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ANALYSIS OF CURRENT TRENDS IN THE USE OF DIGITAL MARKETING FOR THE SUCCESSFUL PROMOTION OF GOODS AND SERVICES IN UKRAINE

ABSTRACT

One of the main trends in the development of most economic processes in the modern world is digitalization. Marketing is no exception, also subject to general trends and focused today on the promotion of products through the Internet, and social networks; it uses cloud technologies and artificial intelligence to develop the processes of mastering markets. The main trend of modern digital marketing is becoming more and more customer-oriented, which can be achieved in different ways and with the use of different tools.

Businesses are forced to adjust to the global trends of digital marketing because at other times they will miss the opportunity to take full advantage of all the opportunities that are present on the market in a timely manner. In this context the importance and role of personalized advertising and the formation of individual approaches for product promotion, in which digital marketing tools, in particular the use of artificial intelligence and promotion through social networks, help as well. Given the above, the purpose of the study is to analyze current trends in the use of digital marketing for the successful promotion of goods and services in an unstable environment, which will allow modern companies to identify areas for improving their financial condition and developing their potential in the context of using various digital marketing tools.

The analysis of the advantages and disadvantages of modern digital marketing tools, as well as the specifics of using various digital product promotion tools, is based on a study that lasted in Ukraine in 2023 for 3 months.

The methodological basis of the research is the systematization of the experience of leading scientists and the generalization of scientists' views on the problems of the development of digital marketing. The methods used in the study were general scientific methods of analysis and synthesis, induction and deduction, generalization, systematization, and graphical methods.

The scientific novelty of the study is to identify the main trends of modern digital marketing and to specify the limitations of its use, which may adversely affect the development of the company and the prospects for its promotion in the market.

Keywords: digital marketing, product promotion, trends in digital marketing, social media, artificial intelligence

JEL Classification: M39, M31, M1

INTRODUCTION

Digital marketing is a continuation of global trends toward the digitalization of economic processes and the use of information technology in different spheres of social life. Digitalization allows for a better and deeper study of consumer needs than when using classical tools of market analysis. In addition, the use of digital marketing tools allows to create a plan for the promotion of products based on the individual needs of customers digitalization creates the preconditions for the development of targeted advertising, which takes into account the individual preferences of different target audiences. The analysis of trends in the use of digital marketing for the successful promotion of goods

and services in conditions of instability will be useful for companies focused on the development of product promotion system and the development of new markets.

The modern realities of using various digital tools in the field of promoting goods and services have a number of characteristic features that allow for a better and more targeted choice of the optimal marketing tool.

One of the distinctive features of modern digital marketing is the use of innovative digital technologies that allow to adapt advertising content to market requirements and build an advertising campaign based on interactive tools. In general, all actions in the field of online marketing are called digital marketing, which is often referred to as online marketing. It describes the practice of promoting and selling goods and services using digital channels such as search engines, social media, email, mobile apps, and websites. It uses a variety of strategies and tactics to connect with a specific target market and influence them to take a desired action, such as making a purchase or subscribing to a newsletter. Digital marketing aims to increase brand awareness, attract potential customers, increase sales, and ultimately expand the company. Digital marketing is now an important part of any modern marketing plan due to the development of digital technologies and the popularity of the Internet.

The primary goal of digital marketing is to increase sales and revenue by reaching and engaging prospects, converting them into leads or customers, and maintaining their loyalty.

Overall, creating an effective online presence requires consideration of both interrelated and critical elements of digital branding and marketing. While digital marketing uses a variety of digital technologies and techniques to promote a company and its products or services, digital branding aims to create a consistent, authentic brand image across all digital platforms. Companies can engage with their target audiences, build trust and loyalty, and ultimately drive growth and success in the digital age by combining effective digital branding with strategic digital marketing.

LITERATURE REVIEW

Current trends in the application of digital marketing attract the attention of many scholars, and most publications on the topic today are characterized by a combination of classical views on marketing and innovation, focused on the use of digital technology.

The introduction of digital technologies in product promotion processes is becoming a continuation of global trends towards the digitalization of economic life and almost all social processes (Afonasova et al., 2019; Hrynychshyn et al., 2021; Pan et al., 2022). That is why in today's world, more and more attention is being paid to the implementation of digital technologies in various areas of business and social development.

