Promoting green technologies through digital marketing platforms and social media

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Abstract. There is a growing interest in green technologies, which is associated with the global need for sustainable development and the transition to environmentally friendly energy sources. One of the effective tools for promoting these technologies is digital marketing, in particular social media platforms. The use of social media and digital channels to promote green technologies is becoming a key factor in raising consumer awareness and stimulating them to more environmentally friendly solutions. The purpose of the article is to analyze the role of digital marketing and social media in promoting green technologies, as well as to study their effectiveness in attracting and retaining the target audience. The work considers various platforms such as Facebook, Instagram, LinkedIn, YouTube and TikTok and their impact on the perception of environmentally friendly solutions. It examines the methods and strategies used by companies to create content aimed at conscious consumers, as well as ways to interact with the audience to form long-term relationships. The importance of integrating digital technologies into the marketing strategies of companies operating in the field of green technologies is substantiated and the prospects for their further application in the context of global environmental challenges are highlighted.

1 Introduction

The global economy has faced a number of global challenges, among which environmental and sustainable development issues occupy a central place. Increasing environmental pollution, climate change, depletion of natural resources and deterioration of ecosystems require rapid and effective measures. In response to these threats, many countries and companies have begun to actively implement green technologies aimed at reducing the negative impact on nature and improving the quality of life. Green technologies cover a wide range of innovations, from renewable energy and environmentally friendly transport to recycling technologies and sustainable agriculture. The introduction of these technologies

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into everyday practice requires not only scientific and technological efforts, but also effective marketing support aimed at informing and involving end users. One of the most powerful tools of modern marketing is digital platforms, including social networks. In recent years, the use of digital channels and social media has increased significantly, which has allowed companies to significantly expand their audiences and strengthen interaction with consumers. Social networks and digital platforms have become not just platforms for communication, but also an effective marketing tool that helps to form a new attitude towards ecology, sustainable development and the introduction of green technologies. In the context of globalization and technological transformation of society, they are becoming the main channels for promoting environmentally friendly products and technologies [1].

Digital marketing, including the use of social media platforms, has a number of advantages that make it especially effective for promoting green technologies. First of all, social networks and Internet platforms provide the opportunity to interact with a large and diverse audience. Unlike traditional marketing methods, which are focused on broad mass advertising, digital channels allow you to segment the audience, individualize the approach and offer content that best suits the interests and needs of each user group. This is especially important in the context of promoting green technologies, since environmental issues require awareness and an individual approach, which can be easily implemented through digital and social platforms [2]. Social networks allow companies not only to promote their products, but also to actively work with public opinion. Platforms such as Facebook, Instagram, Twitter, TikTok, LinkedIn and YouTube provide unique opportunities to convey information about green initiatives, eco-friendly solutions and the benefits of sustainable technologies to a wide range of users. Interacting with users through likes, comments, reposts and other forms of activity creates direct engagement and trust, which in turn helps to build brand loyalty and popularize its products [3]. Today, many companies in various sectors of the economy are already actively using the capabilities of digital marketing and social networks to promote green technologies. For example, renewable energy companies such as Tesla, Siemens and others use social networks to inform consumers about the benefits of their solutions. In the field of transport technologies, many startups working on electric vehicles are actively using Instagram and YouTube to showcase their products and attract the attention of an audience focused on environmental values. On these platforms, you can not only promote a product, but also form a community of consumers aware of environmental issues and ready to invest in sustainable technologies. However, despite the obvious advantages, promoting green technologies through digital marketing and social networks is also associated with a number of challenges. First of all, it is necessary to take into account the specific characteristics of the target audience. Unlike traditional products and services, green technologies require a deeper understanding of their value and long-term impact, which can be difficult for the general public to grasp. Therefore, successful marketing campaigns must focus on educating consumers, not just selling products. It is important to build long-term relationships with audiences who must understand the importance of using green technologies for a sustainable future. Another challenge is the high competition in the digital marketing field. Today, there are a large number of brands and companies that use online platforms to promote green solutions. To stand out from the competition, it is necessary to create high-quality, innovative and relevant content that not only attracts attention but also arouses interest among the audience. The key is the ability to effectively use social media resources to build trust and create active communities that will be actively involved in disseminating information about green technologies. The purpose of this article is to explore the role of digital marketing and social media in promoting green technologies. We will consider the methods and strategies that are used to disseminate information about such technologies, and also analyze how online marketing campaigns can help raise awareness and stimulate demand for environmentally friendly products and services [4]. The article will consider specific

examples of successful campaigns using digital and social platforms to promote renewable energy, green transport, and other green technologies. The potential of various digital tools to improve the effectiveness of marketing in the field of sustainable technologies will also be analyzed. Thus, promoting green technologies through digital marketing platforms and social networks is becoming an important component of the modern environmental agenda. With the development of technologies and increasing interest in sustainable development, this tool is becoming increasingly important for popularizing environmentally friendly solutions and shaping consumer consciousness. It is important to understand that the successful implementation of green technologies is impossible without an effective marketing strategy that will take into account both the features of the products and the needs of the audience.

