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### **СТРАТЕГИЯ СОХРАНЕНИЯ ПОТРЕБИТЕЛЬСКОГО КАПИТАЛА ПОСРЕДСТВОМ ЦИФРОВИЗАЦИИ МАРКЕТИНГОВОГО КОМПЛЕКСА**

#### *Аннотация*

**Предмет/тема.** Статья посвящена анализу маркетинговых стратегий, направленных на удержание потребителей, сохранению потребительского капитала посредством повсеместного внедрения цифровых технологий. Последние инновационные достижения также дают возможность превратить потребителей в лояльных, приверженных бренду в течение всей жизни (long-life value), более того – способствовать их трансформации в «своих адвокатов» (advocates), - практически коллег, перекладывая на них часть работы по реализации маркетинговых стратегий более эффективно и продуктивно. Всевозможные средства массовой коммуникации как online, так и offline в какой-то мере исчерпали себя, и не дают уже желаемого результата, потребители теряют интерес и к SMM рекламе и коммуникационному воздействию. Прослеживается тенденция в современном мире к конвергенции (объединению) цифровых и нецифровых методологий, вовлечению потребителя не только в производственный, но и в маркетинговый процесс, пересмотру понятия маркетинг-микс, достигая таким образом более высокого уровня как эффективности, так и продуктивности.

**Цели/задачи.** В качестве основной цели ставится – исследование потребителя в новых, современных условиях, его поведения, тенденции изменений его желаний и предпочтений, а также возможностей и приоритетов на примере рынка туристической индустрии. Как следствие изменения портрета потребителя меняют свои стратегии компании – это еще один аспект исследования в данной статье – определить и проанализировать факторы среды, влияющие на вынужденную адаптацию корпораций к новым условиям, проследить тренды и динамику таких адаптаций.

**Методология.** Выполнение поставленных задач осуществляется с использованием кабинетных и полевых исследований (в частности, метода наблюдения за поведением потребителей и их взаимоотношениями со стейкхолдерами). Также были использованы методы анализа, обработки и обобщения информации. Поставленные задачи потребовали проведения углубленного анализа поведения потребителя в динамике (от традиционного к цифровому, его предпочтений и предпочтений в новой среде), а также изучения стратегических решений компаний, адаптируемых к новым реалиям в условиях digital-трансформации.

**Вывод.** Нет никаких сомнений в том, что процесс цифровизации открывает новые возможности и формирует новые рынки, такие как рынки направлений, совместного владения брендом, совместного пользования, работы с большими данными, меняет инфраструктуру логистических цепей. В современных инновационных условиях надо больше вовлекать потребителя во все сферы производственной, исследовательской и маркетинговой деятельности, делегировать полномочия и основные функции, формировать потребительские команды, способствовать развитию потребительского маркетинга (peer-to-peer marketing).

**Ключевые слова:** глобализация, социальная и медийная платформа, традиционный маркетинг, синергетический эффект, онлайн и оффлайн коммуникационный комплекс.

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## **RETAINING CUSTOMERS THROUGH DIGITAL COMMUNICATION MIX**

### **Abstract**

**Subject/Topic** This paper research evaluates and analyses how digitalization era influences new marketing strategic decisions in order to capture and retain customer's attention, more than that – turn customers into loyal customers, provide long-life values. Different variety of social media that exists nowadays in all kinds of markets has reached its highest point and no longer as efficient. Customers are losing interest towards SMM etc. The trend, that shaping 2019, is combining digital and conventional methodology and working out new concept for communication mix, that could be more oriented towards customer's values and needs, more effective and efficient. No doubts that digital means of communication have opened new opportunities for all kinds of markets, such as destination marketing, co-branding with other industries, working with big data, collecting, processing and managing different kind of information, changing channelling infrastructure, etc. A lot of functions could not even be fulfilled without digitalization, that brought to the new needs and wants.

