

FEATURES OF DIGITAL MARKETING DEVELOPMENT IN UKRAINE

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ABSTRACT. The article considers digitization processes which have a significant impact on all spheres of economic and social life in recent decades and determine the need to transform marketing tools in a digital direction. The purpose of the article is to define the content and features of digital marketing and systematize its methods, tools and techniques for their effective application in the enterprise activities. The study of scientific assets in the field of digital marketing allowed to classify its features, modern methods and tools, to single out the most effective methods to apply them into enterprises activity and promoting goods to the market. The article defines that modern digital marketing uses five digital channels, and its advantages were given. We have also highlighted several effects that should be expected as new digital technologies are introduced in the field of marketing, including the extension of customer relationships, personalization, and improved quality and service. Digital marketing trends that should be taken into account in 2023-2024 are highlighted.

Keywords: digital marketing, digitization, promotion, features, methods, tools.

INTRODUCTION. Today, market relations and their latest trends urge us to seek new ways of informing consumers about the activities, goods, and services offered by enterprises. The level of competition in market relations today draws consumers' attention to advertising activities, which is one of the modern methods of influencing consumers and securing the majority of the market functioning.

In recent years Digital marketing stands out as the number one. It became not only main tool for the collection of precise and objective information about the target audience but also enables tracking the effectiveness of product promotion. The comprehensive approach of digital marketing allows for the utilization of the most efficient promotion channels. When promoting a brand online, it's crucial to consistently build and refine marketing strategy of the company. In the field of digital marketing, everything changes rapidly on a daily basis, making it essential to keep

up with trends and adapt your product and company operations accordingly. It's not necessary to use all existing tools; it's crucial to select several that best fit your business direction and incorporate them into your product promotion strategy.

Traditional marketing, used in the process of attracting customers, was mainly carried out through print media or with the help of advertising on television and radio. As the Internet and e-mail have become more widely used, marketing is actively using them as a means of communication. Currently, most marketing plans use a combination of traditional methods (magazine print ads, billboards, radio and television ads, etc.) and digital marketing (email newsletters, banner ads, social media, Google ads, etc.). The continued influence of digital technologies on marketing strategies can be seen as an asset in the management of the market activities of enterprises. By creating a comprehensive digital marketing strategy that goes beyond social media and digital advertising, companies can increase reach and continue to elevate their brand in terms of customer service and reach.

Relevance of the problem. Digitization is garnering increasing interest within today's global economic landscape. Its significance will continue to grow exponentially in both the short and long term. For entrepreneurial entities, digital transformation implies that digital technologies not only significantly impact their operational efficiency but also fundamentally alter their structure, business processes, organizational principles, and management methods.

Analysis of recent research and publications. The issue of the development of digital marketing was dealt with by such foreign researchers as O. Wertheim, J. Fenwick, S. Schmitt, S. Kraus, C. Palmer, N. Kailer, F.L. Kallinger, J. Spitzer, L. Polanco-Diges & F. Debasas, among Ukrainian scientists - V. Bondarenko, S. Khaminich, S. Lomaka, D. Mushka M. Oklander, N. Popadynets, O. Prodius, O. Romanenko, V. Ruban, Y. Senkovich, D. Yatsyuk.

Problem definition. The processes of digitization and digitalization of socio-economic processes are taking place at a rapid pace, which requires enterprises to make quick decisions in the field of management. Therefore, it remains relevant to justify the choice of modern digital marketing tools that are as effective as possible in the process of managing enterprises.

The purpose of the article is to determine the features of the development of digital marketing, as well as to systematize its methods, tools and techniques for their effective application in the activities of enterprises.

Methods: achieving the objective there have been used the next methods: comparison, generalization, analysis, deduction, measurement.

RESEARCHING RESULTS. Digitization affects society, decision-making by consumers and various spheres of activity of economic entities, the transformation in the digital

direction has been taking place in the last decades in the field of marketing, which explains the transition from classical marketing methods to online methods [1]. Sure, flyers and newspaper ads still have a place, but implementing a digital marketing strategy is key to market success in today's world. This trend continues despite the COVID-19 pandemic, which has understandably accelerated the shift to digital tools as many workers and consumers begin to spend much more time at home.

