

INNOVATIVE DIGITAL TECHNOLOGIES IN MARKETING: FROM AUTOMATION TO ARTIFICIAL INTELLIGENCE

The contemporary global economy is undergoing a profound transformation driven by digital technologies. The transition to a digital economy necessitates a reimagining of traditional business models and market interaction methods. In this context, marketing is evolving from classical channels toward integrated digital strategies that encompass all stages of the customer journey. Digitalization serves not merely as a technological upgrade but as a strategic factor in competitiveness, enabling enterprises to adapt to dynamic environments and globalization challenges.

The issues of digital marketing transformation have been examined by both international and domestic scholars. It has been established that under martial law in Ukraine, the application of digital channels has become critical for maintaining audience engagement and integrating corporate values into relationship marketing strategies. Research confirms that digital tools expand the potential of enterprises, although their implementation is accompanied by several organizational challenges [1].

The aim of this study is to conduct a comprehensive analysis of current marketing trends under the influence of digitalization, identify key innovative tools, and determine priority directions for the development of marketing activities in Ukraine.

1. Essence and Conceptual Foundations of Digital Transformation

Digital transformation should be viewed as a fundamental process of integrating digital technologies into all aspects of an enterprise's operations. This leads to the formation of a new terminological and methodological framework, including «digital marketing», «e-marketing», and «web marketing».

The primary distinction between digital marketing and internet marketing lies in the broader scope of channels: from mobile applications and digital television to interactive panels and POS terminals, which do not always require a direct internet connection. Meanwhile, electronic marketing (e-marketing) acts as an integration process that combines social and managerial components to satisfy consumer needs through the creation and exchange of value in the digital environment.

2. Key Tools and Technological Trends

The analysis allowed for the identification of the most effective tools in modern marketing:

- Artificial Intelligence (AI) and Automation: AI enables deep Big Data analysis, demand forecasting, and audience segmentation based on complex behavioral patterns. Automation via chatbots provides 24/7 support, service personalization, and rapid order processing.
- Search Engine Optimization (SEO): This remains the foundation of digital presence. Approximately 90% of enterprises utilize SEO, as 70-90% of consumer journeys begin with search engines. Currently, "zero-click search" and voice search optimization are becoming increasingly relevant [2].
- SMM and Social Commerce: Social networks (Facebook, Instagram, TikTok) have transformed into full-fledged trading platforms where the path from brand awareness to transaction is minimized.
- Content and Viral Marketing: Creating value-driven content that spreads organically allows brands to exert non-intrusive influence and build loyalty without direct calls to purchase.
- Innovative Formats (AR and Native Advertising): Augmented Reality (AR) creates immersive experiences via QR codes, while native advertising demonstrates higher effectiveness compared to traditional banners.

3. Specifics of Marketing in Ukraine Under War Conditions

The full-scale invasion has triggered a radical transformation of national influencer marketing. The content of opinion leaders has shifted from entertainment toward patriotic and socially significant themes. Brand partnerships are now based on shared values and informational resistance.

Under martial law, digital channels have become decisive for maintaining consumer activity. The use of digital marketing in the agro-industrial sector to promote products in international markets is particularly promising [3].

4. Systemic Challenges and Strategic Priorities

Despite significant potential, digitalization in Ukraine faces several challenges:

- Human Capital Deficit: A shortage of highly qualified analysts capable of interpreting large volumes of data.
- Methodological Difficulties: The complexity of assessing ROI (Return on Investment) in social media compared to corporate websites.
- Infrastructural Constraints: The need for further expansion of broadband internet access and the strengthening of cybersecurity to build digital trust [1].

Conclusions. Digital transformation is a decisive factor in business competitiveness. The shift from traditional to digital strategies allows companies to overcome geographical barriers and provide personalized real-time communication. For successful development, Ukrainian enterprises must invest in web analytics, event marketing, and AI technologies, while simultaneously modernizing the professional training system for personnel [4].

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