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DIGITAL MARKETING TRANSFORMATION IN THE ERA OF DIGITIZATION: FROM TRADITIONAL METHODS TO INNOVATIVE PRACTICES

ТРАНСФОРМАЦІЯ ЦИФРОВОГО МАРКЕТИНГУ В ЕПОХУ ЦИФРОВІЗАЦІЇ: ВІД ТРАДИЦІЙНИХ МЕТОДІВ ДО ІННОВАЦІЙНИХ ПРАКТИК

Summary. The article explores the digital transformation of marketing. It shows it as an ongoing process of adapting marketing strategies to rapidly evolving technological innovations and changes in consumer preferences. It lists the development stages of digital marketing based on technological progress and shifts in consumer behavior. The transition from traditional to digital marketing approaches is detailed, emphasizing the importance of integrating new technologies such as artificial intelligence, big data analytics, mobile marketing, and social media to foster effective consumer interaction.

An analysis of key shifts in digital marketing tools, including email, SEO, contextual advertising, social media marketing, mobile marketing, video marketing, influencer marketing, content marketing, chatbots, voice search, automated advertising, artificial intelligence, and machine learning, as well as big data utilization, is provided. A unified strategy for the integration of digital marketing tools has been developed, allowing companies to adapt to unpredictable changes in the digital landscape and ensure sustained consumer engagement.

It stressed that digital marketing success depends on companies' abilities to swiftly respond to digital trends, incorporate the latest technologies into marketing campaigns, and generate meaningful value for consumers in the digital realm. It is noted that effective digital transformation requires marketers to have not just technical knowledge but also a profound understanding of evolving consumer preferences and behaviors, along with the capability to foresee future trends and tailor marketing strategies accordingly. The digital transformation of marketing not only increases the effectiveness of marketing campaigns but also enhances the overall market competitiveness of companies.

Key words: marketing, digital marketing, digital marketing methods, digital marketing tools, digital marketing transformation, integration of digital marketing tools.

Анотація. У статті досліджено цифрову трансформацію маркетингу, визначаючи її як неперервний процес адаптації маркетингових стратегій до швидкозмінних технологічних інновацій та змін у споживчих уподобаннях. Перелічено етапи розвитку цифрового маркетингу за технологічним прогресом та змінами у поведінці споживачів. Детально розглянуто перехід від традиційних до цифрових маркетингових підходів, підкреслюючи важливість інтеграції новітніх технологій, таких як штучний інтелект, аналітика великих даних, мобільний маркетинг і соціальні медіа, для створення ефективної взаємодії зі споживачами.

Проаналізовано ключові зміни в інструментах цифрового маркетингу, включно з електронною поштою, SEO, контекстною рекламою, маркетингом у соціальних мережах, мобільним маркетингом, відеомаркетингом, інфлюенс-маркетингом, контент-маркетингом, чат-ботами, голосовим пошуком, автоматизованою рекламою, штучним інтелектом та машинним навчанням, а також використанням великих даних.

Розроблено уніфіковану стратегію інтеграції цифрових інструментів маркетингу, що дозволяє компаніям адаптуватися до непередбачуваних змін у цифровому ландшафті та забезпечувати стійке залучення споживачів.

Наголошено на тому, що успіх у цифровому маркетингу залежить від здатності компаній швидко реагувати на цифрові тренди, інтегрувати новітні технології в маркетингові кампанії та створювати значущу цінність для споживачів у цифровому просторі. Зазначено, що ефективна цифрова трансформація вимагає від маркетологів не лише технічних знань, але й глибокого розуміння змінних споживачьких уподобань та поведінки, а також вміння прогнозувати майбутні тренди та адаптувати маркетингові стратегії відповідно до цих змін. Висвітлено, що цифрова трансформація маркетингу сприяє не тільки збільшенню ефективності маркетингових кампаній, але й підвищенню загальної конкурентоспроможності компаній на ринку.

Ключові слова: маркетинг, цифровий маркетинг, методи цифрового маркетингу, інструменти цифрового маркетингу, трансформація цифрового маркетингу, інтеграція цифрових інструментів маркетингу.

