

9.2 Trends in the development of marketing services in the conditions of the digital economy

In the modern economic environment, digitization is a determining factor in the growth of the world economy. Due to the key factors of production, which are digital data, the digital economy makes it possible to significantly increase the efficiency, quality, and value of services and goods. In turn, the digital society productively uses digital technologies for its own needs, to achieve and implement common economic, social and public goals. There is a process of acquisition of new competitive qualities and properties by various spheres of activity.

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). 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 and to the use of marketing tools in the service sector, in particular.

The sphere of services is an important sector of the economy of most countries of the world. It includes various services for the population and businesses, and plays an important role in the development of the economy and improving the quality of life of people.

The service sector is important in the activities of enterprises and organizations for several reasons.

First, the service sector is one of the main sectors of the economy, which provides employment and income for many people. It can include various types of services, such as tourism, restaurant business, consulting, financial services and many others.

Secondly, the service sector can provide enterprises and organizations with the opportunity to increase revenues and improve interaction with consumers. Providing

quality services can increase the company's reputation and ensure repeat sales and referrals from satisfied customers.

Third, the service sector can help businesses attract and retain talented, creative workers. Provision of additional services, such as: health insurance, fitness centers, training and development will allow to retain talented employees of the enterprise for a long time.

Therefore, the service sector is important for the economy as a whole, as well as for enterprises from the point of view of attracting and retaining customers, increasing profits, and creating competitive advantages.

The services market also stimulates the development of entrepreneurship and increasing the competitiveness of companies. New opportunities for innovation and introduction of advanced technologies in the service sector are opening up, namely improving the quality of life of the population, expanding opportunities for education and improving the qualifications of employees.

On a global scale, the development of the services market promotes globalization and the international exchange of specialized services, contributes to the growth of the economy and the development of international partnerships. Given this, the services market occupies an important role in the modern economy, influencing many aspects of society and the business environment.

The services market is an integral component of modern economic systems both in Ukraine and in the world. The importance of this market in promoting economic growth, creating new jobs and attracting investment.

The development of the service sector is constantly influenced by both positive and negative factors. The negative factors are: low level of competition between enterprises in the service sector; weak response of enterprises in the sphere of services of the public sector of the economy to changing conditions in consumer demand; deficiencies in regulatory acts regulating the activities of organizations in the service sector. Positive factors include: a significant increase in the number of organizations in the service sector; the appearance on the domestic market of foreign competitors who have experience in the organization of the service sector in their countries;

strengthening of the non-state sector of the economy, including small and medium-sized businesses.

The service sector is actively developing in many post-industrial countries, where a significant share of the working population is employed in the service sector and in the newest branches of the economy. These include the USA, Great Britain, Germany, and Japan.

Japan is one of the leaders in the export of automotive, electrical and shipbuilding products. The basis of the French economy is the service sector, which employs 76,7% of the economically active population. In addition, the country has quite high indicators in the fields of tourism, energy, transport and agriculture.

The Australian economy is dominated by the service sector, which accounts for about 68% of GDP [249].

The leading sector of the UK economy is the service sector (3/4 of GDP). The leading position in it is occupied by the financial component, which determines the country's specialization in the system of economic relations. Great Britain carries out 10% of the world export of services – banking, insurance, brokerage, consulting, as well as in the field of computer programming.

Banking, tourism, transport, trade play a leading role in the structure of services in France, although the largest number of employees are institutions providing various advisory services (information, advertising, marketing).

The service sector is the largest sector of the US economy. The services market in the United States of America is extremely developed and diverse, covering a wide range of sectors, including financial, healthcare, education, technology and entertainment services.

Specialized firms and enterprises offer clients a variety of services, from consulting and tourism to information technology and financial services. Significant competition and the constant need to improve services drive innovation and technological progress in this sector. The services market in the US is one of the key drivers of sustainable economic growth with a high level of consolidation and specialization. Large companies often dominate their fields, offering complex and

high-tech solutions. Also, the market actively responds to changes in social and technological trends, which stimulates innovation and implementation of advanced approaches.

In the structure of the economy of industrialized countries, industry prevails and there is a transition from agriculture to the non-production sphere. Depending on the degree of this transition, agrarian-industrial and industrial-agrarian countries are distinguished. It is also possible to single out industrialized countries. First of all, new industrial countries of the first wave (for example, Singapore) should be included in this group.