Digital marketing represents the latest stage in the evolution of modern marketing, considered the second phase in the development of marketing within the framework of societal computerization [1]. Digital marketing is the marketing of products that focuses on leveraging digital technologies to attract and retain target consumers. The evolution of digital marketing has involved the complexification of its tools, aiding in the effective establishment of relevant and intricate relationships with customers. [2]. We can summarize that it serves as a means of promoting a company's brand and attracting consumers by utilizing digital tools, such as website search engine optimization, contextual advertising, social media, email marketing, and so forth. Digital marketing encompasses various channels. For each client, those channels are chosen that allow for establishing a strong two-way connection between the company and the client, ensuring increased profits, involving a comprehensive use of tools.

The primary channel of digital marketing is the Internet, which, among other communication means, has the following characteristics:

1. Targeting is the demonstration of advertising and the provision of information to a specifically defined audience.
2. Tracking involves analyzing the behavior of website visitors and considering analytical results in the process of improving a company's products, website, and marketing strategies.
3. Interactivity refers to when a consumer has the opportunity to interact with a product supplier after familiarizing themselves with and choosing the product (goods or services).
4. Accessibility and flexibility are crucial, as it's convenient when information is available 24/7... That way, analysis and corresponding actions can be implemented instantly in practice [3].

The development of digital marketing is achieved by the increasing complexity in the use of its tools, which, in turn, aids in effectively creating relationships with customers (consumers) that are appropriate in terms of relevance and complexity [4].

Digital marketing and consumer preferences are constantly evolving concerning trends—some are relatively new, while others have remained relevant for years and continue to gain

momentum. There are tools that marketers have not mentioned for quite some time. Therefore, it's crucial to keep track of digital marketing trends and anti-trends each year to understand and enhance a company's marketing strategy. Leveraging trends effectively positions companies competitively, boosts sales, and enhances brand recognition. The most popular digital marketing channels in 2022 for domestic enterprises were search engine optimization, content marketing, contextual advertising, social media marketing, targeted advertising, and managing a YouTube channel.

Today it is advisable to highlight the following features of digital marketing, which make it extremely important in the process of managing enterprises at the current stage of development.

1. Purposefulness and measurability. In traditional marketing, the audience is usually large - for example, all readers of general news or people who watch a specific show on a certain TV channel - a business cannot tailor messages to appeal to specific groups through these channels. With the help of digital marketing, it becomes possible to target potential customers depending on age, gender, their location, etc.

A business can also analyze its marketing efforts to get an idea of how many people visited the website, how they learned about the company and what path they took to make a purchase. This information is very valuable in ensuring the success of future digital marketing campaigns.

2. Economy. With its affordability, digital marketing has leveled the playing field for small and medium-sized businesses to compete with larger businesses and corporations. Now a company can launch an advertising campaign on Facebook or Google for a fraction of the cost and target it specifically to a selected socio-demographic group with a reach that can potentially reach the entire population of a country or several countries.

3. Strengthening brand recognition. With the Internet so closely intertwined with everyday life, a business's digital marketing efforts can capture the attention of potential customers at any time of the day. A company can build its brand image through engaging content, from informative blog posts to entertaining YouTube videos. This will set the company apart from the competition.

4. Improvement of interaction with clients. Businesses are closer to their customers than ever before and can quickly respond to their inquiries, questions and concerns. So, in particular, companies can inform customers about sales and discounts, contests and publications in social networks. All this contributes to the growth and maintenance of consumer loyalty.

Technology continues to evolve, and adopting digital technologies to improve communication is only the beginning of this process. Here are a few effects that should be expected as new digital technologies are introduced in the field of marketing [5]:

1. Continuation of communication. One of the advantages of digital advertising is that it offers an instant connection with customers. Customer service issues can be resolved faster with social chats, customers can learn about sales and promotions more quickly through social media channels, and ads can be targeted to users based on very specific needs and interests, helping them find solutions faster than before. New technologies, such as AI, will ensure a company's constant connection with its customer base. AI scripts have already created applications that have been designed to enhance online chat platforms for customers. These apps can learn from customer information and help them solve problems and find solutions on demand.

Expanding connectivity is evident in modern phenomena such as Internet of Things technology, where customers can use an app from a mobile device to control a product, and voice assistants such as Alexa and Siri that can help answer questions on demand. AI in marketing helps companies better learn and predict the wants, needs and interests of their customers, and will be able to learn from data that will help marketers create content that influences better marketing strategies and will most effectively serve their audience [6].

2. Personalized experience. Personalization is another way in which new digital technologies will help companies maximize customer relationships and make them stable, long-lasting. Augmented reality applications have already been developed that show shoppers how a product will look in their space, or even bring it closer to them, to help personalize the buying process. Augmented reality technology is a great marketing tool because it offers users an additional level of understanding and experience when working with a product. Instead of reading a catalog description or viewing an ad, customers can participate in a unique try-before-you-buy experience [8].

