



DIGITAL MARKETING TOOLS FOR NEW BUSINESSES

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Abstract: Often used within current organizations, some digital marketing tools have still been neglected by most new businesses, the causes ranging from ignorance of their applicability and even the lack of reconciliation between marketing planning and company budgets. In this sense, through a bibliographic search, this article aims to explore and describe the main tools that entrepreneurs can use to leverage their business, position their brand, conquer and build a lasting relationship with their customers.

Key words: New business. Tools. Digital marketing.

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INTRODUCTION

Understanding consumer behavior, today, is essential for an organization's success. Such a requirement became fundamental when supply exceeded demand. After this period, countless scholars and entrepreneurs have been looking for ways to understand what drives a customer to choose a product / service and, if they are loyal to a brand.

Even with great access to various information on this subject and with various tools available for free on the internet, managers of nascent companies still have difficulties to position their brand in the market, recognize and attract their target audience, promote differentiated offers, thus influencing that your customers to become loyal.

This is because, many entrepreneurs fail to carry out a good planning of *marketing* and, demonstrate difficulties in choosing the most appropriate means of communication for the company's budget. As stated by Silvério (2010 apud Silva, Pereira, 2015, p.7) “the media varies according to the type of business, and in the case of small companies there are certain essential precautions, such as: low cost, simplicity, producing art that conveys confidence and credibility, creating an appropriate brand, etc. ”.

In this context, this article aims to understand and discuss the benefits of implementing *marketing* digital for new businesses. Therefore, a bibliographic search will be carried out, which according to Martins and Theóphilo (2016, p.52) “seeks to explain and discuss a subject, theme or problem based on references published in books, periodicals, magazines, encyclopedias, dictionaries, newspapers, websites, CDs, conference proceedings ”.

Presented the context of the research in this introduction, the rest of the article is organized into three sections. Chapter 2 discussed the fundamentals of marketing, based on the main authors in the field. Chapter 3 presented the main digital marketing tools, their use and differentials. And finally, the chapter of final remarks was written, emphasizing the marketing strategies that can be adopted by new companies.

2. MARKETING FUNDAMENTALS

Kotler and Armstrong(2015, p. 4) define marketing as “an administrative and social process by which individuals and organizations get what they need and want (...)”. According to the same authors, this is a process that allows companies to create value for customers and build strong relationships with them.

According to Honorato (2004, p. 7) “the great challenge of *marketing* is to reach the consumer ”, therefore, according to the same author, it is necessary that marketing and its

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variables: price, processes, people, physical evidence, place, promotion, product, work as a cog, reaching in a certain way your target market.

In this sense, to better understand the needs of customers and thus, developing a marketing strategy oriented to capture value is important to analyze five basic concepts: (1) needs, desires and demands; (2) offers to the market (products, services and experiences); (3) value and satisfaction; (4) exchanges and relationships; (5) markets (KOTLER, ARMSTRONG, 2015).

Based on the concepts above, the next choice refers to the mechanisms used to promote the product / service, brand or company within the market. For this, managers need to understand where their target audience is and what is the main place where they search for information.

When this happens, it can be inferred that, as Drucker (1973) states, marketing manages to make the act of sale superfluous, being a formula that understands the consumer so well that it allows the product / service to be sold by itself.

2.1 MARKETING TRANSFORMATIONS

According to Belch and Belch (2014) in most organizations for many years, tools for mass communication were used. According to the same authors, it was only in the 1980s that companies began to have a broader perspective on marketing communication, due to the division of the market into smaller portions (ROTHENBERG, 1989 apud RAPP, COLLINS, 1991).

Faced with this new scenario and adding technological developments experienced in this period, in 1989 Rothenberg wrote about the inevitability of new forms of communication between the company and its target audience, listing the possible restructuring of marketing, that is, the continuous introduction of new media, as well as its future attributions, such as : ability to easily locate your customers and ability to target specific markets (RAPP, COLLINS, 1991).

