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Despite the fact that the market of print media is gradually disappearing into oblivion, in this segment you can observe the emergence and fairly stable development of coffee magazines, which are popular with fans of coffee culture, as well as professionals engaged in this field. Today on the Russian and world market it is possible to allocate the most known editions: Standart, Coffeine and Coffee and Tea Magazine. The article presents a new product on the market of coffee magazines – Café Societe Magazine. The study is aimed at the study of digital marketing channels that use coffee magazines to attract consumers, further development and promotion in the network. The basic concepts and directions of digital marketing are also considered, the types of electronic media are analyzed by examples. A deep analysis of the market of coffee online magazines, recommendations for the promotion of magazines on the Internet.

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I. INTRODUCTION

The modern world is developing at an incredible speed, bringing more and more changes in various spheres of life. Education is gradually moving into the category of digital, communication-in the field of "virtual", storage of information-in the "cloud", the media, in turn, become electronic.

The report of the Federal Agency for press and mass communications on trends in the development of the Russian periodicals says [1]: "according to the world newspaper and news Association (WAN-IFRA) 40% of the entire adult population of the planet continues to read Newspapers every day.

At the same time the main source of information for residents of Russia of all ages is news, analytical and official Internet sites. Their importance in 2018 has increased significantly for people over 65 years (+16 PP) and for young people 16-19 years of age (+18 PP), but the same category of youth has significantly decreased the importance of social networks (-13 PP)".

Today it is not profitable to buy printed magazines, Newspapers and other periodicals in the case of such a real purchase, a person spends many times more money, time and resources than when he looks at the information he is interested in on the Internet which spreads at an incredible speed and printed publications published once a day, a week or a month, gradually lose their relevance. News agencies compete literally in seconds: which journalist will publish the hot news faster, he will get more fees and the rest will have to deal with copy-paste, which, of course, is valued much less.

At one of the discussions of the Moscow financial forum 2019 the problem of the printed press was discussed. The speakers acknowledged the fact that the print press is gradually taking a back seat, giving way to the leading place of the Internet media.

Classical methods of marketing as well as print media are moving into the digital sphere because

the main "young" target audience-active Internet users.

The relevance of the work is due to the fact that the online magazine is one of the easiest ways to organize your business, spending much less money than when you open your print edition and its promotion with the help of Internet marketing will quickly help to promote it, attract a large circle of readers. In addition, given the situation in the print media market an electronic magazine (in this case, perhaps, an Internet portal) is the most promising project.

The aim of the work is a complete analysis of the electronic media market, as well as analysis of digital marketing methods with which you can promote an online magazine.

It is possible to allocate the following tasks set in work:

- Consider the features of digital marketing in the context of promoting an online magazine.
- Analyze digital marketing tools for the development of a young online magazine.
- Make a complete marketing analysis of this market segment.
- Describe the project of the online magazine Café Societe Magazine.
- Develop recommendations and suggestions for more effective promotion of the young magazine through digital marketing.

The topic of promotion of various companies through digital marketing is quite popular recently. Many researchers address this problem in their works. One of the most interesting, in our opinion, can be called the following publications: Andrey Stepanov "Modern methods of digital marketing in the promotion of banking organizations "(Karelian scientific journal. 2018), Victoria Andreevna Nametkina "Digital communication in the promotion of medical institutions" (St. Petersburg state UNIVERSITY. Graduate school of journalism and mass communications. 2018), Ya. Zorina "Marketing in social media: modern promotion tools for small

business" (Bulletin of Kazan technological University. 2015).

The hypothesis of the research is that the promotion of an online magazine through digital marketing will bring profitable and effective results as well as provide certain recognition of any product.

In this work the following methodology was applied: content analysis of Internet resources of coffee magazines, research and description of the market of coffee Internet media.

II. THE CONCEPT OF DIGITAL MARKETING

2.1 *The main channels of promotion*

Today it is much easier for people to communicate thanks to the Internet, to find contact with each other, to be always aware of what is happening around, and in the world. But, on the other hand, the information flow that falls on a person is so great that it is quite difficult to distinguish something important and necessary, accurate and true from all this volume.

