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ANALYSIS OF THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES IN THE DEVELOPMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES

Summary

The article analyses the effectiveness of digital marketing strategies in developing small and medium-sized enterprises (SMEs), considering their specificity and the need to increase competitiveness. The study's relevance is due to the increasing importance of digital tools in the current conditions of market competition, as well as the need to optimise the use of available resources. The study aims to develop a methodological framework for analysing the effectiveness of digital tools in the development of small and medium-sized enterprises and assessing their impact on performance indicators, determining the specifics of using multichannel strategies and integration opportunities to enhance competitiveness and expand market opportunities of SMEs.

The methodology is based on a systematic analysis of digital tools and their impact on key performance indicators, such as conversion, customer retention, and return on investment. A comparative analysis of the performance indicators of the strategies was carried out, and their role in the strategic planning and development of SMEs was assessed. The study also considers modern practices of using multichannel communications and integrated approaches to working with different target audience segments. Particular attention is paid to content personalisation methods and interactive formats' impact on user behaviour.

The scientific novelty of the study lies in developing integration solutions for personalised digital communications and content marketing, including the use of adaptive CRM systems with real-time data analysis and the introduction of interactive content based on behavioural patterns. Unlike existing approaches, the proposed solutions provide a comprehensive combination of omnichannel automation and content personalisation, increasing interaction efficiency and promoting long-term customer loyalty.

The study's practical significance lies in the formulation of recommendations for implementing integrated solutions, including the use of budget CRM systems, the introduction of personalised advertising campaigns, content optimisation for mobile platforms, and efficiency improvement through A/B testing. The proposed measures allow for increasing the effectiveness of advertising campaigns and strengthening

interaction with the target audience, ensuring enterprises' sustainable development even with limited resources.

Further research prospects include analysing the impact of environmental changes on digital marketing strategies, developing adaptive models of consumer interaction, and assessing the long-term effects of digital campaigns in the context of SME development.

Keywords: digital marketing, personalisation of communications, effectiveness of strategies, performance indicators, data analytics.

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