For example, the role of digital marketing in the construction of modern business processes (Girchenko et al., 2016; Cherniaieva et al., 2023) is defined as one of the most important and defining, because modern marketing, based on the application of innovative information technology, can provide high efficiency and effectiveness of applied marketing tools. Given the considerable attention of scholars on digital marketing, there are also critical views on its application (Bala et al., 2018), because the application of digital marketing tools reveals information about audience preferences and can interfere with the personal space of consumers, use the information to their own advantage, etc. Still, most scholars (Akter et al., 2020; Ashraf et al., 2020) tend to believe that with sound planning and proper data protection, digital marketing can become most useful not only for the seller but also for the buyer (Dey et al., 2019; Sanakuiev et al., 2023), who will receive goods and services that best meet their needs, since the latest digital promotion tools allow market analysis with identification of individual characteristics and desires of different target groups. One such tool for gathering information about individual consumer needs is social media, which is becoming an increasingly important platform not only for promoting products but also for gathering information about tastes and demand (Li et al., 2021; Vitsentzatou et al., 2022), resulting in, among other things, targeted advertising (Ihnatenko et al., 2019).

At the same time, when using social media to promote products, considerable attention should be paid to different audiences and target groups, as information should be presented in different ways for different age and social groups, and representatives of different countries, with an emphasis on different areas of the company's activities.

The active use of modern information technologies in the development of marketing activities leads to the fact that the application of digital marketing becomes part of the strategic development plan of companies, and strategic business processes are unthinkable without sound and well-planned digital marketing tools (Levchenko et al., 2022; Gobble et al., 2018; Yasmin et al., 2015). At the same time, most marketing agencies and specialized promoters recommend not focusing

on one tool, but consider it necessary to develop an action plan for the gradual implementation of different digital marketing tools as part of a company's strategic development (Arora et al., 2022; Petrescu et al., 2021.).

Therefore, companies should strike a balance when the list and content of advertising content should meet the requirements of the modern market but should not overload the audience with information about the company or products and services, as this can lead to a backlash and loss of interest in the company.

The views of scholars on the opportunities and risks of using digital marketing are summarized in Figure 1.

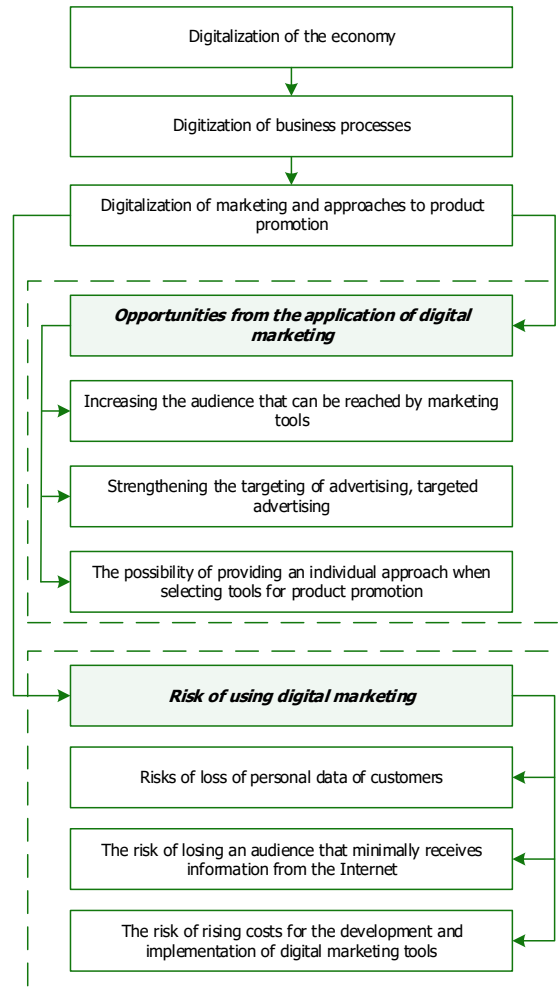


Figure 1. Opportunities and risks of using digital marketing.