The presented research can be ranked just in the category of information that will be useful to someone in the future because for any person who wants to open his own business, it is necessary to understand the processes of marketing on the Internet which today is the most effective means of promoting a product or service.

"Marketing isn't about winning awards; it's about building a winning business." - David Mirman Scott.

Digital marketing is the application of the entire range of digital channels through which a brand/company/product is promoted or brought to the attention of the audience.

Quite often the concepts of electronic and Internet marketing are often confused. But the first concept is more extensive and includes both online and offline marketing (including all Internet marketing tools). Digital marketing goes

beyond "advertising on the Internet" and also includes the following promotion channels:

2.2 TV advertising-digital channels

We can give a few examples: the company orders advertising which will continue to spin on television. This type of channel can include advertising perfume Miss Dior Cherie which is shown on TV but at the same time it can be found on the Internet in the form of contextual advertising. A similar situation will be observed with other spirits such as Dior J'adore, Coco Mademoiselle and others where a shortened video is shown on television and the full commercial can be found on Youtube.

2.3 Applications

Recently, such a digital marketing tool has recently enjoyed great popularity. Given the fact that most people use their smartphones more than even computers and people, accordingly, it is more convenient to download applications and use some resources through the applications of companies or social networks: faster and more convenient. You can give an example of the application store "ABC of Taste", where the application is more profitable to accumulate bonuses, participate in specialized promotions. Such a program already involves the customer, in fact, forcing him to return to the store to make a purchase for a set of bonuses. This creates a funnel of engagement after which the consumer becomes a brand advocate.

2.4 SMS-mailing

This method is still used by many companies and, on the one hand, it can already be considered obsolete and more equated there is no spam, but on the other hand, with the help of such mailing the company always reminds about itself and the client does not forget about the company. For example, the Internet company La Moda actively uses this method, constantly notifying consumers who are in the company's database about various sales, bonus promotions, etc.

2.5 "Second screen" [2]

What is this technology? Even now it is quite new in the market but its effectiveness should not be doubted. Dual Screens is a second screen technology characterized by the fact that while watching television programs, many users at the same time sit in their smartphones, in social networks. Applications use text, video and audio recognition technologies. This allows systems to understand what a person watching further launching contextual is advertising in his smartphone. For example, a person watches programs about health so in the browser in the future will constantly get contextual advertising of drugs or massage and other medical services.

Consider all digital marketing tools and channels:

- Internet and devices that provide access to it (computers, tablets, smartphones, etc.). This tool is used by almost all modern companies, with the exception of any monopolists, although in the modern world, even companies such as Russian Railways (is a monopolist in Russia on the Railways). Each company has its own website. For some companies, it is only a business card website while for others-it is the main platform for the sale of goods. The second category includes companies such as Platypus, Wildberries, LaModa, the Internet portal Medusa and others. The first category includes websites of foreign language schools, websites of magazines and mass media as well as other companies engaged in various fields.
- Local Internal networks of companies-extranet. The local network is a good tool of digital marketing within the framework of formation of corporate culture of any company. For example, Rostec actively uses this method to involve its own employees and formed their positive attitude to the company. Every day on a local network the feed materials which form the loyalty to the company, which also attracts employees not only to engage employees and to create the

conditions in which the employee becomes a carrier of ideas of the brand to transmit its values to the world and involving a large number of consumers.

- Mobile device. With the advent of the world of androids and iPhones, mobile devices have become one of the leading tools of digital promotion. By installing the application the consumer becomes actually a carrier of brand values and various promotions that are available only to those who have installed certain applications. For example, by downloading the ABC of taste application, the customer receives a free card which accumulates bonuses, and the consumer can participate in various promotions such as "the Fifth Cup of coffee as a gift".
- Digital TV. The main aspects of this digital channel are synchronization with advertising and television. For example if a person watches a sports channel, then contextual advertising for him can be advertising of sporting goods.
- Interactive screens, POS terminals. This type of advertising distribution is much more effective because in this case there is no need to change the whole billboards you just need to change the program and upload new ads to interactive screens. POS-terminals are the new cash registers through which all financial transactions are carried out today.
- Digital gadgets are those devices that collect all the information about the carrier and collect everything in one big center. For example, a person wears a fitness bracelet or a smartwatch, and all the information he reads is transferred to a smartphone or computer. [2]

2.6 Digg littall-marketing tools

Digital marketing tools also include the following aspects:

- Content creation is the process of filling the media space with information, including

infographics, photos and video content, in order to attract an audience.