2 Literature review

The promotion of green technologies through digital marketing platforms and social media is a topic that has been gaining increasing attention in recent years, as it covers important aspects of sustainable development and environmental responsibility. In recent decades, the development of green technologies and the awareness of their importance in solving global environmental problems have led to the need for effective methods of disseminating information and stimulating consumer demand for such solutions. In turn, digital marketing and social media provide unique opportunities to achieve this goal. In this context, a critical analysis of existing research helps to identify key approaches, challenges, and opportunities that companies and researchers face when trying to effectively use digital platforms to promote green technologies. One of the most significant aspects that many studies highlight is the role of digital marketing as a means of generating awareness of green technologies and their benefits. For example, studies [5] and [6] show that marketing campaigns focused on environmental values and sustainable development contribute not only to informing but also motivating consumers to make environmentally friendly decisions. In this context, social networks such as Facebook, Instagram and Twitter are becoming platforms that significantly increase audience reach and provide an opportunity for direct interaction with potential buyers. The use of methods such as targeted advertising and influencer promotion allows companies to increase trust and attract the attention of an audience interested in green products. However, despite the successful use of these tools, there are a number of challenges associated with the promotion of green technologies.

According to the study by [7] and [8], one of the main problems is awareness and perception of green technologies by the general consumer base. Green technologies are often associated with high cost or difficulty in use, which limits their consumer demand. Research shows that marketing should overcome barriers to perception and provide education and awareness to users. Using digital platforms to create educational and informative materials can help reduce barriers to the adoption of these technologies. Also, an important point is the approach that companies use to present green technologies through digital channels. [9] and [10] note that visualizing environmental benefits, such as through video content demonstrating eco-friendly products in action, helps viewers not only understand but also see the real impact of these technologies on the environment. Using platforms such as YouTube or TikTok gives companies the opportunity not only to spread information but also to create an emotional attachment to the brand and its products. Videos and short clips help to convey to the audience information about the real contribution of these technologies to sustainable development and the fight against global environmental problems. Another important aspect is the way digital marketing helps to build long-term relationships with consumers. Unlike traditional marketing channels, social media and online platforms provide the opportunity for two-way communication. The ability to listen and engage with consumers allows companies to build loyalty and brand commitment. This is especially important for green technology

companies, as environmental values often play a key role in purchasing decisions. Platforms such as LinkedIn can be used to create educational and professional communities focused on sustainability, which helps to deepen user engagement. However, there are also criticisms regarding the use of social media in promoting green technology. One such challenge is the high level of competition on the platforms. There are a large number of companies that use digital marketing to promote sustainability products, making it difficult to stand out from the crowd. According to research by [11] and [12], it is necessary to carefully select marketing channels and strategies to create unique content that will attract the attention of the target audience. It is important that campaigns are not simply commercial, but also raise awareness and improve the perception of green solutions. Another important point is how digital marketing can be used to create and strengthen a corporate image. Unlike traditional advertising campaigns, which are purely sales-oriented, social media marketing allows companies to actively engage in social and environmental issues, which significantly increases brand trust. This is especially true for green technology companies, which want to show their commitment to environmental values, rather than just promote a product. However, there are several controversial issues regarding the ethical aspects of using digital platforms to promote green technologies. Research by [13] and [14] raised the issue of falsifying environmental information in marketing campaigns, which can undermine trust in companies and distort the perception of green technologies.

Thus, there is a need to create clearer rules and standards that will aim to ensure transparency and honesty in the promotion of green solutions. In conclusion, it can be argued that although digital marketing and social media provide powerful tools for promoting green technologies, there are a number of challenges that must be taken into account. Using these channels requires not only a competent strategy and a creative approach, but also responsibility for the credibility of the information provided. Carefully planned and implemented marketing campaigns can significantly increase awareness of green technologies and stimulate demand for environmentally friendly solutions, which in turn will contribute to sustainable development and the solution of global environmental problems.

