

O.P. Chukurna^{1*}, T.M. Tardaskina², V.Y. Kofman³^{1,2,3} *State University of Intelligent Technologies and Telecommunications, Odessa, Ukraine*¹*elenachukurna@gmail.com*, ²*tardaskina@ukr.net*, ³*vi.vitoryk@gmail.com*¹<http://orcid.org/0000-0001-9285-7068>, ²<https://orcid.org/0000-0003-3818-7029>,³<https://orcid.org/0000-0002-9379-3577>¹*Scopus Author ID: 57201261600*¹*Researcher ID: DTH-8795-2022***Research of modern digital marketing trends****Abstract**

Object: the process of researching modern digital marketing trends and determining directions for their further development. This study examines the key trends and tools shaping the modern marketing paradigm, as well as the challenges and opportunities facing companies in the digital economy.

Methods: economic-analytical method, statistical method, graphical method.

Findings: digital transformation has affected all aspects of modern life and business, changing the ways of consuming and producing information, making them more digital and accessible. It has also led to the emergence of new digital communication channels and increased opportunities for e-commerce. Global digital transformation promotes the emergence of new markets for innovative technologies and accelerates the development of digital marketing and other digital strategies in business.

Conclusions: modern digital marketing tools are analyzed, the advantages of the development of digital tools in the context of digital marketing are determined and substantiated, practical aspects of the integration of the latest technologies in marketing activities are proposed in order to increase their effectiveness and efficiency. The integration of digital technologies and tools allows companies to quickly adapt to changing market conditions and remain competitive. This contributes to the creation of more flexible, adaptive and personalized marketing strategies that meet the modern needs of consumers.

Keywords: digital marketing, trends, digital transformation, business, companies, digital marketing tools, artificial intelligence, VR and AR.

Introduction

In today's world, digital transformation has become not only a trend, but also an integral part of the development of business and society as a whole. The rapid development of technologies, in particular the Internet of Things (IoT), artificial intelligence (AI), big data (Big Data) and mobile technologies, has significantly changed approaches to conducting marketing activities. Digital marketing, as an integral part of this process, plays a key role in the formation of a company's strategy aimed at attracting and retaining customers, increasing their loyalty and ensuring competitiveness in the market.

In the conditions of digital transformation, marketing becomes more dynamic and oriented to the needs of consumers. That is why understanding modern trends and their impact on marketing activities is critically important for the successful functioning of companies on the market.

This article is devoted to the analysis of modern trends in digital marketing in the context of digital transformation. We will look at the main innovations affecting marketing strategies, identify the challenges facing companies and explore the opportunities opened up by the use of the latest digital technologies. Particular attention will be paid to such aspects as personalization of marketing communications, use of artificial intelligence in data analytics, development of social media platforms and integration of various digital channels.

Literature Review

Theoretical and practical aspects of digitalization of marketing are the subject of scientific discussions and works of domestic scientists, including:

Savytska N.L. and Chmiel G.L. (Savytska N.L. and Chmiel G.L., 2020) in their work substantiates the theoretical and practical provisions of the new paradigm of digital marketing as an innovative technology of

* Corresponding authors e-mail address: elenachukurna@gmail.com

modern retail. The definition of "digital marketing" is formulated as the proactive and complex use of traditional marketing methods in digital interactive channels for the promotion of the company's goods and services, as well as the formation of its business reputation. The transformation of the marketing mix model from the classic "4P" to the flexible "4C" is considered. The advantages and disadvantages of using digital marketing are identified, emphasizing its interactive nature, which itself constitutes an environment for solving constraints.

Research by Oklander M.A. and Romanenko O.O. (Oklander M.A. and Romanenko O.O., 2015) considers the theoretical provisions of digital marketing as a specific form of classical marketing in the conditions of constant changes in the technological base of production and informatization of society. In their work, it is substantiated that digital marketing has significantly expanded the possibilities of Internet marketing due to the use of mobile communication. Digital methods of processing and using information have become the main source of increasing the effectiveness and efficiency of marketing activities. Attention is focused on changes in the forms and methods of marketing activity, which become an impetus for the emergence of a new form of marketing activity. It was determined that digital marketing is a type of marketing activity that allows for targeted interaction with target market segments in virtual and real environments using digital channels and digital methods.

Ruban V.V. (Ruban V.V., 2018) in his work looked at the peculiarities of digital marketing in Ukrainian enterprises, identifying the main advantages of digital strategies for increasing the effectiveness of the communication policy of enterprises. The author analyzed the level of development of digital technologies in Ukraine, indicating its importance in the current business environment. We decided to view digital marketing as an ongoing means of communication between businesses and the market, which involves active interaction with clients and partners through digital channels. The main aspects of digital marketing in Internet marketing Ruban V.V. Recognizing the potential for a wide range of digital tools to personalize communications, accurately target audiences and measure campaign effectiveness in real time. In this manner, the investigation of Ruban V.V. reinforces the importance of adapting businesses to digital transformation and the use of current marketing tools to enhance their competitiveness in the market.

Romanenko L.F. (Romanenko L.F., 2019) examines the essence, trends and prospects for the development of digital marketing, which reflects the current state and direct evolution of this important component of marketing strategies. The author, in his work, identified the main aspects of digital marketing, which lie in the use of digital technologies for obtaining and interacting with the audience. This includes online advertising, social media, email marketing, data analytics and other tools that allow businesses to effectively communicate with their customers and partners through digital channels.

Research by Yatsyuk D.V. (Yatsyuk D.V., 2015) is an important contribution to the formation of a theoretical basis for digital marketing in the Ukrainian context, reflecting the fundamental essence of this concept and the development of the scientific methodology of its development.

Research by authors Shpak N.O., Grabovich I.V., Sroka V. (Shpak N.O., Grabovich I.V., Sroka V., 2022) is dedicated to the evolution of digital marketing by analyzing approaches to the interpretation of the categorical-conceptual apparatus in marketing. As a result of this research, the important characteristics of traditional marketing, Internet marketing and digital marketing were systematized.

