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Title: The impact of Digital and Social Media Marketing on businesses and consumers

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Abstract

The Monograph examines the impact of digital marketing as well as digital innovations on markets, consumers and businesses. An extensive list of topics related to Social Media Marketing, mobile marketing, viral marketing and the impact on advertising, brand awareness, consumer search and profiling, online privacy and online reviews was explored. At the same time, the impact of Social Media Marketing on various sectors of the economy such as tourism, health, politics, education and human resource management was examined. In addition, the emerging area of mobile advertising is being considered, which can further improve online targeting. The adoption of smartphones by consumers is growing exponentially and offers marketers many new opportunities to reach out and serve customers. However, are consumers ready for marketing via

their smartphones? Among other things, the research aims to investigate the willingness of consumers to accept marketing via Smartphones. Many of consumer data are transmitted to salespeople, and much of online advertising is transmitted to consumers through platforms such as Google. While online retail has grown rapidly, it still has a relatively small share of retail sales. Given the increased availability of detailed consumer data, channel sales are being explored, which highlights strategies for the various points of contact leading to a transaction. Finally, special attention has been paid to the crisis of the pandemic, therefore the penetration of Social Media Marketing in business activities has increased. The importance of the use of communication marketing tools as well as Social Media Marketing is pointed out.

