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MODERN DIGITAL TECHNOLOGIES IN MARKETING ACTIVITIES

The basis for the formation of the digital economy is powerful technological changes in the creation of a digital space for storing, processing and transmitting information. Modern developments in the field of mobile Internet, automation of processing of large data sets, Internet of Things, cloud technologies and robotics have had a powerful impact on the economic environment.

A digital society is a concept of a society in which general access to global sources of information is implemented, its processing is automated, and effective information interaction between people is organized to meet their economic, social, and personal needs for information products and services.

In the context of digital transformation of society, consumer behavior is changing, new needs are being formed. These changes affect the transformation of approaches to the use of marketing and enterprise tools. Marketing, which has become digitalized, has undergone significant changes. Digital marketing has become a necessity and a tool in helping enterprises use the latest technologies.

Many works by both Ukrainian and foreign scientists are devoted to the study of the theoretical and practical foundations of the formation and development of digital marketing, namely: M. Oklander, O. Romanenko, V. Ruban, S. Ponde, A. Jane, G. Minkulete and P. Olar.

The introduction and development of digital technologies in the activities of enterprises can be carried out at several levels. The main directions can be: B2B; B2C, B2A; C2A. The B2B direction includes all levels of information interaction between

enterprises. The B2C direction is one of the most promising for the implementation of the enterprise's activities in the retail market, and its basis is electronic retail trade.

A significant number of online stores operate on the Internet. B2A involves the interaction of business and administration and includes business relationships between commercial structures and government organizations. The C2A direction is one of the least developed, but can be used to organize interaction between the government and consumers, especially in the social and tax spheres.

Digital marketing combines personalization with mass distribution to achieve marketing goals. To maximize the implementation of the goals, functions and tasks of the enterprise, digital marketing should be subject to such principles as: human-centeredness; systematicity; innovation; mobility; uniqueness; omnichannel; information; automation and individualization; profitability; positioning and segmentation [1].

In the marketing activities of the company, the following methods and approaches are used:

- thorough study of the subject area;
- constant communication with the client;
- application of effective trend promotion methods;
- A / B testing for all advertising channels;
- focus on results (leads, conversions, ROI);
- formation of transparent and understandable reporting without unnecessary information.

The combination of traditional marketing tools and methods with modern information, digital, and interactive technologies is shown in Table 1.

As you can see, digital marketing is an effective combination of traditional marketing tools and methods with modern information, digital, and interactive technologies to promote a company's goods and services and build its business reputation in the modern communication and information space.

Table 1. – Application of digital marketing tools in the marketing activities of the enterprise*

Marketing activities	Marketing functions	Digital marketing tools and technologies
Marketing research	Research of target audience, competitors, consumers, market conditions	Web analysis of competitors' activities, use of search engines, web servers, Internet surveys, focus groups, targeting
Product policy	Branding, development of innovative products, differentiation, diversification, organization of service	Participation in information retrieval systems, global distribution and reservation systems
Pricing policy	Formation of a flexible pricing system	Online auctions, use of various payment schemes and payment systems
Distribution policy	Sale of goods through an online store and marketplaces; organization of effective delivery	Website; Online stores, Online auctions; Online exchanges; Global distribution systems
Marketing Communications Policy	Internet communications, advertising campaigns; sales promotion; PR; brand building	Banner, contextual advertising, media advertising; website optimization in search engines; e-mail advertising: mailing letters, discussion sheets, web conferences; Internet surveys, questionnaires, focus groups; layout; heuristic experiments

*formed by the authors

Thus, digital marketing is becoming a cost-effective means of business promotion. Under the influence of informatization, the key concepts of marketing have been transformed. Traditional marketing and digital marketing should coexist in marketing 4.0, which, according to F. Kotler, «presents an approach that combines the interaction between companies and customers online and offline, combines form and substance when creating brands, and successfully combines the connection between» [2].

List of used sources

1. Yankovets T. M. Digital technologies for increasing brand value. Bulletin of KNTEU. 2019. No. 4 (126). P. 85–100.
2. Kotler P., Kartajaya H., Setiawan I. Marketing 4.0. Moving from Traditional to Digital. 2016. URL: <https://www.wiley.com/enus/Marketing+4+0%3A+Moving+from+Traditional+to+Digital> -p-9781119341208