AIMS AND OBJECTIVES

The purpose of the study is to analyze the current trends in the use of digital marketing for the successful promotion of goods and services, which will allow modern companies to identify areas for improving their financial condition and developing their potential in the context of using various digital marketing tools.

To achieve this goal, it is necessary to solve the following tasks:

- define what is meant by digital marketing in the current literature and business practice;
- identify the opportunities and threats that the use of digital marketing opens up for business;
- to identify the main trends in the use of digital marketing tools by modern businesses.

METHODS

In an unstable market environment, enterprises need to provide opportunities for stable product sales and continuous income, which will form the prerequisites for the development and maintenance of financial performance at a sufficient

level. The problem of determining the development trends of modern digital marketing is based on the evaluation of current methods and tools for product promotion, which according to the experience of leading companies give the best results and can be used by other companies to form a pool of optimal marketing tools (Redjeki et al., 2021). In general, the analysis of trends in the development of digital marketing tools is based on the generalization and systematization of scientific and analytical literature, which concerns the specifics of the use of digital marketing by modern enterprises and the implementation of its tools in practical activities. At the same time, it is necessary to distinguish the specifics of a digital marketing application for B2B and B2C segments (Saura et al., 2021; Shahid et al., 2022), because these segments are significantly different and have their own specifics.

The paper identifies the areas of application of various digital marketing tools and identifies the advantages and disadvantages of various tools, as well as general limitations in the use of modern marketing technologies. The main method for determining the optimal marketing tool is to analyze the opportunities it opens up for a company, and for the strategic development of a company, it is necessary to apply strategic analysis methods for strategic planning of digital marketing activities in the context of strengthening its market position.

RESULTS

1. Analysis of the driving forces behind the development of digital marketing.

Current trends in information technology are such that digital tools are becoming part of the implementation of many business processes. Moreover, after the COVID-19 pandemic, businesses were forced to reorient themselves to the latest business environment, when a significant part of business activities moved online. As a result, business owners and consumers have become accustomed to the fact that buying goods and services online without being tied to location and time is quite convenient and saves time. Even after the COVID-19 pandemic, the concept of digital marketing is in constant evolution as new platforms and features come to market and consumer behaviour changes (Saura et al., 2021). Companies are adapting the rules of the game to the rapidly changing reality, and at the same time, the entire digital marketing system is changing. In today's environment, one of the leading trends in digital marketing is the use of artificial intelligence to improve the efficiency of product promotion processes. Today's companies are using artificial intelligence and machine learning to first collect and analyze data about potential consumers and then apply the results of data analysis to improve digital marketing strategies. Businesses use artificial intelligence to build insights into the status of previous search queries, analyze purchase histories and review products for hyper-targeting with items with the highest likelihood of conversion. If businesses aren't adopting AI-based technologies, it's likely that they are using them as part of a digital marketing strategy, as most of today's product-selling platforms and marketplaces include machine learning capabilities for their offerings to manufacturers and merchants. This approach provides practical ways to use artificial intelligence to better reach audiences and convert them into customers. If we talk about specific digital marketing tools that can be built using artificial intelligence, we will be talking primarily about paid search engine advertising and content marketing. Advertising products and services, as well as companies, through search engines, yields significant results in a fairly short period, which positively characterizes the possibilities of using this tool. Content marketing is based on the data collected by artificial intelligence on various platforms, it allows to identify what customers are interested in, and then use it to create interesting and relevant content that attracts the largest audience, which in turn will form personalized offers for different audiences and social groups. So, from the first trend of using artificial intelligence comes the second trend, namely the use of targeted advertising, which gives better results than the classic channels of product promotion.

The analysis of statistical data on the use of digital marketing tools will allow us to identify general trends in the development of the modern digital market in the field of goods promotion and to formulate the main directions for further use of digital marketing tools to promote the goods and services of modern enterprises.

Overall, the global digital advertising and marketing market was estimated at USD 350 billion in 2022 and is projected to reach USD 786.2 billion by 2026. The compound annual growth rate of digital marketing in 2020-2026 is projected at 9% annually.