Singapore has an extremely developed service sector, where high-tech and financial services are especially developed. The financial sector in Singapore is one of the most developed in the world, and the local stock exchange is one of the most active in the region.

In addition, Singapore is a global data and information technology hub. Many international IT companies have their offices in this place, which leads to its high status in this sphere.

The tourism, education, healthcare and real estate sectors are also developed in Singapore. The country is developing tourism, has a high standard of medical services and provides excellent opportunities for studying at universities and business schools. This makes Singapore one of the most attractive places for business and high-tech companies in the world.

The services market in South Korea is very developed and diverse. The country has a high-tech and innovative field of IT, electronics, finance and financial services. In addition, South Korea is a world leader in entertainment, culture and tourism, thanks to the popularity of Korean food and culture. Education and health services are also important components of the country's services. In general, the services market in South Korea is one of the main areas of its economic development and has a significant impact on the global market.

The most developed in Ukraine are services in the spheres of social and household services, public catering, and trade. Such fields as housing and communal

services, culture, health care and education have not received such development. This is mainly due to the fact that government institutions and organizations have a dominant position in these industries, and marketing in the modern sense is not used at all.

Unlike foreign companies, Ukrainian companies do not pay enough attention to marketing activities in the service sector. If in commodity markets companies pay more or less attention to marketing, then the situation in the service market is completely different. The majority of entrepreneurs working in this field do not understand the peculiarities of the service market and its differences from the goods market at all. Understanding the specifics of the services market and using appropriate marketing tools will ensure service producers increase the efficiency of their activities [250, p. 80].

Therefore, the creation and development of the service market, effective functioning and dynamic development is ensured by state support of business entities.

In modern economic literature, there are various classifications of services. According to the documents of the World Trade Organization (WTO), all services are divided into the following sectors:

- transport services;
- tourist services;
- connection services;
- postal, courier and telecommunications;
- financial services;
- computer and information;
- licensing services;
- other business services;
- personal, cultural and recreational services;
- state services.

New types of services include:

1. Business and professional services: real estate trading, placement of temporarily free funds, marketing and advertising services.

2. Children's education and training services: private kindergartens and schools, nannies, governesses.

3. Animal care services: animal treatment, feeding and walking, pet hotels.

F. Kotler defines a service as any type of activity or benefit that one party can offer to another, which are inherently intangible and do not lead to ownership [251].

The analysis of the definitions of the concept of "service" allows us to distinguish two approaches to the definition of a service: "service" as an action that brings benefit, help to another, and "service" as a product (result) of the activity of a service enterprise.

Services, unlike other goods, are produced and consumed mainly at the same time, as a result of which a number of peculiarities of their production and management arise.

By their nature, services do not have guaranteed quality standards, that is, they are characterized by a high degree of uncertainty. This circumstance puts the consumer of services in a disadvantageous position because he will be able to evaluate the result of the service, its beneficial effect only after it has been provided; and it is difficult for manufacturers to promote services in these conditions.

Therefore, the main features of services as a specific type of product are their intangibility, inseparability of production and consumption, inability to store and high degree of uncertainty or variability.

Intangibility (intangible nature) of services means that the services cannot be demonstrated, seen, tried, transported, stored, packaged or studied until they are received.

The inseparability of production and consumption of services means that services are mostly produced and consumed at the same time, that is, you can start providing services only after receiving an order or with the appearance of a client. That is why production and consumption of services are closely interconnected.

The interconnectedness of the production and consumption of intangible services is the most characteristic feature that distinguishes them from other objects of commercial activity.

The inclusion of the buyer in the process of production and provision of services means that their implementation, unlike the trade of goods, requires personal participation, greater attention, contacts, and obtaining information from the consumer.

Such a feature of the service as non-storability is that it is impossible to make them ahead of time and store them for later implementation. For example, unoccupied hotel rooms, unsold airline tickets cannot be restored.

The variability of services is expressed in the fact that the quality of services varies widely depending on their manufacturers, the time and place of service provision, on the standards of the service system existing at the enterprise, that is, on the level of service at a specific enterprise and on many other factors.

Given the uncertainty or variability, the service sector needs government regulation to a greater extent than other commodity markets. Most often, state intervention in the functioning of the service market is caused not only by economic, but also by political and social reasons.