- SMM or social marketing-attracting the attention of the audience through social networks.
- Company website / landing-page – a page on the Internet which opens with a link and shows all the advantages of a product or service with the expectation that a person after reading the information will want to immediately buy this product or service.
- The app store is an online space where applications of different companies are placed but unlike the site it is necessary to comply with a number of certain rules in order to retain the right to place an application in the app-store.
- SEO - Search Engine Optimization - getting traffic from various search results on the Internet.
- Working with the press including writing press and post-releases. Working with the press, in general, can be attributed to the standard marketing tools but in the aspect of digital-it is also important because companies need to understand and monitor what information seeps into the electronic media affecting the minds of people much more than the classic newspapers and magazines.
- User support-constant support of the client before, during and after the purchase or service. It is expressed in the fact that the one who offers a product or service is ready to constantly accompany his buyer, showing him his client orientation.
- User experience (UX) – any aspect of consumer interaction with a service or product. The company needs to think over in advance those moments which will be able to involve the potential client. If a company's product does not stand out by any explicit criteria or is not unique in the market, then it is precisely UX that will determine the involvement of consumers and their

willingness to purchase a product or service of any company.

- Partnership or cooperation is a tool of both conventional and digital marketing, which is based on mutually beneficial cooperation of non-competing people or companies.
- Marketing channel – a method of promotion in which other companies promote a service or product. The risks are minimal because no losses in General neither party has suffered.
- E-mail is one of the oldest and first methods of digital marketing in which there is a mailing of promotional materials or offers to a particular person or group immediately.
- Advertising networks/webmasters (affiliates) – one of the tools of Internet promotion based on providing traffic to the customer and receiving payment for this action. Today it is one of the most effective tools of promotion on the Internet. There are several types of payment: payment for ad impressions (banner), payment for clicks on the link, payment for the installation of the application. [3]

III. THE CONCEPT OF AN ONLINE MAGAZINE

3.1 Formats of Internet publications

Let's consider the concept of an online magazine.

Online magazine is a magazine that is published on the Internet. It can be an independent digital edition as well as a separate electronic version of the printed version. The creation of an electronic version is due to several reasons: to distribute your product much faster to win fame or get money for advertising while the goals may be different: the distribution of interesting content and ideas to attract an audience. These types of publications can be produced for a fairly small group of people (Café Societe Magazine) and for a much larger audience – RBC, Snob, Elle, Vogue – electronic versions.

The first experience of creating an electronic magazine on the Internet can be attributed to 1984 when a group of hackers called Cult of Dead

Cow decided to publish this kind of media. It should be noted that at that time Internet magazines were published on separate diskettes, respectively, they were not in absolutely free access. At the dawn of its origin such publications repeated the content of printed publications. Gradually, publishers noticed that content on the Internet is consumed in much larger quantities and assimilated by the modern public faster which led them to change the concept of electronic publications and to separate the content of printed versions and electronic duplicates.

There are two formats of online magazines:

- Html Format - the format of a normal site. There are many examples of such types of magazines and Newspapers in the modern world: RBC portal, Snob, Business Harvard Review, Kommersant and others.
- Flash Format-the format in which the articles are located as well as in the printed edition. Electronic versions of the magazine, such as Café Societe Magazine, Elle, Vogue, Yoga Journal, Women's Health, etc.
- The Third type - digitized printed issues, which are subsequently sold as electronic versions of the magazine for a certain price. Such publications as Snob, BHR, RBC and others.

E-magazines can be published on various topics ranging from culture and politics to sports and travel. There are also specific publications: fans of haiku or French culture, anime or fashion illustrations. In general you can find online magazines for every taste.

