

DIGITAL MARKETING FROM THE PERSPECTIVE OF THE PRODUCER/SELLER IN THE SMES OF TEXTILE AND CLOTHING INDUSTRY

Dragan Dimitrijević¹, Natalija Dimitrijević², Živoslav Adamović¹

¹ Fakultet primenjenih nauka u Nišu, Univerziteta Privredna akademija u Novom Sadu

² Better Collective u Nišu, Better Collective Denmark

* e-mail: dragandimitrijevicnis@gmail.com

Review paper

UDC: 677+687:339.1

DOI: 10.5937/tekstind2303052D



Abstract: *The main component of generating high-quality, efficient and successful strategic marketing is, first of all, the definition of marketing strategies in accordance with business goals, that is, in accordance with the company's business strategy. Marketing strategy generation is the process of determining goals and choosing marketing strategies at the company level, aimed at specific markets, including the process of determining vision, mission and strategic goals, but also defining strategic positioning, i.e. detailed analysis of strengths, weaknesses, opportunities and threats of business and analysis of factors of the company's environment, as well as defining, choosing and implementing the strategy and auditing the results. As part of the marketing strategy, the marketing plan must be compatible with the business and marketing strategy, communication plans, Internet business plan and ICT strategy, which implies a detailed and precise definition of the basic elements of the marketing plan, as well as providing information about the markets in which business is conducted and current market conditions. movements, ways of measuring success, designing and planning marketing activities in certain time frames, as well as determining business strategy goals. The paper presents an explanation and analysis of the elements of effective digital marketing, which are necessary for the successful generation of marketing strategies and the effective implementation of marketing activity plans from the perspective of the manufacturer/seller, as well as an explanation and analysis of the elements of operational marketing, i.e. an explanation of the possible choices of digital marketing techniques, and recommendations for entrepreneurs SME textile and clothing industry.*

Keywords: digital marketing, marketing strategy, textile and clothing industry.

DIGITALNI MARKETING SA ASPEKTA PROIZVOĐAČA/PRODAVCA U MSP TEKSTILNE I ODEVNE INDUSTRIJE

Apstrakt: *Osovna komponenta generisanja kvalitetnog, efikasnog i uspešnog strategijskog marketinga, je pre svega, definisanje marketinških strategija u skladu sa ciljevima poslovanja, odnosno u skladu sa biznis strategijom preduzeća. Generisanje strategije marketinga je proces utvrđivanja ciljeva i izbora marketinških strategija na nivou preduzeća, usmerenih ka određenim tržištima, uz obuhvatanje procesa vizije, misije i strateških ciljeva, ali i definisanje strateškog pozicioniranja, odnosno detaljne analize snaga, slabosti, mogućnosti i pretnji i analize faktora okruženja preduzeća, kao i definisanje, izbor i sprovođenje strategije i revizije rezultata. Kao deo marketing strategije, marketing plan mora biti kompatibilan sa poslovnom strategijom, planovima komunikacije, internet biznis planom i IKT strategijom, što podrazumeva detaljno i precizno definisanje osnovnih eleme-*

nata marketinškog plana, kao i obezbeđivanje informacija o tržištima na kojima se posluje i aktuelnim tržišnim kretanjima, načinima merenja uspeha, osmišljavanju i planiranju marketinških aktivnosti u određenim vremenskim okvirima, kao i određivanju ciljeva biznis strategije. Rad predstavlja eksplikaciju i analizu elemenata efikasnog digitalnog marketinga, inače neophodnih za uspešno generisanje marketinških strategija i efikasnu implementaciju planova marketinških aktivnosti sa aspekta proizvođača/prodavca, eksplikaciju i analizu elemenata operativnog marketinga, odnosno eksplikaciju mogućih izbora digitalnih marketinških tehnika, kao i preporuke preduzetnicima MSP tekstilne i odevne industrije.

Ključne reči: digitalni marketing, marketing strategija, tekstilna i odevna industrija.

1. INTRODUCTION

The time of current digitization implies and requires an increasing emphasis and a more detailed look at digital versions of business processes, including marketing and trade, through the prism of ICT implementations and adequate business - service information systems (*e-marketing, e-Commerce, CRM, etc.*). Marketing belongs to activities of a dual nature, and therefore it is necessary to look at it from two aspects - the aspect of the buyer or user and the producer or seller [1], where in this work the emphasis is on the explanation of the elements of marketing and marketing activities from the producer's or seller's point of view, and which implies the explanation and analysis of the elements of generating marketing strategies, but also of the trade process and relations with customers, because every good marketing strategy implies the consideration of these elements of the business process. As the marketing investment is focused on meeting the needs of the client with an adequate offer, it means that the goal is achieved with an offer that meets the needs of the client, while the producer continuously achieves a satisfactory economic profit, so it can be said that marketing represents an investment in the future, whereby the so-called strategic marketing insists on the difference in relation to the competition and focuses on own strengths and opportunities, with the aim of recognizing and using positive differences in relation to the competition.