Chukurna O.P. (Chukurna O.P., Stanislavsk O.V. and at., 2023) substantiates and systematizes the theoretical and methodological approaches to researching the process of developing the company's marketing strategy, defines the main means, methods and technologies for the formation and justification of Huawei's marketing strategy; practical recommendations were developed to strengthen the company's marketing strategy in the field of telecommunications technologies in Ukraine.

Remaining research and publications highlight the wide range of influences and opportunities that are emerging in the digital marketing space in the minds of global digital transformation. Continued research in this direction is critical to the development of effective marketing strategies and the achievement of competitive advantages in the market.

The modern business environment is at the stage of unprecedented changes caused by the rapid development of digital technologies. Global digital transformation encompasses all aspects of economic activity, changing traditional business models, ways of interacting with consumers, and enterprise management strategies. In this context, digital marketing becomes a key tool for ensuring competitiveness and sustainable development of companies.

However, along with new opportunities, digital transformation also brings a number of challenges. Companies are faced with the need to constantly adapt to the rapidly changing technological environment,

integrate innovative solutions into their marketing strategies and effectively use large volumes of data to make informed decisions. At the same time, there is a growing demand for personalization of marketing communications, which requires a deep understanding of consumer needs and behavior.

Insufficient research into the impact of modern digital technologies on marketing activities leads to inefficient use of resources, loss of competitive advantages and low consumer loyalty. In this regard, there is a need for a systematic analysis of modern digital marketing trends, determination of their impact on business processes, and development of recommendations for the introduction of the latest technologies into the marketing strategy of companies.

Therefore, this article aims to fill the existing gap in the study of modern trends in digital marketing in the context of global digital transformation. It is aimed at analyzing the key innovations that determine the development of this field, as well as at identifying the main challenges and opportunities facing companies in the process of adapting to new conditions. Special attention is paid to the practical aspects of the integration of digital technologies in marketing activities in order to increase its efficiency and effectiveness.

The purpose of this study is a comprehensive review of current trends in digital marketing and determination of directions for its further development.

Methods

The following methods were used in this study: economic-analytical method, statistical method, graphical method.

Results

Today, digital marketing is a key element of business strategies in the context of digital transformation. It includes a wide range of tools and technologies for promoting products and services through digital channels. One of the most important directions is the automation of marketing processes, which allows companies to effectively manage interaction with customers and optimize resources. Big data analytics is becoming a key tool for understanding consumer behavior and increasing the personalization of marketing campaigns. Personalizing content based on customer data allows for higher engagement and conversion. Social media is used to build a community around the brand and interact with consumers directly. Influential personalities (influencers) become important agents in marketing strategies, attracting the target audience to the brand. The development of mobile technologies and virtual reality opens up new opportunities for interactive marketing and attracting customers. Cross-channel strategies allow you to create a unified customer experience across different platforms. Digital advertising platforms provide access to target audiences with precision based on demographic information. All of these tools enable businesses to improve their competitiveness and engage customers in a complex digital environment.

With an increase in the number of people creating and consuming content through digital channels, largely influenced by the Covid-19 pandemic and war, there is an increase in online traffic that provides an opportunity for companies to retain their audience through digital marketing initiatives. Although the world has faced reductions in advertising and marketing budgets during the quarantine, available budgets have been increasingly directed towards digital marketing.

A visualization of how the digital advertising market has changed in recent years and forecasts for the future is provided by the Statista service (Fig. 1) (Digital Advertising — Worldwide. Statista, 2024).

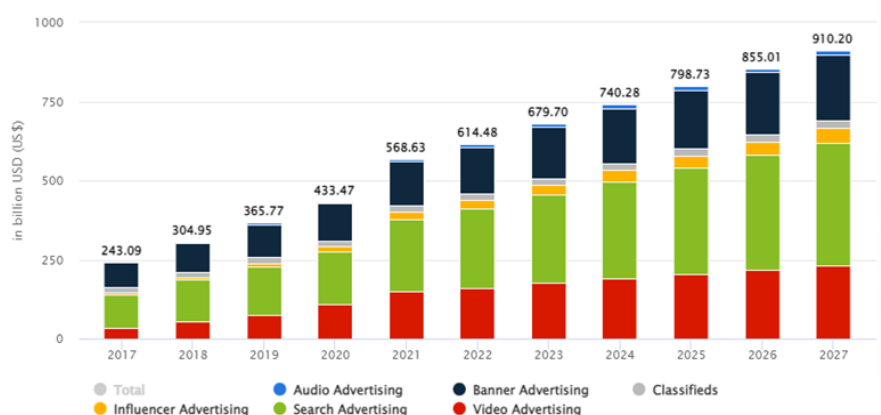


Figure 1. Global digital advertising market

Note — compiled by the author (based on Digital Advertising — Worldwide. Statista, 2024)

As we can see in fig. 1, a fairly large jump occurred in 2021, when the global digital advertising market grew by a third (+31.2 %) compared to 2020. This sharp growth is attributed to increased global investments in digital advertising and the transition to digital technologies by companies under the influence of the pandemic. As for the distribution by segments, during the entire analyzed period, the largest share of the market is occupied by search advertising, followed by video advertising and banner advertising

As for the total volumes of the advertising market of Ukraine, the All-Ukrainian Advertising Coalition (VRK) at the end of each year, together with specialized industry associations and the largest players of the advertising and communication market, conducts a study of the market volumes of the current year, and makes its first forecasts for the development of the market in the next year. Thus, according to the data of the conducted research, in 2022-2023, the advertising Internet market of Ukraine had the following form (table 1) (Volumes of the advertising and communication market of Ukraine in 2023 and the forecast of market development in 2024 from VRK, 2024).

