To summarize, permission marketing is when you tell the user how to start and stop communicating. Permission marketing is when you tell customers how often you will send notifications and what they are about. This way, users will be able to understand if your services meet their requirements.

Permission marketing also means that you give the user control over their preferences and ask a user about the possibility of obtaining their personal data which helps to maintain a friendly relationship with them [2].

In the words of Seth Godin, permission marketing is when you see a stranger, become his friend, and then he becomes your customer [1].

1. Seth Godin Permission Marketing Turning Strangers into Friends, and Friends into Customers. 1999. pp. 17-60.
2. What is Permission Marketing? URL: <https://sendpulse.com/support/glossary/permission-marketing> (accessed 3 December 2021).
3. Tom Scott / Why The Web Is Such A Mess. URL: <https://www.youtube.com/watch?v=OFRjZtYs3wY&list=LL&index=1> (accessed 3 December 2021).

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Digital as a tool for small business development

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doi: 10.18411/lj-05-2021-161

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Аннотация

Данная статья посвящена исследованию использования малым бизнесом инструментов диджитал-маркетинга в условиях существующей российской экономики. А также приведен пример сохранения и дальнейшего развития бизнеса благодаря использованию диджитал инструментов и специальных каналов продвижения — социальные сети, Интернет.

Ключевые слова: бизнес, малый бизнес, диджитал, маркетинг, диджитал инструменты, диджитал каналы, социальные сети, глобализация, креативная экономика.

Abstract

This article is devoted to the study of use by small business tools of Didjital-marketing in the conditions of the existing Russian economy. And also provides an example of the preservation and further development of business through the use of Digital tools and special promotion channels - social networks, Internet.

Key words: Business, small business, digital, marketing, digital tools, didigital channels, social networks, globalization, creative economics

Small business is one of the main driving forces of the Russian economy, but even despite this, his chances of survival every year are becoming less and less. This is largely due to the monopolization of some areas by large companies and insufficient technological development of small entrepreneurship. This is due to the lack of young creative personnel, certain means and opportunities. However, if a few decades ago it could be a huge problem that it is impossible to decide today, in the age of globalization and active development of technology, the chances of survival in small business are all-such.

In the first place, it is worth paying attention to cases already past days or differently on the situation associated with coronavirus. A year ago, all enterprises turned out to be in a difficult economic situation. People had to go to self-insulation, many overtook a difficult financial situation, which forced them to reduce their expenses several times. This led to a sharp decline in demand for goods, business suffered huge losses. During this period, the company began to reduce their staff, and some were wrecked at all and went bankrupt. The crisis touched upon everyone, but despite the negative direction, the most resourceful and creative, he brought huge profits. Here it is worth mentioning this sphere as the marketing named. What it is? Digital Marketing - Today it is one of the main directions in marketing, aimed at promoting goods and services using digital platforms. Its key features is accessibility and simplified interaction with consumers. It is worth noting that it was the Digital who became a reference point for the development and promotion of small business in a coronavirus pandemic.

First, you need to deal with the main tools that are actively using creative groups. These include absolutely all methods, funds and events that allow you to attract the attention of potential customers to a particular product or service.

- Corporate style

- Development of its corporate identity and logo

- SEO-Promotion or Search Engine Optimization

To date, this is the most effective way to increase the coverage of the company's website due to its raising in issuing thematic requests.

- Contextual advertising

- Placing advertising banners / ads on target sites.

- Native advertising

- Information hidden in the usual text, expert opinion, mention of the product or service.

- Viral advertising

- Provocative mention of the product or service that users must distribute themselves.

- Bots

At the place of boring SMS mailings come bots. It may be chat bots that remind us of product or service in WhatsApp or Telegram. It can also be regular social network users that distribute information about the company in the comments of thematic public.

- television and radio advertising

- QR codes on banners

- Contests / Drawings

- Creating a beautiful visualization of pages in social networks

Currently, to resist future business, you must use all of the above tools on certain channels: Internet, social networks, smartphones, gadgets, artwork, bloggers. The advantage of these channels is their availability for any segment. For the head of the small enterprise, it is enough to have a smartphone and a good designer to start developing your business with a new information space.

For a visual idea of working with Digital tools, take an example of a small enterprise - a mini market in the city near Moscow. The main activity is the sale of food and beverages. The main problem of this enterprise was a sharp decline in revenues during the coronavirus pandemic. In addition, this business did not fall into the sphere of affected enterprises and did not receive the "tax holidays", because people should have used the services and buy products. Despite this, the fact that the immediate target audience had no opportunity to go out into the street, as well as the presence of a close-up network store - a monopolist.

Figure 1 - An example of corporate identity and visualization on social networks

The decision of this problem was the use of the tools, namely: creation of corporate identity, logo and broadcasting this in social networks, as well as using viral and contextual advertising on their database. Information on the shares and new products of the store was posted on third-party resources of the city, was converted by local bloggers and activists. Thus, such an active work with the Digital marketing allowed the enterprise to increase their revenues twice and resist afloat in such a difficult time.

Summing up, it should be noted that in the period of globalization and the active development of the creative economy, the business needs to be given a huge influence of digital marketing, which competently organize its.

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