



Exploring the Influence of Digital
Marketing Strategies on Product Promotion

Bachelor Thesis

Submitted: April 20th, 2025

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Objective of the Thesis

The object of the study - digital marketing and strategies in the business.

The subject of the study - contextual advertising and promotion in the social networks.

Methodology and methods of research. The research methodology was based on the activity approach, which allowed to carry out a theoretical analysis of literary sources in the field of Internet marketing and advertising. Systemic and structural-functional approaches were aimed at determining the main elements of Internet marketing and peculiarities of their interaction. In order to identify the main trends in the development and effectiveness of Internet marketing methods of expert evaluation were systematized and synthesized practical and theoretical materials.

Research results. As a result of the work done, we found out that the sphere of Internet advertising is constantly developing, there are created a huge number of free platforms for placing goods and services, but the most effective tools of promotion on the Internet remain contextual advertising and SMM. These are effective tools for the development of trade and business, increasing sales. Tools that influence on the audience when used competently. But it's important to realize that in Internet advertising is very competitive, so in order for your advertising to bring results, it must be set up intelligently and creatively.

Abstract

In this paper, the effect plays the role of global marketing strategy in companies for effective brand promotion, market expansion and product sales. Also, the analysis of strategies used by Samsung Apple is carried out, where we consider specific marketing steps. Thanks to the comparative analysis, which will be presented in a tabular form, we will see the approach to digital marketing between the two companies. The study concerns various marketing channels. We also consider the fundamental and historical aspects of digital marketing to ensure the operation of the advantages and trends that exist in digital marketing. In the future, different approaches will be studied, data research is aimed at identifying the most effective strategies and methods to create a brand story, increase the effectiveness of product sales, and achieve success through marketing

Key words

Keywords: Digital Marketing, Internet, Internet marketing, SMM, Strategies, advantages and Disadvantages of Digital Marketing, Contextual Advertising.

Table of Contents

1. Introduction	1
1.1 Objectives	3
1.2 Research Question	4
1.3 Limitations of the Study.....	4
1.4 Literature Review.....	5
1.4.1 Strategic Digital Marketing for Businesses	7
1.4.2 Key Tactics to Attract Consumers	11
1.4.3 Elements of Digital Marketing	11
1.4.4 Advantages and Disadvantages of Digital Marketing.....	15
1.4.5 Internet Marketing Business Models and Their Characteristics	18
1.4.6 Business to Consumer (B2C)	19
1.4.7 Consumer-to-Consumer (C2C)	19
2. Methodological Approach	20
3. Body and Results.....	23
3.1 Digital Marketing Approaches: Samsung vs. Apple.....	23
3.2 Comparative Analysis of Digital Marketing Strategies: Samsung vs. Apple	24
3.2.1 Target Audience and Brand Positioning	24
3.2.2 Digital Marketing Tactics	24
3.2.3 Advertising and Promotional Strategies	25
3.2.4 Consumer Engagement and Community Building	25
4. Key Digital Marketing Strategies of Samsung and Apple.....	27
5. Conclusion.....	29
Reference List.....	31

List of figures.....	34
-----------------------------	-----------

List of Tables	35
-----------------------------	-----------

1. Introduction

Internet marketing is one of the areas of marketing activities of an enterprise, providing a connection of this activity with Internet technologies. At the same time, marketing (from the English market) is usually understood as a market concept of managing production and sales and scientific and technical activities of an enterprise, and Philip Kotler defines marketing as a type of human activity that is aimed at satisfying needs and requirements through exchange (Kotler, 2015, 23). And Peter Drucker formulated the main goal of marketing - to make sales efforts unnecessary, since it is necessary to know and understand the client so that the product or service exactly suits him and can "sell themselves" (Drucker, 2015, 108). It follows that the functions of marketing are: market analysis and study of customer needs, communication with potential and existing customers, as well as ensuring sales through advertising, promotion (analytical, sales, production and communication-forming functions). Accordingly, the elements of marketing listed by A.M. Godin are distinguished: marketing research, assortment and pricing planning, product promotion and ensuring sales, advertising and sales promotion (Godin, 2014, 44). Quite rightly, these same elements can be transferred to Internet marketing, taking into account the nuances that are inherent to it.

First of all, it should be said that Internet marketing is both a marketing tool for a modern company and a complex of information technologies used by the enterprise. In scientific literature, Internet marketing is understood as follows. V. Kholmogorov understands it as a comprehensive use of Internet tools that not only provide fast direct and feedback between the seller and the buyer, but also ensure rapid adjustment of the marketing strategy and tactics, including on the basis of information received from the Internet (Kholmogorov, 2002, 18). V.S. Golik defines that Internet marketing involves the use of Internet technologies in international marketing, ensuring the conduct of marketing research, analysis of consumer behavior, development of product and pricing policies, communication policies, and the formation of a mechanism for managing the marketing activities of an enterprise (Golik, 2008, 26). I.V. Rozhkov argues that information technologies, including the Internet, help to transmit information both internally (between divisions and processes of the company's activities) and externally (data on the market, competitors, goods or services), which can be used in the process of implementing the marketing policy of the enterprise (Rozhkov, 2014, 30). A.S. Orlov understands Internet

marketing as a set of tools for promoting goods and services on the Internet, which includes the website itself, various types of Internet advertising and means of communication between the seller and the buyer (Orlov, 2013). I.V. Uspensky defines Internet marketing as a theory and methodology of organizing marketing in the hypermedia environment of the Internet, he also includes pricing, distribution and assortment policy, marketing research and marketing communications in this area (Uspensky, 2003, 41).