In today's world almost everyone has access to the Internet and to the materials that are in its database. A big plus of online magazines is their relative cheapness compared to printed counterparts. Now it's time to talk about the fact that they are replacing the classic print periodicals. [4]

3.2 Types of Internet media

Let's look at the types of Internet media in more detail:

- An online publication or online media is a site that performs the function of an informant, a certain news Agency, but on a reduced scale. It is governed by all laws relating to journalists.
- The website begins to be considered as an Internet publication after receiving official accreditation of Internet mass media and payment of the state fee. For example, to register the magazine Café Societe you need to collect the necessary documents, buy a domain, pay the state fee and only then all the documents are submitted to a special agency and a month later a person or group of people receive the status of the founder and the Internet media becomes a real representative of the media.
- Today all print and broadcast media have their own Internet portals with repetitive content although sometimes the sites are only announcements of articles as well as freely available past issues of issues, sometimes there is additional content. By genre, this type of media is no different from the classic type of media: news portals, popular science, children's, women's, cultural, environmental, political, etc. are updated as the content on the portal itself is updated.
- It is possible to allocate known Internet editions: PRIME-TASS, Lenta.ru, NEWSru.com, Meduza, RBC Internet portal, etc.
- The next type is an electronic journal which is a peer-reviewed periodical an electronic analogue of a printed journal, available for viewing on a computer.
- Distributed via the Internet or other media. The publication of this type of journal is represented by one or more files in which you can find articles, headings, interviews, affecting the topics of the journal.
- When creating an electronic magazine you can create and use interesting interactive elements such as infographics, bright design, games, texts, videos, as well as make a table of contents so that a person can immediately proceed to reading the article of interest to

him. A feature and including a plus of this type of publication will be the ability of readers to immediately give feedback.

Among electronic journals there are three more groups of journals:

- Parallel electronic journals, which are electronic versions of printed issues. In this case both versions will be identical in content. An example of such a journal is Café Societe Magazine where both the electronic and the printed version coincide as well as the Bulletin of St. Petersburg state UNIVERSITY can be attributed here and many other scientific publications.
- Integrated electronic journals which are two integrating and complementary publications. An example of such a magazine is the fashion magazine Elle.
- Original electronic magazines those publications that are presented only in electronic form. Some scientific publications are just such a type of electronic journal.

The main feature of an online magazine from a regular blog or any Internet resource is its frequency.

The third type of Internet publications is an electronic library-an ordered number of heterogeneous electronic documents and books, endowed with the means of search and navigation in the media space. Various universities such as the Financial University, the Higher school of Economics, the Sorbonne, Cambridge, Oxford and many other universities can have electronic libraries as well as libraries-the Russian state library also has its own version of the electronic space. Such libraries can be general (different information) and specialized as the Fundamental electronic library or the project Network Literature aimed at collecting authors and types of text that most clearly declare themselves on the Internet. There are also international digital libraries on the science citation index. In Russia it is an E-Library on the platform of which there are scientific works of many scientists.

The latest type of online media is interactive books which are e-books available online via the Internet for money or free of charge. This format will differ from e-books in that an ordinary e-book is a reader format while an interactive book is an interesting-filled edition with pictures, videos and music.

IV. FEATURES OF PROMOTION OF THE ONLINE MAGAZINE THROUGH DIGITAL MARKETING

If we are talking about an online publication and specifically about an online magazine, the Internet becomes the main platform for the promotion of goods on the market. Accordingly we can distinguish the following features of digital marketing in the development of online magazine:

- In this case the Internet is the main platform for selling, advertising and promoting the product.
- The product itself is an information digital magazine located on the Internet. There is no other real space where it could be-everything is a virtual reality so the use of digital advertising and marketing tools is very important for the development of the product itself.
- The main feature of the use of these tools is that most of the processes will be digital marketing communications which will accordingly pass through the main tools of this digital marketing.

If in the case of offline magazines a big role is played by communication between people and how to build it, how to position the project itself and communicate with the press, in the case of an online magazine it is more important to choose the right target audience and work with it, find ways to engage customers and retain them in accordance with the funnel of consumption.

It can also be noted that the feature of the promotion of such a magazine will also be the choice of the right tools for promotion.

"Social media is more a matter of sociology and psychology than technology," - Brian Solis.