**Goals/Objectives** One of the main goals of the paper is customer's behavior analysis in contemporary world, it's changing needs and wants, priorities within destination market, tourist market.

As a result of customer's changing portrait, companies are needed to be adopted to the new circumstances – that's another topic for research and investigations.

**Methodology** The implementation of the tasks is carried out through the use of domestic and foreign literature on this topic, using cabinet and field research (observation methodology in particular, examining customer's behavior and their relationship with stakeholders). Methods of analysis, processing and generalization of information were also used.

In order to fulfill the task in depth, analysis of consumer behavior (from conventional to the digital, customer's changing needs, wants and demands in new environment), as well as new business strategic decisions, adapted to the new realities, was needed.

**Conclusion and Relevance** There is no doubt that digitalization process is opening new opportunities and also initiates new market development, such as destination market, sharing economy and joint ownership, big data, it changes logistic infrastructure, etc. *More customer's involvement to the production,*

*research and marketing activities is needed, as well as forwarding fulfillment of main functions and responsibilities towards customers, initiating peer-to-peer development.*

**Keywords:** *Glocalization, social media platform, conventional marketing, synergy affect, online & offline communication mix.*

The major trend, that shaping 2019, is creating conditions for attracting investments. Emerging countries are really working hard to improve the climate and elevate investment opportunities. Communication mix that means all kinds of strategies to reach customer's mind, is still extremely important. Being a part of Marketing complex, it has to adopt various marketing research tools, including digital technologies, neuromarketing, etc. In order to understand its customer's needs, preferences and make the best strategic decision, marketing strategies need to be target-oriented, specific, adjusted for numerous factors of the internal and external environment and constantly changing preferences of its customers, including the latest technological achievements.

For example, tourism business worldwide is developing rapidly. There are nearly 1.4 billion of total international tourist arrivals in 2018. Its infrastructure is going under a lot of changes. It covers directly or indirectly almost all sectors of the economy – transportation systems, accommodation, governmental organizations, restaurants, banking, insurances, it involves millions of people from different industries. Tourism world nowadays does not cover just tour operators and travellers. It's difficult to cover all industries, affiliated with tourism. According to the Report, made by the World Tourism Organization - UNWTO International Tourism Highlights, 2019 (Analytical statement, 2019).

All kinds of business, including tourism, are coming digital; all aspects of marketing activity are going through digitalization, including research, channelling, communications, and even product design. In the conditions of high competition, when penetration barriers are coming lower, companies are facing the need of extra powerful tools working with customers and clients.

It happened with the growth of Internet influence, globalization, and glocalization. (Glocalization happens when companies are successful on the national level and level of region, and not go globally). Tourist agents, for example, are going through a transition, changing organizational structure, working out different patterns dealing with clients. More than that, even tourist product model requires the latest technologies and innovations. Taking into account that customers nowadays are digital customers as well, it is crucial to understand their changing portrait, needs, preferences, buying behaviour and influences. AIDA Model [Kalinina M., 2017] that characterizes customer's behaviour from A (awareness) to A (Action) through I (Interest) & D (Desire) is changing as well. The purpose is - to shorten or even delete time required for Interest and Desire and push the client directly from Awareness to Actions. It's crucial to realize, that the purpose is not just to sell, but to turn customers to Advocacy (the situation when the client or customer starts working for the company).

Tourism market consumers are also becoming more and more informed, knowledgeable and demanding. Research questions are – what's the role and position of «digital means of advertising» in front of traditional, how much influence do traditional means of advertising have? Can digital substitute traditional means of advertising in the nearest future, how to strengthen communication relations with customers, provide with extra value, increase loyalty, introduce long-life value proposition? High level of competition internationally encourages customers to be more selective, fastidious, and choosy. They want personalized attitudes towards themselves, they want to be involved in the production process (co-production) [1] and set up a tourist proposal for themselves together with the tour operator (seller).