Internet marketing is not just about providing sales on the Internet (e-commerce), not just a way to promote goods, services, information about them (including through a website), not just a way to communicate with a client, and not just a study of the market based on data.

Internet marketing at the present stage is an important component of marketing activities of most enterprises. With the shift of information sources by volume and importance from print media, television and radio to the Internet, with the development of social networks, news portals, as well as the transition of many media and print media to the Internet is the Internet is becoming the most important for the presentation of information about the activities of the enterprise, increasing the volume of advertising on the Internet, the income of search engines, advertising platforms, firms engaged in web design and website promotion, exceeding the income from television advertising.

In the 21st century, when technology has become a part of our lives and has a significant impact on the lifestyle of each person, it is impossible to deny that the world we live in is changing. Science is rapidly developing, globalization and the digital economy are underway, which contributes to the transformation of potential consumers and their desires.

Thus, we can see that companies prefer more digital marketing offline marketing is gradually becoming a thing of the past. The online store is becoming much larger and people's need for online stores has increased. Digital marketing has become an integral part of the life of every business because any company understands that to increase the profitability of the organization, one of the most important points is digital marketing to improve its production strategies, promotion and audience loyalty.

There are many advantages of digital marketing but one of the important advantages is that there is no longer a need for physical interaction with the consumer all this can be done by an online platform or bot.

Digital Marketing			
Monitoring	Reputation Management	Customer support	Promotion
The main goal: to obtain information about how a brand should build its work online.	Main goal: to formulate the desired opinion about a brand, product, company.	The main goal: to organize continuous consulting of clients on a platform convenient for them.	The main goal: to gain the respect of a wide audience for a brand or product.

Figure 1. Digital Marketing

Shows that Internet marketing has become a new concept that reflects technological advances that have enabled innovations in marketing.

New technological advances have made it possible to make a step forward in the development and emergence of innovations in marketing, including the use of the global network as one of its tools and contributed to the emergence of a new concept called “Internet marketing”.

1.1 Objectives

To identify the objective, firstly, we will review the literature analysis on how successful companies apply digital marketing strategies. This will help to understand their tools and strategies for the success of the company.

The second point we will look at is the analysis of digital platforms: social media, email marketing, search engine optimization, television and web pages. How these platforms increase audience reach. This study will help to see how social media engages audiences around the world for different companies.

The third objective is to Examine specific strategies of successful organizations in digital marketing. The paper will look at the best methods that companies are using to promote products in the digital age.

The key objective of the analysis is to see how digital marketing has become an important key to promote the products of companies and what strategies companies use to promote their products to increase their brand awareness.

1.2 Research Question

Know how quickly and effectively the internet affects business development and their product digital marketing has become indispensable for organization who want to rapidly and effectively sell their product. This research will publish articles from previous studies, thanks to which we will be able to analyze the role of digital marketing in the lives of consumers and companies. These reports are the guarantor and reliability of the analysis of this research. The methods and strategies of companies will be able to reveal important questions about the effectiveness of digital marketing and fully understand its impact.

Key Questions:

- How have successful companies used digital marketing to prolong their products?
- Television, email marketing, social media, search engine optimization and web pages, how do all these platforms affect the promotion of products, what is their role?
- What strategies does digital marketing have for the most effective promotion?
- Why were Samsung and Apple chosen as the primary brands for this analysis, making their digital marketing methods and strategies distinctive in the technology industry?

1.3 Limitations of the Study

The main limitation is that it is not possible to conduct virtual and face-to-face meetings with representatives of the organization. This is a limitation because this opportunity would have allowed for data collection and a deeper understanding of the rationale behind specific digital marketing practices and decisions, providing a more contextual and detailed perspective of each company's strategy.

In addition to the above, the reliance on secondary data may limit this study to reflect the rapidly evolving and adaptive nature of digital marketing, which is characterized by constant technological advances, changing consumer behavior, and iterative strategy adjustments.

Therefore, due to the limitations, the findings in this analysis should be considered informative, given that direct primary data from marketing professionals would have provided a more comprehensive and detailed exploration of the topic.

1.4 Literature Review

For effective sales of goods, one of the most important tools is digital marketing. It is through platforms such as the Internet, social networks, websites, and emails that promotion is much more effective and companies strive to promote their products through them. (Cartwright, Liu, & Raddatz, 2021).

Digital marketing allows companies to reach potential customers, which will increase their brand awareness. To create popularity for the brand is one of the advantages. (Wang et al., 2020).

One of the ideas behind digital marketing is to use online channels to create a complete approach that takes into account the desires of customers. Effective digital marketing strategies encompass several elements, each of which brings positive contributions to a comprehensive marketing plan:

Content Marketing - with content marketing, companies use social networks such as Instagram, Facebook, Twitter to effectively increase awareness and sales by distributing information about the content of their products. Thanks to this strategy, the company attracts new potential customers and creates a history and positioning of the brand as an authority in its field. Content marketing directly communicates with customers, facilitating real-time interactions.

Search engine optimization (SEO)- has an important role in Digital marketing, ensuring that the company can reach the right target audience. Search engine optimization enables the conversion of customers that are relevant to the company through keywords. Search engines such as Google, Bing, and Yahoo play a very important role in attracting customers to products and services that match their search queries.

Email marketing gives an information quickly and clearly. This platform is used to contact the audience, offer information about discounts, changes and interesting offers from companies.

Digital advertising includes various online platforms and data-driven tools, including Pay Per Click (PPC) has become an important tool in digital advertising. This tool allows the company to effectively deliver results.