Digital advertising spending around the world is shown in Figure 2. According to the data shown in Figure 2, the total amount of losses on digital advertising is growing annually and will continue to grow in the coming years, primarily due to the transition of marketing to the digital environment. The second factor behind the growth in digital marketing spending is the overall increase in product promotion costs and the growing consumption of goods and services by manufacturers in various industries. As of the beginning of 2023, 55% of all marketing tools are implemented through digital technologies. Total spending on digital advertising in 2021 will amount to USD 436 billion, compared to USD 196 billion for offline

advertising. Global digital advertising spending is estimated at USD 441 billion in 2022 and is projected to reach USD 485 billion in 2023 (165 Strategy-Changing Digital Marketing Statistics for 2023, 2023).

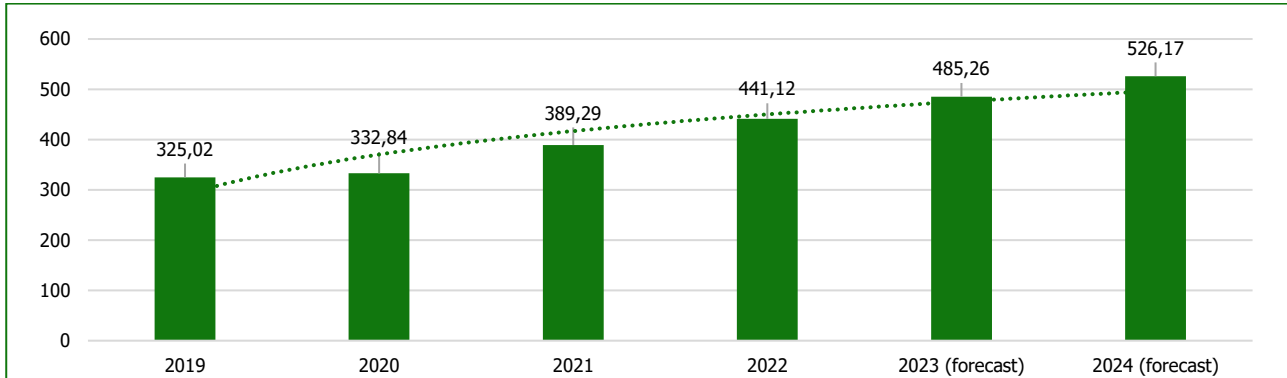


Figure 2. Digital ad spending worldwide, USD billions. (Source: compiled by the authors based on 165 Strategy-Changing Digital Marketing Statistics for 2023, 2023)

Statistics (165 Strategy-Changing Digital Marketing Statistics for 2023, 2023) also indicate that digital marketing is increasingly focused on targeted advertising, with the use of targeted advertising providing a 70% increase in the likelihood of purchase. That's why marketing agencies and companies are considering the possibility of adapting their advertising products to suit the audience and the platform for product promotion. In this context, in today's realities, it is worth considering which channel the products will be promoted through. The most optimal tool for creating targeted advertising is the use of social media. In 2022, social media spending will account for 33% of all digital advertising spending. Annual spending on social media advertising in 2022 is estimated at USD 134 billion, which is 17% more than in 2021 (165 Strategy-Changing Digital Marketing Statistics for 2023, 2023).

Table 1 describes the most common social networks, specifying the target audience and the content that may be most relevant to these social networks. This information may be important in shaping approaches to the development and practical implementation of targeted advertising.

Table 1. Distribution of target audiences and content for different social networks. (Source: compiled by the authors based on 165 Strategy-Changing Digital Marketing Statistics for 2023, 2023)