On the other hand, it should be emphasized that fashion, as part of the textile and clothing industry, sets trends, affects the demand, shape or design of products, as well as sales itself, and is closely related to marketing, which by definition is the key to attracting the attention of most customers and activities in the creation of fashion trends, but also in the creation of images or brands of textile products - clothing. In fact, as fashion is more and more exposed in the phase of growing competition, and as modified products with lower prices are created, and sales grow rapidly and distribution is selective, fashion marketing or

promotion has the task of shaping a positive image on such a mass market, i.e. it has the task of exploring the connection between fashion design and marketing, including the development, promotion, sales and pricing aspects of the fashion industry, and uses current trends in fashion to analyze, develop and implement adequate and effective sales strategies [2, 3, 4, 5]. That's why successful fashion marketing managers emphasize the recognition of consumer trends, the building of strong brands and the creation of a positive product image, as key elements of fashion marketing. It can be said that in the textile and clothing industry, the promotional strategy changes in accordance with the movement of fashion through acceptance cycles, where propaganda is in fact the most visible part of the promotional activities of a fashion company, and has a very important role in the decision-making process and creating consumer awareness of the existence brand [3, 6].

It is necessary to emphasize the close connection, permeation and upgrading of the marketing process itself, lead generation and effective communication and relations between customers and manufacturers/sellers, as well as their information systems - IS (*ERP, marketing and CRM IS*) within the so-called e - business [1]. In fact, it can be said that within the framework of e-business, elements of marketing are continuously and deeply intertwined with other elements of e-business, i.e. with business information systems such as *Product Lifecycle Management* (product life cycle management with the integration of product development functions, security, quality and maintenance), *Supply Chain Management* (integrated planning and management of the flow of goods and services, information and money through supply chain activities), *Enterprise Resource Planning* (integrates and automates all aspects of the company's operations) and *Customer Relationship Management* (integrates processes and relationship management with clients-consumers), which represent infrastructure or are mandatory integral parts of modern, efficient and

profitable e-business. On the basis of the above, it can be said that, viewed from the point of view of the producer or seller, the generation of marketing for SMEs in the textile and clothing industry requires a qualitative and expert analysis of the work and development of the company, for the sake of precisely defining the mission, vision and goals of the company, as well as an adequate selection of marketing strategies and techniques and operational marketing tactics, but also effective evaluation of marketing plan implementation with strong support of analytical programs.

2. MARKETING IN SME TEXTILE AND CLOTHING INDUSTRY FROM THE SELLER/ MANUFACTURER ASPECT

2.1. Traditional – classic marketing

Traditional or classic marketing exists most often in the form of printed ads, telephone communications, TV, radio, billboards, illuminated advertisements or personal contact. By observing and analyzing the functioning of traditional media, it can be seen that today these types of advertising or this type of marketing can be treated as obsolete, because their visibility, as well as the influence on potential clients, is decreasing, and therefore the interest of potential producers or sellers is also decreasing. For their use quite small. Nevertheless, it is obvious that the owners of such media or the bearers of such marketing methods (TV, press, radio), very quickly became aware of the situation and new influences and, for the sake of survival on the market and the further work of their companies, very quickly adapted their business to new trends and ways of working, mostly by transformations into some form of digitized programs.

Thus, for example, printed media, with decreasing circulations, rather high prices and of course a constant decline in interest (both from the buyer's point of view, and causally from the seller's point of view), good practice and the survival of such media in the field of textile and clothing industry, have ensured by generating specialized fashion magazines (both globally - *Elle*, *Cosmopolitan*, *Vogue*, *Brigitte*... and locally - *Harper's Bazar*, *Grazia*, *Burda*), but also by transforming them into modern and efficient internet editions, i.e. web solutions.

Television is the medium that first supplanted print media and to a large extent took over, and still maintains, the pedestal of a quality platform for effective marketing. Regardless of the quantitative-qualitative devaluation of TV companies and the often poor

quality of marketing activities, the biggest problem of quality and efficient marketing on this medium today is still the problem of profitability, that is, the high cost of advertising. Of course, this media also looked for new opportunities for efficient work in a timely manner, so for the area of the textile and clothing industry, for example, created a specialized fashion channel - Fashion TV, which, along with digitally recorded advertising spots presented on Internet channels, still somehow justifies the position of media leader.

Radio marketing survives today thanks to radios in the car, as it has almost completely disappeared from the market as a media tool.

