

DIGITAL MARKETING

SUMMARY: *Marketing allows entrepreneurs to position themselves successfully in consumer awareness, to be successful competitors, and to satisfy consumer demands profitably. Entrepreneurs can use several marketing strategies, such as relationship marketing, expedition marketing, one-to-one marketing, real-time marketing, and digital marketing. The aim of the paper is to discuss the advantages of digital marketing and certain forms of digital marketing in achieving entrepreneurial goals in the light of limited financial resources. In this paper, we will analyze the developmental stages of marketing. Then we will point to three critical forms of digital marketing: online marketing, social networking on the Internet, and mobile marketing. The main conclusion is that entrepreneurial marketing has a number of specific features arising from financial limitations of financial. Digital marketing does not require significant financial resources allocation and therefore represents an indispensable component of the entrepreneurs' market orientation.*

KEY WORDS: *entrepreneurship, marketing, online, social networks, mobile marketing.*