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DIGITAL MARKETING AS A FORM OF IMPLEMENTATION OF MARKETING ACTIVITY IN THE CONDITIONS OF DIGITALIZATION

Summary

The digitalization of the economy has led to the transformation of marketing, prompting companies to review the methods of promoting their goods, services or brand to the market and to widely use digital communication channels. The COVID-19 pandemic and the war in Ukraine accelerated the transition of a significant number of companies online. The presence and active promotion of the company in the digital environment allows it not only to attract new customers, but also to increase their loyalty, analyze data on the results of promotion and adjust the marketing strategy in order to increase its effectiveness. The purpose of the article is to study modern aspects of the development of digital marketing. Historical aspects of emergence and development of the digital marketing are considered. Based on the analysis of interpretation of the concept of "digital marketing" by various scientists, the authors' definition of this concept was formulated as an effective tool and methodical support of marketing activity in the conditions of use of modern information technologies, which contributes to the rapid promotion of goods and services on the market, the expansion of sales channels, as well as making relevant management decisions. The advantages of the digital marketing were revealed. The main types, methods and tools of the digital marketing have been considered. Trends in the development of the digital marketing have been identified: the use of artificial intelligence, which allows collecting data on consumer preferences and developing targeted advertising for each target segment; personalization and an individual approach to the consumer, that is, the analysis of audience preferences makes it possible to develop an effective product promotion system, etc. The prospects for the development of digital marketing in the world are considered. The practical significance of the work is in the possibility of applying some of its provisions in the creation of marketing strategies for domestic enterprises. Prospects for further research

consist in the study of the influence of digital marketing on the development of Ukrainian companies in the conditions of war.

Keywords: marketing, digital marketing, tools, SEO.

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