Al-Weshah, 2020). All companies-customers of "viral" advertising in our country can be divided into two categories:

- The main large brands to maintain their high status online.

- Companies developing an innovative product whose key goal is access to the electronic market.

The industry structure in this case does not play a decisive role in the market. It is almost impossible to have an exact definition of which goods and services are most promising for viral marketing. However, the leading video hosting YouTube, as a

result of monitoring the “viral” video content, determined the direction of the central customers of the "viral" advertising by type of activity (Lebedeva and Bulganina, 2018). The structure of viral advertising products by companies and customers of viral video content in the electronic market are shown in Fig. 6.

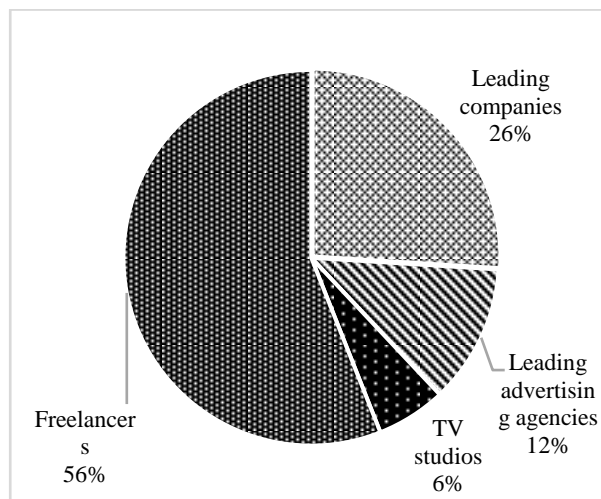
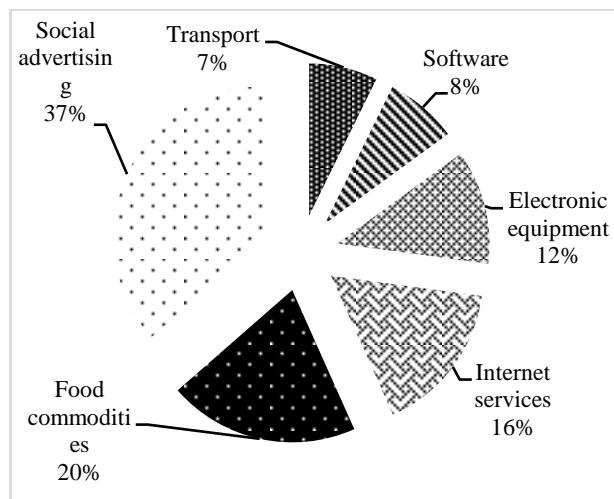


Fig 5: The structure of viral advertising products by companies and customers of viral video content in the electronic market

Sources: compiled by the author (Al-Weshah, 2020).

It should also be noted that the largest part of the customers of "viral" advertising is the producers of tangible products, which is able to say about the popularity of this type of advertising among industrial organizations. Within the research of the trends in the development of E-marketing in our country, it is also necessary to highlight a significant increase in the scope of contextual advertising. According to one company (SEO-

news), in 2016, among the most popular services on the Internet advertising market, this service occupies about 23% of the total volume of an advertising product. The main participants of the contextual advertising market and the most popular services in the field of promoting electronic resources as of January 1, 2019 are shown in Fig 6.