Problem Statement. In today's world, digital transformation affects all aspects of society's life, including the ways organizations interact with their consumers. Digital marketing, a crucial component of this transformation, is undergoing significant changes, moving from traditional communication methods to innovative practices based on cutting-edge technologies and data. This transformation necessitates a deep understanding of new marketing tools and their integration for effective brand-consumer interactions. There is a need to explore the digital marketing transformation process, identify key technologies and tools that can be used to enhance marketing campaign effectiveness, and develop recommendations for companies on integrating digital tools into their marketing strategies.

Analysis of Recent Research and Publications. The issues of digital marketing have been addressed by both Ukrainian and foreign researchers. For instance, Vinogradova O.V. and Nedopako N.M. [1] examined the impact of digital technology development on the evolution of the marketing mix, focusing on the genesis, characteristics, and main channels of digital marketing. Mangushev D.V. and Pykhtin A.V. [2] identified the advantages of digital marketing, its main trends, and justified the need for using modern technologies such as artificial intelligence, machine learning, decision-making based on "big data" analysis, augmented reality, etc. Shpak N.O., Grabovich I.V., and Sroka V. [3] systematized the distinct characteristics of traditional marketing, internet marketing, and digital marketing. Ignatenko R.V. [4] emphasized that the advantages of digital marketing will become a key area for developing a customer-oriented approach,

allowing organizations to increase their competitiveness and effectively promote their brands.

The ideas and concepts of Kotler F. [5] are widely applied in both traditional and digital marketing. Chaffey D. [6] explores strategies, implementation, and practices of digital marketing, providing a comprehensive view of the effective use of digital technologies in marketing strategies. Mishra Ch. K. [7] focuses on the transformation of the digital market into a dynamic space for interaction between brand and consumer, driven by the increase in internet users, accessible connections through providers, the growth of mobile commerce, and AI integration.

A broad range of issues related to the transformation of digital marketing, including new approaches, tools, and strategies in the context of digitization, is covered in many scholarly works. Krymska A.O., Balyk U.O., and Klimova I.O. [8] researched contemporary marketing trends and platforms for their implementation considering the factors of the economy's digitization. Bosovska M., Bovsh L., and Okhrimenko A. [9] conducted an analysis of digitization technologies, revealing their decomposition in the context of global digital trends and their impact on marketing strategies. Obikhod S.V., Matveyev M.E., and Boyko V.D. [10] identified key trends and advantages of using digital tools, such as social media, content marketing, search advertising. Azhazha M.A., Fursin O.O., and Venger O.M. [11] considered the theoretical and practical aspects of the formation and development of digital marketing in the era of marketing 3.0 and 4.0.

Formulation of Article Goals. Despite the broad spectrum of research in the field of digital marketing, certain aspects of this area remain

underexplored or completely ignored. While many studies focus on the use of individual tools such as social media or search engine optimization, a deep understanding of how to integrate these tools into a unified strategy that adapts to rapid changes in the digital landscape still requires attention. Furthermore, studies on the impact of digitization on marketing often limit themselves to short-term effects, not considering the long-term strategic perspectives that can provide sustainable growth and competitive advantage in the digital age.

Presentation of the Main Material. Digital marketing transformation is the process of integrating digital technologies into all aspects of marketing activities with the aim of increasing efficiency, expanding reach, and better engaging the audience. This transformation does not occur instantly but evolves gradually, responding to changes in consumer behaviors, technological innovations, and market conditions. Figure 1 illustrates the stages of digital marketing transformation.

Digital marketing transformation is an ongoing process that evolves with technological progress and changes in consumer preferences. The 1990s marked the birth of digital marketing with the advent of the Internet era and its widespread adoption laying the foundation for this direction. During this time, companies began creating their own websites and using banner advertising to promote products. The 2000s saw the development of search marketing and social media, particularly with the launch of Google AdWords in 2000, allowing companies to advertise their products and services on Google’s search engine using keywords. Platforms like Facebook in 2004 and Twitter in 2006 emerged, enabling marketers to engage audiences through new channels.

The 2010s brought mobile marketing and personalization, with the rise in smartphone usage making marketing “mobile-first,” adapting content and advertising for mobile devices. The use of big data and analytics allowed for the creation of a personalized experience for users, including through email, websites, and recommendation systems.

The 2020s have been characterized by artificial intelligence and automation, using AI for data analysis, marketing campaign optimization, content creation, and personalization of the user experience. Automation tools allow marketers to manage campaigns more efficiently, track results, and interact with clients. The integration of virtual and augmented reality technologies enhances consumer engagement, and the use of blockchain and cryptocurrencies increases transparency in marketing transactions and customer loyalty through the use of tokens. Table 1 displays the stages of digital marketing, their technological progress, and changes in consumer habits and behavior.