Another form of digital personalization is video. People are used to video advertising through commercials, and while they are targeted, the internet and analytics help narrow the focus even further. This means that companies can develop more video content and target it to customers who can benefit the most from it.

The influence of digital technologies on marketing strategies will continue to grow and develop marketing plans and projects for all industries, helping to attract more customers with personalized messages that will be even more relevant and useful in the marketing activities of international companies.

Today, digital technologies in international marketing are one of the most important strategic initiatives for companies. Many people turn to the Internet for information about companies and products because consumers want to be informed about their purchases. Using

various digital marketing strategies to promote your company and products digitally helps you reach your audience through the channels they already interact with.

As users become accustomed to personalized and timely services provided by brands such as Google, Apple and Netflix, companies need to respond to changing customer expectations to stay relevant in the market. Leveraging digital technologies and digital transformation in marketing strategies is how companies can achieve this. For example, personalized marketing is a must. Accenture reports that 91% of consumers are more likely to prefer brands that learn, remember and provide relevant offers and recommendations. However, customers are also increasingly concerned about the privacy of their data, so brands must not only provide excellent service, but also ensure that customer data is secure and used only in ways approved by the customer.

Digital transformation in marketing means the integration of digital technologies into marketing processes to increase sales of products, goods and services. Digital transformation in marketing focuses on the following areas (Fig. 1).

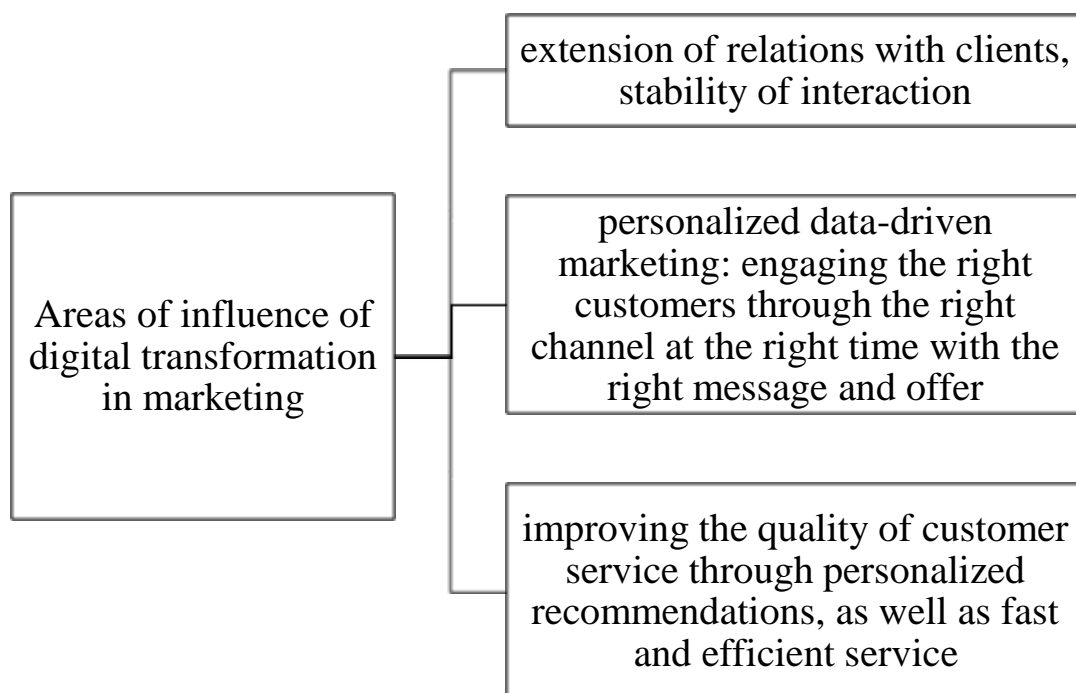


Figure 1. Areas of influence of digital transformation in marketing [7]

Digital marketing management refers to the process of monitoring a company's online marketing efforts. Competing for people's attention in the age of digital technologies is not an easy task. In order to attract new customers, companies need to establish a strong online presence and communicate digitally. It is no longer enough to rely on word of mouth to increase brand awareness.

Email campaigns, social media advertising, and content strategies are key elements that every digital marketing manager should focus on. To drive a digital marketing strategy, a business needs to unify the various elements into one cohesive brand message.