Research methodology used is:

- Cabinet Research (or Secondary information) – collecting and processing data, learning the market, competitions, main players behaviour,
- Field research. One of the field research method, which was used is observation– learning curve examining customer's behaviour, decision-making process, working out so-called «Truth Moments» [9] that requires more time for the client, but at the same time – most crucial for the decision-making process.
- Experience – personal experience through the work as a tour agent for the Russian tour operator «Montparnasse-Tour», also acting as a private tourist, going through all those procedures starting from collecting information, choosing destinations and kind of travel (leisure, education, medical treatment, excursion, just information etc.), evaluating price and propositions,
- Statistics - working with figures, analysing the most profitable destinations for the company that are more popular among clients.

In the research study, it's important to find out how new forms of digital, most of all SMM means of communication, cooperate with traditional (conventional). Can the new ones substitute conventional, can we rely on new technologies, new advertising, digital channelling, online value proposition? In digitalized society the role and importance of SMM is so high, that sometimes we forget about conventional means of communications or think, that it is not valid at all.

The purpose of this paper is to analyse the opportunities of such an integration and work out new patterns and models that has to bring to the synergy affect.

The research brought to the idea, that despite great use and influence of online communication and marketing, at the same time all traditional forms of advertising still of great demand. The appearance of the Internet had a major impact on the marketing world both for providers and consumers. [3]. Also, as stated above, the Internet dramatically changed the market infrastructure, adding new players. All market players, including sellers and buyers, must behave differently. At the beginning of the XXI century, digital forms of advertising appeared at the market with newer prospects for reaching their target audiences. For example, within tourist market, some communication tools, like visitor reviews, media files and recommendations have brought tourism destinations

much closer to potential travellers. Travel business includes and provides more services with all peculiar properties, covers major infrastructure than other businesses. It made it possible to present different forms of advertising and promotion that can reach target audience.

Now it's seen that new communication tools can compete with traditional, looks like that traditional marketing is losing its competitiveness. Still, it became evident soon that digital tools, such as SMM, SOE, etc, can not replace traditional ones. Standard marketing forms are still very influential and successful.

The Internet has experienced significant growth in recent decades in the public and private sectors. Consumers and sellers use the Internet as a tool to facilitate the search for information or as a means for the purchase and sale of goods and services. Advertising on the Internet allows the company to stimulate demand for services among subscribers and Internet users. Surfing the Internet, potential customers could decide to make a purchase (deferred demand), which acts on the level of Desire (according to AIDA model). It follows with an increase in sales, market share and brand image. Also, it promotes consumer properties of goods and services in social networks. Thus, Internet advertising creates new effective parallel sales channels which haven't been affordable before.

Internet is making tourism and travels (for instance) available to a larger number of customers at relatively low cost. The Internet also provides tools for communication between tourist provider, intermediaries, and final consumers. Tourism market operators are developing a presence on the Internet in order to gain acceptance in a global tourism market and add value to their traditional business. Nowadays almost any commercial company promotes its activities through the Internet for the efficiency of business processes. This kind of marketing is going through «commoditization» process.

All the companies are doing the same and it's not easy to make a unique selling proposition. Everybody uses the same resources and have a similar level of background and knowledge. There are different forms of Internet promotion for companies as websites, blogs, social media. The most popular worldwide social media platforms for tourism business include Instagram, Facebook, Youtube. Creation a web-resource and filling it with relevant information is still not enough for reaching guarantee that volume of sales will increase. Therefore, the company should not just create an Internet resource, but also should be extremely active within social media, should place competent advertising on the Internet, trying to concentrate, for instance, on the market of unique visitors with specific needs.

We are facing at the moment on the dozens of online types of advertising in order to reach target customer, and only twenty five years ago we were concentrating preferably mailing and personal communications. Professional digital-advertising agencies provide the most effective ways of advertising, applying the latest technological achievements, fulfilling coverage to any audience with the highest conversion. Digital marketing – as a new paradigm of

the contemporary world became a significant tool for any form of contemporary business, despite its type or size. Modern customers have instant access to any available information about prices, latest offers and propositions. It also changed the pattern working with the old and new market. The increasing role of e-marketing has influenced how businesses promote their products and services to both existing and new customers [4].

