

UDC 339.138

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THE ROLE OF DIGITAL TECHNOLOGIES IN THE FORMATION OF THE ENTERPRISE MARKETING STRATEGY

The modern era of globalization is characterized by continuous and significant flows of information data that contribute to the formation of new knowledge, ideas and innovations.

Digitalization is a significant factor of economic growth and a modern trend. The use of digital technologies in the real sector of the economy is the key to innovative development of both the enterprise and the state [3].

Modern digital technologies provide enterprises with the ability to collect, analyze and use large amounts of data to make strategic decisions, personalize services and optimize business processes. They help enterprises adapt to market conditions, ensure competitive advantage and stability in the modern business environment.

Digital technologies have transformed modern marketing and revolutionized the way we interact with customers. Access to large amounts of customer data allows you to fine-tune advertising campaigns and personalize communications. The use of artificial intelligence and big data analytics helps to identify market trends and predict customer behavior. Mobile applications, social media, virtual reality and other innovative solutions open up new communication channels and opportunities for interaction with the audience, creating deep and dynamic relationships between brands and consumers.

The application of new innovative marketing tools for selling products, taking into account existing market trends, is an urgent task for the domestic business community on its way to sustainable development. Advanced enterprises set modern trends in taking advantage of the digital world, especially in terms of promoting their own brand in the market.

Business processes of enterprises and building mutually beneficial relationships with customers, using certain digital tools, facilitate the communicative component of interaction [2].

The use of digital technologies in the development of marketing strategies is becoming an integral part of business success in the era of digital transformation.

First, they can collect, analyze and interpret large amounts of customer data, helping to understand their needs, preferences and behavior. The use of artificial intelligence algorithms can help businesses respond quickly and efficiently to market changes, identify trends, and predict future demand.

Secondly, digital technologies provide a number of tools for creating personalized marketing campaigns, increasing the effectiveness of communication with the audience, and improving conversion. The ability to adapt the content to the needs and interests of individual customers creates a sense of personalization and increases satisfaction with brand communication. This approach helps to build strong, long-term relationships with customers, which is key to success in today's competitive environment.

Formation of an effective marketing strategy is a key task for an enterprise in a competitive marketplace. This strategy acts as an intermediary between producers and consumers and is aimed at achieving a competitive advantage. Digital marketing ensures effective interaction with the audience in the virtual space.

The use of digital technologies to promote products and brands has a number of advantages over traditional marketing methods.

First, digital channels allow you to reach more potential customers via the Internet and social media. This approach helps to increase brand awareness and product visibility among different target groups.

Secondly, digital technologies allow collecting and analyzing large amounts of consumer data, which allows better adaptation of marketing strategies and personalization of communication. Analytics can be used to identify and utilize market trends and responding immediately to changes in consumer behavior.

In addition, email remains a powerful tool for attracting and retaining customers, allowing you to send personalized newsletters, promotional offers, and other messages. Analytical tools such as Google Analytics helps to measure the effectiveness of marketing campaigns, as well as

analyze user behavior on the website to optimize conversions. Using these tools in combination with a creative approach allows you to create successful and effective digital marketing strategies.

Thus, digital marketing is a strategic process of using various digital channels by organizations to promote goods and services, which includes the use of the global Internet, which allows creating websites, social networks, mobile applications, email and other digital tools [1].

The use of artificial intelligence in the development of a company's marketing and pricing strategy opens up new opportunities for market analysis and dynamic price adjustments in response to changing conditions [4].

In addition, artificial intelligence can be used to personalize prices based on individual customer characteristics, behavioral analysis, and purchase history; the use of artificial intelligence algorithms allows companies to create customized price offers that meet the unique needs and value of each customer. This approach helps to improve competitiveness, increase customer loyalty, and optimize business profitability by maximizing the value of each customer.

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