Currently, there is a consensus in most organizations that integrated marketing communication (CIM) “helps companies to identify the most appropriate and effective methods of communication and building relationships with customers and other stakeholders” (BELCH, BELCH, p. 10, 2014).

It can also be said that such integration in marketing communication within companies, as it is known today, it was only possible thanks to the development of information technologies and the expansion of the internet.

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In this sequence, the aforementioned transformations were also responsible for the emergence of interactive media, which allowed a bidirectional flow of information, providing power for the client to participate and modify, in real time, the content format and the relationship between the company and society (BELCH, BELCH, 2014).

In the face of new challenges and rapid technological changes, managers of *marketing* they need to adapt their communication plans in order to integrate them and make them relevant not only for their target audience, but for the whole society. And one of the fastest ways to do this is in the use of digital marketing tools.

3. DIGITAL MARKETING TOOLS

According to Costas et al (2015), as soon as marketing used the internet as one of its sales, information and content channels, its expansion power became unlimited. For Segura (2009), digital marketing emerged with the purpose of segmenting the communication methods of companies, promoting new ways to publicize products / services and increasing their network of relationships.

The advantages of this type of *marketing* they are: greater segmentation capacity, practicality, personalized communication, being a more economical solution when compared to conventional marketing actions (SOLOMON, 2011). However, as Caro (2010) states, it is important that digital marketing is carried out efficiently in order to boost consumers and followers.

With this in mind, it is essential that company managers, especially those entering the market, know the objectives and applications of digital marketing tools for satisfactory performance in productivity and reach of promotion and dissemination actions, as well as being able to achieve better results in prospecting, loyalty customer and, consequently, the company's profitability.

3.1 CONTENT MARKETING

With the proposal to meet the needs of the modern consumer, in order to minimize their efforts and provide information that meets their demands, be reliable and objective, content marketing emerges (FERREIRA, CHIARETTO, 2016). Such a mechanism is a strategy used to create and distribute certain content to an already chosen audience, “with the objective of attracting, winning and involving this audience” (CONTENT MARKETING INSTITUTE, 2016 apud FERREIRA, CHIARETTO, 2016).

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For Rez (2016) content marketing encourages consumption in a subjective and emotional way, since this mechanism concerns the benefit of consumers through the availability of information (RUFFOLO, 2017). Unlike using the call to sales, this technique aims to influence consumer perception, increasing their engagement with the brand (BASNEY, 2014).

According to *Content Marketing Institute* (2016) apud Trevisan and Monteiro (2017) content marketing is an approach focused on creating and distributing valuable content, aiming to drive profitable action.

For the total success of using this tool, the manager needs to outline who the target audience will be, understand the context, define clear goals, establish conversion objectives, allocate resources and scale activities (CAIN, 2013; RENDLER-KAPLAN 2017 apud Dias (2017)), taking into account the construction of a long-term relationship with its customers (YI LIN, YAZDANIFARD, 2014).

For the inclusion of this mechanism within organizations, large investments are not necessary, however, there are average costs related to the time dedicated to developing the content and making it available in the virtual environments that the company has.

3.1.1 Elements of content marketing

Content marketing is geared towards the interaction between the company and its customers, that is, the brand community that also involves stakeholders and the whole society. In parallel, there are the various technologies that can be used by the organization, with the purpose of creating engagement and greater reach of the desired audience.

Table 1 includes the most used tools for the development of the *marketing* content:

CONTENT MARKETING TOOLS	
<i>Blog</i>	Ensures good interaction between the customer and the company. It is the main tool used in content marketing.
<i>Email marketing</i>	Much of the population has an active email account, so this is an excellent channel for interaction and engagement.
<i>Video marketing</i>	The future of content marketing is considered. Thus, the company must take advantage of the tool's functionality, constantly developing videos.
<i>Infographics</i>	It is an excellent tool to attract the public, as they are able to present complex information clearly and quickly.

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<i>E-books</i>	They require more time, but are highly effective in content marketing.
Social media	It is a very important tool, but it should not be used in isolation due to frequent changes and risk.