Social media	Audience	Content	Strategies	What is aimed at?
Facebook	25-34 Boomers	<ul style="list-style-type: none"> ■ Photos & links; ■ Information; ■ Live video. 	<ul style="list-style-type: none"> ■ Local marketing; ■ Advertising; ■ Relationships; 	Weak organic reach
YouTube	18-25, 26-35	<ul style="list-style-type: none"> ■ How-tos; ■ Webinars; ■ Explainers. 	<ul style="list-style-type: none"> ■ Organic; ■ SEO; ■ Advertising. 	Video is resource-heavy
Instagram	18-24, 25-34 Millennials	<ul style="list-style-type: none"> ■ Inspiration & adventure; ■ Questions/polls. 	<ul style="list-style-type: none"> ■ E-commerce; ■ Organic; ■ Influencer. 	High ad costs
Twitter	25-34, 35-49 Educated/ wealthy	<ul style="list-style-type: none"> ■ News; ■ Discussion; ■ Humour. 	<ul style="list-style-type: none"> ■ Customer; ■ Service; ■ Ads for males. 	Small ad audience
LinkedIn	46-55 Professionals	<ul style="list-style-type: none"> ■ Long-form content; ■ Core values. 	<ul style="list-style-type: none"> ■ B2B; ■ Organic; ■ International. 	Ad reporting & custom audience
TikTok	10-19 Female (60%)	<ul style="list-style-type: none"> ■ Entertainment; ■ Humour; ■ Challenges. 	<ul style="list-style-type: none"> ■ Influencer marketing; ■ Series content. 	Relationship building
Snapchat	13-17, 25-34 Teens	<ul style="list-style-type: none"> ■ Silly; ■ Feel-good; ■ Trends. 	<ul style="list-style-type: none"> ■ Video ads; ■ Location-based marketing; ■ App marketing. 	Relationship building

Targeted advertising is so called because it is appropriate and true to the target audience of users interested in a particular product. Targeted advertising - a marketing tool that allows you to show ads to a wide range of users only to some people with certain characteristics. This is a specific gender, age, place of residence, income, marital status, and interests. This

way you can reach only potential customers. Basically, for the preparation of targeted ads should prepare the ground, which is the collection of information about the tastes, tastes, hobbies of consumers, etc. The collection of personal data for the further development of targeted advertising begins at the stage of registration in social networks, various sites, and forums, when filling out a questionnaire, indicating date of birth, place of residence, education, place of work, marital status, hobbies, interests, children. And then, in the process of interaction with the platform, this basic information is constantly supplemented. The system collects data on: groups the user joins; pages the user subscribes to; liked and saved publications; "friends" added; places the user visits. The platform analyzes the data obtained and assigns users to groups - targets, and then the advertiser selects the right groups to configure advertising.

Targeted advertising is designed to ensure that potential customer gets to know the product or service that they are likely to be interested in, which will significantly increase the effectiveness of the advertisement.

In the widespread use of targeted advertising, the next trend is to personalize and focus on the individuality of the customer. Promoting a product, one should have a clear understanding of the target audience, which segments it is divided into, what exactly is interesting for a certain product segment, what can attract attention, what content is preferred by segment representatives, in what format, and on what platform. The personalization of modern digital marketing consists not only in creating maximally personalized content but also in understanding through what channels and at what time to deliver it.

2. Individual approach as a key to the success of modern advertising.

The modern market demands personalized content (Abbasi et al., 2020). Therefore, brands should adjust content according to context-the effort will pay off if every person in every segment of the target audience understands that companies hear and understand them. In the context of digital marketing, to personalize marketing efforts, companies need to collect data on their customers' behaviours and preferences. This can be done through customer surveys, website analytics, and social media monitoring. Once companies build a database of customers, they can categorize their customers into different groups based on their demographics, behaviours, and preferences. This allows companies to create personalized messages and offers for each group. Personalized messages can be sent via email, social media, or messenger. This includes using the customer's name, linking to past purchases, and providing personalized product recommendations. Businesses can use customer data to provide personalized promotions and discounts tailored to each customer's interests and preferences.

There are several personalization technologies available, such as machine learning and artificial intelligence, that can help businesses provide personalized experiences to their customers. So, we see that the trend of personalization is closely related to the trend of using artificial intelligence. It's important for companies to continuously test and measure the effectiveness of their personalization efforts. This includes analyzing engagement metrics, conversions, and customer feedback. So, personalization is a critical element of digital marketing that can help companies improve the customer experience, increase engagement and sales, increase customer loyalty, and gain valuable customer insights.