Table 1. Volumes of the advertising Internet market of Ukraine

Digital advertising (according to the classification of IAB Ukraine):	Forecast 2023 million UAH	Dynamics 2023/2022	Forecast 2024 p. million UAH	Dynamics 2024/2023
1	2	3	4	5
Banner advertising, publicity in social media, rich media	7546	143 %	8678	15 %
Digital video including Youtube	5264	68 %	6054	15 %
In total Internet media	12810	105 %	14732	15 %
Search (paid publication in search engines) including part of GDN	15606	25 %	18727	20 %
Influence marketing	523	164 %	654	25 %
SMM	512	30 %	819	60 %
SEO	682	23 %	818	20 %
Digital Development	1465	24 %	1758	20 %
Another digital	398	15 %	438	10 %
In total	31996	49 %	37946	19 %

Note — compiled by the author (based on Volumes of the advertising and communication market of Ukraine in 2023 and the forecast of market development in 2024 from VRK, 2024)

Digital advertising and the Internet market as a whole show a confident recovery in 2023 to the level of 2021. First of all, due to banner advertising, ads in social media, rich media, digital video (including Youtube) and influencer marketing. In 2024, according to experts' forecasts, growth will continue, but the dynamics will already be at the level of 15-20 %.

One of the strongest digital marketing trends in 2024 remains video marketing. due to its effectiveness and ability to attract the attention of the audience. It allows businesses and brands to create, promote and communicate with their target audience through video content. A video ad is any ad that appears in a video player. This can include pre-, mid-, and post-video ads, as well as text or media banners that appear above the video itself.

According to research by Statista, the digital video advertising market is growing rapidly, and spending is expected to reach \$80.1 billion. in 2021 will reach 120 billion dollars. by 2024. This provides a huge opportunity for companies to reach consumers with the help of video advertising (YEC. Council Post: Video marketing trends that you cannot ignore In 2023. Forbes, 2023).

According to a study conducted by Wyzowl, in 2023, 91 % of surveyed companies use video as a marketing tool, which is the highest indicator since data tracking began in 2016, when this indicator was 61 % (Fig. 2) (Video marketing statistics — New Data For 2023).

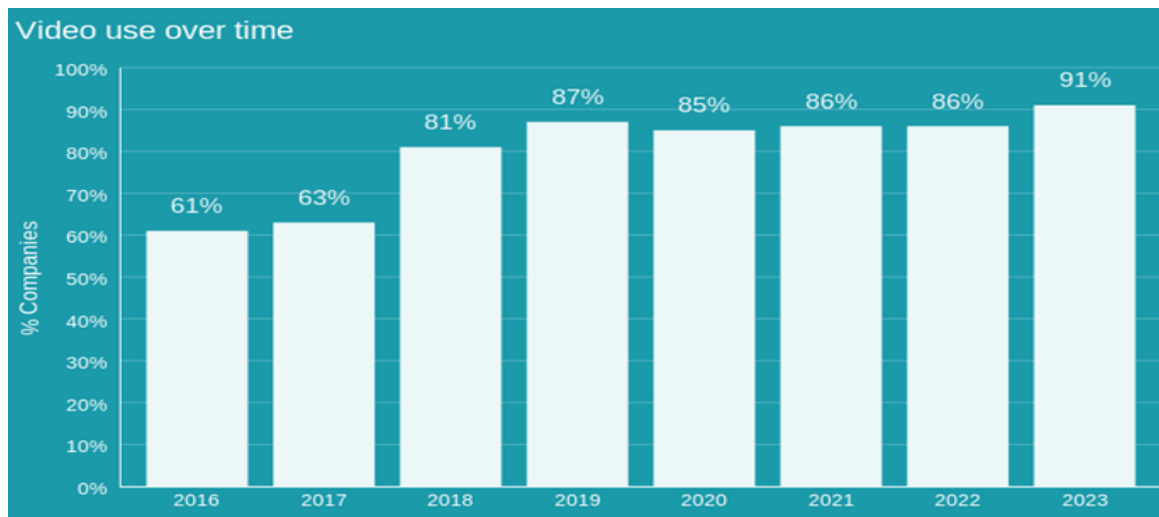


Figure 2. Using video in marketing activities

Note — compiled by the author (based on Video marketing statistics — New Data For 2023)

Quite active development is due to several factors. First, the increase in Internet speed and the availability of mobile devices, which facilitates convenient viewing of video content. The second is the development of social media platforms, which provide more and more opportunities for distributing video content and reaching a wide audience. Currently, the most popular platform for video marketing is, of course, YouTube, which is trusted by 90 % of marketers. It is followed by Facebook (86 %), Instagram (79 %) and LinkedIn (79 %) (Video marketing statistics — New Data For 2023, 2024). Various technological developments on these platforms, such as live streams, interactive videos and video stories, provide new opportunities for interacting with viewers and creating interesting content.

In particular, short video content is gaining more and more relevance, so Instagram Stories and Reel's became quite popular in 2022, allowing brands to reach an incredible number of potential customers with short videos that could showcase their products. In 2023, short video content is likely to continue to help companies gain certain advantages (These 2023 digital marketing trends will help your business succeed, 2023).

Tik Tok is a platform that specializes in short video content and is gaining more and more popularity for business. Since 2020, the number of monthly Internet users using TikTok has increased by 40 %. It is interesting that the interest increased the most among older consumers, demonstrating the attractiveness of the social network for different generations (The 10 most important social media statistics for 2023, 2023). 42 % of surveyed marketers currently use TikTok in their marketing strategies, with 56 % planning to increase their investment in the next year, the highest of any social media program, while 34 % plan to maintain their current investment (Iskiev M.,2023). Overall, video remains an effective means of telling a brand story, showcasing a product or service, instructing or supporting customers, while building impressions and increasing brand awareness among target audiences.