A company in the service sector can increase its competitiveness, reduce possible risks due to their diversification. Thus, banking, stock exchange, information and intermediary services merge into a single complex of financial services, forming at the same time completely new types of services (Internet trading, Internet banking).

There is an unification of various services within the tourist business. Transportation companies already offer life and property insurance, mail delivery, travel services, and more.

Thus, today there is a trend of diversification of the service sector.

The economic behavior of service producers is largely determined by social motives. The reason is that the production of services can be carried out by small enterprises, the effective operation of which does not require such large investments as in the field of material production. Service producers have more opportunities to express their personality and assert social prestige. Such motivation acts as one of the factors of increasing offers on the services market.

The marketing strategy in the service sector consists of the following main elements:

- determination of target market segments;
- development of a clear distinctive advantage and concept of service position;
- determination of the strategy of the company's activity, interconnected with its marketing strategy;
- development of a marketing complex.

Determining target market segments is a primary task. It is necessary to divide the potential market into segments according to the different needs of buyers, their price capabilities, assess the attractiveness of the sectors and define the company's sectors.

The attractiveness of a segment is a function of its size, growth rate, intensity of competition, average size of profit and compliance with the company's current or potential capabilities.

The next stage is the study of the needs of buyers and their problems, the study of competitors in the target market and the quality of their services.

It is necessary to develop such a positioning concept that would force the buyer to turn to the company's services. This concept is based on understanding the most important characteristics of services for consumers: reliability, fast service, convenience. Next, they develop a plan of communications with consumers from the point of view of the nature of the services, the service process and measures to stimulate buyers.

The company should develop such an activity strategy that would transform marketing opportunities into high performance of the company's work.

The first step is to strike a balance between the value of services and costs. It is necessary to separate the activity of creating the value of services in the eyes of customers from additional types of it that the customer does not see (minimization of costs through standardization and automation of service). The second step is the development of a system of service provision that would allow control of the quality of services and the costs of their provision.

It is necessary to establish benchmarks, develop a system of incentives and rewards for employees. Planned outcomes for service quality, costs, productivity, employee loyalty and morale must also be determined.

The service delivery system and the positioning strategy must match each other. In the process of ensuring continuous operation of the enterprise and reducing costs, one should not forget about ensuring the quality of services.

The most important element of the strategy is the personnel of the organization. The quality of the service result depends on the extent to which the company's personnel share the marketing plans. The management should know the needs of employees, how they perceive the concept of service, have a system of incentives and payment of the company's employees.

Price plays an important psychological and economic role. It is often used as an indicator of quality, since the purchase of a service borders on increased risk. On the other hand, lack of other information and limited user experience make the customer price-oriented. The price of services depends on the quality. If, in the opinion of the client, the quality of the offered services is the highest, he is ready to pay the appropriate price for them. High prices contribute to reducing the load in periods of "peak" demand, low prices stimulate demand in periods of its decline.

In order to effectively manage the marketing of services, it is necessary to develop three strategies aimed at these three links. The strategy of traditional marketing is aimed at the "firm-consumer" link and is related to issues of pricing, communications and distribution channels. The strategy of internal marketing is aimed at the "company-personnel" link and is related to the motivation of the staff for high-quality customer service. Finally, the strategy of interactive marketing is aimed at the "personnel-consumer" link and is related to the control of the quality of service provision, which occurs in the process of interaction between personnel and consumers.

Customer service is a reliable, guaranteed provision of goods and services to the client at the specified place and time, in accordance with the client's expectations. In addition, it is a set of actions of individual constituent elements of a service enterprise,

which participates in the provision of goods and services in a way that meets the expectations of the client and ensures the achievement of the main goals.

Customer service covers order fulfillment, customer communication before, during and after the sale, mediation and troubleshooting. Fulfilling the client's expectations should be one of the main goals of a service enterprise.

The client is the most important element in the system of interaction in the provision of services. The ultimate goal of the service delivery process is to satisfy the client's needs.

Service personnel is the second element of the service delivery system. The service employee is the face of the company, his words and actions are perceived as the implementation of the organization's policy. In addition, it is assumed that he must act on behalf and in the interests of the buyer.