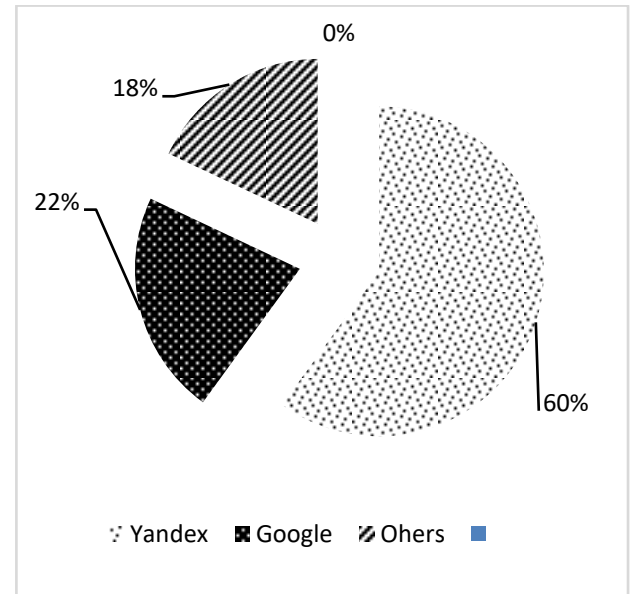
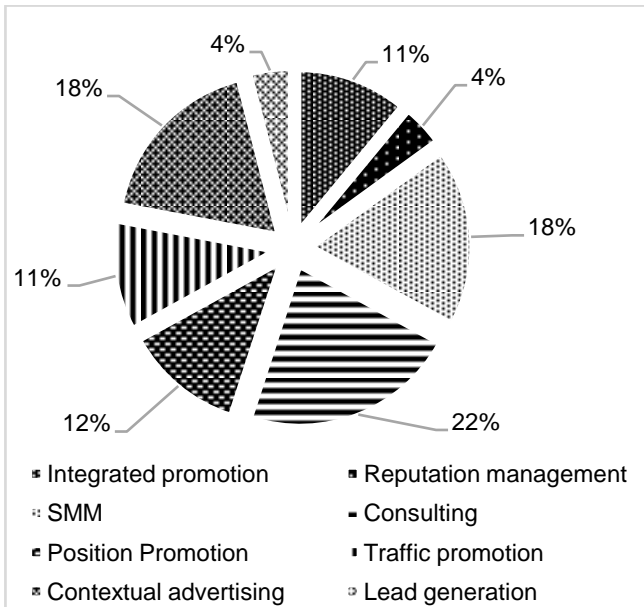


Fig 6: The main participants of the contextual advertising market and the most popular services in the field of promoting electronic resources as of January 1, 2019

Sources: compiled by the author (Al-Weshah, 2020).

The following most successful organizations and companies can be identified between the contextual advertising market participants representing this service: Yandex and Google. For 2018, the contextual advertising market was divided between them as follows. The through the use of innovative Internet technologies. To maintain a competitive position in the global markets for goods and services, top management of organizations must take into account the need for digitalization and an individual approach to each consumer in order to increase their loyalty to the organization and brand, as well as ensuring the promotion of goods and services through online communications. The rapid expansion of Internet marketing in our country should be a priority for companies that plan to make their business successful. European electronic market statistics enable companies to monitor global trends and use Internet technologies on their platforms.

V. CONCLUSION

In the study, the author considered the main theoretical aspects of the formation of an e-

marketing strategy and its development trends in modern conditions. A detailed critical analysis of existing research in this area allowed us to determine the conceptual need for the use of innovative technologies and tools in marketing. The transformation of the global market and the rapid development of innovative technologies and tools, as well as the spread of the Internet in business, made it possible to justify the need to develop an organization's electronic marketing strategy and the need to use modern trends. According to the results of the study, it should be noted that electronic marketing, regardless of the listed problems and others, is only a way of developing companies in the modern world. The main component of this path is and will be the choice of the right tool that determines the commercial success of the company. In the near future, the development of electronic marketing will be dynamic, progressive and, most importantly, beneficial for all participants in the modern economy. It should be noted that today's electronic marketing has the following significant meanings: the use of video hosting for the purposes of PR of its products and brands; creation of virtual platforms that will contain information about the real market, manufacturers and distributors;

significant redistribution of the market for electrodes in mobile structures; The growth of viral marketing is due to the popularity of social networks and video platforms, which confirms the need to develop an email marketing strategy in modern conditions. Based on the developed methodology for studying modern trends in e-marketing, the main components are identified that are most used in the formation of a marketing strategy in world-class companies. The structured elements, conceptual components of the marketing strategy and their shares in the marketing market have been highlighted to determine current trends and the most used channels with which it is possible to promote goods and services. The results of the study can be applied in the practical activities of organizations in the formation of marketing strategies, which are based on the use of digital technologies taking into account global changes and transformations, which will ensure consumer loyalty and find an optimal niche in the world market and by identifying the most interesting marketing directions and components for consumers.

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