Influencer marketing is becoming an increasingly important strategy for many businesses. According to research from HubSpot's Marketing Industry Trends blog, influencer marketing ranks second in terms of ROI, after short videos, among all areas. Investing in collaborations with influencers and content creators can offer a double bonus, as these campaigns often use short video content, which is one of the top trends in 2023.

One in four marketers already use influencers (thought leaders) to showcase their content or products. And this trend is expected to only increase in 2023, when 17 % of marketers plan to engage in influencer marketing for the first time, and 89 % of marketers who already use it will increase or maintain their investment in the next year (Shevchenko A.I.). Over the past year, companies have achieved the greatest success with macro- and micro-influencers (Fig. 3).

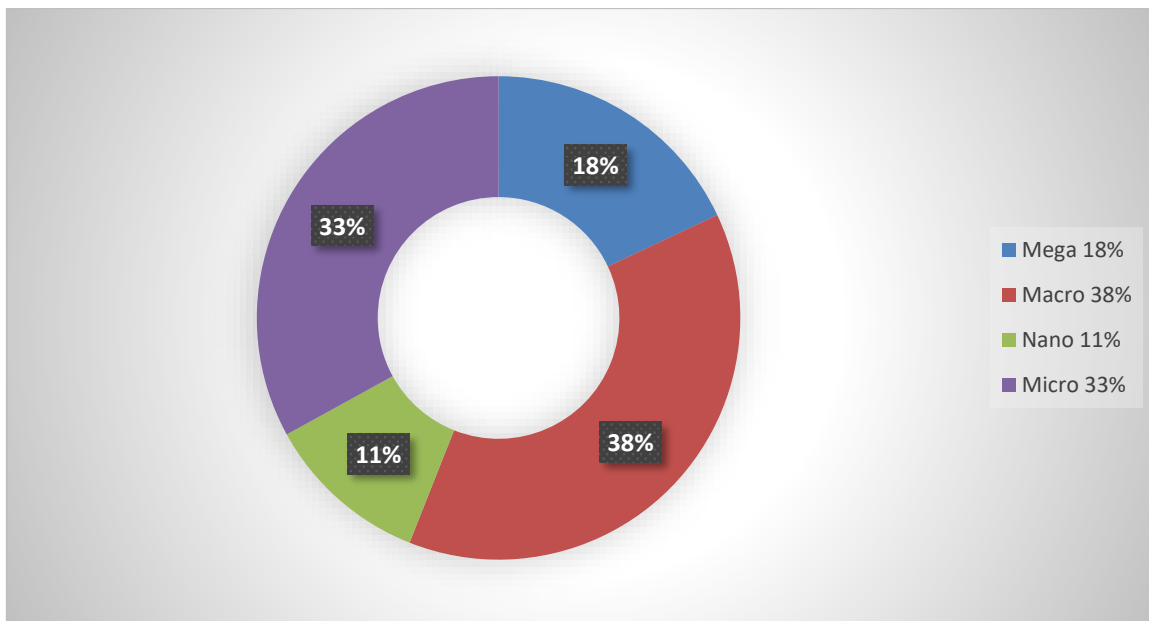


Figure 3. The success that companies have achieved with different types of influencers

Note — compiled by the author (based on Iskiev M.,2023)

Perhaps because of the exorbitant costs required to work with mega-influencers, ROI was easier to achieve with influencers with smaller audiences.

Regarding companies that work with both small authors (with less than 100 thousand followers) and those with more followers, 44 % of respondents said that they estimated a more reasonable cost of doing business. They also noted that it is easier to establish long-term partnerships with smaller creators, and that they give companies access to more niche, more cohesive communities (Iskiev M.,2023).

The next trend, the development of which is being watched by the whole world, and which also affected digital marketing, is artificial intelligence (AI). It is bringing significant changes to the way companies interact with their audiences, analyze data and optimize their marketing strategies. Artificial intelligence is becoming more sophisticated and integrated into many digital marketing tools. In 2021, the market for artificial intelligence in marketing was estimated at \$15.84 billion. USA. The source predicts that by 2028 the value will increase to more than 107.5 billion (Fig. 4).

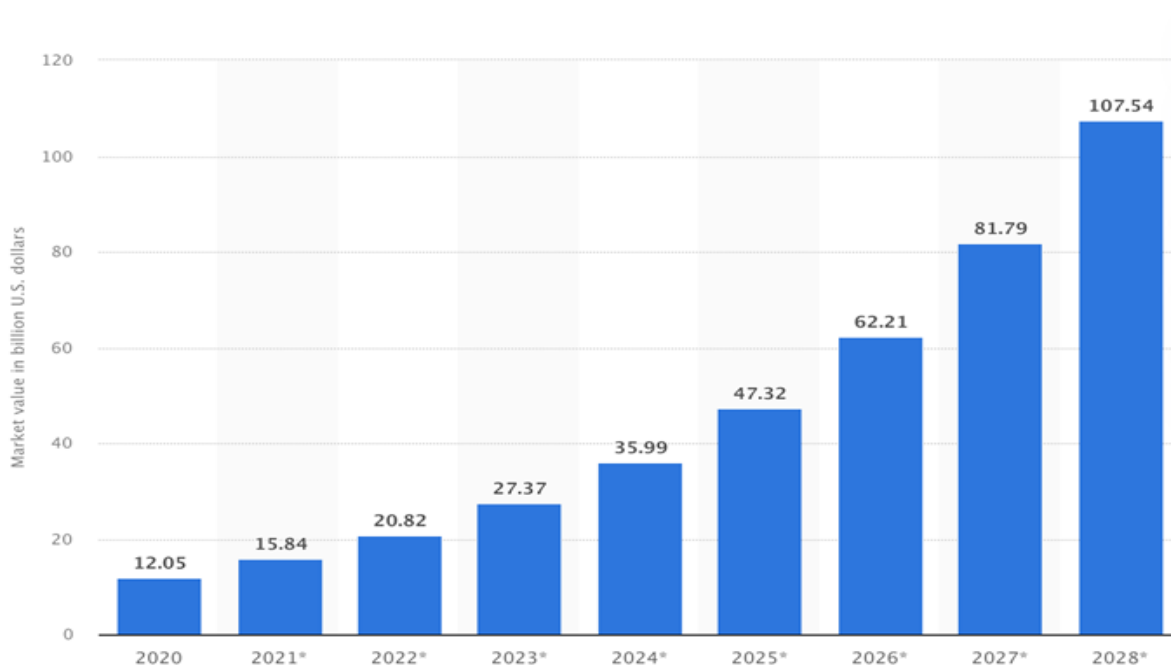


Figure 4. AI market in marketing

Note — compiled by the author (based on Taylor T., 2023)