The majority of service enterprises, based on their practical activities, have developed the basic rules of customer service, which are the basis of the standards:

- maximum attention to customers;
- high quality of the service complex;
- constant improvement of the educational and qualification level of specialists and service personnel;
- competent and prompt application of forms and methods of public relations with the aim of increasing popularity in society.

The most important resource of the organization is its employees of the enterprise that provides services, in which the behavior and professional level of employees directly affect the quality of services.

In order to provide incentives for work, professional growth, proper business communication, and a high professional level of staff, the management needs:

- the task of HR marketing is the selection of employees taking into account their abilities to fulfill the established job instructions;
- to create working conditions that would contribute to the achievement of the highest indicators of work quality and a favorable psychological climate;

- to promote the disclosure of the capabilities of each employee of the enterprise due to the use of creative approaches to work and greater involvement in management;
- to ensure the participation of personnel in ensuring the quality of services provided to the consumer;
- to encourage quality improvement by properly defining them and rewarding them for the results achieved;
- regularly consider the factors of staff stimulation in ensuring the quality of services;
- apply planned promotion and professional level improvement of personnel;
- implement training programs for personnel, which include both their training and professional growth.

Training makes it possible to realize the need for changes and creates conditions for their achievement, as well as for the professional growth of employees.

Important elements of professional growth in the field of service marketing include:

- training of executors in the field of quality management, including specialists in calculating quality costs and evaluating the effectiveness of the quality system;
- training of all enterprise personnel;
- conducting classes with the personnel of the company providing services on the study of the policy in the field of quality, set tasks and concepts of meeting the needs of consumers;
- implementation of a quality familiarization program, which may include briefings and training courses for new employees, as well as retraining programs;
- application of methods for determining and verifying the compliance of the training received by the personnel with the needs of the enterprise;
- establishment of requirements for personnel for official certification, as well as provision of assistance and support in case of need;
- assessment of the executive level of personnel in order to identify the needs of their professional growth and potential opportunities.

Personnel providing services, especially employees who are in direct contact with the consumer, must know the rules of business communication and have the appropriate skills. They should form a vital labor team capable of interacting with third-party organizations and their representatives for timely and high-quality service provision.

In order to promote the involvement of employees in management and their cooperation, it is necessary to hold collective events, for example, general meetings devoted to the discussion of issues of quality improvement, improvement of the process of service provision and service problems. Regular communication with the staff of the enterprise providing services should become a rule for all levels of management. An important tool for such communication and performance of work related to the provision of services is the availability of an appropriate information system.

Methods of business communication include:

- management of operational meetings;
- conducting information exchange meetings;
- use of documented information;
- application of information technologies.

The material resources necessary for the performance of works related to the provision of services include:

- equipment and funds that ensure the provision of services;
- production needs, for example, in devices, vehicles and information systems;
- quality assessment tools and software;
- working and technical documentation.

The quality of the service from the point of view of the consumer is directly determined by these processes, as well as actions related to the measures performed based on the results of feedback on the quality of services and contributing to their quality improvement, namely: evaluation of the service provided by the provider, evaluation of the service received by the consumer, quality checks of the implementation of all processes of the quality system and their effectiveness.

One of the important factors in the field of service provision is the culture of behavior of service personnel. The labor market needs qualified specialists with a high level of competence. Currently, any employee is required to possess such competencies as: communicative, informational, general cultural, technical and technological, social, service, organizational and managerial. This will allow him to communicate with the client competently, clearly and with understanding, to express his opinions, and it will also increase the status of the company in which he works.

Effective communication with the consumer involves:

- description of the service, its scope and quality, possibilities and terms of provision;
- indicating the future cost of the service;
- clarification of the relationship between the service, its provision and cost;
- explaining to consumers the nature of possible defects and ways to eliminate them;
- informing consumers about the extent to which the quality of the service depends on them;
- availability of adequate and easily accessible means of effective communication;
- comparison of the proposed service with the real needs of the consumer.

The consumer's impression of the quality of the service is often formed in the process of communicating with the staff of the organization that provides the service and getting to know its capabilities.

In connection with the internationalization of services, the problem of developing international standards and quality systems for them has arisen. ISO together with the World Trade Organization conduct workshops in North America, Europe, Asia to explore the interests of the main consumers and suppliers in the sector of services such as tourism, banking, financial accounting, technical advice and training. To manage the quality of services, it is quite possible to use international standards ISO 9000, which include directives considered as general for the production

of a quality system in the industry or the organization of services in all spheres of activity.