3 Materials and methods

The research methodology, dedicated to the promotion of green technologies through digital platforms and social networks, includes the use of various quantitative and qualitative methods to analyze the effectiveness of marketing strategies, as well as assess the impact of the use of artificial intelligence (AI) and analytical tools on marketing processes. The aim of the study is to study and analyze methods of promoting green technologies through digital platforms and social networks using innovative digital marketing tools and methods. The objectives of the study include:

- Assessment of the main methods and strategies for promoting green technologies through Internet platforms.
- Analysis of the effectiveness of using social networks and digital platforms to popularize renewable energy sources.
- Assessment of the role of artificial intelligence and machine learning in targeting audiences and improving marketing campaigns.
- Development of recommendations for effective promotion of green technologies through digital marketing and social networks [15-16].

For more accurate analysis and calculation of the effectiveness of marketing campaigns, several analytical tools will be used, including Google Analytics, Facebook Insights, Instagram Analytics, as well as big data and machine learning tools. These tools will help analyze user behavior, engagement levels, and conversions. The following key indicators will

be used to analyze and evaluate the effectiveness of marketing campaigns aimed at promoting green technologies:

$$CTR = \frac{Number\ of\ clicks}{Number\ of\ impressions} * 100 \quad (1)$$

CTR is the ratio of the number of clicks on an ad to the number of times it is shown. This indicator helps measure the audience's interest in advertising content [17].

ROI helps to evaluate the profitability of marketing investments. To do this, it is necessary to compare the costs of an advertising campaign with the profit received from its implementation:

$$ROI = \frac{Campaign\ Costs}{Campaign\ Net\ Profit} * 100 \quad (2)$$

This indicator allows us to understand how effective the funds invested in promoting green technologies are [18].

CAC measures the cost of acquiring one new customer. It is a key metric for evaluating marketing effectiveness:

$$CAC = \frac{Total\ Marketing\ and\ Sales\ Expenses}{Number\ of\ new\ clients} * 100 \quad (3)$$

This indicator allows you to evaluate user engagement in content related to green technologies. The higher this indicator, the greater the interest and engagement of the audience:

$$ER = \frac{Likes+comments+reposts}{Total\ number\ of\ subscribers} * 100 \quad (4)$$

This metric measures audience response to content on social networks [19]. Using the formulas and methodology, you can analyze a real-life example of an advertising campaign for a company promoting green technologies. For example, a solar panel company might run a campaign on Facebook and Instagram, tracking CTR, ROI, and CAC. This data will help you understand which marketing tools and approaches are most effective, as well as where you need to adjust your marketing strategy to improve its effectiveness. Using mathematical formulas such as CTR, ROI, CAC and Engagement Rate, the study will allow us to objectively evaluate the effectiveness of marketing campaigns and develop recommendations for improving the promotion of environmentally friendly technologies.

4 Results

In recent years, global attention to climate change and environmental sustainability has increased significantly. One of the key strategies to address these issues has been the development of green technologies that help reduce the negative impact on the environment and improve energy efficiency. However, despite their importance, these technologies often face challenges in terms of popularization and market introduction, which requires effective marketing methods. Digital marketing and social media are becoming key tools in promoting green technologies. These platforms allow companies not only to convey information about new products and solutions, but also to interact with the audience, creating awareness and trust. The article will analyze how various digital channels and social networks can be used to promote green technologies, as well as consider examples of successful practices. Modern marketing focused on green technologies faces a number of features and challenges. On the one hand, the relevance of using renewable energy sources such as solar panels, wind turbines and electric cars is growing. On the other hand, there are several barriers, such as insufficient

consumer awareness, high initial costs for implementing technologies and difficulties in understanding their long-term economic benefits [20]. Digital platforms provide an opportunity to overcome these barriers by creating not only advertising campaigns, but also entire educational campaigns that shape opinion and stimulate consumer interest. On platforms such as Facebook, Instagram, Twitter, YouTube, as well as specialized forums and blogs, companies can share information about the benefits of renewable energy sources, innovations in the field of green technologies and show real examples of successful implementation of such technologies.

Social media definitely plays a key role in spreading the word about green technologies. Their capabilities allow targeting audiences based on various characteristics, such as age, interests, geographic location, and behavior. As a result, companies can fine-tune advertising campaigns aimed at those who are already interested in green solutions, which increases the effectiveness of communication. One of the striking examples is Tesla's social media campaign, which actively uses Twitter and Instagram to promote its electric vehicles and energy storage solutions. These platforms become a tool for creating a dialogue with customers and discussing new products and technical achievements [21]. An equally important aspect is the use of platforms to showcase real stories of successful implementations, which helps build trust and increases the likelihood of purchase. Campaigns with a strong social component, such as #ActOnClimate or #CleanEnergy, help attract the attention of a wide audience and increase awareness of environmental issues and the need to implement green technologies. Digital channels and tools for promoting green technologies play an important role in disseminating information, increasing awareness and engaging the audience in environmental initiatives. These channels help to effectively promote green technologies such as renewable energy, energy-efficient solutions and sustainable development. The classification of the main digital channels and tools that are used to promote green technologies is presented in Fig. 1.

