

## MARKETING, ADVERTISING AND PR

# Marketing tools of enterprise management in conditions of digitalization of the economy

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**Abstract.** The article substantiates the role of digitalization in economic spheres and obtaining competitive advantages from their application. The change in approaches to the marketing activities of enterprises in connection with the digitalization of processes is substantiated. The definition of digital marketing and its differences from Internet marketing are given. The main trends of digital marketing, which have practical implementation by domestic enterprises, are characterized. The advantages of the enterprise from the use of digital marketing technologies are given.

**Keywords:** *digitalization, digital technologies, digital marketing, digital marketing.*

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In today's conditions, digitalization is one of the main factors in the growth of the world economy. Businesses have competitive advantages from the use of digital technologies, namely: increased productivity, saving time, creating new demand for new goods and services, new quality and value.

In the digital economy, the key factors of production are digital data, the use of which as a resource makes it possible to significantly increase the efficiency, productivity, value of services and goods, to build a digital society. In turn, the digital society intensively and productively uses digital technologies for its own needs, as well as for the achievement and implementation of common economic, social and public goals.

The digital economy covers business in all branches of economic activity, permeates all sectors in all categories. The term "digitalization" means saturation of the physical world with electronic and digital devices, means, systems and

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establishment of electronic communication interaction between them.

Digitization is a tool for economic growth by increasing efficiency, productivity and competitiveness through the use of digital technologies. This principle provides for the achievement of digital transformation of economic sectors, spheres of activity, their acquisition of new competitive qualities and properties.

Digital technologies have become the basis for creating new products, values, properties and, accordingly, the basis for obtaining competitive advantages in most markets. Digitization gives small companies and project teams the ability to create new products and quickly bring them to market on par with the big companies out there. This led to the beginning of the shift of "innovation centers" from large companies to small ones (startups).

Digital transformation leads to the emergence of new unique systems and processes that make up their new value essence (for example, Uber, Airbnb, digital banking, etc.). Transformations in industry are taking place according to the concept of "Industry 4.0" and with the emergence of cyber productions, cyber systems and cyber machines. Digitization processes significantly change approaches to the marketing activities of enterprises. Marketing tools are changing.

Thus, the digital platform is considered as "a business based on the implementation of value creation through interaction between external producers and consumers." It provides an open infrastructure for the participants of interactions and establishes for them institutional "rules of the game", that is, certain "regulatory regimes". The main task of the platform is to connect users and facilitate the exchange of products or social currency between them, contributing to the creation of value for all participants.

An important marker of the platform is the use of its users' resources instead of its own resources. In addition, each additional user of the platform creates utility for other participants, which ultimately turns into a resource for self-development, that is, the so-called network effect is manifested.

The transformation from a linear to a network model of value creation involves a transition:

- from the use of own resources to the coordination of others;

- from an emphasis on the quality of internal business

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processes to the improvement of external communications between platform users;

- from maximizing value exclusively for consumers to the overall value of the entire digital ecosystem.

Today, traditional marketing methods are gradually being replaced by digital technologies. The success of any business now largely depends on how effectively it applies digital marketing technologies, which are a completely innovative approach to the consumer; new tactics for attracting and retaining customers, a strategy for understanding behavior, both online and in the market.

The mastery and use of digital technologies in marketing are modern trends for the development of a client-oriented approach, the use of which will enable organizations to strengthen their competitiveness and effectively promote their brand on the market.

Reasonable use of digital technologies in marketing activities opens up wide prospects for enterprises and organizations to retain regular customers and develop long-term partnerships with them, which in turn will contribute to increased profitability.

Digital marketing is a type of marketing activity that allows targeted interaction with target market segments in virtual and real environments using digital channels and digital methods. This is the entire complex of marketing actions in the modern world. That is, this is modern marketing, which is characterized by duality due to its hybrid nature: some functions are performed online, and some are performed in an offline environment. Digital marketing is a derivative of Internet marketing, going beyond computer communication.

Interaction with target audiences takes place through mobile devices, digital television, interactive screens, and POS terminals. If in Internet marketing one channel is used - the Internet, then in digital marketing the number of channels is quite large and will grow in the future. In addition, the number of mobile devices is growing rapidly [2].

The development of digital marketing is due to the introduction of new innovative platforms and their improvement taking into account the requirements of consumers. The practical implementation of digital marketing tools focuses on the management of various forms of presence of enterprises on the Internet through company websites,

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mobile applications, social network pages, other communication tools integrated with the Internet.

Consumers give priority to the manufacturer of products that uses the latest tools to inform buyers, including the use of digital trends in modern marketing. The main trends of digital marketing, which have practical implementation by domestic enterprises, are as follows (Table 1).

In addition to the above digital marketing tools, you can also mention: input marketing, mobile marketing, video marketing, radiocling, billboard marketing and more.

Marketing specialists and professionals of the industry plan to increase their own activity on the platforms of Instasgram, YouTube, LinkedIn and Facebook.