V. CONTENT ANALYSIS OF INTERNET MAGAZINES

The following journals were selected for marketing analysis: Reality, Veteran.Magazine, Standard Magazine and Coffeine Magazine.

First, consider the online magazine Reality [<https://rjournal.ru/>]. The publication positions itself as a daily magazine for people who keep up with the times. The site presents various categories such as: events in the world, interesting, science and technology, lifestyle, tests, photo reports and figures.

Now let's analyze each category in more detail. "Events in the world" is interesting because in this category there are no standard articles about politics, crime, constant disasters, catastrophes and victims. There are interesting articles on current topics such as learning foreign languages, digitalization, social networks, etc. In the category "Interesting" you can find ratings of films, interesting collections, again articles on a variety of topics. In "Science and technology" the following articles are posted: "Virtual journey to Mars: a video tour", "Super-man: an implant is being developed to increase memory", "a Remote island has abandoned fossil fuels" and others. Serious topics are presented quite simply to some extent thereby attracting the reader with bright and sensational headlines.

In the category "Lifestyle" you can find information on almost any topic of interest to the audience: proper nutrition, healthy lifestyle, activity, personal development, style and aesthetics, including the rules of behavior, style. The site also provides information on travel and gastronomy.

The portal also has a lot of tests that readers can take at any time as well as-interesting photo

essays that can be viewed. And in the "Figures" section all current news is presented in figures.

The idea of this online magazine is that the texts are not written by professional journalists but by people who just like to write and devote some time to this occupation. It is worth noting that the Creator of the magazine, who calls himself Niko, leads an author's blog directly on the site in which he talks about different areas of our lives.

On the site itself, the publication is positioned as the "best online edition" but the site itself is a simple html page, designed in the same style. The colors that are used in the design of the site: gray, white, black, and also made a bright red accent. A huge disadvantage of the portal is the presence of a large amount of advertising which is very distracting visitors to the page.

Let's move on to the next online magazine. Veter Magazine [<https://veterproject.ru/magazines>] - the moment of the long-awaited journey, the expectation of new discoveries that are sure to happen. From the point of view of the design of the site-done professionally, dominated by light pastel colors, so nice to be on the portal that it just does not want to leave. The journal has issues in the format of electronic journals, which are presented on the website. The reader can open any of them and look through them. The issue is done every two months. The magazine has social media accounts that are made in the same style. On the site there are various headings, including Veteran School where you can sign up for various courses in design, relaxation and others, as well as a blog which presents articles on completely different topics.

The advantage is that the site presents the so-called electronic library, a subscription for a year which costs 5000 rubles, but the books that are presented there are worth it. The magazine aims to inspire people. The target audience is more female. Undoubted advantages: stunning website design, cool layout of printed rooms, as well as cooperation with ValCoffee-coffee shop,

located near Serpukhov, and the magazine about coffee Standart Magazine.

Standart Magazine (<https://standartmag.ru/>) is a coffee culture magazine based in Germany. The last 4 years is published in English, which suggests that the local local magazine has the opportunity to enter the international market, which suggests that consumers are interested in buying and reading this publication. Recently, the magazine appeared on the Russian market. For 4 issues published in Russian. The content of the original magazine in German, English and Russian versions does not differ (only in different languages). In Russia, the spread is through coffee shops. The magazine is presented in coffee houses such as Sputnik at the Mars center for contemporary art, Val Coffee, etc.

Another example of one of the coffee magazines, which turned from a local English magazine to become an international one. Coffein Magazine (<https://caffeinemag.com/>) - magazine about coffee culture and coffee drinking. In Russia, it is also distributed through coffee shops.

The only drawback for the Russian audience is that the magazine is entirely in English. Of course, for those who know English-this is not a problem, but for those who do not know the language – it creates a problem, respectively, they fall out of the target audience.

These two magazines are a perfect example of the fact that even in the digital world, magazines are still popular all over the world.

In General, it can be noted that the market of electronic magazines is quite full, and to succeed in this area, it is necessary to find the niche that is not yet filled and offer the consumer something radically new, bright and creative, so that at first glance he wanted to open the magazine again and again, constantly visit Internet portals and watch accounts in social networks.

