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THE MAIN ASPECTS OF MARKETING SYSTEMS OF STRATEGIC MANAGEMENT IN THE NEW DIGITAL ERA

Abstract. Digital transformation is one of the main trends of economic development in modern society. Business organizations tend to incorporate modern social media platforms into their businesses because they can gain popularity on the Web. Nowadays, the fear of using digital gadgets and online stores has decreased, and the use of electronic payments has increased. This study aims to reduce the academic-practical gap between digital and traditional marketing studies. The company's operational and social performance are directly connected to their product consumption. Our survey analysis confirms that the level of social media platform usage in small and medium sized Georgian wine companies is quite low. The problem mentioned is directly connected with the lack of specialists working in the field. The digital acceleration can empower companies to reach the right consumers while requiring a lot of effort and operational actions. These findings provide theoretical input, managerial implications, and future research directions for integrated research in the Georgian business segment.

Keywords: Marketing System, Digital Era, Social Media, Georgian Wine, Strategic Management.

Introduction

In the 21st century, the sustainable development of organizations significantly depends on the implementation of modern digital technologies. The digital transformation process is one of the main prerequisites for creating stable production systems. During the COVID-19 pandemic, organizations were pushed to develop digital marketing elements in order to cope with the existing situation. Digital marketing capabilities aim to use electronic gadgets and digital technology in order to communicate with targeted audiences while saving time, distance, and resources (Sridhar [9]). The marketing elements are usually used to defend and maintain business relations. It's important to mention that new workflows and gadgets were adopted, and the benefits of the technology create essentially new opportunities for organizations (Kraus [6]).

Some of these studies focus especially on the implementation of digital marketing tools, which consist of processes using digital channels to promote services and products. Combination of social media platforms is an increasingly popular way to reach the direct consumer (Astrachan [1]). In business relationships, consumers make buying decisions every day based on their needs, preferences and beliefs, which can change depending on various determinants; organizations must act in the marketplace according to consumer needs. The introduction of social media platforms is directly related to identifying the preferences and needs of consumers. Both B2B and B2C markets are focused on using digital marketing aspects such as support systems otherwise, their operational processes can stagnate and become complicated. But it's important to highlight that ac-

According to conducted research, the full advantages of digital space have not been implemented yet, they require time and appropriate resources (Pandey [7]). There are also huge differences in the management of segment strategy, managers at the top level must determine the right direction of marketing strategy according to the operational field. The industrial aspect of marketing, which belongs to the digital age, is closely related to the innovative technologies owned by the company. Companies' presence on social media is seen as a new sales channel where they can promote their product and connect with their customers (Bruwer [2]).

The **objective** of the research is to emphasize and develop digital marketing strategies in organizations. According to a qualitative analysis, digital marketing techniques are used to attract potential consumers based on their financial capabilities. The permanent use of digital technologies leads to increased sales for organizations whose marketing strategies are based on the digital concept. The primary connection, which was researched during our studies, can be named as the main marketing tool with significant influence on increasing sales and the realization process.

It should be noted that agriculture is an important part of Georgia's economic development, and, in particular, an important segment is the wine industry. Enology and wine tourism are important aspects of the country's economic development. In order to promote Georgian wine on the local and international markets and increase the trend of foreign trade, the Ministry of Environmental Protection and Agriculture has invested a lot of efforts, but it should be noted that holding an important position in the market is associated with many challenges. The wine producing companies in developed countries often use innovative methods to implement marketing systems in order to promote their products on the world market. We will consider the level of usability of marketing systems on the example of Georgia in the field of agriculture, in particular, winemaking.

Data Collection

A systematic Literature review is conducted on digital marketing strategies and their integration. The influence of digital marketing and the transformation of strategies is observed through the resources from in scientific and academic databases. The economic analysis carried out in the present paper investigates data collected in a survey. The questionnaires were administered online to wine producers in Georgia between February and March 2023. The aim of the survey was to gather information about digital marketing tools and their usage levels in wine companies. During the survey, we collected data from 30 small and medium-sized Georgian wine companies. The wine segment have chosen for surveying because it's popularity in region. The wine is an important part of Georgian Culture (Rytkönen [8]).

Discussions

It's important to highlight that social media platforms are one of the main achievements of the marketing concept of the 21st century, whose implementation is necessary in the company. Social media has enormous power and the ability to increase brand awareness and constantly influence consumer behavior. From a marketing perspective, companies should improve their content marketing activities on online platforms, which means sharing actions and continually leveraging opportunities to reach their customers.

According to the recorded responses of company spokespersons, the main targeted market for companies is both the local (73.9%) and international market (78.3%). The main aim of our research concerned the use of new digital tools in companies marketing systems, namely digital technologies and social networking platforms. 82.6% of the companies surveyed are using social media for business purposes, while the remaining 17.4% are not. It should be noted that the mentioned tendency was interesting because, from our point of view, it is inconceivable that the marketing activities of a company can proceed without social networking platforms. But the annual report, Data Reportal 2023, clearly states that 880.000 people in

Georgia have no access to the Internet at all and are not registered on the network (Data Reportal [4]).

The registration process of Georgian wine companies at the social media platforms began from 2001, and the process is ongoing today. It is known that the frequency of usage of social networking platforms is increasing day by day, more and more people are registering, and the Web. 2 trend came to the fore during and after the Covid-19 pandemic. When companies had no choice but to sign up for social media platforms and sell their products on the Internet (Iordache Platis M. [5]). It's important to mention that the most used social media platform in the world is Facebook, with 2.958 billion users (Data Reportal, March [4]).

In the companies we surveyed, we collected the following results about the use of social networking platforms: Facebook, Instagram, LinkedIn – 87%; WhatsApp, Messenger, Viber – 60.9%. Many scientific studies have proven that the implementation of social media platforms in companies will lead to a direct increase in revenues from backlinks, with the proper administration of the platform, of course (Zhang [10]). But from our research, we found that while over 80% of companies have implemented social media platforms, 54.5% do not really believe that their revenue increased after the implementation of the social media platform, in their opinion, social media had no impact on company revenues. But 40.9% do believe that the company's revenue has increased since the implementation of the social media platform. It should be noted that the implementation of social media is associated with many difficulties and challenges; many companies do not have the resources to fully integrate digital technology into their workflow.

Most of our respondents indicated that it is difficult for them to keep in touch with the customer and

respond to the customer in real time due to time limitations. Some noted that integrating social media with production lines and operational processes is difficult for them because it is more expensive. Privacy and security protections are known to be paramount when it comes to company operations and business process management, and a company needs to proceed with caution when implementing social media platforms.

Conclusion

The digital marketing system expanded over the period of the 21th century, and organizations adopted it for sustainable development, but the impact of social media and other digital marketing tools was distinctive. The pandemic and the spread of COVID-19 have played a crucial role in the process of digital transformation. The strategy of implementation and integration systems is vividly connected with the productivity of an organization's everyday operations. This paper can be considered one of the basic points for digital marketers to approach organizations differently, according to their scope of operations. The increasing level of business operations in the globalization era needs special control for appropriate marketing strategies. The small and medium-sized Georgian wine companies tend to implement digital marketing tools in their strategic management. Meanwhile, the process of integration is complicated and includes challenges. However, a significant percentage of companies are oriented integration of social media platforms.

In order to fully understand the role of marketing systems in the digital era, referring to Georgian wine companies, more effort should be dedicated to further research. Our study has limitations in terms of the number of companies and sample size. Nevertheless, the results are significant.

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