All these platforms and strategies are an integral part of digital marketing to achieve high goals in promoting any company by increasing brand awareness and increasing customers. Thus, digital marketing not only promotes products but also creates a trusting relationship between the brand and the buyer, because by creating a story and forming loyalty to the brand, you can achieve high effective results

Key Digital Marketing Strategies and Their Benefits		
Strategy	Description	Benefits
Content Marketing	Facebook, Instagram, Twitter, LinkedIn are used to create and distribute content to engage with followers	Creates relationships, helps to create connections between the audience and the brand in real life.
Search Engine Optimization (SEO)	Search engine improves the visibility of a website through keywords, on-page optimization and backlinks are created.	Attracts potential buyers and increases organic traffic through search engines keywords such as Google, Bing, and Yahoo.
Email Marketing	Sending emails such as promotional offers, brochures, messages to subscribers.	Creates active demand and interest in the brand, it creates opportunities to build a strong customer relationship.
Digital Advertising	Online platforms that are based on these ideas for advertising using PPC ads, display ads, social media ads.	Effectively reaches specific audiences and optimizes maximum advertising effectiveness.

Table 1. Key Digital Marketing Strategies and Their Benefits

After analyzing each strategy, it becomes clear that the company benefits when these methods interact with each other and are integrated into a comprehensive marketing approach.

Each strategy plays a crucial role in capturing consumers, as well as in building loyalty and brand perception:

1. Marketing builds trust and loyalty by including valuable interesting content on different platforms. All raise barriers to this brand by attracting organic traffic to capture future customers.
2. SEO boosts discoverability, drawing organic traffic from search engines to capture potential customers actively researching products or services.
3. Email marketing provides personalized communication, maintains a direct relationship with customers.
4. Digital advertising counters specific demographics with data-driven advertising that optimizes the use of the company's budget.

Together, this strategy develops a comprehensive approach that allows the brand to intrigue and attract consumers in different countries.

1.4.1 Strategic Digital Marketing for Businesses

Digital marketing takes the main platform in advertising of any company but traditional marketing has not disappeared many companies combine digital and traditional marketing to create quick brand awareness many companies rely on traditional marketing such as banners and brochures, word of mouth and business cards.

At the moment, companies still prefer to use two types of marketing digital and traditional in order to reach a larger audience. (Pandey, Nayal, & Rathore, 2020).

Many companies prefer a simple presence in social networks, this is a big mistake for any business, since this presence will not help brand recognition, it is necessary to develop a digital marketing strategy that will effectively distribute the product. (Wang et al., 2017). Because the company does not fully utilize all the strategies, they will not be effective and will not be able to demonstrate the potential of the Internet as a means of transmitting information.

Instead of investing primarily in digital advertising, organizations have the opportunity to leverage the vast online consumer base to enhance their marketing approaches and establish direct connections with consumers (Alghizzawi, 2019). This is a keyway to create connections and communications that will provide consumers with information about the product.

Marketing efforts should not only focus on promoting products but also on providing consumers with access to products that match their preferences (Novitasari et al., 2022).

It is important for organizations to set demands and priorities in product development based on consumer demand, avoiding the production of products that do not meet current market expectations.

In practice, Internet marketing is an analysis of external and internal factors of the enterprise, identification of consumer preferences and, ultimately, this is reflected in the company's advertising to obtain feedback or a certain reaction from consumers. The technology or structure of implementation consists of marketing, development, design and advertising.

The main methods of Internet marketing are presented in

Methods Internet Marketing				
Banner advertising	Contextual advertising	Targeting	Affiliate Marketing	Viral Marketing

Table 2. Methods Internet Marketing

In the table 3 – Methods of Internet Marketing we can see main Methods and what they present:

1. Banner advertising - are placed to attract potential clients or to form an image.

Banners are perhaps one of the most prevalent types of advertising in social networks, they are a graphic image that is similar to an advertising module (for example, in the press), but

Internet banners can contain animated video, they can also be hyperlinks to the advertiser's site or some additional information.

Initially, banners were and still are a graphic image in JPEG and GIF format. In the latter case, it is not a video, but an animated alternation of several images, due to which the effect of image movement was achieved, therefore, we see movement, but there is no sound. These banners are characterized by graphics.

As for newer banners, they are advertising created using Flash or Java technologies. Unlike old banners (in JPEG and GIF formats), these banners have vector graphics, allowing you to create an animated image with a relatively small banner size. And what is also very important is that, unlike traditional banners, Flash banners can transmit not only an animated image but also sound. This increases the effectiveness of advertising.

There are other parameters that allow you to determine the characteristics of banner advertising, as well as allow you to monitor the reaction of consumers or the overall work of the banner.

2. Contextual advertising if the advertiser added queries to the company's advertising settings, then text ads will be shown to users on request. If buyers are interested in a product or service, then the ad will be shown to the user.

There are two types of contextual advertising

Search contextual advertising that is used in the largest search engines (Google, Yandex, Rambler) or on websites.

Thematic contextual advertising can be used in cases where the advertisement matches the user's interests. Although users do not enter a query in order to see this advertisement, it is still in their review.

3. Targeting is one of the most important marketing mechanisms. It helps to identify an audience that meets the criteria (geographic, socio-demographic, etc.) and show advertising with certain information.

Targeting settings allow advertisers to use the advertising budget more rationally, receiving the maximum possible return. The targeting principle is used by search engines (defining all sorts of user characteristics when entering a search query), as well as in contextual advertising, banner networks, social networks. An advertiser in each of these services can set the

parameters necessary for his advertising campaign depending on the type of targeting and the goals that he faces.

We can determine few types of targeting which are:

- * Geographical targeting (allows you to show ads to the target audience of the geographic region that interests the advertiser).

