

## DEVELOPMENT OF DIGITAL MARKETING IN CONDITIONS GLOBALIZATION

Makushok OV, Candidate of Economic Sciences

Uman National University of Horticulture

Digital transformations are taking place in all spheres and sectors of the economy, as well as in the everyday life of consumers. It is digital changes in the globalized economic environment that determine the current directions of development of relations between producers and consumers, between producers and suppliers, as well as between competitors. Digital trends are changing the direction of business development at all levels and stages.

It is worth noting that a significant impact is exerted by technological factors that radically change the processes and technologies of marketing activities, transform the processes of influence on the formation of active demand for goods and sales stimulation, change the process of searching for goods and the process of buying them.

In recent years, the field of marketing has changed dramatically in response to how technology has affected the broader practice of management. Among the most important challenges of the modern world for the development of entrepreneurship is the strengthening of the influence of the digital transformation of business and infrastructure on all spheres of social life. The rapid digitization of all sectors of the economy opens up new opportunities for business, activates the innovative component of entrepreneurial activity, increases the competitiveness of products and the competitiveness of business entities. Thus, the rapid development of digitalization requires transformational changes in business models, strategies and tactical tools of economic entities [1].

In our opinion, it is important in marketing activities to take into account the global trend towards the growth of the share of the digital economy. It is worth noting that according to experts' estimates, in 10 years the share of the digital economy in the most economically developed countries of the world is predicted to grow to 60%. At the

same time, for Ukraine, this indicator can be 65%. Therefore, in order to be competitive and take leadership positions in the modern globalized world, business entities should take into account and implement digital trends in their production and marketing activities as much as possible.

Analysis of professional economic literature makes it possible to determine that digital marketing is a modern stage of development of classical marketing.

We agree with the opinion of experts, who include the advantages of digital marketing [2]:

1. Digital marketing makes it possible to reach both online and offline consumers who use tablets and mobile phones, play games, and download applications. So you will be able to reach a wider audience, not limited to the Internet.

2. Ability to collect clear and detailed data. Almost all user actions in the digital environment are recorded by analytical systems. This makes it possible to draw accurate conclusions about the effectiveness of various promotion channels, as well as to create an accurate portrait of the buyer.

3. A flexible approach - digital marketing allows you to attract an offline audience to the online market, and vice versa. For example, with the help of a QR code on a flyer, you can direct the user to the site. And at the same time, thanks to email distribution, you can invite subscribers to a seminar or other offline event.

As a result of the study of the main trends in the development of digital marketing, which helps to modernize business and create a new way of doing business in the modern competitive environment, we formed the following conclusions [1]:

1. Active use of artificial intelligence in the field of marketing by progressive business organizations. Artificial intelligence is a rather complex algorithm that learns itself while viewing a huge array of data on a certain topic or subject of research. At the same time, the templates that give the best result are selected. The learning capabilities of artificial intelligence allow programmers to make effective changes to work results.

2. Optimizing voice search. The results of the conducted research on the use of

voice search by Review42 allow us to draw conclusions that almost 55% of teenagers use voice search every day. This result makes it possible to predict that in the future the popularity of using voice search will only increase, as the youth generation will be the largest consumer in the markets of goods and messengers in the future.

3. Programmatic advertising is the use of software to buy digital advertising. While the traditional method includes negotiations between counterparties, analysis of inquiries, offers, quotations, programmatic buying applies machine algorithms and automation of ad buying processes.

4. Creation of chat bots. It is worth noting that 63% of customers and consumers prefer chatbot messaging to communicate with companies or brands. Such virtual support ensures high-quality customer service. This means that the business gets rid of the systematic execution of typical tasks, and can focus on the execution of creative, innovative tasks.

5. Big data platforms for advanced monitoring and analytics. The influence of data on marketing technology trends is gradually increasing. Thanks to the campaign performance monitoring platforms, managers can monitor the effectiveness of the content they publish, record metrics such as customer acquisition cost, customer lifetime value, and many other important operations.

### **References:**

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2. Digital marketing is a reality that almost every business faces today. URL: // <https://dalistrategies.com/ua/tsyfrovyy-marketynh-tse-marketynh/> (Date of access: 08.05.2023).