Billboards and illuminated advertisements as classical media, whose activities interpenetrate and complement each other, and which can be treated much more from the aspect of sales than from the aspect of marketing, can be talked about through their positive effects on the overall marketing story and efficient operations of the company. It is known that the price of such advertising methods is much lower today than before, but it is still quite expensive for SMEs, so in practice the profitability of their influence is questionable. Of course, like all other opportunities, marketing by telephone communication has completely changed the basic features of its work and ways of functioning, with the appearance and mass exploitation of mobile phones with all their applications and Internet connections and features, which today has, completely unexpectedly, placed it at the top of the good and effective marketing methods (telephone messages and notifications are the most common and effective marketing methods today) [1].

In the clothing industry, fashion shows were once treated as the most attractive way of marketing, which otherwise completely died out in some previous times and lost its position as a marketing leader, only to return to the stage of quality, attractive and efficient marketing today with full capacity. The irreplaceable role of direct contact, as well as exclusive visual contact with products, during direct use - wearing, this type of marketing is still treated as the queen of marketing (primarily fashion), where the biggest problem of fashion shows today (and in the earlier period), the high cost of organizing such events, which leads to more massive exploitation only in the domains of the so-called high fashion.

2.2. Digital marketing

Digital marketing normally takes place electronically, that is, via the Internet, which means that it

includes all marketing activities related to the use of electronic devices and the Internet, such as various digital channels (browsers, social networks, e-mail, websites, etc.), and in order to effectively connect with potential customers. Today, business owners can use a new type of effective, flexible and adaptive marketing - digital marketing, with the possibility of three key forms of application: online marketing (websites, e-mail, ads at the top of search results and advertisements), social media (social networks, blogs, on-line communities and forums) and mobile marketing (SMS, applications), noting that in practice, combinations of the above possibilities are most often applied [1]. By the way, some of the most famous digital marketing techniques today are: *E-mail marketing*, *Affiliate Marketing*, *Social Media Marketing* - marketing on social networks (*Facebook*, *Instagram*, *Twitter*, *LinkedIn*, *Snapchat*, *Pinterest*, etc.), *Content marketing* - content marketing (blog, vlog, e-books, infographics), *Pay Per Click* (*Google Ads*, *Facebook Ads*, *Instagram Ads* and *Twitter Ads*), etc.

It should be noted that digital marketing is a generally accepted term for describing online marketing tactics of any kind, regardless of whether they are inbound or outbound, that is, it does not differentiate between marketing tactics and the so-called moves (*Inbound* and *Outbound* methods), while digital outgoing - outbound tactics aim to place the marketing message directly in front of as many people as possible in the network space - regardless of whether it is relevant or welcome. Inbound inbound tactics use digital marketing assets such as online content to attract target customers to websites by providing them with helpful resources. While digital marketing enables the recognition of trends and patterns in people's behavior, long before they decide to buy, which of course can help in creating adequate and effective marketing actions, plans or strategies, with the so-called offline marketing, it is very difficult to tell if and how people interact with a brand before interacting with a seller or making a purchase. It can be said that today the so-called social networks are very important in the business of efficient and quick sharing of information or content, and thus in the business of advertising and creating various brands, because by timely launching paid campaigns on the Internet - social networks, with a large number of followers, the reach can be increased, and therefore sales [1, 7, 8]. As an effective performance on the Internet implies the application of all classical knowledge from the field of marketing, in this context, marketing activity on the Internet can be seen as moving products

or services from producers to consumers, using the Internet as a means of promotion and sales, or a distribution channel.

2.3. Marketing strategy

The problems and failures of many companies today are not the result of the lack of a market, but rather the reason for starting a business without clear and prepared business plans and strategies, as well as attempts to improvise marketing, i.e. advertising via the Internet without a clear marketing strategy or concrete plan, which indicates that without regardless of the size of the company or business, new business ventures must be entered with a clear vision and goals, as well as a good marketing strategy and plan.

The initial step of the marketing strategy must first of all be the definition of the business objectives of the company - SME, as well as how and in what way the product will be positioned on the market and which marketing strategies and techniques will be exploited [9]. The basis of a good marketing strategy is also the choice of some combinations of so-called concepts. marketing mix - 4P (*Product*, *Price*, *Place*, *Promotion*), otherwise often supplemented with the so-called life cycle (*PLC* - *Product Life Cycle*) and product portfolio management - *PPM*, where it should be emphasized that a good marketing strategy most often includes a trade strategy with three indispensable factors: a wide range of products, location and the appearance of the store (elements that normally belong to the domain of classic marketing) [1, 10, 11]. It can be said that for efficient business and successful marketing of SMEs in the textile and clothing industry from the point of view of the manufacturer/seller, it is necessary to precisely determine and define the basic elements of the way of working and doing business, the generation of adequate and effective marketing strategies, compatible with business strategies, as well as the selection of adequate method of operational marketing, where the definition of the goal and the implementation plan stand out as the most important elements of marketing activities. In general, the marketing plan represents a working framework that includes all the market studies carried out by the company, the marketing goals to be achieved in accordance with the vision and mission, the strategies to be implemented and the plans to be followed, whereby the implementation of marketing strategies in fact, in some way it implies the very evaluation of the marketing plan, coordinated with the business strategy, communication plans, internet business plan and IT strategy. From the aforementioned postulates, it follows that the pro-