Below are some points that determine the importance of applying a digital marketing strategy in business management:

1. Obtaining and consolidating competitive advantages. A digital marketing strategy helps businesses outperform their competitors. It suggests ways to eliminate competition and encourage creativity and innovation in product design, development and promotion.

2. Relevance. In the business environment, digital marketing is the current number one priority for businesses and business organizations. A digital marketing strategy helps companies achieve leadership positions with the help of modern tools and methods. Moreover, during the preparation of a digital marketing strategy, middle managers and executives gain knowledge about the latest trends in digitalization, which gives multiple advantages when implemented in the business.

3. Reaching a global audience. The special characteristics of a digital marketing strategy help it meet the demands and desires of a global audience. It is universal and helps brands plan their entry into foreign markets. Therefore, companies that plan to expand their customer base must develop a marketing strategy to realize their goal.

Conventional marketing methods are difficult to track and measure their effectiveness. Reaching a mass audience was difficult, but with the introduction of digital marketing, it became easy to identify and reach the target audience. Also, targeting a specific target audience will yield the best results. Finally, digital marketing provides the opportunity to do the research necessary to identify a company's buyer and allows you to fine-tune your marketing strategies over time to ensure that the company is addressing its audience, which is most likely to buy the company's product or service. Best of all, digital marketing helps in marketing to sub-audiences within a wider target audience.

The digital marketing trends that should be considered in 2023-2024 when building a effective management system are following:

1. Artificial intelligence in marketing. In the near future, artificial intelligence will affect many aspects of life. Currently, more than half of online users have interacted with an AI chatbot at some point, asking questions in various apps and websites. Much of the content we consume on our online platforms today is customized with artificial intelligence to make our experience smoother and to keep us engaged for longer periods of time. AI can perform many functions and complement any digital marketer who knows how to use it to their advantage. It's cost-effective,

accurate, and incredibly viable. As many large organizations use these AI tools in their marketing strategy, every company should consider integrating AI into their various devices.

2. Conversational (dialogue) marketing. With all this talk about chatbots, the reality of modern marketing is becoming clear: it's more conversational. People prefer this approach, so brands are gaining speed of response. For example, when customers have a question, they want a quick answer. Dialogue marketing works with constant communication between marketers and users. Unlike traditional marketing strategies, this type of marketing is now available across multiple channels, allowing brands to reach their target audience on their own terms: on the devices, platforms and schedules that best suit the user.

3. Multi-channel marketing. While today's user expects that every business should have an online presence, using different media channels to stay in touch with your target audience is beneficial. This methodology, often referred to as multi-channel marketing, removes any barriers that different media can create. For example, a product/service advertised on TV should also have an online ad targeting both desktop and mobile users. The fact is that customers may want to use a wide range of media platforms to learn about a company's product or service and then make a purchase.

4. Voice search optimization. The mass adoption of VSO by the generation of millions shows how popular voice search will become in the near future. Voice search plays an important role in providing all the necessary data that is searched through voice commands. In addition, businesses and organizations will not only produce voice-based content in hopes of increasing brand awareness, but digital advertising supported by voice teams may be coming soon.

5. Influence marketing. During the pandemic, the use of social networks has increased dramatically, which has changed the overall importance of social networks as a strategy for spreading brand information and conducting active marketing campaigns. The influence of social networks on the purchase intention of the target audience is exclusively related to the growing importance of influencers, influential persons. These influencers can be popular superstars, YouTubers, or Instagrammers with huge followings who can help a company get the word out about a brand or business through social media channels.

Today, we can highlight the following features of digital marketing in social networks:

1. MailChimp is a social advertising and email marketing tool designed to organize and automate digital marketing campaigns. It is one of the best digital marketing tools that businesses can use to improve their campaigns and track the traffic they generate. Moreover, the platform allows for multiple integrations with various SaaS companies. The tool is quite effective for email

campaigns through which businesses can interact with their audience. MailChimp is a well-known name in the world of email marketing. Features of MailChimp:

- ✓ create better content using easy-to-use design tools;
- ✓ use an assistant based on artificial intelligence to create non-standard designs;
- ✓ create personalized emails and get up to 6x more orders with marketing automation;
- ✓ provides tools for obtaining information and analytics in one place;
- ✓ provides a free plan for small business marketers.

MailChimp includes built-in, customizable email automation and makes it easy for businesses to reach the right audience at the right time.