Each decade has brought innovations that have radically changed marketing approaches. From the development of the internet to the use of artificial intelligence and automation, technological progress has not only expanded opportunities for marketers but also increased the efficiency of marketing campaigns. Consumers have also become more active in seeking information and interacting with brands. From passive reception of advertisements to active use of mobile apps and social networks for brand interaction, consumers now have more control over how they receive information and interact with products and services.

The digital marketing transformation in recent years has reflected profound changes in how brands interact with their target audiences. For example,

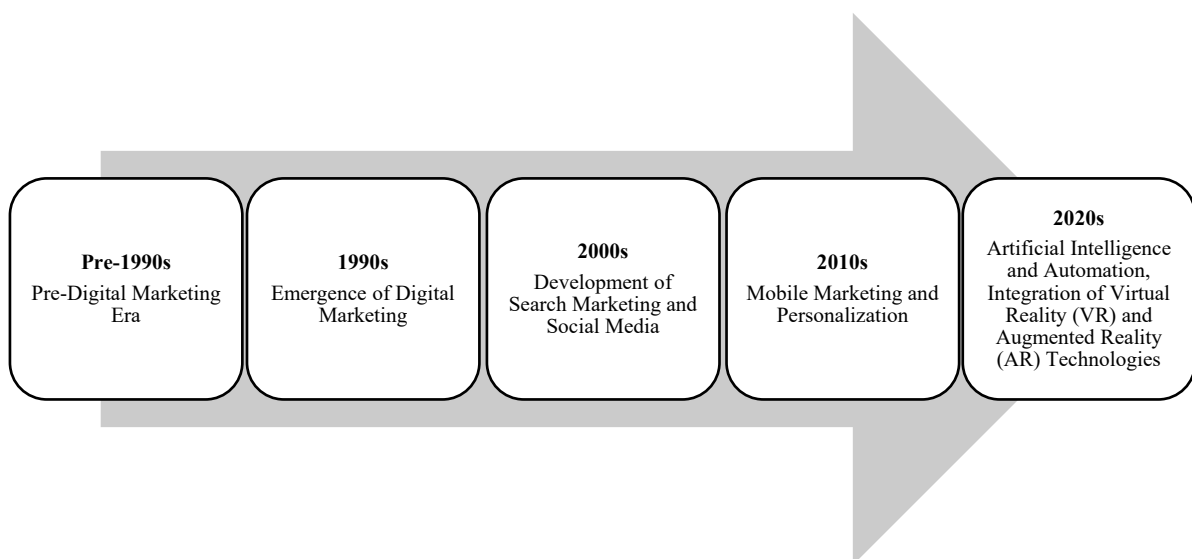


Fig. 1. Digital Transformation of Marketing
Source: compiled from [5–8]

Table 1

Stages of Digital Marketing Development by Technological Progress and Changes in Consumer Behavior

Period	Description	Technological Progress	Consumer Habits and Behavior
Pre-1990s (Pre-Digital Marketing Era)	Marketing focused on traditional media: television, radio, printed publications.	Limited technological capabilities, no internet in marketing.	Consumers passively interact with information, making choices based on advertising seen in traditional media channels.
1990s (Emergence of Digital Marketing)	Advent of the internet and first websites, email as a marketing tool.	Development of web technologies, creation of first search engines.	Growing interest in online information, beginning of using email for communication.
2000s (Development of Search Marketing and Social Media)	Search marketing gains popularity, social networks emerge.	Search Engine Optimization (SEO), contextual advertising, founding of Facebook, Twitter.	Consumers actively search for information online, start interacting with brands through social media.
2010s (Mobile Marketing and Personalization)	Widespread use of smartphones, development of mobile marketing, personalized advertising.	Development of mobile apps, geolocation technologies, content personalization.	Consumers use mobile devices to access the internet, demand for personalization and convenience.
2020s (Artificial Intelligence and Automation, Integration of VR and AR Technologies)	Use of AI for data analysis, marketing automation, use of VR/AR.	Development of machine learning, chatbots, virtual and augmented reality technologies.	Increased demand for personalized brand communication, interactive and immersive shopping experiences.

