

INTRODUCTION OF MARKETING DIGITAL TECHNOLOGIES IN THE ECONOMIC ACTIVITY OF ENTERPRISES

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The digital transformation of the economy and other spheres of social life opens up new opportunities for the formation of competitive advantages, revenue generation, value creation and overall effective development of entrepreneurship. These development reserves are primarily associated with the emergence of such new technologies as: advanced analytics; Artificial Intelligence; robotics; process digitization and software automation; cloud computing, Internet of Things, mobile devices, etc.

Digital technologies allow business entities to develop e-business (especially e-commerce and e-commerce) and new types of business practices (in particular, crowdfunding, crowdsourcing, crowdcasting, crowdlending, crowdinvesting), to create virtual enterprises. Integrated mobile applications, digital integration with cloud services, predictive people analytics, augmented reality, artificial intelligence serve effective personnel management. Thanks to the use of online platforms, digital applications and other systems, business entities can significantly change the approaches to the promotion and sale of products to customers, namely, reduce personal contacts and form new formats of interaction. This will avoid long chains of intermediaries, speed up transactions, reduce transaction costs and time and money for product delivery [1].

Marketing activity of business entities is one of the main directions of ensuring economic efficiency, security, competitiveness, financial stability and strategic development of the country. As a result of the spread of NTP and the development of innovative technologies in the business environment, there is a need to use various information technologies, in particular digital technologies, and to improve the marketing policy of business activities.

Among the scientists who devoted their research to the study of the use of digital technologies in marketing activities, it is worth highlighting the works of the authors: Melnychuk H. [1], Shostak L., Bilyo I., Mykytyuk E. [2], Sokolova H. [3], Kraus N., Holoborodko O. [4], Gamalii V., Minko A., Romanchuk S. [5], Belikova O.,

Fomichenko I., Shashko V., Nikolayevoi Y. [6], Oklandera M., Romanenko O. [8] and others. Thus, Shostak L., Bilyo I., Mykytyuk E. believe that "Instability of the business environment, the latest events in the world and the economy encourage the business elite to accelerate the digital transformation of business models. It is the digitalization of business processes that allows to ensure the flexibility of the entire activity of the enterprise, and also allows to obtain stable competitive positions of the business in the future" [2, p. 247].

"The creation of a modern digital space and the corresponding infrastructure is beneficial for everyone: citizens, businesses, and external investors. ... The path to the digital economy and digital society of Ukraine lies through the internal market of production and most importantly - the use and consumption of information, communication and digital technologies, the formation of consumers (citizens, businesses, the state) motivations and needs for digital technologies" points out G. Sokolova [3, with. 94].

Kraus N. and Holoborodko O. point out that the digital era changes the approach to doing business, as well as the requirements for the information technologies used: marketing, sales and service management systems; telephony and messengers; document management and personnel management systems; accounting systems and many other corporate applications [4].

Gamalii V., Minko A., Romanchuk S. point out that the implementation of digital technologies is appropriate in marketing product policy, namely innovation policy, when introducing a new product to the market. The use of digital technologies will significantly speed up the delivery of goods to the market, make this process more flexible and much more efficient [5, p.155]. Scientists Belikova O., Fomichenko I., Shashko V., Nikolayeva Yu. claim that digital marketing is a new stage in the evolution of marketing, noting that marketing plays a key role in the digital transformation of an enterprise. The work of marketers with client data makes marketing a unique tool for managing digitalization" [6, p. 133].

One of the modern and relevant trends of social reality is the growth of the level of knowledge and the development of new technologies capable of transferring information faster, thereby forming a growing share of services in the economy. [7, p. 1007].

Digitization is the saturation of the physical world with electronic and digital devices, means, systems and the establishment of electronic communication interaction between them. Digitalization of business is one of the main factors of the growth of the world economy in the coming years. In addition to the direct productivity gains that companies get from digital technologies, there is a chain of indirect benefits of digitalization, such as saving time, creating new demand for new goods and services, new quality and value, and more.

As noted by scientists and researchers of the Ukrainian Institute of the Future, "digitalization will become the main tool for achieving the strategic goal of Ukraine - increasing the GDP by 8 times, up to 1 trillion dollars. in 2030E, and ensuring the well-being, comfort and quality of life of Ukrainians at a level higher than the average in Europe.

Digitalization covers business in all sectors of economic activity, that is, not only in the information and telecommunications sector, but also in basic industries, agriculture, construction, etc.

The digital economy is a type of economy where the key factors (means) of production are digital data: numerical, textual, etc. Their use as a resource makes it possible to significantly increase the efficiency, productivity, value of services and goods, to build a digital society. Consumers of digital technologies are all - the state, business, citizens" [8].

Under the conditions of digitalization, business entities have the opportunity to form their own special system of interaction not only with product consumers, but also with resource providers, state authorities and other stakeholders online through digital channels. For this, for example, you can use social networks or create your own communities of digital users. Examples of formats of electronic interaction between various subjects are: provision of marketing and information services via the Internet, electronic auctions, electronic services, electronic payment settlements, electronic document flow using EDS, electronic transactions, electronic registration and identification, electronic reporting, etc.