- * Temporal targeting (allows you to customize ad impressions for certain days of the week and time ranges during the day).

- * Socio-demographic targeting (displaying ads for certain categories of users, for example, focusing on: age, gender, income, position, education, social status, etc.).

- * Thematic targeting (limits the display of ads only on sites of a certain topic that interests the advertiser).

- * Behavioral targeting (collects information about users and their behavior using cookies).

- * Interest targeting (targeting in contextual advertising. Ad impressions on advertising platforms of web resources are carried out in accordance with the requests of users that interest them).

4. Affiliate marketing is also a marketing tool. This is a method of promoting a business online where a partner receives a reward for each visitor or buyer. To create an affiliate program, knowledge and effort in this area are required. But despite this, affiliate marketing still plays an important role in Internet advertising strategies.

5. Viral marketing is a technique that increases brand or product recognition. In 1996, the term viral marketing appeared in the United States. One of the first successful examples of viral marketing on the Internet is Hotmail, where users wrote a letter and received a message from the company to create a free account. Recently, viral marketing has become very popular and its effectiveness has increased. At the moment, almost every Internet user who saw interesting information is sure to share it with a friend or send him a message. The advantages of viral marketing are that it is difficult to control, so the client can be provided with an invoice for something that the advertising agency did not do.

The whole point is that viral marketing got its name for a reason. In this situation, the consumer initiates the distribution of advertising due to the fact that he is interested in it, the information encourages consumers to discuss it, thereby creating a viral nature and is transmitted to each other. In our case, advertising is a virus, the consumer is a distributor, the Internet (global network) is an organism. The advertising itself can take various forms (video, graphic image, audio, applications, photographs, even plain text). A typical example (one of the first) of viral marketing is a "chain letter".

1.4.2 Key Tactics to Attract Consumers

Digital marketing involves various avenues including mobile, advertising, social media, and search engines to promote products and attract consumers (Silvia, 2019). Consumers often trust brand information and peer reviews on social platforms to make purchasing decisions (Yasmin, Tasneem, & Fatema, 2015). Internet, television, and mobile platforms reflect consumers' lifestyles and behaviors, brands increasingly use their product in their daily lives, concluding that life without it is necessary, and that the product is acceptable to consumers (Mishra, 2020).

Strategic pricing plays a crucial role in digital marketing, employing various tactics to attract consumers at different stages of the product life cycle (Nahili & Rezeg, 2018):

- Discount Pricing: Temporary reductions to boost sales during promotions.
- Penetration Pricing: Low initial pricing to quickly gain market share for new products.
- Skimming Pricing: High initial pricing targeting early adopters, gradually reduced over time.
- Bundling: Offering multiple products at a discounted total price.

These strategies for developing agriculture on a smaller scale, as products provide selection and growth, maturity, and decline stages, help companies maintain market relevance. By aligning pricing with targeted marketing efforts, companies can increase brand awareness, attract target audiences, and achieve sustainable growth.

1.4.3 Elements of Digital Marketing

There are many digital marketing methods that are aimed at promoting products on the Internet. It is important to understand how platforms and channels work with consumers in order to have an effect in promoting a product or service.

- Television advertising. Despite the development of online platforms, television remains a powerful means of influencing the audience, allowing you to reach a significant number of viewers and convey information about the product to them (Wertime & Fenwick, 2011). This advertising format continues to evoke an emotional response in consumers, ensuring a high level of engagement.

- Internet advertising. Companies use digital platforms to promote products and interact with the audience (Rosokhata et al., 2020). Personalized advertisements focused on user preferences help to gain customer trust and increase the effectiveness of marketing strategies.

- Email newsletters. Sending letters to customers allows companies to maintain contact with the target audience, informing them about new products and special offers (Bala & Verma, 2018). In the B2B segment, this tool is especially valuable, as it promotes long-term cooperation.

- Social networks such as Facebook Instagram allow you to interact with your audience and build trust in the brand as well as promote products (Rosokhata et al., 2020).

- Text messaging. SMS messaging and instant messengers help companies instantly communicate discounts, promotions, and new products, providing direct contact with consumers (Cartwright, Liu, & Raddats, 2021).

- Affiliate marketing. This method is based on cooperation with partners who attract new customers in exchange for a reward (Wang et al., 2020).

- - SEO search engine optimization helps increase visibility in search engines companies use strategies to attract new customers and increase traffic (Pandey, Nayal, & Rathore, 2020).

- Pay-per-click (PPC) allows companies to quickly attract users by showing ads to those searching for specific products or services.

The main types of marketing research at enterprises.

Marketing research is carried out by specialized agencies. In the process of research is determined by a general portrait of the buyer, made on the basis of age, social status, wealth, use of communication media, habitual reading. In order to build a culture of consumption, you need to take into account such things as regional distribution and solvency. Also, one of the

important points for the company is that it considers the Internet as an object and as a research tool.

Types of marketing research on the Internet: Internet survey One of the effective tools for collecting primary information on the network is the Internet survey. It can be conducted by placing a questionnaire on the sites visited by the target audience, sending it by e-mail, offering to fill it out in teleconferences. The method of conducting a survey by placing questionnaires on web-sites is possible both if you have your own site, and in its absence, for example, for a separate fee to the server owner.

Questionnaires on the site are necessary for placing special forms with questions for visitors. The user completes the entire form and clicks send and here the data is transferred to the corresponding script, which writes them to the report stored on the server. With the help of these forms, you can establish the demographic indicators of the company's audience. But there is also a disadvantage there should be an incentive to fill out this form, mostly visitors do not want to waste time filling out questions.

There are three most common options for attracting users to participate in marketing research by website owners.