Source: compiled from [5–8]

Netflix uses machine learning algorithms to analyze the viewing habits of its users and create personalized movie and series recommendations [12]. This personalization not only increases user satisfaction but also the time they spend watching content. IKEA launched the IKEA Place app, which allows users to “try on” furniture in their space using augmented reality (AR) before purchasing [13]. This innovative solution helps improve the user experience by reducing uncertainty when choosing products.

Let’s highlight the main contemporary changes in digital marketing:

1. Integration of artificial intelligence and machine learning. Modern digital marketing increasingly relies on artificial intelligence (AI) and machine learning algorithms for analyzing large amounts of data, automating routine tasks, and personalizing customer outreach. This allows companies not only to increase the efficiency of their marketing campaigns but also significantly improve customer satisfaction.

2. Use of big data for decision-making. Active use of big data enables marketers to gain detailed insights into consumer behavior, preferences, and expectations. This, in turn, contributes to the development of more targeted marketing strategies and optimization of the user experience based on real behavioral analytics.

3. The growing importance of content marketing. In an informationally saturated environment, the effectiveness of direct advertising is decreasing, so brands are increasingly turning to content marketing as a way to attract and retain audience

attention. Creating high-quality, useful, and meaningful content that meets the needs of the target audience becomes a crucial element of digital marketing strategies.

Over the last few decades, we have witnessed an evolution from simple marketing methods to complex technological solutions that open up new opportunities for engagement, interaction, and personalization. This transformation has not only improved ways to reach and retain consumer attention but also required marketers to adapt to rapidly changing technologies and trends.

The transformation of key marketing methods and approaches by marketing directions is reflected in Table 2.

The evolution of marketing research from simple surveys to complex big data and machine learning analysis underscores the growing role of data in making informed marketing decisions. Market segmentation and target audience identification have evolved to use complicated algorithms to identify niche segments, allowing for more personalized and effective consumer outreach.

Positioning, which previously relied on traditional media, now uses digital channels to create more flexible and interactive brand strategies. Product policy, pricing policy, distribution policy, and promotion have also undergone significant changes, reflecting the need to adapt to the digital market environment and changed consumer expectations. This includes the shift from fixed pricing to dynamic and personalized pricing, from physical stores to omnichannel distribution, and from one-way advertising

Table 2

Transformation of Key Marketing Methods and Approaches by Marketing Directions

Marketing Direction	Pre-Digital Era	Beginning of Digitization in Marketing	Modern Digital Marketing Methods
Market Research	Use of paper surveys, personal interviews, telephone calls, focus groups in limited locations. Data analysis was manual or with simple statistical methods.	Transition to online surveys and website analytics allowed for faster data collection. Use of basic data processing software.	Use of Big Data, AI for online user behavior analysis, social media. Sentiment analysis and trend forecasting based on machine learning.
Market Segmentation	Focus was on demographic and geographic criteria.	Introduction of behavioral and psychographic criteria based on online behavior.	Development of complex micro-segmentation models using AI, allowing targeting in ultra-specific niches.
Target Audience Identification	Market trend and competitor analysis through printed sources and personal connections.	Use of online data and tools for better understanding of audience, including web analytics.	Deep data analysis using AI to identify and predict behaviors of target segments.
Positioning	Use of media such as television, radio, printed publications for image building.	Development of websites and SEO as means of online positioning. First steps in content marketing.	Development of comprehensive digital branding strategies using personalized content, interactive advertising, social media.
Product Policy	Focus on product development, manufacturing, and packaging.	Expansion of product range through innovation and branding. Online product presentations.	Rapid product adaptation to market needs using real-time feedback. Development of eco-products and personalized goods.
Pricing Policy	Pricing based on production costs and markup.	Implementation of flexible pricing strategies, online discounts, and promotions.	Development of dynamic pricing, use of algorithms for price optimization according to demand and competition.
Distribution Policy	Dependence on physical stores and traditional distributors.	Development of e-commerce as an additional sales channel.	Omnichannel approach integrating online and offline sales channels to provide a seamless shopping experience.
Promotion Policy	Use of traditional advertising, PR, printed materials.	Development of email as a direct marketing tool, emergence of basic content marketing.	Integration of social media, influencer marketing, video marketing, and marketing automation for creating viral and personalized content.
Control	Sales analysis and reporting were manual or through simple electronic spreadsheets.	Implementation of CRM systems for better customer relationship management and sales tracking.	Use of automated CRM systems, real-time analytics, AI for sales forecasting and marketing campaign optimization.