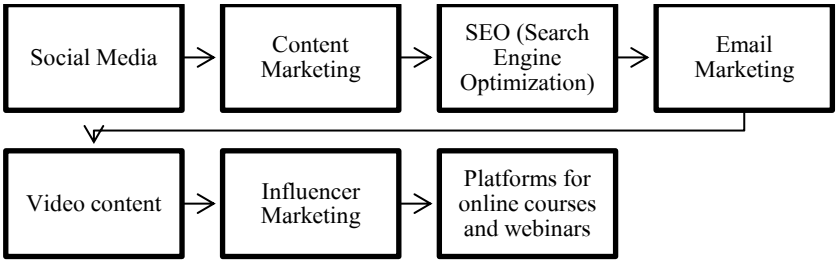

Fig. 1. Classification of the main digital channels and tools that are used to promote green technologies.

Social media is one of the most powerful tools for promoting green technologies. It provides direct contact with a wide audience and allows you to create communities of supporters of sustainable development and green initiatives. Main platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok. Example: Organizing global campaigns to popularize solar panels, wind turbines or environmental initiatives using hashtags such as #GreenEnergy, #CleanTech or #SustainableFuture [22]. Content marketing helps not only inform your audience about the benefits of green technologies, but also inspire them to adopt them by explaining how eco-friendly solutions can improve their lives. Content formats: Blogs, articles, research, reports, infographics, videos, and podcasts. Example: Leading solar energy companies like Tesla or SunPower regularly publish articles and research on how solar panels can reduce their carbon footprint and help combat climate change. SEO helps to drive organic traffic to websites offering green technology solutions. It is an important tool for increasing search engine visibility and ensuring that users find green solutions when

searching for them. Key Techniques: Optimizing content for green keywords such as "solar panels," "renewable energy," "energy efficiency," "green energy. Example: Vestas, a wind turbine manufacturer, uses SEO optimization to ensure that people searching for wind energy solutions can easily find their site and get information about the possibilities of using wind turbines [23-24]. Email marketing allows you to stay in touch with your current and potential customers, inform them about new products, promotions, and the positive effects of going green. Formats: Newsletters with new offers, research, company news, and successes in the field of sustainable development. Example: Sonnen (manufacturer of solar energy storage systems) uses email newsletters to inform customers about new opportunities for integrating solar panels into their homes, and also provides analytics on reducing energy costs and carbon emissions. The trends in promoting green technologies through digital channels on a global scale are presented in Table 1.

Table 1. Trends in promoting green technologies through digital channels on a global scale.

Trend	Description	Digital Channels	Example	Country
Growing awareness of green technologies	Increased use of digital platforms to communicate the benefits of renewable energy and sustainable solutions.	Social media, SEO, content marketing	#GreenEnergy campaign on Twitter and Instagram	USA, Europe, Asia
Implementation of influencer marketing	Engaging opinion leaders and eco-friendly bloggers to promote green technologies.	Social media, video content	Leading eco-bloggers share their experiences using solar panels	USA, Europe, Asia
Interactive engagement through video content	Using video content to explain how technologies work and demonstrate their benefits.	YouTube, TikTok, Instagram	Tesla videos showing the benefits of solar panels	USA, Europe, Australia
Support for online learning and webinars	Organizing online courses and webinars to spread knowledge about green technologies	Online platforms for webinars, video conferences	Webinars from SunPower on solar energy	USA, Europe, Australia
Analytics and forecasting using AI	Using artificial intelligence to analyze energy consumption data and predict the effects of renewable energy sources.	AI and analytics platforms	Using AI to optimize energy consumption in cities	USA, UK, Germany
Increasing green consumption through online platforms	Using digital channels to promote products and services with environmentally friendly characteristics.	E-commerce, websites with green products	Online stores for buying sustainable and green products	USA, Europe, Asia
Selling green bonds through crowdfunding platforms	Attracting investment in renewable energy projects through digital crowdfunding platforms and blockchain technologies.	Crowdfunding platforms, blockchain	Platform for selling green bonds (e.g. WePower)	USA, Europe