SOURCE: CARVALHO, BASÍLIO, 2007.

For the choice of the tool to be assertive, it is necessary to understand the habits of the target audience, considering the psychographic profile, culture, socio-economic power and other variables that may determine the way consumption of content by the customer.

3.2 GOOGLE ANALYTICS

Within organizations, it is known that the more access to information, the greater the chances of standing out from the competition, as well as, the greater the facilities for adapting to new scenarios. However, for business assertiveness it is essential that such information is as correct and accurate as possible.

In this sense, tools such as *Analytics* it has been used in order to make management decisions faster and more efficient, since they can manage a large volume of data, supporting decision making (SOUSA, 2017). According to Sheikh (2013) apud SOUSA (2017) any technology, or system that helps in the prediction of future actions, that permeate the subjectivism of human interpretation, can be considered an Analytics tool.

Google Analytics is an online data analysis platform that collects information from users and transforms it into reports, by installing a code on the website pages. It allows the marketing manager to better understand his target audience, through reports on the volume of visits, time spent by the user on the pages, the source channels, even conversions (COSTA, 2019).

The reports provided by this tool allow the company to analyze how its customers are receiving their promotions, content and level of interactivity, thus enabling the company to create contingency plans, in case the strategy used is not having any effect.

3.3 SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization is a set of digital techniques, which aims to make websites more friendly, working on keywords so that they are better positioned organically (SEO MARKETING, 2018).

According to Vasconcelos (2017, p.5) "among all the existing search systems we can affirm, without a doubt, that Google is the most important". The relevance of this tool began

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to be observed with the growth of the internet and the need to better position the content according to the searches (VASCONCELOS, 2017).

Also according to Vasconcelos (2017, p. 25), “SEO is not a simple process to implement, requiring a lot of experience, knowledge and patience”. However, when applied well, in the long run, they guarantee a considerable volume of users to the sites.

To succeed in relation to the number of pages accessed, it is interesting that the company uses a set of good practices, known as White Hat. Such practices provide an increase in the frequency of websites, without the search engines considering it bad and / or regular.

According to Mesquita (2017), one of the first steps to understand the use of these mechanisms is to understand the user and the research intentions. Mesquita (2017) also states that there are factors within the website page itself that are fundamental for search engines to realize that their content is related to the terms searched by users, some of which are:

- Quality of content: the better the content, the greater the chances of the site being among the first results.
- Site size: most of the time, Google search engines look for more complete content, therefore with more characters.
- SEO Title: its function is to take the reader to the expected content.
- Friendly URLs: Google identifies the use of keywords in your page's address and the easier and friendlier they are, the more likely the site is to be accessed.
- Time spent on the page: it is one of the main variables that change the ranking of a page, that is, the longer the time the user stays on the page, the more easily Google will recognize and interpret that content serves the public.

According to Vasconcelos (2017, p.31) “as online research continues to become more important and traditional sources of advertising become less relevant, Google will continue to be the essential link in the process by which customers and companies are located ”.

FINAL CONSIDERATIONS

The marketing strategies used in all organizations need to demonstrate Vaz's positioning (2011): the consumer must be seen as the beginning, middle and end of the value chain. This seems like a cliché nowadays, but putting them into practice is a big challenge for many companies.

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Allied to this, the adequacy of the *marketing* according to the target audience, positioning and values of the company, brand and budget available, already defined in a previous planning.

After this stage, entrepreneurs will be able to choose from a set of tools, those that best fit the image that the company intends to present, taking into consideration important items such as: innovation, creativity and relationship.

As demonstrated in this work digital marketing tools are important strategies for businesses entering the market, since they are excellent mechanisms for informing the public with efficiency and agility about the company's product, brand and values.

However, it is important to note that it is necessary to know all the legal requirements so that the use of any digital tool is not carried out equivocally, which would have a negative impact on the company's business.

In this sense, it is up to the manager to train or hire agencies that have full control over the various uses of these tools and, mainly, understand the challenges of using them in the company's long-term billing.

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