cess of generating and implementing a marketing strategy (with an emphasis on digital marketing) first requires the preparation of a situational analysis and positioning of the company, i.e. a decisive determination of the vision, mission and strategic goals, and within that, detailed research into the factors of the economic, social, technical and political environment (PEST analysis), as well as research into the possibilities of development and the company's strengths and weaknesses (SWOT analysis) [10, 12, 13].

After that, a selection is made and an adequate strategy is defined, with the possibility of different conceptions, i.e. the selection of some of the four generic strategies based on:

- product concept (characteristics of diversity, quality, design, logo, packaging and services);
- the concept of price (characteristics of sales promotion including price list, discount, benefits, payment period and credit terms);
- the place concept (locations, supplies, transport, logistics, channels, coverage and assortment);
- the concept of promotion (advertisements, personal selling, sales promotion and public relations) [10].

At the end of a series of necessary marketing activities, there is a plan for implementing the selected strategies, the so-called the evaluation plan, as well as the control of the obtained results, that is, identifying the expected return on investment - ROI.

3. ANALYSIS

Today, every market has fierce competition, so before starting any business, it is necessary to emphasize that the idea itself or the best-designed e-marketing and e-commerce website has no meaning in business without the interest of customers, which fundamentally indicates the need for adequate marketing strategies. and generating a coherent and compatible marketing plan, as well as the need to define and realize the goals of business and marketing plans. Dealing with marketing today means managing the business exclusively in accordance with the needs and wishes of clients, while on the other hand it means that manufacturers, before starting to generate a marketing plan, must also have a business plan and know what their target markets and customers are. they must know the character, strength and possibilities of existence of local or global competition, as well as key product characteristics, customer wishes, macroeconomic variables with a direct impact on business and other components of efficient marketing, work and business. Entrepreneurs, most of whom do not have



Figure 1: Marketing strategies [1]

any formal education, and therefore do not trust the education sector, do not want to cooperate or possibly pay for subsequent professional training of their employees, and still very often start implementing their business ideas without plans or paying attention to marketing and activities within this function, so marketing is generally considered an expense rather than an investment. Generally speaking, one of the biggest problems of marketing in practice is the established opinion that "everyone knows how to advertise their products", which very often leads to the position of low-quality and inefficient business, which leads to the expulsion of existing existing improvised marketing activities, and further pushing of these activities on the margins of business, while serious and professional marketing strategies and plans are not even thought about. All this points to the need for serious changes in the ways of thinking about marketing and starting a business in a new way, which would mean that marketing from the aspect of the producer/seller must first of all be focused on marketing activities related to the selection and implementation of new marketing strategies and operational marketing methods, that is, the basic elements of the marketing plan must be defined, information on the markets in which the SME operates, as well as information on current market trends, the organization and the product must be provided, but with a precise definition of goals and methods of measuring success. It can be observed that, unlike the implementation of production systems (CAD and CAM), which requires reengineering of the business/production process, while all other elements of the business must inevitably be adapted and changed, the implementation of business-service IS (which also includes marketing IS) implies adaptation and harmonization of IS with other elements of business, i.e. it implies necessarily compatible and coherent relations with other (production and non-production) elements of the company's efficient operation, which indicates a kind of reversibility of the procedure and cause-and-effect relationships [12]. That is why the processes of generating and implementing marketing strategies require expert knowledge of the production and business processes of companies the textile and clothing industry, then the precise selection and definition of goals, missions and vision, as well as the most important elements of marketing, work and business, and finally, their inclusion in the generation processes and implementation of new marketing strategies. All of the above this points to the need for a special definition of responsibility for basic business activities and some of the constituent elements of marketing and

marketing strategies, so for example the situational analysis should include an overview of the company's strengths and weaknesses, weaknesses and opportunities (data that can be obtained through a SWOT analysis), then an overview and analysis of the existing marketing plan and implemented strategies, as well as goals and performance indicators, while on the other hand, the activities of the strategic marketing planning, through data obtained by PEST analysis, should provide a realistic and detailed overview of the market situation, and thus segmentation, targeting, differentiation and positioning of products and companies [13, 14].