Even in the conditions of quarantine restrictions introduced due to the COVID-19 pandemic, new business prospects are opening up, in particular for developers of information and communication technologies and technologies for stores that are fully or partially staffed; for companies in which employees will work remotely, as well as for those that provide access to distance education and online courses; for online product delivery services, etc.

However, the practical use of the wide opportunities that digitalization opens up requires digital transformations in the activities of business entities. First of all, it is about changing value orientations in the direction of greater orientation to the needs of the client, as well as about organizing activities on the basis of openness, flexibility, creativity of organizational processes, non-linearity of hierarchical management chains. Business entities should not only gradually introduce modern digital technologies, equipment or software into business processes, work on the development of new digital or digitized products and services, as well as transform the management system, communication methods and corporate culture, and ultimately form fundamentally new business models [1].

Improving the marketing policy of business entities through the use of digital technologies in marketing activities is due to the demand of time and is caused by the influence of the following factors:

- the need to carry out strategic changes in the marketing promotion of the brand, products or services of the business entity;
- the need to adapt to the digital transformation of business, including digitalization of all business processes and, in general, business models economic activity;
- the need to adapt to quarantine restrictions and changes in the sites of sales of products and services in the conditions of the Covid-19 pandemic, which is associated with the temporary closure/restriction of traditional distribution channels and sales methods.

New digital methods of processing and using information become the main source of increasing the effectiveness and efficiency of marketing activities. In the conditions of informatization of society, the Internet and other digital channels are changing the forms and methods of marketing activity, becoming an impetus for the emergence of a new form of marketing activity – digital marketing [9, p. 365].

Digital marketing is the second phase of marketing development in the conditions of information society. Digital channels provide almost instantaneous dissemination of information, become the main carrier of communicative messages and a mechanism of interaction with the client. Therefore, the presence of the enterprise in the specified digital channels is important. It has unique properties due to its hypermedia nature. Audiovisual digital methods make it possible to have an effective emotional, cognitive, and psychological impact on the target audience, to access information without restrictions on the location of the computer (web and wap-resources), to overcome territorial barriers on the way to the implementation of marketing activities, to reduce the time spent on access to product catalogs, to respond adaptively to the emergence of needs and wishes of customers and business partners, to manage events in real time [9, p. 366].

In the course of the research, we identified the key areas of economic activity of business entities that primarily require the implementation of digital marketing technologies:

- development of marketing analytics. The main direction of transformation: forecasting market trends using elements of automation of activity makes it possible to predict consumer behavior and the state of the market based on consumer behavioral patterns;

- product management and assortment of products (services). A key area of transformation: Recommendation services take into account multiple factors, including purchase history, geolocation, average check, and behavioral data. Based on this information, the consumer can be provided with an offer that most accurately meets his needs and

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- use of specialized technologies (computer vision, neural networks, voice recognition, etc.). The main direction of transformation: improvement of the company's products and services;

- building a distribution system. The main direction of transformation: logistics systems and delivery methods (analytical systems process a large number of transactions and parameters simultaneously in order to predict future purchases and order batches from suppliers and/or manufacturers; recognition systems and sensors allow to change the purchase process at points of sale);

- development of marketing communications and programs for the promotion of products and services. The main direction of transformation: personalization of content, as well as methods and channels of communication with the consumer. Marketing communication programs take into account the context in which consumers are located and adapt the format and content of the communication message;

- improvement of price policy according to time trends. The main direction of transformation: dynamic pricing as an opportunity to offer a personalized price based on the situational characteristics of the buyer, as well as the history of purchases. Traditional loyalty programs are being transformed into even more personalized solutions

The given analysis of technological solutions for improving the economic activity of business entities shows how the methods and tools of marketing policy can be transformed with the help of the introduction and use of digital marketing technologies.

In modern conditions, everything changes rapidly and the level of existing Internet technologies for conducting business is insufficient, as new digital communication channels appear with a wide range of opportunities for promoting products or services. Currently, existing knowledge and skills in Internet marketing may not always be enough, since the development of the latest technologies has led to the emergence of an innovative type of marketing activity - digital marketing.

Digital marketing technologies are used to coordinate the efforts of the business entity to achieve strategic and operational targets. The use of digital marketing technologies involves taking into account market requirements and ensuring interaction with customers and business partners through the transmission of information about goods and services, as well as receiving, processing and analyzing marketing information.

The use of digital marketing tools takes targeting to a new level of efficiency and allows you to avoid interacting with an uninterested audience. Thus, digital technologies of marketing promotion make it possible to focus not only on the demographic characteristics of the consumer, but also on his interests and field of activity, which in turn creates an opportunity for personalization of advertising offers.

Therefore, the use of digital marketing technologies by business entities contributes to: increasing the economic efficiency of promoting products (services) on the market by personalizing advertising; cost optimization; speeding up the process of targeting and information processing; maximizing customer service opportunities.

Marketing always evolves together with consumers, so business structures must be aware of the importance of digital technologies, which are now rapidly spreading and at the same time become the basis for the emergence of new ways of business promotion.

The use of digital marketing technologies in the economic activity of business entities will provide them with an increase in the volume of sales of products and services within the country and will facilitate access to international markets.

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