**The main trends of digital marketing**

Digital marketing is a form of implementing marketing activities using digital channels and technologies. The main direction of digital marketing is a personalized attitude towards users. The essential advantages of digital marketing are: targeting; assessing of the efficiency of the site; definition of demand on the basis of tracking subject requests; reactivity of purchase. The main trends of digital marketing are: interactive content of the site; the presence of an emotional picture on the site; video marketing; geotargeting; gaming; user analytics; the rise in the cost of access to personal data.

Focus on content. Content - all that is on the site (text, video, pictures). Reasonable content is "treasure", what everyone tries to extract. Many formats prove that there is a big future for content in marketing. Previously, it was enough to buy a lot of links to the site and he automatically raised the ranking in the issuance of search engines. Now search engines, in particular, "Google", actively oppose such a campaign. There was a consensus in understanding which users need to be attracted to the site, creating a dialogic content. However, the creation of interesting content by the site owner is increasingly complicated. Social networks allow users to generate content themselves - upload photos, videos, and blogs. There are technologies that help automate the generation of content, and create UGC (user generated content). A significant contribution to increasing the attendance of the site introduced video content. Video content has become much easier to produce. "Google" released a tool "YouTube Director", which facilitates the creation of commercials. Advertisers are puzzled by the question of how to provide the user with quality material that will work. Technologies are developing that automatically adapt the content to the target audience, forming a unique news line. "Yandex" chooses tracks to the user's taste for "Yandex.Radio", creates songs according to the preferences of the music lover and released the album "Neural Defense".

Implementation of Big Data. Digital Management Platform or DMP-platforms are widely used, what automatically analyze the effectiveness of channels for attracting users to the site, advertising costs, creatr a portrait of the target audience and find them offering customers due to certain parameters. It is significant that Yandex has developed the "ClickHouse" platform, which allows analyzing terabytes of data in seconds.

Digital-transformation. There is a withering away of classic offline businesses. "Walmart" in the USA has converted most of the stores for the issuance of Internet orders. The group of retailers X5 for the third time will be engaged in an online platform. If the company is not represented on the Internet, it dies. An example is the extinction in the US of the "Blockbuster" rental network and the popularization of "Netflix".

Integration of marketing technologies. New standards for data exchange are being developed. There are more products and companies whose task is to obtain a synergistic effect when combining different tools. Practically, there is no situation when at the disposal of the marketer there are unrelated tools. For interfaces of different programs, an "API" (application program interface) is created. For example, the site is integrated with "CRM", and "CRM" is integrated with the "DMP-platform". Then the customer filling out the purchase form on the site simultaneously provides information for processing in "CRM", and "DMP-platform" determines where the client came from, what are the costs of attracting, what he did on the site and how to improve all related processes. The absence of "API" from the system is considered indecent.

Virtual and augmented reality. There are products related to virtual and augmented reality. For example, when real estate is sold, virtual projections of apartments are used, which potential tenants can virtually furnish. The technology of augmented reality is more promising, because it does not require disconnection from the real world, Trend confirms that Snapchat bought the startup of the augmented reality "Cimagine".

Voice bots. Voice bots are a call center consisting of robots that ask questions, accept and analyze answers, thereby collecting information for making managerial decisions. Google created "Ok Google", Apple makes "Siri". "Amazon" is trying to catch up with "Apple" and "Google" with the help of "Alexa" and "Echo". "Microsoft" develops "Cortana", "Yandex" released "SpeechKit". Google has been focusing on advertising of voice search for a long time.

Internet of things. IoT (Internet of things) is developing dynamically, there are more and more things with WiFi or Bluetooth modules. Smart things (things connected to the Internet) allow you to get digital data about the behavior characteristics of users. Before marketing, the task was to analyze the data produced by "smart" things. The MIT study showed that companies with advanced analytics are able to extract three times as much profit from IoT.

Booklist:

1. Тренды digital-рекламы в 2017 году. Режим доступу: <https://vc.ru/p/digital-trends-2017>.