In the entire process of choosing and generating marketing strategies, as well as generating and implementing marketing plans, special attention should be paid to the choice correct of the executor of marketing activities, because premises obtained from wrong initial data would lead to wrong conclusions, i.e. to inadequate choices of strategies and techniques, or finally to unsuccessful, ineffective and ineffective marketing. Thus, in practice, one can observe frequent cases of bad and inexpedient choices of executors - for example, the selection of experts in the implementation of selected strategies or the collection or selection of data and communication with customers, which are tasks for a well-trained marketer, or on the other hand, insufficient engagement of the owner and company directors for the sake of obtaining good and accurate initial introductory information, as well as experts in the preparation of SWOT and PEST analyses, the results of which are normally used in defining business and marketing goals, and therefore also in the selection and definition of marketing strategies and tactics. Of course, experts are necessary in the very phases of generating strategies, tactics and plans, as well as in the phases of analysis, evaluation or ROI activities, because only with such adequate engagement of all direct and indirect factors and potential job holders, it is possible to provide all the necessary and relevant data for the generation of new business plan and strategy and plan of marketing activities.

It is obvious that defining the goals of business in general and marketing in particular, are some of the priority elements of efficient generation and selection of marketing strategies and plans, because they must contain in detail some of the most important elements of business such as: increasing market share and income, reducing business costs, opportunities and opportunities to gain competitive advantage, customer needs, increasing brand awareness, collect-

ing and storing essential business data, brand building, customer relationship management, improving supply chain management processes, etc. [10]. Marketing goals can be interpreted as concrete results that are expected and set for the company, for a relatively fixed period, with the necessary resources (personnel, budget and tools), without which it is difficult to achieve the set goals or operate satisfactorily, such as e.g. elements of increasing reach and awareness of the brand by mass targeting and generating impressions, for a small and extremely specific audience (by liking, sharing or commenting), increasing web traffic, generating potential leads, etc.

One of the most important elements of the marketing plan are the activities of the implementation plan, which first of all includes the evaluation of the necessary implementation activities, but also the definition of the way of offering products or services and the way of distribution or supply chain, and then the definition of relationship management tactics, information gathering strategies and organizational structures for implementation. An integral part of the evaluation of the implementation plan is the identification of the expected return on investment - *ROI*, whereby the evaluation plan itself has the task of assessing the effects of applying the marketing plan, but also of constantly monitoring the trends of client response, as well as monitoring marketing activities on the market, measuring the effects of the internet activities, site rank checks on search engines, analysis of results, etc., which indicates the possibility of determining and measuring: when and from whom most messages arrive, who visits and how long they stay on the site, visitor interest, etc., i.e. the possibility of calculating the return on investment in advertising, campaigns, etc. or marketing in general, which can significantly help in determining target groups, as well as choosing marketing strategies or tactics [15]. *Return On Investment* is one of the most important features of digital marketing because, unlike most other marketing activities, it allows manufacturers/sellers insight into the evaluation, analytics of any aspect of marketing steps and activities, so that the results of those can be seen and accurately measured in real time activities.

Marketing strategies largely depend on defined and already set business goals, but also on the size of the market and the market position of the company, and one or more (generation of combinations) possible concepts can be chosen (differentiation of products, low costs, focus on markets and leadership in price and quality) and appropriate marketing techniques, in which the activities of marketing strategy

- selection, generation and implementation, are determined by finding good reasons that the product offered is unique and different, interesting and new, modern and necessary, i.e. by finding unique reasons it is clearly shown what are the key competitive advantages of the product and solid reasons for existence on the market. Increasing brand recognition and direct effects on sales are the two primary goals for which online advertising platforms are used today, and in general, it can be said that today for the marketing of consumer goods, such as clothing and textile items, the so-called approach is automatically adopted. market-oriented strategies, which in order to win new consumers must include the activities of developing new products, expanding existing production lines and production capacities, improving product control and building a distribution network and analyzing competitors, so from the aspect of digital marketing it should be emphasized, for the development of business on the Internet, it is recommended to use a mass marketing strategy, with the ultimate goal of winning and maintaining a high share of the total market for new products [4,10].

On the other hand, as the strategy of mass marketing can be a strategy of penetration into smaller specialized but potentially successful markets, or a strategy of maintaining the achieved position in the market, depending on the set goals and visions of the business, a choice of one of these possibilities must be made. So, for example, for companies working on building a brand, it would be a better strategy to maintain a position at the beginning, where the brand would be promoted on an already known market, while in the later period, a more suitable strategy would be to penetrate new smaller markets, which would indicate that a strategy of penetration into new markets more suitable for companies that already have a built brand or are not interested in generating brands, but are interested in expanding their production capacity, and therefore in expanding their influence or conquering new markets.