5.2 Café Societe Magazine. Project description

Let's move on to the description of the log and its SWOT analysis. Café société Magazine [<https://www.cafesociete.ru/>] - a public magazine aimed at presenting information in a lively and vivid form, allowing to interest potential readers, help them find answers to pressing questions, including those that concern modern youth.

The main feature of the magazine and the Internet portal is the presentation of articles in such a form that the reader feels that he is in direct dialogue with the author, while he just reads the articles. The concept of the whole magazine is just that. A public cafe is a place where people can communicate, find like-minded people, solve their own problems, get advice, Express their opinion. The concept of "public cafe" is given in the name as such.

The main topics of the magazine are marketing and coffee. The plus is that the site, the magazine and all accounts in social networks are designed in the same style, it attracts consumers, they want to come back for another portion of the so-called "coffee".

The magazine is presented in the form of an electronic portal, where the reader can find articles on topics of interest to him, communicate with the authors, as well as feel involved in some event or phenomenon. The design of the magazine and website: coffee range (from cream to chocolate, with a large presence of cappuccino color) and a palette of blue and light blue shades.

For the reader, there is such a function as " the ability to publish your own material." This attracts a certain segment of users. –

One of the main features is originality. Topics raised by the magazine: marketing, PR, France, coffee. Submission of articles only from the author's position, with a clearly expressed "I", the reader should have the idea that he is in direct dialogue with the author, he should feel like a participant in the events.

Tastes, which can be point to have readers: lovers coffee and interesting narratives for a Cup of. He should be interested in obtaining specific material on topics of interest to him, which are presented in a fairly simple form, and clearly explained.

It should be noted that there are a lot of electronic magazines, but there is no such product on the market now. Therefore, we can say that Café is a completely new product that aims to attract a specific audience.

The uniqueness lies in the fact that such a magazine is not yet present on the market. The editorial Board is close to the people, there is no clear separation between the readers and the editorial Board. Accordingly, everyone can write and be heard. The common idea that unites everyone is a passion for what we do and for coffee: a true love of life and a love of coffee, for writing articles.

In addition, the magazine is a certain innovation, as in this area there is no one who would be completely independent in terms of expressing views and opinions and at the same time provide information to several target audiences.

The magazine can be represented as a "coffee shop-social network".

The main mission: to create an atmosphere of comfort for readers. As Howard Schultz says, " the Point of opening a coffee shop was not only to tell visitors about good coffee, but also to teach them how to enjoy it they.» Therefore, it is important for the editorial Board to teach readers to enjoy the process of reading the magazine over a Cup of coffee and a cozy conversation [6].

The following is a SWOT analysis of Café Société magazine.

Table 1: SWOT-analysis

	OPPORTUNITIES	THREATS
Innovative product; Possibility of direct dialogue with the author; Clear positioning; The use of live content	Publication of readers ' materials; Possibility to enter the international market; Engaging the audience through beautiful design and competent content; Entering the print media market	Big competition; The complexity of finding your target audience; The complexity of attracting consumers
STRENGTH	SAO ¹	SAT ²
Marketing magazine-new product on the market; Competitive price; Prospect of development; Original content; New format of presentation of information in the form of direct dialogue with the author	Original content, beautiful design and competent advertising campaign-an opportunity to attract potential readers	Proposal of a new innovative method of advertising; Fast work with SEO
WEAKNESS	WAO ³	WAT ⁴
Small budget for promotion and advertising; The obscurity	Budget increase; Search for new investors; Search for quality marketers; Development of online promotion strategy	Conduct an effective PR company to attract customers; To present your brand unique and unique in the market of electronic magazines

¹ SAO — shows what strengths need to be used to get the most out of opportunities in the external environment.

² SAT — shows what weaknesses need to be removed to try to prevent the impending threat.

³ WAO — it shows, due to what opportunities of external environment the organization will be able to overcome existing weaknesses.

⁴ WAT — shows what weaknesses need to be removed to try to prevent the impending threat.

Next we analyze the competitiveness of Café Société Magazine in two ways: marketing analysis of the product by 4P and competitive analysis by porter.

What does porter competitive analysis include? [7]

- Market power of buyers.
- Market power of suppliers.
- Threat of invasion of new members.
- Danger of substitute products.
- Level of competition or intra-industry competition.