Along with personalization also stands the use of social media as one of the underlying trends in modern digital marketing. Today more than ever, social media has become an integral part of corporate communication, both for those involved in e-commerce and those who sell advice or services. Social media is a huge platform for product promotion that, when approached correctly, shows very good results. A company that does not include social media marketing (SMM) in its promotion and expansion plans misses an opportunity to reach the target audience, learn their needs and make themselves known among many social media users. In a general sense, SMM is an advertising and information activity that is primarily aimed at spreading information about the advertised object in social networks and the blogosphere by creating and managing a community of target consumers. The advantage of such a method is that comments, feedback, and wishes of potential clients can be received immediately and based on that feedback, adjust the policy of promotion. In other words, SMM allows to get real feedback about your products and services in a short time. By promoting a product on social networks, the company can learn its strengths and weaknesses, to assess the interest of the audience in the product. All this happens through direct contact with the target audience. Promoting a product through social networks, it is also necessary to use opportunities to attract attention through Influencers. Influencers is a complex term that combines different opinion leaders: celebrities, bloggers, and video bloggers. The most popular social networks are YouTube and Instagram, respectively, these platforms are the main platforms on which Influencers are chosen to promote products or services. The main methods of product promotion with the help of Influencers can be interactives, advertising exhibitions, native integration, the creation of emotional videos, creation of content with hidden advertising. All of these tools should be used in combination to obtain the most positive results.

Most people use social networks through cell phones, from this we can highlight the following trend, which is related to the development of web promotion tools specifically through mobile devices and the focus on product promotion not only

through websites but also through mobile applications. According to statistics (Shahid et al., 2022), mobile devices account for about half of the web traffic worldwide. In the first quarter of 2021, mobile devices (excluding tablets) generated 54.8% of global Web traffic. Today, adapting a site's design to mobile accessories, as well as its high loading speed on mobile devices, is out of the question for any business, from plumbing to consulting to e-commerce.

Another trend, which is the most important, is the protection of consumers' personal data, as the collection of information about customers as part of information marketing reaches an increasing scale in recent years, respectively, the need to protect those data that are used to promote products. In addition, the moral and ethical aspects of digital marketing must be considered. Disregarding consumer privacy can cause damage to a company, including hefty fines and loss of consumer trust. Data protection is governed by the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). These acts define how companies can obtain and use consumer data with their best interests in mind. So, we see that current trends in digital marketing are primarily related to the active use of social networks and messengers, which occurs mostly through mobile devices, accordingly, consumers need to be provided with advertising that is easily perceived and considers their tastes, needs, taste and can be really useful. Figure 3 summarizes the trends in the development of modern digital marketing and indicates the specifics of the implementation of each trend in practice for most modern companies.