AI allows you to automate many repetitive and time-consuming tasks in marketing, by the way, automation is also considered one of the main trends nowadays. For example, it can automatically send personalized emails, schedule social media posts, optimize advertising campaigns and perform data analysis. In turn, analyzing data and obtaining valuable information about customer behavior and preferences helps improve targeting and personalization, creating more effective marketing campaigns.

A good place to start with AI is implementing AI-based chatbots and virtual assistants. Thus, according to a survey, 26 % of business-to-business (B2B) marketers who use chatbots in their marketing programs received ten to 20 % more leads (Taylor T., 2023). A business can use them to automate customer service to handle routine inquiries or provide personalized support.

Virtual and augmented reality (VR and AR) play an increasingly important role in the field of marketing and are becoming a real trend. They provide companies with new opportunities to interact with consumers and improve the effectiveness of marketing campaigns.

Augmented reality (AR) superimposes virtual elements on a real-world scene, allowing users to exist in the space they are physically in, but benefit from the augmented elements in their experience.

Virtual reality (VR) is software that immerses users in a three-dimensional, interactive virtual environment, usually using a VR sensor device that transfers real-world action into a virtual world.

In marketing, AR is most often used to overlay virtual elements on reality, allowing consumers to "test" products in a real environment to determine whether they like the product. Yes, the IKEA Place app is a great example of product marketing using AR. App users can choose a piece of furniture they like and overlay a scale model on their real space to see how it looks before buying. This opportunity allows for increased customer trust and sales if consumers decide they like how the product fits into their lifestyle.

VR marketing applications immerse consumers in a brand experience that can increase awareness, recognition and satisfaction. People can explore the world created by the brand, learn more about the products and even buy the VR products. Gucci Town is an example of a VR brand experience. It's a virtual world of a luxury fashion house in the Roblox metaverse, where people can explore, learn about its history, and interact with people in the game. They can also purchase exclusive Gucci Town apparel for their Roblox avatars [16].

It is predicted that in 2024-2025, marketing strategies using VR and AR will continue to offer numerous benefits for both customers and companies. As markets become more consumer-centric, companies will continue to shift to experience-based marketing approaches to stand out in a crowded and competitive marketplace. By implementing AR/VR media and marketing strategies, companies can stand out and attract new customers and increase customer loyalty. These innovative solutions can also improve the company's positioning and financial performance.

The 2021 Marketing Strategy Report found that 35 % of marketers already use AR or VR in their strategies, but in 2023 more than a quarter plan to stop using VR and AR. It's still an exciting tool for marketers, but can be difficult to implement because the equipment is often expensive. However, 14 % of marketers still plan to use and study VR/AR for the first time in 2023 (Needle F, 2023).

There is no right or wrong answer as to whether augmented or virtual reality is more effective for marketing — it depends entirely on the company's business goals.

For example, a study conducted by Tim Gilken in the Netherlands found that both AR and VR increased customer purchase intentions. Augmented reality was more effective at driving purchases, but VR was more effective at creating positive brand attitudes. Both were effective in achieving marketing goals, but each for a specific purpose.

Rapid changes in technology and consumer habits keep this industry dynamic, and it's important to monitor and adapt to new trends to create effective marketing campaigns.

In the table 2 we will analyze modern digital marketing tools. Today's digital marketing tools are essential for any business, as they allow you to reach your target audience through a variety of digital channels. They provide effective interaction with customers, including personalization of communications and offers. Big data analytics used in digital marketing allow companies to gain a deeper understanding of their customers' needs and behaviors. This allows you to optimize marketing strategies and increase their effectiveness. The implementation of digital technologies allows enterprises to be competitive in the rapidly changing digital environment.