ISO 9000 standards establish the conditions for managing the creation and provision of services, provide for the need to provide a clear description of indicators determined by consumers, and establish criteria for each of them. They describe the concepts, principles and processes that apply to all types of service offerings.

The management ensures that the staff is familiar with the policy in the field of quality and its understanding, implementation and compliance.

The implementation of the policy in the field of quality requires that, when setting tasks in the field of quality, the main goal is defined, which includes:

- satisfaction of the consumer's needs in accordance with professional and ethical standards;
- constant improvement of the quality of services;
- taking into account the demands of society and the realities of the environment;
- efficiency of service provision.

Based on the main goal, the management of the enterprise formulates a set of the following tasks and measures in the field of service quality:

- a clear definition of the consumer's needs and the necessary quality measures;
- preventive and control measures aimed at avoiding failure to satisfy the consumer's needs;
- optimization of costs to ensure the appropriate level of provision of the appropriate class of services from the point of view of quality;
- constant analysis of requirements for services and the achieved level in order to identify reserves for improving the quality of services;
- prevention of negative impacts on society and the environment as a result of the company's activities.

The task of marketing is to identify the need for a service and stimulate demand for it. Interview surveys can be conducted to gather information about the market. The management of the hotel and restaurant industry should implement methods of planning and conducting events aimed at studying the market.

Quality management design in the field of service marketing includes:

- determination of key types of activities within each process, which significantly affect the performance of the specified services;
- analysis of key types of activities in order to select such characteristics, the measurement and control of which will ensure the quality of the service;
- definition of methods of evaluation of selected characteristics;
- determination of methods of influencing these characteristics or managing them within the given limits.

The analysis of the quality management system should include clearly formulated and comprehensive assessments based on all sources of relevant information.

Comments, conclusions and recommendations drawn up in the form of a document based on the results of the analysis and evaluation are provided to the management for their consideration during the preparation of programs to improve the quality of services.

The management of the enterprise provides the necessary resources for the implementation of the quality management system and the fulfillment of the tasks set in the field of quality.

In the process of marketing services, a special place belongs to means of their promotion as a process of popularization and advertising of services.

Peculiarities in the process of promotion of services are:

- dominance of quality factors: since services cannot be "demonstrated" before purchase, the quality and reputation of the supplier are critically important (for example, in the field of tourism such factors as comfort and safety of the flight, quality of hotel rooms, customer reviews dominate);
- presence of consumer participation: many services require active participation of consumers (for example, a consultant can give advice, but the client must participate in decisions and implementation of recommendations);

- individualization and personalization: clients often expect an individual approach and personalized services (for example, a personal manager who develops an investment portfolio taking into account the client's goals and risks);

- emotional component: often services are related to emotions and impressions. Creating positive impressions and a sense of trust is important for the client (for example, an advertisement for a SPA center that uses images of relaxation and bliss);

- innovation and creativity: the capacity for innovation and creativity is important in the service sector to create new and interesting offers for customers (as an example, the creation of mobile applications for ordering delivery services).

Communication policy is a key aspect of success in the service industry, as it affects all aspects of the company's interaction with customers, employees, competitors and other stakeholders. It affects many aspects of a company's operations, including building and maintaining a brand, attracting and retaining customers, developing relationships with partners, and supporting employees.

Communication with existing customers is a key component of the communication policy of enterprises that provide services. This is an important aspect in managing relationships and ensuring sustainable business development.

Examples of using communication:

- electronic newsletters: sending information about new services, promotions, events;

- personalized offers: provision of special conditions for loyal customers;

- loyalty programs: accumulation of bonuses for purchases, giving gifts;

- feedback: collecting feedback about services, improving based on customer wishes.

Internal communications are a key aspect of the successful functioning of any organization and affect various aspects of operations. For example:

- meetings: discussion of work issues, decision-making;

- corporate portal: publication of news, announcements, internal documents;

- chat platforms: real-time communication, exchange of ideas.

Ethical issues in communications are an important topic in today's world where information is spread quickly and easily thanks to technological advances. For example:

- privacy: protection of personal data of customers and employees;
- plagiarism: using someone else's material without citing the source;
- hate speech: preventing offensive speech and discrimination.