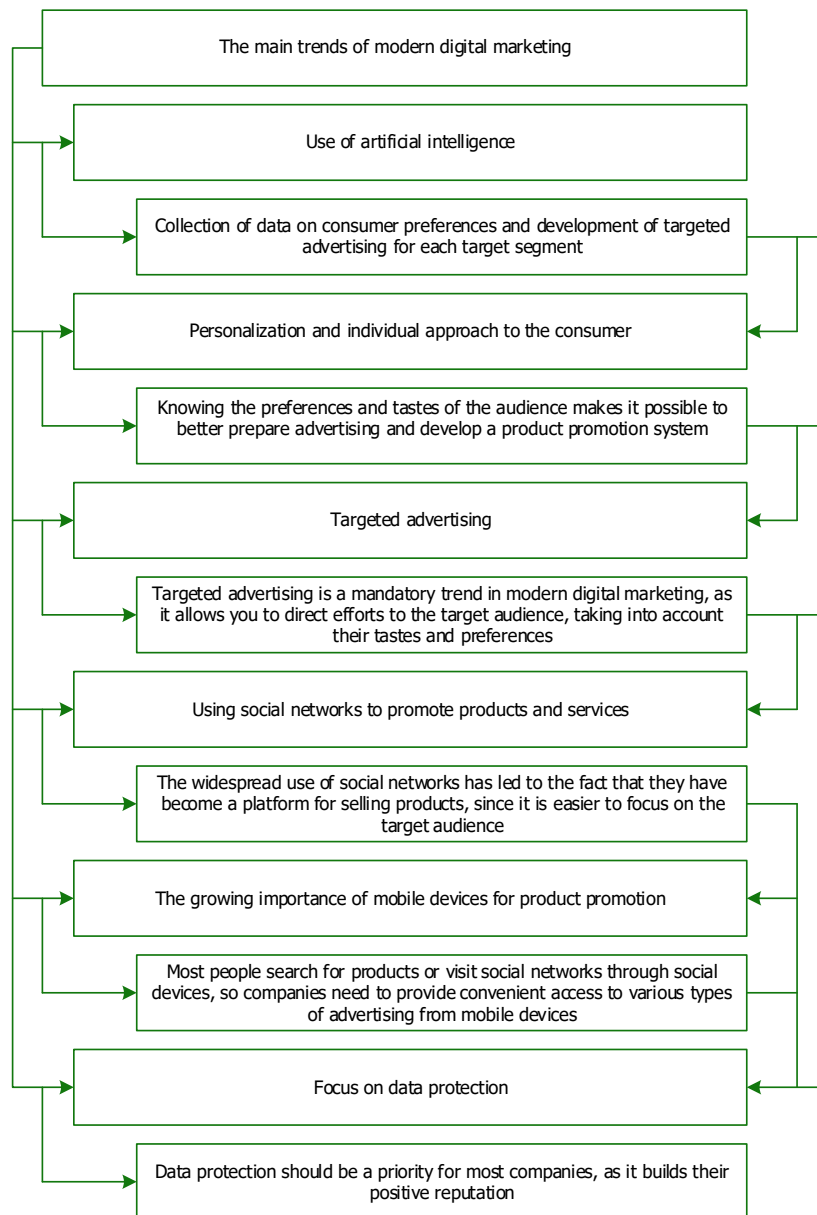


Figure 3. Summary of current trends in the development of digital marketing.

It should be borne in mind that for most companies, digital marketing is still almost the only tool for promoting products, so special attention should be paid to the issue of content planning for digital marketing, since in the digital space, unbalanced content can significantly affect the company's reputation and seriously affect the perception of the company by the target audience.

DISCUSSION

While digital marketing can be a very effective way to reach and interact with your target audience, there are also several potential problems that have not been addressed by scholars to date and remain an important obstacle for some companies to use digital marketing. It is worth noting the over-reliance on digital channels. Businesses that focus exclusively on digital marketing may miss opportunities to reach customers through other channels, such as in-person events or traditional advertising.

The next debatable issue is the lack of personalization if digital marketing efforts are not tailored to the specific needs and interests of individual customers, they may be less effective in driving engagement and sales. Security issues are also worth considering, as the use of customer data in digital marketing campaigns can raise privacy and data security concerns. When actively using various forms and methods of product promotion, advertising fatigue may occur when consumers can quickly get tired of seeing the same types of ads over and over again, which can lead to a decrease in engagement and sales. It is also advisable to prevent inaccurate targeting, as poorly targeted digital marketing campaigns may reach the wrong audience or not resonate with the target audience, resulting in wasted marketing spend.

In addition, there are a number of problems that may arise for an enterprise that actively uses digital marketing (Table 2).

Problem	Description
Competition	With the development of digital marketing, competition has also increased. Businesses have to compete with different companies using different online channels
Privacy and security issues	With the increase in digital marketing activity, data collection has also increased. Fraudsters and hackers can target enterprise customers, which can lead to privacy issues
Dependence on technology	Businesses can become too dependent on technology for their digital marketing strategies, which can lead to problems if the technology fails or becomes outdated
Lack of control	It is difficult to control the content that is shared on digital platforms. Negative customer reviews or comments can damage a company's reputation
Budgetary constraints	Digital marketing can be expensive, and SMEs may face budgetary constraints and find it difficult to compete with larger enterprises
Difficulty tracking ROI	Measuring and tracking ROI can be difficult for some digital marketing activities, which can lead to misjudging the effectiveness of digital marketing strategies

In conclusion, it is worth noting that digital marketing today opens up great prospects for companies to promote goods and services in different markets and for different audiences, while it allows them to use the highest quality content and content that is targeted specifically to a specific audience. At the same time, the study proved that companies that use information marketing face a number of potential problems that should be taken into account when planning the strategy and tactics of marketing promotion of products in the digital environment. The problems are described in detail in Table 1, but it should be borne in mind that in the process of planning marketing activities, potential problems should be considered and foreseen and, accordingly, measures should be taken to minimize the possibility of such problems.