Table 2. Digital marketing tools

№	Tool	Description
1	2	3
<i>Analytical tools</i>		
1.	Google Analytics	a tool for identifying and tracking user navigation on a website that has been around since the dawn of digital marketing. From lets you track everything from session duration, pages visited per session, bounce and click-through rates, and more. Using the countless statistical information provided by Google Analytics, it is easy for marketers to understand in which direction they need to work with modifications and changes to the website for better user engagement and increased conversions [18].
2.	ClickMeter	a tool capable of tracking, comparing and optimizing all of a brand's marketing links in one place. In particular, it allows you to manage affiliate marketing and links in social networks, analyzes clicks and conversions from marketing campaigns.
3.	Hotjar	an analytics tool that provides insight into how consumers interact with a website and apps (UX).
<i>Tools for SEO (help track search trends and optimize site visibility on search results pages)</i>		
4.	Ahrefs	the tool allows you to identify the most effective content and backlink sources, check competitor sites and discover the keywords for which they rank, identify the most effective content of the industry and track the company's progress in the ranking.
5.	SEMrush	a toolkit that helps increase business visibility online through SEO optimization, content marketing, market research, advertising, social media management, and search engine reputation management. SEMrush provides a powerful and simple interface to quickly find targeted keywords perfect for SEO campaigns or content creation.
6.	Google Keyword Planner	a tool that allows you to improve the effectiveness of keywords and adjust search engine optimization. This tool is a cost-effective alternative to expensive SEO marketing tools because it is free. In addition, it offers up-to-date analytics on the most effective search phrases that businesses should target [19].
<i>Email marketing tools</i>		
7.	MailChimp	a tool for creating, sending and analyzing email campaigns.
8.	Moosend	a marketing automation and email marketing tool that helps businesses communicate effectively with customers.
<i>Tools for SMM</i>		
9.	Hootsuite	a social media management platform that helps businesses and individuals effectively manage their social media profiles. Hootsuite allows you to monitor all of your company's social accounts in one window and track the performance of your social media content. This tool can also calculate ROI, conversions, and track public conversations about a brand or a specific topic [19].
10.	Sprout Social	a social media management platform that helps businesses effectively manage their social media presence, improve audience engagement, and analyze the effectiveness of their marketing campaigns.
11.	MeetEdgar	a social media management tool focused on post automation and effective content planning. It's designed to help small businesses, entrepreneurs and marketers get the most out of their social networks while reducing management time.
<i>Graphic design and video marketing tools</i>		
12.	Canva	a graphic design and video marketing tool that helps users create visually appealing content without the need for professional design skills. This tool offers an aesthetically pleasing and easy way to create your own logos, presentations, images or graphics according to your team's needs.
13.	Lumen5	a video creation tool that helps turn text content into high-quality videos using artificial intelligence and automation. It is designed for marketers, content creators and businesses who want to efficiently create video content for social networks, blogs and websites.
14.	Visme	a tool that allows you to create a variety of designs for use in marketing, including presentations, infographics, web banners, animations, printed materials. This tool offers a number of preset templates and many graphic resources (including vector icons, text widgets, audio files and professional fonts).

<i>Tools designed to create web pages and attract potential customers</i>		
1	2	3
15.	Unbounce	a platform for creating landing pages, pop-ups and dashboards that allows marketers and businesses to increase conversions without the need for programming skills. Provides a visual editor that allows users to create their own landing pages and popups, and includes pre-designed templates. Also includes features such as conversion analytics, dynamic text replacement, and integration with various marketing tools.
16.	Optimizely	an experimentation and optimization platform that enables businesses to conduct A/B testing, multivariate testing and personalization of websites and mobile applications. Optimizely's main goal is to help companies optimize their digital products and improve conversions through experimentation and data analysis.
17.	SimilarWeb	a web traffic analysis tool that provides users with information about web presence, traffic, key performance indicators (KPIs) and other analytics for websites and mobile applications. Used by marketers and analysts for market research, including competitor activity.
18.	Typeform	a tool for creating online surveys, questionnaires, registration forms and other types of interactive content. Its main feature is a stylish interface aimed at collecting data from users through questions that can have different types of answers (text, multiple choice, multiple choice, file upload, etc.).
19.	Amplitude	a product analytics tool that structures data on user behavior and visualizes it for further decision-making. Collects data on user actions from various devices, allows you to analyze how the audience interacts with the product. Useful for marketers in terms of functionality: the ability to segment events and users, cohort analysis, forming cohorts, the presence of integration with A/B testing services and sending mobile messages.
20.	Sensor Tower	A tool for analytics, optimization and promotion of mobile applications for AppStore and Google Play, as well as monitoring the effectiveness of advertising campaigns. Sensor Tower monitors the position of applications in the AppStore and Google Play in selected countries and forms a display in the form of graphics that are sent to e-mail. Sensor Tower's primary goal is to help developers, marketers, and analysts learn and optimize products for mobile platforms.

Note — compiled by the author

The development of digital tools in the context of digital marketing significantly increases the effectiveness of marketing strategies and provides new opportunities for engaging the audience. Key strengths include:

1. **Wide reach and accessibility** Digital tools allow marketers to reach a global audience at minimal cost. The Internet and social networks provide the opportunity to reach consumers regardless of their geographic location, which opens up new market opportunities.

2. **Personalization of content.** Thanks to big data and machine learning algorithms, digital tools can create personalized marketing messages that meet the individual needs and preferences of each consumer. This increases engagement and conversion rates as customers receive more relevant content.

3. **Accurate measurability and analytics.** Digital tools enable marketers to accurately measure the effectiveness of proposed marketing campaigns through a variety of analytics platforms such as Google Analytics, Facebook and others. This allows for detailed analysis of consumer behavior, ad effectiveness, and real-time strategy adjustments for optimal results.

4. **Cost Effective** Compared to traditional marketing methods, digital marketing is often more cost effective. Using digital channels such as social media, email and content marketing allows you to achieve significant results with smaller budgets.

5. **Instant Feedback** Digital tools provide the ability to get instant feedback from your audience through comments, likes, shares, and other forms of interaction. This allows marketers to quickly respond to customer requests and needs, increasing consumer satisfaction and loyalty.

6. **Interactivity and engagement** Digital tools allow you to create interactive content such as videos, surveys, webinars that actively engage your audience. This facilitates deeper interaction with consumers and building long-term relationships.

7. **Automation of processes** The use of digital tools allows you to automate many marketing processes, such as sending emails, publishing content on social networks, and managing advertising campaigns. This saves time and resources, which increases the overall effectiveness of marketing efforts.

These benefits allow companies to create effective and adaptive digital marketing strategies that meet today's market needs.

Summing up, we will determine the practical aspects of the integration of digital technologies in marketing activities in order to increase its efficiency and effectiveness.

1. The use of automation tools, such as CRM systems, automated e-mails, chatbots, allows you to more effectively manage interaction with customers and optimize resources.

2. The use of analytical platforms for collecting, processing and analyzing data allows you to gain a deeper understanding of the target audience, their needs and behavior. This allows you to refine marketing strategies and improve them over time.

3. The use of personalized approaches to content and communications with customers based on collected data allows to increase engagement and conversion.