Let's consider each of the points in the aspect of the development of the online magazine. In this case, the market power of buyers is the dependence of the Creator of the magazine on whether the potential consumer is ready to buy the magazine as well as a subscription to it. The market power of suppliers is what a publisher can provide to a potential consumer and what the audience will be willing to accept.

In this case, the threat of invasion of new participants is quite high, because, despite the fact that the market of electronic magazines is crowded, constantly new competitors are emerging. This market segment is quite easy to enter, without any barriers, so the threat is really high.

Plus there is the danger that there will be some substitute products, in this case some more progressive magazine that will be able to attract more consumers than Café Société Magazine.

The level of competition in this segment is high enough to be readable, it is necessary to be constantly in touch, to release only relevant information and offer the consumer a truly unique product. In general, the journal copes with this task, but due to the huge array of other electronic journals, it may still lose its relevance. In this case, it is very important to be aware of all the information regarding direct competitors.

Next, let's move on to the analysis of 4P [8] - one of the most famous marketing concepts (in other

words, marketing mix). It consists of Product, Price, Place of sales and Promotion. On the example of the magazine, let's consider what it represents within the framework of this concept.

The product itself is an electronic portal and all the components of the Café concept: a website, social media accounts, electronic and print editions every two months, as well as a subscription to an electronic magazine.

Price – the cost of subscription, advertising, as well as the purchase of the electronic issue. It is quite high, because the product itself is a high-quality, author's, aimed at the audience who will be ready to buy the magazine at such a price.

Places of sales – the main platform is the site itself and social networks. Also, negotiations are underway to distribute the magazine through large coffee chains, just aimed at a certain audience.

Promotion-at this stage, partner programs with various bloggers are used, as well as advertising through coffee shops, where magazines are placed, and coffee shops in their storis do a little advertising.

In General, we can say that the promotion of such a project will take a lot of time, but at this stage the project already has a fairly large number of followers, and, of course, in the future will achieve its objectives.

At this stage it is difficult to assess the competitiveness of the project, but it can be noted that for a developing magazine it can be called quite successful, because it already has a sufficient number of followers, and the Instagram profile is popular. Subscribers can be called active people who constantly put likes, comment on posts and participate in draws.

The competitiveness of the project can also be judged on the basis of the statement that the presentation of the magazine "small advertising campaign" in the framework of conferences at universities (Financial University, MSU, SPBGUE,

etc.) experts assess the project of the magazine as quite promising.

Despite the fact that the magazine has a lot of competitors, and the question of attracting the target audience remains open. An important indicator of competitiveness is also the involvement and interest of consumers-as long as it exists, the project can be considered competitive. In the case of Café Société magazine, readers are really involved in the process of creating and improving the magazine. They make suggestions and ideas, Express opinions, thanks to which the magazine is improving and wants to continue to please its readers. Engaged consumers = competitiveness, because as long as there are followers, the project will live.

From the point of view of the future development of the journal, including in the network, it is worth saying that the primary task is to obtain accreditation of Internet media. After all, it will give a wider range of opportunities and access to worthwhile activities that will want to write about, and readers-to read.

The main channels for the dissemination of information about the magazine can be considered – Instagram, because the audience in it is the most involved and active. A huge role in the promotion is also played by the magazine site itself, as when setting up Yandex.it is possible to attract quite a large number of potential consumers.

Several options for promotion and promotion of the magazine on the network can be used with ease, including targeting in VK, affiliate advertising in Instagram through bloggers in stories or in posts, the target audience coincides with them, to lead to the magazine is interested in the content that offers the magazine, people.

In General, there are many opportunities for advertising on the Internet, with sufficient funds for the project, you can use contextual advertising and banner. But the best way, with the help which on this stage goes promotion magazine – advertisements through bloggers.

Promotion is the most time consuming process, which in consequence brings fame to the project, and it and the means and quality of subscribers.

The following is an analysis of costs and approximate desired revenue from the sale of subscriptions to the magazine, advertising on the website, groups in social networks, as well as electronic and printed issues, calculated economic efficiency. Since the project is in a state of completion, and has not yet paid for itself, the expected indicators are presented.

