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SOFTWARE MARKETING IN THE ERA OF DIGITALIZATION

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ANNOTATION: The article discusses modern approaches to software promotion in the context of digital transformation. The transition of IT companies from traditional marketing to digital tools and the importance of effective communication with the target audience are emphasized.

Keywords: internet marketing, promotion, digital transformation, IT companies.

The current stage of economic development is characterized by the rapid digitalization of all spheres of life, which has a significant impact on the IT sector. Software (software) is becoming an integral and daily part of the company's activities: from internal and external business processes to everyday user experience. In the context of the digital revolution, companies are increasingly adopting information technology to improve team efficiency, increase sales, automate processes, and improve customer interaction.

Against the background of an increase in demand for software for all companies, there is a rapid growth of the software market, accompanied by increased competition. The emergence of new developers, rapidly changing user preferences, and design trends require companies not only to provide high-quality solutions, but also to provide effective promotion strategies. Marketing is becoming a key factor in software promotion, ensuring the recognition of an IT company and the formation of loyalty.

To increase the effectiveness of software product promotion, the company must carry out a number of marketing activities that ensure interaction with real and potential buyers. Such a set of communications can include the following tools of traditional marketing: sales promotion, advertising, sales, direct marketing and public relations. With their help, the company gets the opportunity to familiarize the target audience with the characteristics of software products and services for their creation, to demonstrate their competitive advantage [1].

In the 1990s, during the rapid growth of the IT industry, many began to use classic marketing approaches such as television, print advertising, direct mail, and participation in offline events to generate demand and attract users to their IT products. For example, in 1984, Apple launched the legendary Super Bowl TV commercial "1984" to promote the Macintosh, and printed pamphlets were also widely distributed: for example, an 18-page booklet with details about the Macintosh enclosed in magazines [2]. Also since the mid-1990s, AOL has been actively sending out printed coupon letters, partnering with Disney and Time Warner to promote its services in an effort to expand its user base [3].

The active development of information and, especially, communication technologies makes the use of advertising tools for the promotion of software products via the Internet more and more relevant [4]. Internet marketing is a set of Internet resources focused on attracting the attention of the target audience to goods or services for the purpose of their subsequent promotion in the market and the formation of public opinion.

Since the 2000s, IT companies have been increasingly switching to digital promotion channels: content marketing, SEO, social media, email, and automation. Their effectiveness is presented in the following cases:

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- Salesforce develops digital marketing through its own web series, research, and expert reports. This approach increases organic traffic and engagement: LinkedIn activity has increased, and downloads of analytics reports have increased by 20%.
- Microsoft relies on segmentation (STP model) and develops activity in social networks. They have 3.2 million followers on Instagram*, and more than 14 million on Facebook* (The activities of the social networks Instagram and Facebook, owned by Meta Platforms Inc., are recognized as extremist and banned in the Russian Federation).

Thus, in the context of the digital transformation of the economy, software promotion requires a comprehensive, flexible and relevant approach to marketing strategies. The evolution from traditional channels to digital tools demonstrates how important it is to adapt to the changing environment in a timely manner and use the potential of the Internet to communicate with the target audience.

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