4. An effective strategy of interaction with consumers through social media platforms and cooperation with influential persons (influencers) can significantly increase the circulation and influence of the brand.

5. Use of the latest technologies, such as AI and VR, artificial intelligence. Integrating artificial intelligence to personalize ads or implementing virtual reality to improve user experience can be a key competitive advantage.

6. Using mobile devices to send special offers and using geotargeting to precisely target advertising messages based on customers' locations.

The general approach to the integration of digital technologies consists in their comprehensive use to optimize all aspects of the marketing strategy, which ultimately leads to increased efficiency and the achievement of higher results.

Digital marketing strategy in the conditions of the digital economy plays an important role in the success of the company and its competitiveness. Overall, a digital marketing strategy is becoming a strategic tool that helps companies achieve their business goals in a dynamic and competitive digital environment. A digital marketing strategy is an action plan developed by a company to achieve its marketing goals through the effective use of digital channels and tools.

A digital marketing strategy is designed to attract the attention of a target audience, increase brand awareness, increase sales or other conversions, and support customer engagement.

A digital marketing strategy is a key part of modern marketing and allows companies to effectively engage with their audience through digital channels and tools and achieve their business goals in the online environment.

Conclusions

In today's world, where digital transformation is transforming business processes and consumer habits, digital marketing is becoming a necessity for businesses in all sectors of the digital economy. An analysis of modern digital marketing trends demonstrates that automation strategies, the use of big data, personalization of content and the introduction of the latest technologies are critical for successful competition and attracting the modern consumer.

Modern digital marketing tools are analyzed, the advantages of the development of digital tools in the context of digital marketing are determined and substantiated, practical aspects of the integration of the latest technologies in marketing activities are proposed in order to increase their effectiveness and efficiency. The integration of digital technologies and tools allows companies to quickly adapt to changing market conditions and remain competitive. This contributes to the creation of more flexible, adaptive and personalized marketing strategies that meet the modern needs of consumers.

The results of the conducted studies emphasize the importance of constant improvement of marketing strategies and adaptation to rapidly changing market conditions in order to effectively use the potential of digital tools in marketing activities'changing market conditions in order to effectively use the potential of digital tools in marketing activities.

References

- Chukurna O.P., Stanislavik O.V., Zamlynsky V.A., Korchevska L.A., Pankovets L.V. 5G-Digital marketing strategy of global company in the field of telecommunication. *Bulletin of the Karaganda University. «Economy» series*, 2023, 3(111), 44-58 DOI 10.31489/2023Ec3/44-57
- Digital Advertising — Worldwide. Statista. URL: <https://www.statista.com/outlook/dmo/digital-advertising/worldwide#ad-spending> (application date: 9.06.2024).
- Iskiev M. The HubSpot Blog's 2023 Marketing Strategy & Trends Report: Data from 1,200+ Global Marketers. HubSpot Blog | Marketing, Sales, Agency, and Customer Success Content. URL: <https://blog.hubspot.com/marketing/hubspot-blog-marketing-industry-trends-report> (application date: 25.06.2024).

- Modern trends in digital transformation of marketing & management: collective monograph / Edited by Olena Chukurna and Viktor Zamlynskyi. Košice: Vysoká škola bezpečnostného manažérstva v Košiciach, 2023. 604 p. <https://doi.org/10.5281/zenodo.7633350>. ISBN 978-80-8185-061-5
- Needle F. AR vs. VR: which is more effective for marketing [+consumer data]. HubSpot Blog | Marketing, Sales, Agency, and Customer Success Content. URL: <https://blog.hubspot.com/marketing/ar-vs-vr> (application date: 25.06.2024).
- Oklander M.A., Romanenko O.O. (2015) Specific differences between digital marketing and Internet marketing. *Economic bulletin of NTUU "KPI"*. № 12. p. 362–371.
- Romanenko L.F. (2019) Digital marketing: essence and development trends. *Scientific Notes of Lviv University of Business and Law*. 2019. Vol. 23. p. 80–84. DOI: <http://dx.doi.org/10.5281/zenodo.3678906>
- Ruban V. V. (2018) Modern tools of digital marketing. *Scientific Bulletin of Kherson State University. Series "Economic Sciences"*. № 30. Vol. 1. p. 143–146. URL: <http://ejournal.kspu.edu/index.php/ej/article/view/265/261>
- Savytska N. L., Chmil G. L. (2020) New paradigm of marketing in conditions of digital transformation of the economy. *Bulletin of the Sumy National Agrarian University*. Issue 2. p. 81–87. URL: https://repo.btu.kharkov.ua/bitstream/123456789/10067/1/Savyts%e2%80%99ka_Chmil_new_marketing_paradigm_article_2_84_2020.pdf
- Shpak N.O., Grabovych I.V., Sroka V. (2022) Digital and Internet marketing: relationship of concepts. *Bulletin of the Lviv Polytechnic National University. Problems of economics and management*. № 1(9). p.143-156. URL: <https://science.lpnu.ua/sites/default/files/journal-paper/2022/apr/27458/220198verstka-145-158.pdf>
- Strategy for the development of artificial intelligence in Ukraine: monograph [General ed. A.I. Shevchenko]. Kyiv: IPSHI, 2023. 305 c.
- Taylor T. 20 Artificial intelligence statistics that marketers need to know in 2023. HubSpot Blog | Marketing, Sales, Agency, and Customer Success Content. URL: <https://blog.hubspot.com/marketing/artificial-intelligence-stats> (application date: 25.06.2024).
- These 2023 digital marketing trends will help your business succeed. Blog Wrike. URL: <https://www.wrike.com/blog/digital-marketing-trends-2023/> (application date: 22.06.2024).
- The 10 most important social media statistics for 2023 — GWI. URL: <https://blog.gwi.com/marketing/social-media-stats/> (application date: 22.06.2024).
- Video marketing statistics — New Data For 2023. Wyzowl. URL: <https://www.wyzowl.com/video-marketing-statistics/> (application date: 20.06.2024).
- Volumes of the advertising and communication market of Ukraine in 2023 and the forecast of market development in 2024 from VRK. URL: <https://vrk.org.ua/news-events/2023/ad-volume-2024.html> (application date: 10.06.2024).
- Yatsyuk D. V. (2015) Digital marketing: the future of marketing communications in branding. *Investments: practice and experience*. № 7. p. 70–74. URL: http://www.investplan.com.ua/pdf/7_2015/16.pdf
- YEC. Council Post: Video marketing trends that you cannot ignore In 2023. Forbes. URL: <https://www.forbes.com/sites/theyec/2023/03/24/video-marketing-trends-that-you-cannot-ignore-in-2023/?sh=2fb84d545aac> (application date: 15.06.2024).