Video content is one of the most popular tools for communicating complex information in an accessible and engaging way. Video allows you to clearly demonstrate the benefits of

green technologies. Formats: Videos, interviews with experts, training videos, examples of successful cases, video reports from the installation and operation of green technologies. Example: Siemens Gamesa uses YouTube videos to demonstrate the installation of wind turbines and the effect of their operation, and also shares real-life examples of how this technology helps reduce the carbon footprint. Influencer marketing, or marketing involving opinion leaders, is actively used to promote green technologies. This can be especially effective on social media, where the opinions and advice of famous personalities have a great influence on consumers. Example: Patagonia, a company that produces eco-friendly clothing, actively collaborates with environmental activists and bloggers to promote the principles of sustainable consumption and environmental protection. Education and webinar platforms such as Zoom, Webex, Coursera provide opportunities to spread knowledge about green technologies and their benefits. Example: Sungevity conducts online courses and webinars for its clients, teaching them how to integrate solar panels into their homes and businesses, as well as explaining the benefits of using renewable energy [11]. Digital channels and tools such as social media, content marketing, SEO, email marketing, video content, and influencer marketing are essential elements of a green technology strategy. These tools help inform consumers about the benefits of sustainable and green technologies, engage them, and inspire them to switch to renewable energy and greener living practices. It is important that every message and campaign is aimed at raising awareness of the importance of green technologies for a sustainable future [11] Clearly, each of the elements helps to spread knowledge about renewable energy sources, raise awareness and stimulate social change towards sustainable consumption and production [12]. The main results of the analysis and evaluation of the effectiveness of marketing campaigns aimed at promoting green technologies for Tesla are presented in Table 2.

Table 2. The main results of the analysis and evaluation of the effectiveness of marketing campaigns aimed at promoting green technologies for Tesla as of 01.01.2024.

Metric	Value Note
Total Marketing Cost	€150,000
Number of Impressions	3000 000
Number of Clicks	45 000
CTR	1,5%
Net Campaign Profit	€350,000
ROI	133,33%
Number of New Customers	3 000
CAC	€50

Tesla has demonstrated high effectiveness of advertising campaigns to promote clean energy technologies through digital platforms [16]. Digital marketing is an integral part of the green technology promotion strategy, as it allows you to effectively inform and engage the target audience. The main tools for promotion are content marketing, SEO, social networks, video content, email marketing and online courses. Each of these tools has its own unique features and specifics that can be effectively used in the context of promoting renewable energy sources and other environmentally friendly technologies.

5 Discussion

Promoting green technologies through digital channels and tools has become an integral part of the global strategy to protect the environment and achieve sustainable development. In recent years, the world has seen an active use of social media, video content, SEO, email marketing, and influencer marketing to popularize green technologies and renewable energy sources. These tools help to convey information about the benefits of green technologies to

a wider audience and also influence decisions to switch to sustainable solutions. However, despite the benefits of digital marketing, there are several challenges that companies and organizations working in the field of green technologies face. One of them is the lack of trust among consumers in new information, especially when it comes to complex technological solutions. In the context of digital content overload, it is important not only to create high-quality and informative content, but also to effectively use various channels to reach the target audience. Technologies such as artificial intelligence and data analytics play an important role in improving marketing strategies and predicting market needs. The use of AI allows companies to develop personalized offers, more accurately identify customer needs, and predict trends. At the same time, for the successful promotion of green technologies, it is important to combine innovative approaches with ethical aspects in order to avoid manipulation of environmentally friendly solutions and to guarantee transparency of information. Thus, for the effective promotion of green technologies, it is necessary to use digital tools comprehensively, as well as to develop strategies aimed at increasing consumer confidence and reducing barriers to decision-making in the field of sustainable consumption.

6 Conclusions

Promoting green technologies through digital channels has become an important element in the transition to sustainability and reducing environmental impact. Using platforms such as social media, video content, SEO and influencer marketing can significantly increase awareness of renewable energy and green technologies. These tools effectively influence consumer perceptions and motivate them to switch to more sustainable solutions. However, despite the obvious advantages, promoting green technologies faces a number of challenges, such as high competition for consumer attention and mistrust of new environmental initiatives. To successfully implement marketing strategies, it is necessary to combine innovative methods with ethical principles, ensuring transparency and honesty in information. Technologies such as artificial intelligence and data analytics play a key role in optimizing marketing efforts, providing the ability to personalize offers and more accurately predict audience needs. At the same time, an important aspect is constantly updating content and using digital channels to build trust with customers.

Therefore, to successfully promote green technologies, it is important to combine innovation in digital marketing with transparency and accountability, which will ensure the sustainable development of environmental initiatives and increase their attractiveness to a wider audience.

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