1. In order to improve customer service, such a questionnaire with questions about the quality of work is often offered, most people do not answer these questions, since they do not plan to visit this site again.

2. To receive a service or information, visitors must register (mandatory), during which they are forced to answer all the questions. This method loses its appeal among the majority of the client audience, since having encountered the need to fill out a questionnaire, the visitor will leave the site.

3. A situation often occurs when resource owners offer prizes or other offers for visitors who have completed registration and filled out a questionnaire. This method is doomed to the fact that people who want only prizes are led to this offer. As a result, the statistical sample will be unreliable.

A more successful method is to offer the visitor to fill in the main points of the questionnaire. And the rest is optional.

Online focus group

The advent of the Internet was marked by the holding of focus groups between people who are in different countries and cities, without contact, virtually.

All online focus groups can be divided into online focus groups, when communication with respondents takes place in real time; extended, or forum online focus groups, the essence of which comes down to discussing a certain topic for several days (in the form of a classic Internet forum).

Let's consider in more detail the methods for conducting these qualitative studies. They can be conditionally combined into five groups:

Online focus groups of the "chat" type. The discussion takes place on a special site and is led by one or more moderators. A specialist from the technical support group and third-party observers can also take part in it. Its participants can comment on each other's answers. Correspondence between observers is invisible to participants. Observers also have the opportunity to communicate with the moderator.

Forum-type focus group. The discussion is extended in time up to two weeks. Respondents, a moderator and observers also participate in the forum. Discussions by e-mail. Letters are sent to all participants, and all respondents have the opportunity to reply to letters from other participants.

Simulated groups by e-mail. In this case, the participants' answers are sent only to the moderator. In essence, this is the simultaneous conduct of several in-depth interviews by e-mail.

A traditional focus group, during which the participants have the opportunity to look at and "touch" the site under discussion.

Interview

Interview method of interview - The psychologist interviewer asks questions to the subject with his nose, does not conduct an active dialogue with him and does not show his opinion when asking questions. The task of the psychologist is to get answers to questions from the respondent. (for example, ICQ, Odigo, Chats).

Online interviews cannot be as long as personal interviews. In the case of online interviews, it is easier for the respondent to refuse to take the survey, and he can calmly stop the interview if he is not interested in the topic.

Google Forms This is a convenient function offered by the Google service and allows you to conduct a survey on the Internet social network, and the Google service has also considered and simplified the methods of collecting and analyzing information by creating such a function as Google Sheets. Google Forms offers users to publish their questionnaires on websites, conduct individual mailings, and you can also use the Google+, Facebook and Twitter service.

1.4.4 Advantages and Disadvantages of Digital Marketing

Digital marketing is not only a way to expand your audience reach but also to promote your product. We can notice the positive and negative aspects of Digital marketing . This is the dependence on technology, rapid active competition, and also very big privacy issues.

We can see the impact of digital marketing in different aspects at the table below.

Aspect	Advantages	Disadvantages
Global Reach	Digital marketing helps to reach a large number of potential customers through an online platform, search engines, social networks. For example, small stores that are engaged in e-commerce can easily increase their recognition by entering the international market, without unnecessary costs. (Chaffey & Ellis-Chadwick, 2022).	Since there are dependencies on the internet infrastructure this means that connectivity problems or any disruption to the websites can disrupt sales if the algorithms in Instagram change can also lead to a decrease in brand recognition (Kotler et al., 2021).

Cost-Effectiveness	Small businesses can run ads on social media at a low cost compared to TV or print advertising. For example, a local cafe can easily advertise on Instagram or Facebook for a fraction of the price of an advertising bill (Ryan, 2020).	Digital marketing requires constant investment in tools it is software and expertise. Over time costs can increase, thus the company becomes dependent on experts in the field also competition of ads and algorithm changes increases (Kingsnorth, 2022).
Targeted Advertising	Digital marketing provides precise targeting based on the data entered and demographics of interests and social media behavior. For example, a fitness brand can show ads specifically to health and nutrition conscious consumers this increases conversion rates (Dodson, 2016).	The high competition on the internet makes it difficult to stand out. The company must constantly look for new ways to attract customers and new subscribers constantly must improve their strategies to avoid advertising fatigue and consumers (Chaffey & Smith, 2022).
Measurable Results	Companies can track what the effectiveness of their brand is in real time using tools such as Google analytics, and adjust strategies based on results and audience engagement (Kotler et al., 2021).	To see the effectiveness of companies of this interpretation requires specialized analytics knowledge. Small businesses that do not have specialists may find it difficult to effectively optimize the company (Ryan, 2020).
Customer Engagement	Digital marketing influences direct exposure through social media email and live chats e.g. brands such as Apple use Twitter to respond to customer inquiries which increases loyalty (Chaffey & Ellis-Chadwick, 2022).	Privacy issues arise in relation to data tracking. Regulations such as GDPR have strict compliance requirements that if not complied with will damage brand reputation (Kotler et al., 2021)

Flexibility	Marketing strategies can adapt quickly from consumer behavior. Online Retailer can shift advertising spend to trending items (Kingsnorth, 2022).	Due to the fact that the audience is oversaturated with digital information, the user begins to block advertisements. This reduces the effectiveness of online advertising (Chaffey & Smith, 2022).
Higher Engagement Levels	Interactive content such as videos, quizzes and collaborations with influencers, increases engagement. To increase brand, trust a cosmetic brand can Show tutorials and collaborate with influencers (Dodson, 2016).	Difficulties can cause Ciao knowledge as it is required for content marketing and social media management. It can be difficult for companies with limited resources to create quality content that will attract audiences and that will stand out (Ryan, 2020).