Е.П. Чукурна, Т.Н. Тардаскина, В.Ю. Кофман

^{1,2,3} Мемлекеттік зияткерлік технологиялар және байланыс университеті, Одесса, Украина

¹elenachukurna@gmail.com, ²tardaskina@ukr.net, ³vi.victoryk@gmail.com

¹<http://orcid.org/0000-0001-9285-7068>,

²<https://orcid.org/0000-0003-3818-7029>,

³<https://orcid.org/0000-0002-9379-3577>

¹Scopus Author ID: 57201261600

¹Researcher ID: DTH-8795-2022

Сандық маркетингтің қазіргі тенденцияларын зерттеу

Аннотация

Мақсаты: цифрлық маркетингтің қазіргі тенденцияларын зерттеу және оларды одан әрі дамыту бағыттарын анықтау процесі. Бұл зерттеу заманауи маркетингтік парадигманы қалыптастыратын негізгі тенденциялар мен құралдарды, сондай-ақ цифрлық экономикадағы компаниялардың проблемалары мен мүмкіндіктерін қарастырады.

Әдісі: экономикалық-аналитикалық әдіс, статистикалық әдіс, графикалық әдіс.

Қорытынды: цифрлық трансформация қазіргі өмір мен бизнестің барлық аспектілеріне әсер етті, ақпаратты тұтыну мен өндіру тәсілдерін өзгертті, оларды цифрлық және қолжетімді етті. Бұл сонымен қатар

жаңа цифрлық байланыс арналарының пайда болуына және электрондық коммерция мүмкіндіктерінің кенеюіне әкелді. Жаһандық цифрлық трансформация инновациялық технологиялардың жаңа нарықтарының пайда болуына ықпал етеді және бизнестегі цифрлық маркетинг пен басқа да цифрлық стратегиялардың дамуын жеделдетеді.

Тұжырымдама: цифрлық маркетингтің заманауи құралдары талданды, цифрлық маркетинг контекстінде цифрлық құралдарды енгізудің артықшылықтары анықталды және негізделді, оның тиімділігі мен тиімділігін арттыру мақсатында маркетингтік қызметке жаңа технологияларды интеграциялаудың практикалық аспектілері ұсынылды. Цифрлық технологиялар мен құралдардың интеграциясы компанияларға өзгермелі нарықтық жағдайларға тез бейімделуге және бәсекеге қабілетті болуға мүмкіндік береді. Бұл тұтынушылардың заманауи қажеттіліктерін қанағаттандыратын икемді, бейімделгіш және жекелендірілген маркетингтік стратегияларды құруға ықпал етеді.

Кілт сөздер: сандық маркетинг, трендтер, цифрлық трансформация, бизнес, компаниялар, цифрлық маркетинг құралдары, Жасанды интеллект, VR және AR.

Е.П. Чукурна¹, Т.Н. Тардаскина², В.Ю. Кофман³

^{1,2,3} *Государственный университет интеллектуальных технологий и связи, Одесса, Украина*

¹*elenachukurna@gmail.com, ²tardaskina@ukr.net, ³vi.vitoryk@gmail.com*

¹*<http://orcid.org/0000-0001-9285-7068>,*

²*<https://orcid.org/0000-0003-3818-7029>,*

³*<https://orcid.org/0000-0002-9379-3577>*

¹*Scopus Author ID: 57201261600*

¹*Researcher ID: DTH-8795-2022*

Исследование современных тенденций цифрового маркетинга

Аннотация

Объект: процесс исследования современных тенденций цифрового маркетинга и определения направлений их дальнейшего развития. В данном исследовании рассматриваются ключевые тенденции и инструменты, формирующие современную маркетинговую парадигму, а также проблемы и возможности, с которыми сталкиваются компании в цифровой экономике.

Методы: экономико-аналитический метод, статистический метод, графический метод.

Результаты: цифровая трансформация затронула все аспекты современной жизни и бизнеса, изменив способы потребления и производства информации, сделав их более цифровыми и доступными. Это также привело к появлению новых цифровых каналов связи и расширению возможностей электронной коммерции. Глобальная цифровая трансформация способствует появлению новых рынков инновационных технологий и ускоряет развитие цифрового маркетинга и других цифровых стратегий в бизнесе.

Выводы: проанализированы современные инструменты цифрового маркетинга, определены и обоснованы преимущества внедрения цифровых инструментов в контексте цифрового маркетинга, предложены практические аспекты интеграции новейших технологий в маркетинговую деятельность с целью повышения ее эффективности и результативности. Интеграция цифровых технологий и инструментов позволяет компаниям быстро адаптироваться к меняющимся рыночным условиям и оставаться конкурентоспособными. Это способствует созданию более гибких, адаптивных и персонализированных маркетинговых стратегий, отвечающих современным потребностям потребителей.

Ключевые слова: цифровой маркетинг, тенденции, цифровая трансформация, бизнес, компании, инструменты цифрового маркетинга, искусственный интеллект, VR и AR.