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MARKETING TOOLKIT FOR CONSUMER INFLUENCE IN THE DIGITAL ECONOMY

Marketing tools in the digital economy are a marketing strategy that uses database objects through various digital media channels. As a result of digital transformation, new marketing tools for influencing the consumer have emerged.

Digital transformation involves the use of the latest technologies to optimize processes and attract the audience. The main trends in digital marketing are gamification, zero-click search, artificial intelligence, chatbots, voice search, etc. Digital marketing tools cover a variety of methods for increasing the visibility of the enterprise and influencing the consumer.

Content marketing is videos, texts, photos, infographics, ads. The main tactics of content marketing are blogging, link baiting, videos, hosting webinars, podcasting (audio form of content). Content marketing is the way of the future for modern businesses, but it must be managed properly to be effective. Creating quality content is the most effective SEO tactic [1].

SEO (search engine optimization) is an important tool that allows you to improve your website's position in search engines through internal and external optimization [2]. PPC is an effective way to manage your advertising budget, allowing you to focus your efforts on a target audience that is interested in your products or services.

Content marketing helps businesses establish stronger connections with their consumers by providing useful information and attracting potential customers.

SMM uses platforms such as Facebook, Instagram and Twitter to promote a brand and interact with the audience.

SMO works with the website of a product or service, changing it so that social media users refer to it more often and visit it more often.

Contextual and targeted advertising: ads in search engines, and advertising on websites that are placed in affiliate and teaser networks. The platforms most often worked with in Ukraine are Google Adwords, Facebook, YouTube and Instagram.

Email remains one of the most effective ways to maintain direct contact with customers through personalized messages that help retain existing customers and attract new ones. Web analytics as a tool for assessing the effectiveness of the site allows you to collect and analyze data about visitors. Influencer marketing involves influential people to increase brand trust and awareness. Famous people can significantly influence the audience by providing authentic recommendations for products or services. Contextual advertising provides the ability to accurately deliver advertising messages that match users' interests and their queries in search engines.

Video marketing allows you to engage your audience through dynamic content, helping to increase brand awareness. Mobile marketing facilitates interaction with customers through mobile applications, which become a replacement for traditional sales channels.

The introduction of chatbots significantly increases the efficiency of processing customer requests to company support services through various channels. Affiliate marketing is an important digital marketing tool that ensures cooperation between two parties - the advertiser and the affiliate partner.

Each of these tools has its own unique advantages, which makes them important components of modern marketing interaction with consumers. The selection of marketing tools that are relevant for a particular enterprise and its products (services) is carried out taking into account the business sphere and other parameters.

List of used sources:

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2. Shateyev O. V. Marketing digital tools and their impact on the development of IT industry enterprises. *Academic visions*. 2024. Issue. 33. DOI: <https://doi.org/10.5281/zenodo.13318717>