Table 3. Advantages and Disadvantages

Digital marketing gives business organizations many advantages such as global reach, cost effectiveness and precise audience targeting. Compared to traditional marketing that relies on broad audience segments, digital channels allow brands to directly engage with audiences through personalized advertising. This scheme increases conversion rates and improves customer relations. Also, real-time data tracking allows organizations to optimize strategies effectively.

However, digital marketing has a few challenges. There is a strong dependence on internet infrastructure meaning that website glitches algorithm updates can affect the effectiveness of company sales and audience interaction with the company. The company requires maximum caution when working with consumer information. The disadvantages of digital marketing are the rapid change of trends, rapid loss of interest among the audience, the consumer gets used to constant interaction with the brand, which leads to certain expectations about the uniqueness of the content every day. Digital marketing should have interactions with the audience every day, so this is an eternal dependence on the search for trends, interesting formats of topics for the audience. But the main negative aspect of digital communication is the unknown novelty of this direction and the lack of methodological developments. Thus, in order to follow

the trends in the world and be aware of technical developments, each company needs a competent specialist who will monitor this environment.

To remain competitive, company organizations need to continually invest in marketing expertise and content creation.

1.4.5 Internet Marketing Business Models and Their Characteristics

Internet marketing is divided into the following business models: 1. Business to Business (B2B)

Abbreviated as "B2B" from "Business for Business". This term characterizes the marketing behavior of economic entities interacting with each other, the peculiarity is that both parties to the interaction do not have distinctive properties - both are companies, and not the manufacturer and the end consumer.

This type of business by companies is the opposite of another marketing term - "FMCG" (English "Fast moving consumer goods"), which is aimed directly at the end consumer. A striking example is wholesale and retail trade (for example, Magnit carries out retail trade of food products to a wide audience of consumers - this is B2C, but the relationship of Magnit with suppliers of these food products is B2B) In Internet marketing, B2B allows the company not to spend money on expensive EDI technologies.

Today it has become a very popular B2B tool. Working with B2B is more efficient and profitable, especially for companies that want to establish communication with small consumers and suppliers. B2B can allow small businesses to compete with large ones

Working with B2B Integrates suppliers and buyers into one database system. For successful work, it is necessary to take into account a number of important aspects:

- Analytics
- Security
- Availability
- Reliable platform
- Ownership and management of information

- Additional services

The main disadvantage of this site is the high cost of its creation and subsequent maintenance.

1.4.6 Business to Consumer (B2C)

This term means economic relations between a company and a private (end) consumer. In this case, the company (seller) will expect other strategic steps and other marketing tools will be used, in contrast to the B2B Business model, since here the company focuses directly on the end buyer of the product, therefore, B2C is the next link after the implementation of B2B. The B2C sales strategy has a shorter sales cycle, emotional decision-making about the purchase and less close relationships between the seller and the buyer than in B2B. The Internet store is one of the most popular B2C tools.

1.4.7 Consumer-to-Consumer (C2C)

This term is characterized by the relationship of the end consumer with the end consumer directly in a social network. In a legal sense, both the seller and the buyer are not entrepreneurs. Usually, economic relations cannot do without the participation of a third party, which is still an intermediary in this model. As a rule, the role of the third party is to create a trading area - an auction, in our case, an Internet auction. Also, a third party can assume obligations to execute payments, resolve disputes. But the intermediary cannot guarantee the receipt of goods. C2C is characterized by low transaction costs, therefore, a low price for the goods.

Summarizing this chapter, we can say that we have completed the main tasks, namely, we have figured out such a concept as "Internet marketing". Today, it is going through its own path of transformation and is an effective means of doing business for a modern company. We also determined what its essence is and examined its features and characteristics in detail. Each company is unique, and each of them requires its own style of marketing activities, so we figured out what Internet marketing business models exist and established their distinctive properties.

2. Methodological Approach

This research uses an analysis method that examines how Samsung and Apple use digital marketing strategies to attract new potential customers and achieve success and recognition. The analysis is based on secondary and sources including reports, articles, official web resources.

Marketing Strategy

Samsung's marketing strategy is based on wide audience coverage. The company uses targeted advertising, collaborates with bloggers, influencers, and transforms advertising campaigns to various consumer segments. Apple focuses on the premium class of the brand, it builds marketing through storytelling, content marketing, and effective presentations of new products that help build consumer loyalty. By analyzing these two companies, we can see the impact of digital marketing on customers as well as the effectiveness of product sales. By comparing the strategies of leading players, we can see an effective marketing move.

2.1 Data Collection

This paper uses a methodology to collect data from various organizations that use digital marketing to promote their products or ideas.

The methodology is to use the methods and strategies of various companies to promote their products and raise awareness of the brand.

Samsung and Apple are two big tech brands, despite their similarities in the product area, their marketing strategies are completely different. While Samsung focuses on affordability through various company advertisements, Apple focuses on exclusivity and luxury. In the table below, we can see their approaches and brand perception after product promotion.

Company	Marketing strategy	Product promotion	Image after product promotion through Digital marketing
Samsung	Digital Marketing Campaigns	Every smart phone is promoted with the use of social media, Television, celebrity promotional campaigns and other internet platforms (Cocco 2017)	Samsung has created the image of being the brand for everyone regardless of the income or class. The variety of advertisement has built the brand image to be for any person at the affordable price with quality features.
Apple	Digital marketing	Internet (de Ruyter, Keeling, & Ngo,2018,)	Brand for Upper-class people to hold something that defines the personality and class of a person

Table 4. Digital Marketing Strategies and Brand Image of Samsung and Apple

In this paper, companies effectively use digital platforms to promote their products, including Apple and Samsung. Analysis of their competitive marketing strategies helps us understand how these brands determine success in the market.