The issue of operational marketing or the choice of marketing models - tactics or techniques, indicates the need for professional analysis and presentation of good and bad sides, so for example a website on the one hand must represent the company and the product, but also the vision of the company, while on the other hand it must be attractive, but also simple, comprehensible and sufficiently interesting, because potential users perceive and accept web sites according to ease of use (fast loading and comprehensibility of content) or according to physical attractiveness (clear-

ness of the page, harmonious colors and sound, and easy-to-read text). For web sites, you should also know that the contents on them are not read in detail, but the pages are skimmed and scanned in search of information, which indicates the need for comprehensibility, transparency and objectivity of the information and the web pages themselves, with clearly visible and emphasized titles and moderately informal writing style, where the information must be accurate and free of grammatical and spelling errors and in standard, recognizable and clear fonts. As one of the most important components of the website's efficiency, it is necessary to highlight the need for regular updating and supplementation with new and quality content, in which the so-called *Content Management Systems* - *CMS*. In this part, it should be noted that, if a small percentage of traffic comes from organic - free search, it is recommended that the seller/producer make certain investments in the so-called website optimization according to search engine requirements - *Search Engine Optimization* (note that *SEO* techniques are free), through paid advertising and search results - the so-called *Paid Search* [15]. The price of the so-called of inbound techniques such as *SEO*, social media and content creation for a pre-existing website, relative to the benefits of such activities, is otherwise not high. A digital marketer is in charge of *SEO*, key performance indicators and measuring organic traffic on the web, who in SMEs can apply and implement several digital marketing tactics at the same time, while in larger companies these tactics require more experts, while for other tasks of optimization and the best possible ranking of the website, the so-called *SEO Managers*, *Social Media Managers*, *Managers*, etc. [15].

One of the methods or techniques of marketing on the rise are the so-called social media, as a means by which consumers share text, images, audio and video with each other or with businesses, and in which marketers can join or build an online platform, and thus inform or invite consumers to participate in something, i.e. they perform latent marketing and generation of leads, whereby a part of social media is also represented by the so-called social networks, as an internet space that serves for the mutual connection and communication of users - potential consumers, so they also use them for marketing purposes (*Facebook*, *Instagram*, *LinkedIn*, *Twitter*, etc.) [1, 7, 8, 16]. Regardless of the fact that the marketing expert, in his marketing plan, makes proposals for the implementation of certain marketing strategies and techniques, it should be emphasized that the producer or entrepreneur, as well as the person in charge of marketing

affairs, must have sufficient knowledge and information about the possibilities and ways of exploiting each form of marketing technique, in order to make an adequate choice and proposal of specific business measures. So, for example, entrepreneurs and people in charge of marketing can use one of the largest Internet marketing platforms for advertising in the world - *Google AdWords*, where within *Google Search* there are advertising opportunities within the network of sites (supporting, for example, *Google AdSense*, *YouTube* and *G-mail*), and with whose knowledge of the way it works and the possibility of proper use, it becomes an indisputable tool that can compensate for the weak *SEO* performance of the site and the thematic specifics of the business of a certain company and helps to achieve direct effects on sales or branding. Also, the *Facebook Ads* platform is an increasingly serious and useful tool for modern marketing managers, because it offers ads that collect important user data (emails, phone numbers, etc.) - the so-called *Lead ads*, but also campaigns to increase the number of conversions and visitors on the site or campaigns to increase the visibility of the text/post published on the *Facebook page*. Even if it faces great pressures and fierce competition, *Facebook* should still be singled out as the most represented form of social networks in practice, with a special feature compared to the competition, such as enabling a deeper and more thorough engagement of consumers, but also with an exceptional tool for analytics, *Facebook Insights*, which with its information, it enables a particularly important proper selection of the target market, which actually selects the members of the network, i.e. potential users - leads, and which is especially important for qualitative differentiation, as well as effective branding of textile and clothing industry products.

Regardless of the fact that all social networks globally are more or less represented in the communication and marketing business, today *Instagram* should be singled out, as a representative social network of the younger population on the rise and a simplified version of *Facebook*, with an emphasis on information visualization and a minimum of text, as a specific characteristics, and *Twitter* with the specificity of the informal nature of conversation and short messages, with a difference in the very characteristics of the posts or user demographics, but also the characteristics of facilitated sharing of information and content, effective interaction with consumers and quick reactions to unforeseen circumstances [1, 7, 8, 16]. The mentioned characteristics of *Instagram* indicate the possibility of effective applications of these techniques in the

marketing of products of the textile and clothing industry for teenagers, as part of the global society that usually uses social networks, while the characteristics of *Twitter Ads* - an internet advertising platform and similar characteristics of the *AdRoll* platform indicate on the possibility of effective management of brands and reputation, which could be a direct indicator of their adequate implementation in strategies of re-marketing campaigns, rebranding and generation of new brands. In addition to the above, there are other platforms for internet advertising, such as the *LinkedIn Ads* platform - intended for *B2B* promotion and retargeting, or the *Httpool* localized platform, which buys space on the most visited sites in certain countries and sells that space to interested companies, which shows good possibilities of effective implementation in marketing strategies with the concept of retaining or conquering new markets [1, 7, 8, 16].