CONCLUSIONS

Modern digital marketing, if used rationally, opens huge opportunities for companies, because the attention of the population to social networks and a significant period devoted to staying on the Internet, opens up opportunities to promote products using Internet technology. The Internet allows not only to broadcast information about the company in different ways but also allows to understand what exactly the audience needs, what goods and services are demanded. Consideration of these needs and interests leads to adjustments in assortment and changes in approaches to product promotion.

Along with the tremendous opportunities offered by digital marketing, there are also risks that should be considered to ensure data protection and privacy of personal information about consumers. If a company fails to take steps to protect data, there is a high likelihood of reputational damage and loss of audience. But with proper planning and skilled professionals, using the most advanced digital marketing tools will open great development opportunities for a company.

Certainly, the study of the prospects and tools of digital marketing cannot be limited only to the specifics of the use of a particular tool and the specification of problems. As a result of the study, it has been determined that there are certain limitations in the use of digital marketing, but the prospects for further research can be identified as consideration of the ethical aspects of digital marketing since there is no strict control over the ethics of digital content on social networks or other platforms. Also, in the future, researchers may focus on the technical aspects of digital marketing development and the peculiarities of promoting goods and services on various Internet platforms and social networks; the peculiarities of preparing video, audio and illustrative digital content. Analysis and evaluation of the following areas and specifics of digital marketing will allow you to get a complete picture of the opportunities and prospects of its application for the company.

Consequently, for the gradual and effective promotion of the company's products on the market, it is important to pay great attention to planning activities for the implementation of digital marketing in the development of the company.

Since the development of digital marketing today can become a driving force for promoting a company not only in existing markets but also for promoting it in new markets, a well-founded strategy for the development and use of digital marketing tools can become a driving force for the further promotion of goods and services in new markets.

ADDITIONAL INFORMATION

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АНАЛІЗ СУЧАСНИХ ТЕНДЕНЦІЙ ВИКОРИСТАННЯ ДИДЖИТАЛ-МАРКЕТИНГУ ДЛЯ УСПІШНОГО ПРОСУВАННЯ ТОВАРІВ І ПОСЛУГ В УКРАЇНІ

Одним із основних трендів розвитку більшості економічних процесів у сучасному світі є цифровізація. Не є винятком і маркетинг, підпорядкований загальним тенденціям і орієнтований сьогодні на просування продукції через інтернет, соціальні мережі; який використовує хмарні технології та штучний інтелект для розвитку процесів освоєння ринків. Основним трендом сучасного цифрового маркетингу стає дедалі більша клієнтоорієнтованість, чого можна досягти різними способами та за допомогою різних інструментів.

Підприємства змушені підлаштовуватися під глобальні тенденції цифрового маркетингу, оскільки інакше вони втрачатимуть можливість своєчасно скористатись усіма можливостями, які є на ринку. У цьому контексті зростає важливість і роль персоналізованої реклами та формування індивідуального підходу до просування товару, у чому також допомагають інструменти цифрового маркетингу, зокрема використання штучного інтелекту та соціальних мереж. Метою дослідження є аналіз сучасних тенденцій використання цифрового маркетингу для успішного просування товарів і послуг у нестабільному середовищі, що дозволить сучасним компаніям визначити напрями покращення свого фінансового стану та розвитку потенціалу в контексті використання різноманітних інструментів цифрового маркетингу.

Аналіз переваг і недоліків сучасних інструментів цифрового маркетингу, а також специфіки використання різних інструментів просування цифрових продуктів базується на дослідженні, яке тривало в Україні у 2023 році впродовж 3 місяців.

Методологічною основою дослідження є систематизація досвіду провідних науковців та узагальнення поглядів науковців на проблеми розвитку цифрового маркетингу. У дослідженні використані загальнонаукові методи аналізу та синтезу, індукції та дедукції, узагальнення, систематизації, графічний метод.

Наукова новизна дослідження та висновки зосереджені на визначенні основних трендів сучасного цифрового маркетингу й обмежень його використання, які можуть негативно вплинути на розвиток компанії та перспективи її просування на ринку.

Ключові слова: цифровий маркетинг, просування продукту, тренди в цифровому маркетингу, соціальні медіа, штучний інтелект

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