Samsung has achieved widespread popularity thanks to well-thought-out marketing strategies that make the company's products accessible and attractive to consumers of different categories. In turn, Apple pays attention to the uniqueness of the brand and uses digital tools to interact with customers and promote products. Apple's marketing strategy is focused on the premium segment, emphasizing the high quality and exclusivity of its products, and actively introduces digital platforms to launch new products and create a brand image.

3. Body and Results

3.1 Digital Marketing Approaches: Samsung vs. Apple

In today's world, competition has become very high, and to promote their products, companies develop marketing strategies aimed at brand recognition and loyalty. Samsung and Apple are successful companies that use digital marketing to set up adaptability.

Samsung Marketing Strategy - Samsung, founded in 1969, is a leader in the field of electronics, including home technology smartphones and tablets. The company's success is due to strategic marketing criteria, the company employed famous people and Yaser's information, which was based on brand recognition. Samsung Uses digital platforms to promote their products such as YouTube, Facebook, Twitter, Instagram, through collaboration with bloggers and famous personalities, this ensures brand recognition and audience growth, this strategy allows to increase the marketing effect. Samsung also interacts directly with customers. The company has created a story around its product, which makes them not just technology, but a life partner.

Samsung also has another key point in the marketing strategy - affordable prices and high-quality products, which makes the brand attractive for expansion. In addition to this brand, special attention is paid to providing qualified customer support. Thus, Samsung's success in the digital market is a combination of the strategy of using marketing strategy and competitive pricing policy. (Counterpoint Research, 2024).

Apple Marketing Strategy - Apple, founded in 1976, is an American corporation, it has maintained its and innovations in the field of electronics, providing digital services. iPhone, iPad and Mac are on everyone's lips, which is a decisive factor in the company's marketing move. Apple is one of the leading technology players in the world. It focuses on creating excitement around a new product with the help of planned advertising, the company achieves large scale and sales.

Apple, in turn, uses targeted advertising, creates unusual interesting content, for example, testing, using technology in everyday life, and so on. Thanks to email marketing, the company is always in touch with the audience and informs about new inventions. We can also see that the company uses online channels to promote their product and create a trust between company and audience.

Thus, Samsung and Apple Show two different strategies in a fiercely competitive world. These methods of reaching the audience and selling products differ from each other, but despite this, they achieve results. Samsung Provides products through celebrities and affordable prices, Apple focuses on the individuality of the product and a luxury image. These examples show digital marketing in building a brand and trust in consumers.

3.2 Comparative Analysis of Digital Marketing Strategies: Samsung vs. Apple

In the smartphone market, Apple and Samsung are two of the dominant players in technology, each using unique digital marketing approaches and strategies to match their brand identities. This paper examines how these companies use digital marketing to reach audiences with strategic objectives, build brand trust and loyalty, connect with consumers, and build awareness.

3.2.1 Target Audience and Brand Positioning

Samsung presents itself as an affordable brand that is not only high-quality but also versatile, catering to a wide range of consumers and offering products from budget to premium devices. The tagline of this company is based on quality and affordability to reach a wide audience. Samsung's advertising campaign shows the exclusivity of their product by adapting to different lifestyles and needs. Samsung occupies about 21% of the global smartphone market Samsung holds about 21% of the global smartphone market (Counterpoint Research, 2024).

Apple is targeting a more upscale audience; this audience will value luxury and exclusivity. Apple focuses on premium status products and positions the Apple device as a symbol of sophistication. The company uses advertising materials simply and elegantly, it demonstrates high-quality design and innovation. Apple occupies a significant share of the smartphone market of about 18%. One of the brightest examples of Apple is the video "shot on iPhone" which shows the ability of the camera at home. (IDC, 2024).

3.2.2 Digital Marketing Tactics

Samsung uses platforms such as YouTube, Instagram, television and also uses celebrities to promote their products. Samsung collaborates with celebrities such as David Beckham, Zendaya, in order to increase their audience and recognition. They create interactive content to maximize user engagement, such as Samsung's "Galaxy Unpacked" event, which is broadcast live, which generates interest among viewers and interactions between the company and the audience. (Samsung, 2024)

Apple, on the other hand, uses its own ecosystem, website, and key social channels such as Instagram to maintain a unified user experience. Apple's digital marketing strategy focuses on minimalist and highly effective campaigns. The "Shot on iPhone" campaign, using user-generated content, showcased the device's capabilities and generated significant consumer engagement and positive reviews (Apple, 2024). Apple's new product launches, such as the iPhone 14 launch, receive extensive media coverage and generate a lot of buzz online (Apple, 2024).

3.2.3 Advertising and Promotional Strategies

Samsung's advertising includes frequent product launches, showcasing the latest technological innovations. Their commercials often present diversity and promote the use of products within the Samsung ecosystem. An example is the Samsung Galaxy Z Fold campaign, which showcased innovative foldable screen technology and was promoted across various digital platforms (Samsung, 2024).

In turn, Apple's advertising focuses on stylish design and product integration. The company's campaigns create an atmosphere of exclusivity and prestige. For example, the "Get a Mac" campaign effectively conveyed its message with a minimalist approach, highlighting the advantages of a Mac over a PC (Apple, 2024).

3.2.4 Consumer Engagement and Community Building

Samsung actively engages consumers through interactive campaigns and social media competitions. The company not only responds to customer feedback but also actively participates in communities such as Galaxy Creative where it encourages user participation and shares content (Samsung, 2024). Apple creates high-quality content and strengthens loyalty through its ecosystem.