Internet advertising nowadays is the most effective, fast and simple method of attracting customers' attention to business. Digital marketing is also the focus of all efforts in terms of adaptation and development of marketing strategies in virtual spaces: web, social media etc. Digital marketing is segmented into three main categories: paid content (pay-per-click advertisement), owned content (social media pages, company website) and earned content (user reviews) [11]. The most affordable way to find your target audience is to run ads on the Internet. Therefore, a consumer-driven strategy tourist offers is more interesting. Companies carefully choose the strategy that ensures the best proximity of this category of customers, helping to launch general advertising campaign on different social media. In conditions of high market competition, companies are fighting for popularity within the Internet, trying to hit the top on the first page in search engines like Yandex and Google and using various methods of promotion [5].

Social networks allow travel business companies to interact directly with customers via different Internet resources and to evaluate services and track customers' opinions and reviews. It helps customers in gaining information about the reliant market players, tour operators, all types of world destinations. Being one of the marketing tool, Internet advertising informs or convinces the customer to make a purchase. Another advantage – the communication cost is quite low, but communication intensity could be extremely high. Social media can assist the company not only to penetrate but also distinguish from the strong rivals on the global markets. The company will be successfully noticeable with a well-built and well-developed marketing strategy and correctly define the platform for the target audience. A social media platform can be as a content community, blog, public page etc. Social media platforms should constantly generate content the target audience needs. Even with overcrowded and oversaturated social media market, there are some competitive advantages and successful schemes that could be extremely successful. [5].

More and more companies shift their conventional communication strategy, based on traditional advertising tools (TV, radio, billboards, printed media etc.) towards digital resources. The purpose of sales at POS (points of sales) is - to increase sales through online-resources, on the Internet and offline – through traditional sales channels. Social media advantages and companies effectiveness can be displayed in an increase brand awareness and engagement, word of mouth, indicators of subscribers and liking numbers, trust and validation (Kalinina M., 2015).

Word of mouth as the oldest way of promotion still works successfully. The emergence of social media platforms on the Internet has enabled people to share

their experiences publicly. Even if advanced consumers are well informed that information on the Internet can be falsified, they attempt to act and make decisions about purchases focusing on the opinion of people they trust. Thus, negative reviews could have a negative impact on the tourism business. Nowadays the information on social networks is considered by users (potential customers) as an influential source that they trust. It helps in making decisions concerning possible purchases.

There is a tendency that digital customers rarely pay for purchases through social networks. Despite the fact though consumers have become digital, usually in social networks, they examine information and then often fulfil the purchase off-line.

Other benefits that social media platforms bring for business are as follows:

- Customer's involvement. Extension of communication process between the company and customers allows to get feedback through different stages, starting from intention for purchase till the end of guarantee period, turning customers to loyal customers.

- Speed up to loyalty. Very often the client is turning to a loyal customer and coming for the second and third purchase,

- Turning to advocacy. Digital platform gives a chance to spread up information about company's services through digital blogs, forums, reviews, exchange information with others (peer-to-peer marketing). This kind of information is similar to off-line word-of-mouth, which is still considered to be one of the most powerful, because it expresses the leaders of opinion estimation and values.

Social media platforms increase the experience exchange utility and decrease uncertainty and might directly contribute to the volume of sales and the level of customer's satisfaction. The role and importance of social media advertising among other advertising methods is truly significant. The big disadvantage of this kind of communication is - even the one negative customer's feedback through social media, might damage company's reputation. It must be stated also, that standard advertising tools still play its role and traditional (conventional) communications and marketing is also of great demand and highly appreciated, especially «word of mouth ads». Companies in digital era must combine communication portfolio – online and offline and wisely use it for achieving their goals.

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