2. Google Analytics is a powerful digital marketing tool that will help a company make many marketing decisions quickly. A company can easily track its e-commerce business, as well as goals that will help the business stick to its chosen strategy. Using the various analytical data provided by Google Analytics, it is easy for marketers to understand the directions needed for website modifications and changes. Features of Google Analytics:

- ✓ provides information about traffic on the website, broken down by devices, products, pages, etc.;
 - ✓ will allow you to create your indicators, measurements and monitoring panel for quick access to data and information;
 - ✓ will help to better understand the target audience;
 - ✓ will allow to reveal information about how the business works;
 - ✓ will allow sharing of ideas using various reporting tools;
- will allow organizing and visualizing data that meet the requirements of the enterprise management system.

In addition, Google Analytics has many functions, capabilities, can monitor and generate reports that are customized according to specific requirements.

3. Google Ads can work for almost any business, regardless of the size of the enterprise. Although many marketers consider Google Ads expensive, it is one of the most powerful digital marketing tools that can help a business achieve market success. Features of Google Ads:

- ✓ increase the number of visits to the website;
- ✓ increase the number of calls from customers using the button "Call by clicking";
- ✓ increase the number of visits to online stores.

Businesses need to learn Google Ads first in order to use it effectively. Google Ads makes it relatively easy to measure your return on investment (ROI). Moreover, new artificial intelligence

features make the platform much faster and easier to use. Artificial intelligence features can help a company get results as quickly as possible in contextual media advertising.

Multiple targeting options allow businesses to target their customer base based on various factors such as age, gender, location, occupation, and more. This is something that is missing from other digital marketing tools.

Additionally, businesses can access the Google Agency Account Strategy where they can learn about the latest features provided by Google. What's more, access to this means access to some beta testing.

On completion of the research, it can be said that relying on a single promotion channel in marketing is ineffective. Even if a particular channel seems unsuitable or products are not suitable for advertising through targeting, they can still be sold effectively through retargeting. Therefore, it is necessary to first devise a strategy, test several different advertising channels, selecting the most effective ones and discarding ineffective ones. To choose promotion methods, it is important to study competitors' channels and understand your target audience, and, of course, conduct testing.

In the modern period of war, the segment of electronic commerce in Ukraine is growing, which is caused by the acute need of consumers for security and the possibility of obtaining those goods or services that cannot be obtained in the traditional market due to military actions [10].

In the conditions of war, the use of digital marketing must take into account certain features:

1. The variability of the target audience. The gender and age structure, place of residence, values, and lifestyle of buyers may change. This should be taken into account when forming and adapting a specific market offer.

2. New marketing tools. In the conditions of war in Ukraine, marketing techniques are often based on patriotism, support for the army, etc. Many Ukrainian companies transfer part of the income from the sale of goods and services to the needs of the army, which receives the support of a patriotic audience.

3. Confirmation of business reliability. The work of the enterprise during the war is a sign of its reliability. For many newly created enterprises, working in war conditions allows you to earn a good reputation among your own audience [10].

4. Development of innovativeness. New challenges stimulate creativity in digital marketing. New marketing methods appear, innovative tools are used.

5. Support and loyalty of Ukrainian business in the internal market and abroad. A competent marketing strategy of the company gives an opportunity to enter the world market. This

is facilitated by a loyal attitude towards the Ukrainian product due to the difficult situation in Ukraine. The use of digital marketing principles allows enterprises to achieve marketing goals in war conditions, which, despite market changes and the decline of the economy, leads to a significant increase in sales volumes.

CONCLUSION. The influence of digital marketing on strategies will continue to expand and create specific marketing programs and plans for all industries, helping to attract more customers with personalized messages that will be more relevant and useful in the marketing activities of domestic and international companies. Today, digital marketing is one of the most important strategic initiative for enterprises. Most consumers turn to digital resources for information about companies and their products because they want to be informed about their purchases. Digitally promoting company, its goods and services through a variety of digital marketing strategies can help reach your audience through the channels they already interact with.

Considering the trends in digital marketing, it is recommended to use tools such as interactive content, micro-influencing, voice search, augmented reality, search engine optimization, content marketing, and omnichannel approach (increasing the number of touchpoints with users). In today's digital marketing landscape, having only one customer acquisition channel is insufficient; it is essential to implement the development and support of several directions simultaneously [9], with the crucial aspect being the integration of information from all channels into a unified system.

Based on the results of the research, we identified the following features of the development of digital marketing in Ukraine in modern conditions: the variability of the target audience, new and creative marketing tools, confirmation of business reliability, development of innovativeness, support and loyalty of Ukrainian business.

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