

THE ROLE OF THE DIGITAL MARKETING STRATEGY FOR IMPROVING THE PUBLIC IMAGE OF THE ORGANIZATION IN THE FIELD OF SECURITY AND DEFENSE

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Abstract: *The article is dedicated to the role of the digital marketing strategy for improving the public image of the organization in the field of security and defense. Specific steps have been identified that can improve the public image of each organization. The risks and performance of each company in the digital world are indicated and as a social network they can be exposed to improve the image of the organization.*

Key words: *digital marketing, strategy, public image, planning.*