First, let's look at the amount of money spent on the project at this stage of the existence of the electronic magazine Café Société Magazine.

Table 2: Cost calculation

Cost	Expenses
Printing of issues	80 copies (first number) * 60 rub = 4 800 rub 30 copies (second number) * 60 rub = 1 800 rub
WiX annual subscription	5 500 rub
Domain cafesociete.ru for a year	600 rub
Advertising in Instagram	2 500 rub
IN TOTAL:	15 200 rub

The expected results can be presented as follows based on the number of copies printed and the resources expended:

Table 3: Calculation of expected profit

Sales	Expected profit
80 copies (first number)	$80 * 120 = 9\ 600$;
30 copies (second number)	$30 * 120 = 3\ 600$
Subscription to the electronic magazine for a year (300 people) at a cost of 90 rubles. for one electronic issue, respectively, for 6 issues per year subscription cost 350 rubles.	$300 * 350 = 105\ 000$
Advertising on the site (the cost of one advertising banner – 2000 rubles for 3 months. Placement of no more than 3 advertising banners. In this case the calculation for 3 months)	$2000 * 3 = 6\ 000$
Advertisements in VK (the cost of advertising office – 300 rub not more 1 advertising office in week. Accordingly, we consider for three months – 12 advertising posts)	$300 * 12 = 3\ 600$
Advertising in Instagram (in stories – 500 rubles per day of the show. In tape – 750 rub not more often 2 advertising storiz in week, and 2 advertising posts in month. Three months ' settlement.	$8 * 3 * 500 = 12\ 000$; $2 * 3 * 750 = 4\ 500$
Advertising in magazine (advertising banner in magazine the cost of depends on size – half of pages A4 - 2,500 rubles/page, A4-4,000 rubles cost of also depends on seats finding advertising – on domestic side cover on 800 the more expensive. No more than 4 advertisements in the magazine. Calculated with the condition of two issues: 1- on the A4 size cover, two on the half page and one on the last A4 size page in both issues)	$(4800 + 4800 + 2500 + 2500) * 2 = 29\ 200$
IN TOTAL:	173 500 rubles

Based on the above tables, we calculate the economic efficiency of the project by the formula: Economic efficiency = results/costs. [9]

$$EE \text{ project Café Société Magazine} = 173\ 500 / 15\ 200 = 11.41$$

It can be noted that ideally, this indicator can be called high enough to speak about the high efficiency of the project and, in any case, the expected profit exceeds the cost which is also one of the main indicators by which you can judge the economic success of the project.

VI. CONCLUSION

In conclusion, it should be noted that the aim of the work has been achieved and a complete marketing analysis of the market of electronic magazines has been carried out and methods have been developed to help promote Café Société Magazine in the network. Also, the tasks were fulfilled: the features of digital marketing in the context of promoting online magazines are considered, tools for promoting a young electronic magazine are analyzed, the project of the Café Société Magazine is described in detail in the second Chapter, recommendations and suggestions for improving the marketing and PR of the magazine are derived.

The hypothesis of the study, put at the beginning of the study, is proved. E-journals are an irreversible future that has already come. Then they will only develop, grow and expand, because it is really much easier for people to get information from digital devices. This segment of the market can be called productive enough for further development, it is easy to enter, but difficult to monetize, because in its case, the Creator of the magazine must convince the audience that the magazine is simply necessary for readers, and without it they can not even live.

Although the competition in this area is quite high, every person who offers an original idea has the opportunity to succeed in it. The main thing in this case is originality and willingness to devote a lot of time to the magazine, we should not lose sight of the importance of funding, because like any other product or service, an electronic magazine needs advertising that costs money.

For future development, it is necessary to expand the number of people who enter the editorial office, as well as to find investors who are willing to invest in the project for its further promotion.

At the moment, the possibility of concluding contracts with chain coffee shops for the distribution of the printed version of the magazine is being considered.

I would like to note that an important point on which the success of the magazine will be formed is the issue of communication, and communication in conjunction with competent marketing and the use of digital tools will give a guaranteed result.

"People don't buy what you create, they buy why you create it" — Simon Sinek.

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