Table 1

**The main trends of digital marketing**

The trend of digital marketing	Characteristics, advantages
SEO (Search Engine Optimization)	A set of methods that allow you to raise the company's site in search engine results as high as possible, which will contribute to the recognition of the enterprise. Optimization for people and development of BERT and MUM machine learning algorithms that allow the search engine to understand the user "like a person"
Email marketing	<ul style="list-style-type: none"> <li>- newsletters to blog subscribers;</li> <li>- welcome letters to new clients;</li> <li>- informing about promotions and special offers;</li> <li>- tips, life hacks, interesting facts and other useful information</li> </ul>
PPC (pay-per-click advertising)	Contextual advertising with pay-per-click - has a quick effect. Ads are shown to users directly on the search results page. In this way, you can be at the top of search results for relevant key queries without SEO. PPC advertising is used not only in search, but also in Facebook and Instagram
Content marketing	It allows you to inform potential customers about the brand and offers, emphasize the advantages, increase the recognition and relevance of the brand in the eyes of the audience

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*Table continuation 1*

Big Data - technologies	Technology of collection, storage and analysis of large volumes of structured and unstructured information. With the help of Big Data processing, it is possible to determine the behavioral and other characteristics of the target audience of a company or product
Artificial Intelligence	The ability to analyze consumer behavior, predict search patterns and comprehensively analyze data from social networks, which will allow enterprises to identify the category of consumers of their goods or services. The use of this digital marketing tool will increase the return on investment in the digital promotion of goods due to the possibility of generating automatic reporting on traffic linked to the volume of goods sold
Voice search	Actively used by many consumers, especially with the use of mobile devices. The specificity of voice search is the use of keywords such as "best", "new", "what", "how", etc., which together form a specific communication channel between the system and the consumer. Part of the modern marketing strategy of companies to build close communication between the user and the brand
CRM system (Customer Relationship Management)	The process of interconnection with consumers and its effective management. The advantages of CRM systems include increased sales by simplifying and systematizing the database on applications, agreements, reducing the cost of attracting customers, which in turn will increase consumer loyalty to the brand in the process of interaction with employees
Chatbots	The introduction of this tool increases the efficiency of consumer requests for supporting companies through social networks, e-mail and other online platforms. Bots are treated up to 70 % of consumer requests by providing quick specific answers
Purchases using social networks	Expanding the functionality of shopping through creation of Facebook Shops or Instagram Shopping. Social networks are even more integrated with e-commerce

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*Table continuation 1*

Online events	Setting up modern social networks and other sites allows you to place video content, and the interface of the platforms built into the opportunity to carry out live broadcasts that allow in online mode, work with the target audience of clients and hidden information about it
Multi-channel marketing	Allows the company to promote its own brand on several sites at the same time, not limited to one site or page. A large number of social networks and other communication platforms have a significant impact on users and customers, which requires the presence of companies in basic and additional communication channels in order to increase the firm's knowledge

[formed on the basis of 3, 4]

Digital marketing distribution channels are:

- 1) Internet through fixed computers, laptops, tablets, smartphones;
- 2) mobile devices;
- 3) digital television;
- 4) interactive screens, POS terminals.

The environment of digital marketing is: real and virtual. The target audience includes: computer owners, laptops, mobile phones, smartphones, tablets, TVs with Internet access; owners of mobile phones, smartphones; Terminal services users; persons who see electronic screens.

Digital marketing has enriched Internet marketing, above all, mobile. This allowed to break the closed space of the virtual world and enter the real environment. As a result, additional possibilities of expanding the audience of marketing influence at the expense of mobile communication owners with the simultaneous maintenance of targeting and personification of such influence increase the efficiency of marketing activities in the conditions of informatization of society.

In digital marketing, jobs become digital, mobile, that is, those that do not need permanent stay of the employee in the workplace.

The virtual-digital world provides powerful opportunities for the employee's permanent stay online. This trend spreads extremely quickly and positively perceived by the

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overwhelming majority of employees who like flexible ways of working, which make it possible to pay more attention to clients, friends, and families. This can not only contribute to the involvement of skilled workers, but also increase tax revenues, social security contributions, and most importantly, affect the employment market.

The digital workplace combines virtually all technologies that people use to work in a modern work environment. Both business supports, e-mail, instant messaging, corporate social networks and virtual meetings can be digital workplace.

Thus, digitalization has greatly influenced the formation of basic marketing trends and platforms. The use of modern key tools Digital marketing will contribute to the promotion of enterprises, namely: lifting a company in the issuance of search engines, analyzing consumer behavior, voice search, chatbots, purchases using social networks, online events and multi-channel marketing.

Digitalization makes it possible to: optimize business processes; to create new products and services through the technology of the Internet of things, virtual reality, cloud services, artificial intelligence; reduce costs (economy in people through automation and robotization, accounting automation, "smart" supply management and fleet, fuel cost control); To offer completely new business management solutions: new models of insurance, P2P systems, alternative banking services, mobile training applications, individual approach to online buyer, personal advertising.

Currently, companies work at the intersection of industries and segments, become platforms and platforms, where they offer their customers not just a product, but solving any problems, gaining experience, value, emotions and impressions. Digital channels provide almost instant information, become the main carrier of communicative messages and mechanism of interaction with the client. Therefore, the presence of the enterprise in the specified digital channels is important.

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