Advertising services is a complex marketing tool that requires attention to detail, creativity and emphasis on the uniqueness and value of the service. This process helps build awareness, attract new customers and maintain relationships with existing customers in a world where services are becoming an increasingly important element of the economy.

It is important to define who your service is intended for. This helps you target your advertising campaign to the audience that needs your service. Defining the target audience helps to optimize the budget and marketing efforts. Advertising should clearly show why this particular service is worth paying attention to. It is necessary to emphasize the uniqueness and advantages of the service compared to similar ones on the market.

It should be noted the general features of advertising services in modern conditions. Here are some of them.

Services, unlike goods, cannot be physically tested before purchase. This creates a particular challenge for advertisers, as they must convince potential customers of the quality and usefulness of the service.

Many services are abstract in nature, which makes them difficult to visualize and convey to customers. Advertisers should find creative ways to illustrate the service and convincingly communicate its benefits.

Trust plays an important role in service advertising, as customers must believe in the performer's ability to deliver the promised quality of service. Advertisers should actively work on creating a positive image and reputation of the company.

The audience for services can be more specific and limited compared to the product audience. Advertising of services should be aimed at a target audience that has relevant needs.

It is important to provide services that meet the individual needs of customers. Advertising can emphasize personalized solutions and approaches. Advertising services may include evidence of quality, such as real customer testimonials, awards, and certifications that prove the performer's competence and reliability. Advertising services can involve building long-term relationships with customers, as many services require constant interaction and cooperation.

Because services can evoke an emotional response in customers, advertising can involve creating positive emotional connections with the brand.

The impact of the Internet on service marketing communications is significant and transformative. The Internet opens up endless opportunities for companies and organizations to promote their services and interact with consumers.

The Internet has transformed the way businesses interact with consumers and promote their services. Understanding these opportunities and using them in practice help companies maintain competitiveness in the service market [252].

The means of advertising services on the Internet are varied and constantly evolving to attract the attention of the audience in the online environment. They have a wide range of tools and platforms to reach their target audience and promote their services.

Here are some of the most common means of advertising services on the Internet.

Search advertising – advertising in search engines, such as Google AdWords or Bing Ads, where you only pay for each click on the ad.

Postal advertising is the sending of promotional letters and news or other informational materials to its users. It is important to follow spam laws and send interesting and useful content.

Social media advertising – advertising on platforms such as Facebook, Instagram, Twitter, where you can communicate and interact with your target audience through promotional messages, sponsored posts, carousel ads and more.

Banner advertising – advertising on websites in the form of graphic banners, text ads or multimedia ads.

Marketplaces are advertisements on online marketplaces and platforms where you can advertise your services.

Video advertising – the use of videos to advertise services on video platforms such as YouTube or in other contexts on websites and social networks.

Native advertising is a paid form of advertising that is in harmony with the content of the platform on which it is placed. This ad demonstrates the value of the product and is perceived by site visitors as a recommendation, so it does not cause rejection.

Retargeting is the promotion of company products to users who have already interacted with your brand, but have not made a purchase.

Remarketing is an online promotion strategy that allows you to engage with your existing customers. Crowd marketing is a type of covert advertising in which a brand or its products are mentioned in social networks, forums or search engine aggregators in order to promote the brand.

Teaser ads are ads that use flashy images and intriguing headlines to grab the attention of a target audience.

Press releases, they are messages that are subsequently published by mass media. They can have an event announcement, news, official position of the company.

Viral marketing is the digital version of word-of-mouth advertising, or, in other words, word of mouth. Users choose to share content and do not need to be specifically asked to do so.

A derivative of Internet marketing is digital marketing. Digital marketing is a type of marketing activity that allows targeted interaction with target market segments in virtual and real environments using digital channels using digital methods; this is the whole complex of marketing actions in the modern world.

The current trend is that traditional methods of marketing in the service sector are gradually being replaced by digital technologies. Marketing digital technologies are an innovative approach to the consumer, a new tactic for attracting and retaining

customers, a strategy for understanding behavior, both online and in the market. Therefore, the use of digital technologies in the field of marketing services is a modern trend of a client-oriented approach, which will allow enterprises to strengthen their competitiveness and effectively promote their brand on the market.