On the other hand, the increasing engagement and representation of the so-called smart mobile phones and tablet computers - the so-called mobile marketing automatically leads entrepreneurs to strive for effective exploitation of this form of communication, marketing and sales, through the offered opportunities such as SMS or text messages, mobile applications and advertisements, where it should be emphasized that, regardless of all the shortcomings (lack of visual display, interpretation of messages as spam, etc.), electronic mail or e-mail is still today, according to all researches, the most effective and widespread online marketing technique [1].

However, as the first and key questions of entrepreneurs for everything, including marketing jobs, are: what is the price, as well as: after how long does it pay off, or does it give results, it should be emphasized that this type of advertising and branding does not cost much, that it depends on the volume work as well as from an adequate choice of strategies and techniques of digital marketing and that it mostly gives results, with a reduction of costs by 5-10%. The implementation of marketing activities is normally in very close and compatible relations with the activities of the sales process, because the procedure of the sales plan includes a clear definition of the product and finalization of the concept and domain, analysis of target customers, preparation and exploitation of a very effective SWOT analysis in defining recommendations on improving or innovating business management, determining prices, planning the volume of sales, calculating the value of sales, as well as estimating sales growth, all based on the market growth rate and business trends of competitors. It is obvious that the

choice of an e-commerce platform and the existence of online stores, as well as the good technical skills of the business and marketing team, are clearly and decisively defined business goals and key elements of online business, where one of the most important tools of effective online business should be singled out. of sales in the analysis of a potential customer and in connection with a specific product, service or brand - the so-called the user journey map, which otherwise represents every potential experience that the client will have when purchasing a product, which at the level of digital marketing means selection, purchase, registration, information, download, etc. [4]. In accordance with that, as well as with the business logic that production and marketing have no purpose if there are no customers, one more component of effective marketing (especially digital marketing) should be highlighted in modern business conditions - a quality relationship with customers - *Customer Relationship Management*, where customer satisfaction with good business cooperation, as well as knowledge of customer wishes, needs and habits, indispensable factors for increasing their loyalty in conditions of dynamic market competition. There are, of course, numerous reasons why loyalty, and thus the retention of existing customers, are very important, because it should be noted that selling to a new customer is 5-8 times more expensive than selling to an existing customer, while the probability of selling to a new customer is around 15%, and to an existing customer even around 50%, as well as for one average unsatisfied customer to inform 8-10 other people about their dissatisfaction and bad experience, so companies can, by retaining e.g. only about 5% of their customers, to increase their profits up to 85%.

Finally, it should be added that business and marketing strategic plans are usually made for a period of three to five years, while the results of implemented strategies, plans and techniques are continuously monitored during that period, in order to notice and possibly repair some of the building elements, with the statement that digital marketing is applicable in all industries, which does not mean that the choice of strategies or methods of implementation is the same in the same areas, and even in SMEs engaged in related or the same business.

4. CONCLUSION

From the point of view of the manufacturer or seller, marketing begins long before the product is made and presented, i.e. from the first appearance on the market, or from the moment when potential

customers are thought about, which indicates the need for detailed planning of the work and development of the company, through defining the vision, business mission and goals, the need to choose marketing strategies at the strategic level and marketing methods at the operational level. The process of choosing and generating a strategic marketing strategy requires, first of all, the preparation of a situational analysis and positioning of the company, i.e. a decisive determination of the vision, mission and strategic goals, based on the data of research on environmental factors (PEST analysis), as well as research on the strengths and weaknesses of work and development (SWOT analysis), which requires expert knowledge of the production and business processes of enterprises - SMEs of the textile and clothing industry, and then precise separation, definition of the most important elements and their inclusion in the processes of generating new marketing strategies. After that, and based on the obtained results, an adequate strategy is chosen and defined, with the possibility of choosing different concepts, that is, choosing some of the four generic strategies, as well as the choice of innovative and adequate methods (tactics or techniques) of operational marketing. At the end of a series of necessary marketing activities, there is a plan for implementing the selected strategies, or so-called. the evaluation plan, as well as the control of the obtained results, that is, identifying the expected return on investment - ROI.

