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MODERN MARKETING APPROACHES IN THE PROMOTION OF POWER TOOLS

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Abstract

Modern approaches to the promotion of power tools are rapidly evolving under the influence of digital technologies, shifts in consumer preferences, and increasing competition. Traditional promotion methods are gradually giving way to innovative strategies. Social media and e-commerce have become key marketing tools, where brands actively use targeted advertising, collaborate with influencers, and create interactive content. Artificial intelligence (AI) technologies play an important role in this process by providing personalized recommendations to customers. Modern marketing approaches not only drive sales but also strengthen brand loyalty, shaping a more customer-oriented industry. The marketing landscape continues to demonstrate the growing integration of digital technologies and expanded use of online platforms in the promotion of power tools.

Keywords: marketing, digitalization, social media, personalization, consumer behavior.

1 Introduction

The power tools market is a dynamic and highly competitive environment where manufacturers are constantly seeking innovative and effective strategies to attract and retain customers. Traditional marketing approaches are gradually losing their former effectiveness due to rapid technological

progress and changes in consumer behavior. The digital revolution has opened up new opportunities for communicating with target audiences, enabling the personalization of offers.

Overview

Modern marketing strategies are actively transforming under the influence of digitalization, changing consumer preferences, and increasing market competition. In response to these challenges, companies are rapidly integrating artificial intelligence and other cutting-edge digital technologies to enhance their competitiveness and remain ahead of the curve. The power tools market, like many other industries, is no exception to this growing trend. [1] Digital marketing, the automation of customer interaction, and the constant adaptation of advertising strategies to ever-evolving market demands play a pivotal role in the modern promotion of power tools. [2]

High-quality, engaging content has proven to be one of the most effective tools for establishing a strong connection with target audiences. Creating valuable and informative materials such as articles, video reviews, user guides, tutorials, and in-depth comparison tests of power tools helps not only inform customers but also build lasting trust in the brand. Content that demonstrates the practical, hands-on use of power tools in real-world working conditions is especially effective.

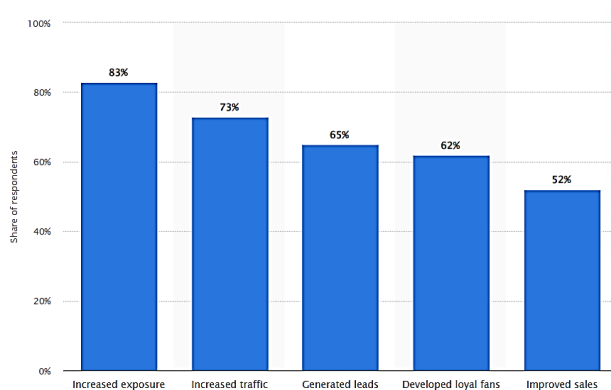
It allows potential buyers to better assess the functionality, quality, and advantages of the products, which is a crucial factor in their decision-making process.

To maximize audience reach and engagement, this content is actively distributed through a wide array of social media platforms, such as Facebook, Instagram, YouTube, TikTok, and LinkedIn. This strategy enables companies to not only promote their products but also foster the creation of a loyal community around the brand. An important element of this strategy is collaboration with opinion leaders and influencers, who, by sharing their personal experiences and insights with power tools, can significantly influence the purchasing decisions of potential customers. [3]

Research and market analysis consistently show that the integration of digital technologies into marketing strategies directly contributes to increased sales and better customer retention. According to McKinsey, companies that implement digital sales channels achieve revenue growth rates that are 30% higher than those of their competitors. Moreover, 73% of industrial buyers prefer to conduct product research and make purchases online, highlighting the undeniable importance of maintaining a strong digital presence in industrial sales. [7]

The collected statistics clearly demonstrate the growing success of this comprehensive strategy. According to Statista, 83% of marketers believe that a brand's presence on social media has a significant, positive impact on consumer awareness levels. This suggests that digital platforms are steadily evolving into full-fledged, indispensable tools for shaping and promoting a company's image in the modern marketplace.

At the same time, 73% of professionals report that the strategic use of social media helps increase traffic to official company websites, which, in turn, can directly influence and boost sales growth.



Leading benefits of social media marketing according to marketers worldwide 2024 [5]

It is also important to consider the economic indicators related to the development of this area. According to Statista's forecasts, global spending on video advertising exceeded 191 billion USD in 2024 and is expected to surpass 240 billion USD by 2028. This statistic highlights the growing role of video marketing in global promotional strategies, particularly in both B2C and B2B sectors. Thus, the combination of digital platforms, video formats, and influencer collaborations serves as a powerful tool for influencing consumer decisions, which is especially valuable in the competitive power tools market. [4]

Another crucial factor influencing the choice of power tools is the opportunity to test them in practice before purchasing. This approach significantly increases customer trust in the brand and supports more informed purchasing decisions.

Modern companies are actively implementing various formats for product familiarization, including demonstration events, test zones in retail locations, as well as interactive online tools.

Research shows that consumer participation in product demonstrations or testing significantly influences their purchasing behavior. Specifically, 85% of consumers report that after attending such events, they are more likely to make a purchase, as they have the opportunity to directly experience the product, assess its quality, and evaluate its functionality. [8]

The combination of high-quality content, digital platforms, innovative interaction methods, and the opportunity to test products creates a comprehensive approach that not only boosts sales but also fosters long-term brand loyalty. Successful promotion of power tools in today's market requires the integration of cutting-edge technologies and adaptation to changes in consumer behavior, which will shape future market trends.

Conclusion

The growing competition in the power tools segment requires continuous improvement of marketing strategies and the integration of cutting-edge technologies, including artificial intelligence and automation of customer interaction processes.

The effective combination of these approaches enables companies to adapt to changing market conditions, build consumer trust, and ensure sustainable business growth. Personalization of marketing messages plays a particularly important role, as it is based on the analysis of consumer behavioral data and contributes to higher conversion rates and increased effectiveness of advertising campaigns.

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