Apple's strategy emphasizes exclusively consumer experience online and in-store. "Today Apple" offers an educational seminar in stores, this helps to build trust between customers and create a community (Apple, 2024).

These two brands show two different approaches to digital marketing. Apple uses a premium approach; it emphasizes design luxury through digital presence. Samsung uses an exclusive strategy, uses channels to reach a diverse audience and pays attention to accessibility. It can be seen that both of these strategies effectively affect the development of the brand, they

strengthen identity and engage new audiences, demonstrating the power of digital marketing in a competitive environment.

4. Key Digital Marketing Strategies of Samsung and Apple

At the moment, every company uses digital marketing including their strategies. In this section, we will analyze how Apple and Samsung use strategies highlighting key factors: availability around the clock, strategic flexibility in cost and potential.

Cost Efficiency - Both companies use digital marketing, which is more affordable than traditional advertising:

Samsung uses social media and partnerships with bloggers to reach audiences at a minimal cost, the company also uses user content, which increases engagement and there are no costs (Samsung, 2024).

Apple attracts audiences with the help of the company “Shot on iPhone”, uses user creativity to promote products without unnecessary costs (Apple, 2024).

Continuous Availability - Digital marketing is available 24/7, which allows Samsung Apple to maintain a trusting relationship with the audience:

Samsung uses customer service platforms and social networks to provide them with ongoing help and support for their products (Counterpoint Research, 2024).

Apple uses its website, email and social media to provide global reach to its products and build brand loyalty (IDC, 2024).

Strategic Flexibility - Apple and Samsung adapt their digital marketing strategies to take advantage of emerging trends:

Samsung uses tactics including global events such as “Galaxy Unpacked” that attract a large audience and engage in real time.

Apple uses minimalist company innovations such as augmented reality at product launches to reinforce premium and brand image.

Global Expansion - Digital marketing allows brands to expand their presence:

Samsung uses advertising and personalized content to improve market penetration and increase audience

Apple aims to integrate its ecosystem across devices and platforms, supporting online sales and customer retention.

Using elements such as cost, availability, flexibility, global reach, Apple and Samsung shows us successful digital marketing techniques and examples. It can be emphasized that their strategy is the importance of digital marketing to achieve success in reaching audiences, forming a strong connection with consumers and achieving goals.

5. Conclusion

Based on the results of the conducted research, conclusions were made that reflect the set objectives.

We have defined such a concept as Internet marketing. It represents a new niche for markets. Of course, neither producers nor consumers are yet ready to fully switch to economic relations via the network - the Internet, this is explained by several reasons, one of which is the emergence of new problems, the cause of which was the global network - the Internet. But we can safely say that in the near future, all companies will gradually begin to switch to this, still unfamiliar, new economic environment. Improved models of the company's Internet marketing complex can be successfully applied by marketers and managers in practice, allowing them to successfully create a marketing strategy and make rational decisions.

In this paper, we examine the role of digital marketing in attracting new audiences to promote a product, focusing on the strategies of tech giants. The companies show us different approaches and strategies in digital marketing to increase audiences and trust in their brands. Samsung uses a strategy in which they interact with social media influencers, affordability, and audience diversity. Samsung, 2024). Apple focuses on luxury products for their exclusivity, and it also uses brand image enhancement such as “shot on iPhone” shows the uniqueness and exclusivity of the product, which creates a certain high-quality community (Apple 2024).

With this research, we can see how Samsung is becoming a tech giant and also shows invaluable lessons for companies that are striving for success in the digital age. Samsung creates compelling stories from which marketers can look for inspiration in the genius of Samsung's digital marketing strategies.

The analysis shows key benefits of digital marketing, such as cost savings, with digital tools that reduce costs compared to traditional advertising; 24/7 availability, which allows for constant engagement with consumers; flexibility, as platforms allow for tailoring messages to audience needs; and opportunities for expansion, as digital channels allow for global markets, taking into account online shopping preferences.

In light of these findings, Samsung and Apple demonstrate different, yet equally effective, digital marketing strategies. Samsung's approach focused on accessibility and engagement contrasts with Apple's premium strategy focused on exclusivity, but both companies achieve their goals through strategic digital engagement. Samsung can deepen consumer engagement

by expanding its use of user-generated content and exploring augmented reality (AR) capabilities, while Apple can consider creating limited digital exclusive campaigns to reinforce its exclusivity. Ultimately, both companies highlight the importance of digital marketing in a competitive environment by ensuring broad reach, cost-effectiveness, and adaptability in their strategies.

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List of figures

<i>FIGURE 1. DIGITAL MARKETING</i>	3
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List of Tables

TABLE 1. KEY DIGITAL MARKETING STRATEGIES AND THEIR BENEFITS	7
<i>TABLE 2. METHODS INTERNET MARKETING</i>	<i>8</i>
<i>TABLE 3. ADVANTAGES AND DISADVANTAGES.....</i>	<i>17</i>
<i>TABLE 4. DIGITAL MARKETING STRATEGIES AND BRAND IMAGE OF SAMSUNG AND APPLE</i>	<i>21</i>

Affidavit

I hereby declare that I, Ana Lesnic, have developed and written the en-closed bachelor thesis entitled "digital marketing" entirely on my own and have not used outside sources without declaration in the text. Any concepts or quotations applicable to these sources are clearly attributed to them. This bachelor thesis has not been submitted in the same or a substantially similar version, not even in part, to any other authority for grading and has not been published elsewhere. This is to certify that the printed version is equivalent to the submitted electronic one. I am aware of the fact that a misstatement may have serious legal consequences.

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