As the choice of marketing strategies depends above all on the set and defined goals of business and marketing, where for the marketing of consumer goods, such as clothing and textile items, increasing recognition or brand generation and direct influences on sales are the two primary goals, so today for SMEs in the textile and clothing industry, primarily suggests the choice of market-oriented mass marketing strategies. It can be said that the strategy of mass marketing with the ultimate goal of winning and maintaining a high share of the total market is adequate and recommended for the strategy of new products or brand generation, while the strategy of penetrating new markets is more suitable for companies that are interested in expanding production capacity, and therefore team and for influencing or conquering new markets.

Also, in the processes of implementing marketing activities, special attention should be paid to the elements of digital sales - *e-commerce* and the elements of relations with customers - *CRM*, treating them as integral elements of effective digital marketing. From

all of the above, some of the key advantages of digital marketing can be seen, such as: diffusion of influence - huge opportunities, greater interactivity, differentiation, easier monitoring of consumer preferences, opportunities to monitor competition and analyze results, simpler distribution process, variety of offers, low costs, ease of use, etc.

REFERENCES

- [1] Dimitrijević D., Adamovic Z. (2023). Efekti implementacije digitalnog marketinga sa aspekta kupca u preduzećima tekstilne i odevne industrije, *Tekstilna industrija*, 70(1), 50-63. <https://doi.org/10.5937/tekstind2301051D>
- [2] Oliveira M., Fernandes T. (2022). Luxury brands and social media: drivers and outcomes of consumer engagement on Instagram, *Journal of Strategic Marketing*, 30(4), 389-407.
- [3] Thomas L. J., Brooks S., McGouran C. (2020). Antecedents of value co-creation activities for online fashion brands, *Journal of Strategic Marketing*, 28(5), 384-398.
- [4] Guercini S., Runfola A. (2010). Business networks and retail internationalization: A case analysis in the fashion industry, *Industrial Marketing Management*, 39(6), 908-916.
- [5] Lelas, I. (2008). Marketing i moda u svetu. *Tekstilna industrija*, 56(1-3), 47-50.
- [6] Riznić, D., Urošević, S. (2009). Uloga marketinga u savremenoj tekstilnoj proizvodnji. *Tekstilna industrija*, 57(7-9), 29-38.
- [7] Abeza G., O'Reilly N., Finch D., Séguin B., Nadeau J. (2020). The role of social media in the co-creation of value in relationship marketing: a multi-domain study, *Journal of Strategic Marketing*, 28(6), 472-493.
- [8] Presti L. L., Maggiore G., Marino V., Resciniti R. (2021). Mobile instant messaging apps as an opportunity for a conversational approach to marketing: a segmentation study, *Journal of Business & Industrial Marketing*, 37(7), 1432-1448.
- [9] Mainardes E. W., Pessoa de Oliveira Cisneiros G., Jorge Taborda Macedo C., de Araujo Durans A. (2021). Marketing capabilities for small and medium enterprises that supply large companies, *Journal of Business & Industrial Marketing*, 37(4), 47-60.
- [10] Nakura H. (2009). Marketing i razvoj novih proizvoda, *Nacionalna agencija za regionalni razvoj*, Trg Oslobođenja bb, Zaječar, Srbija.

- [11] Završnik, B., Urošević, S. (2014). The importance of marketing communications mix in textile and clothing companies, *Tekstilna industrija*, 62(2), 33-38.
- [12] Dimitrijević D., Urosević S., Adamović Z. (2022). Informacioni sistemi u MSP tekstilne i odevne industrije, *Tekstilna industrija*, 70(3), 16-26. <https://doi.org/10.5937/tekstind2203016D>
- [13] Stojanović, O., Čolović, G. (2015). Značaj istraživanja tržišta za optimalno planiranje proizvodnje. *Tekstilna industrija*, 63(3), 30-33.
- [14] Essam B. I., Harrison T. (2020). The impact of internal, external, and competitor factors on marketing strategy performance, *Journal of Strategic Marketing*, 28(7), 639-658.
- [15] Vieira V. A., Inácio Severo de Almeida M., Gabler C. B., Limongi, R., Costa M., Pires da Costa M. (2022), Optimising digital marketing and social media strategy: from push to pull to performance, *Journal of Marketing Management*, 38(7-8), 709-739.
- [16] Njegomir V. (2020). Digitalni marketing, *Civitas*, 10(1), 52-71.

Primljeno/Received on: 19.08.2023.

Revidirano/ Revised on: 15.09.2023.

Prihvaćeno/Accepted on: 26.09.2023.

© 2021 Authors. Published by Union of Textile Engineers and Technicians of Serbia. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution 4.0 International license (CC BY) (<https://creativecommons.org/licenses/by/4.0/>)