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## **MODERN MARKETING TOOLS FOR THE PROMOTION OF GOODS AND SERVICES**

### *Summary*

The enterprise's marketing activity on the market is aimed at ensuring its economic efficiency, competitiveness and financial stability. Total quarantine restrictions and the Russian-Ukrainian war introduced drastic changes in the organization of marketing activities. Traditional marketing tools are being transformed into digital ones. Therefore, the problem of studying modern marketing tools, which are gaining popularity under the influence of active processes of digitalization, is gaining special relevance. The purpose of the study is to consider and specify modern marketing tools for promoting the company's products on the market, adapted to the digital environment. In the process of carrying out the research, general scientific methods were used: analysis, systematization, generalization, graphic presentation. It was found that the transfer of all spheres of life to the digital plane necessitates the use of new approaches to marketing activities adapted to the digital environment. The main goals of Internet users, determined by specialists of the Oberlo portal, were analyzed. It was found that in 2023, 43.1% of users will use the Internet to buy goods and services, which is 15.6% more than in 2020. It has been established that, in modern conditions, the leading positions in the promotion of the company's goods on the market belong to modern marketing tools: social media marketing, advertising in social networks, content marketing, video marketing, targeted advertising and retargeting. Each of these tools helps companies reach their target audience in ways that resonate and build a sense of trust between brand and customer. It has been established that it is advisable for enterprises to actively use video marketing, content marketing or retargeting to advertise goods in social networks; in order to reduce the cost of marketing activities - video marketing and targeted advertising. The tools of social media marketing considered in the course of the study can be used by domestic enterprises in order to obtain the maximum beneficial effect in the form of an increase in the level of sales and improvement of awareness about the company, taking into account the current limitation in financial resources. We see prospects for further research in determining the prospects for using retargeting in Ukraine, clarifying its differences from targeting.

*Keywords:* marketing tools, social networks, social media marketing, video marketing, content marketing, targeted advertising, retargeting.

*Number of sources – 9, number of tables – 1, number of drawings – 2.*

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