Source: compiled from [1–11]

to two-way communication through social media and other digital platforms.

The control over the effectiveness of marketing activities has also evolved from simple sales reports to complex real-time analysis using automated CRM systems and analytics, allowing companies to quickly adapt to market conditions changes.

Digital transformation in marketing opens new opportunities for brands in target audience identification, market segmentation, and positioning. The use of artificial intelligence, machine learning, and big data allows companies not only to better understand their consumers but also to predict future trends and adapt to them with unprecedented speed and flexibility.

A review of the evolution of digital marketing methods reflects how tools that were once considered cutting-edge have now become the standard, while new approaches continue to define the future of the field. Table 3, which illustrates key changes in digital marketing tools, compares approaches used in the past with those applied today.

Modern digital marketing tools, especially email and content marketing, demonstrate a shift from generic messages to personalized newsletters and content. This emphasizes the importance of creating highly targeted content that meets the individual needs and interests of the audience. Search Engine Optimization (SEO) and mobile marketing reflect adaptations to changes in consumer behavior, notably

Table 3

Evolution of Digital Marketing Tools

Digital Marketing Tools	Previous Use	Modern Use
Email	Fundamental platform for business correspondence, primary dialogue tool	Personalized campaigns, automation
SEO (Search Engine Optimization)	Focus on keywords and links	Adaptation for voice search, mobile optimization
Contextual Advertising	Static banners and text ads	Targeted advertising using AI
Social Media Marketing	Limited interaction, mainly publications	Interactive content, Stories, live streams
Mobile Marketing	SMS marketing, mobile websites	AR/VR, mobile apps, geolocation services
Video Marketing	TV commercials and early YouTube	Social media videos, vlogs, live streaming
Influencer Marketing	Collaboration with celebrities and TV hosts	Collaboration with bloggers and micro-influencers
Content Marketing	Blog articles and press releases	SEO-optimized content, interactive formats
Chatbots	Simple FAQ on websites	AI chatbots for customer service
Voice Search	Initial experiments with voice commands	Optimization for voice assistants
Programmatic Advertising	Manual buying and selling of ad spaces	Automated buying with precise targeting
Artificial Intelligence and Machine Learning	Primary attempts at automation	Content personalization, behavior prediction
Big Data Use	Limited use, mainly for reports	Behavioral analysis, personalized targeting

Source: compiled from [1–11; 14]

the rise of mobile usage and voice search. The use of AI and machine learning in contextual advertising and programmatic advertising signifies the growing role of these technologies in ensuring more efficient and precise targeting. This allows marketers to optimize their advertising budgets and enhance ROI. Social media marketing and video marketing reflect a shift to more interactive formats, such as Stories and live streams, underscoring the importance of engaging audiences and creating two-way communication. Big Data provides marketers the ability to conduct deeper analysis of consumer behavior and optimize marketing strategies based on detailed data, opening new opportunities for personalization and targeted marketing.

Historically, digital marketing evolved as a set of separate practices, each solving specific tasks: SEO ensured visibility in search engines, social media marketing allowed for audience engagement through digital platforms, and email was used for direct communication with consumers. While each of these tools has proven effective in certain contexts, there emerged a need for developing a unified strategy that integrates various marketing mediums to create a consistent and holistic experience for consumers.

Early attempts at integration often faced technical limitations and a lack of a clear vision on how different tools could interact with each other, creating synergy. Additionally, rapid technological

changes and evolving consumer content consumption patterns complicated the development of stable, long-term marketing strategies.

Figure 2 presents a unified strategy for integrating digital marketing tools, which can adapt to unpredictable changes in the digital landscape and ensure sustained consumer engagement.

A deep analysis of large volumes of data from various sources, including web analytics, user behavior data, social media interactions, and CRM system information, becomes the foundation for informed decision-making and strategy planning. Thanks to big data analytics, marketers can uncover hidden correlations, identify behavioral trends, and predict future audience needs.

Next, using insights gained from data analysis, content is SEO-optimized to enhance visibility in search engines and attract organic traffic to the website. Optimized content becomes a crucial element not just for search engines but also for further use in other digital channels.

Content marketing plays a significant role by providing valuable information and engaging the audience. The created content is distributed through social networks, where it stimulates interaction with the audience, increasing brand recognition and fostering a community around it. Email marketing allows for direct communication with the target

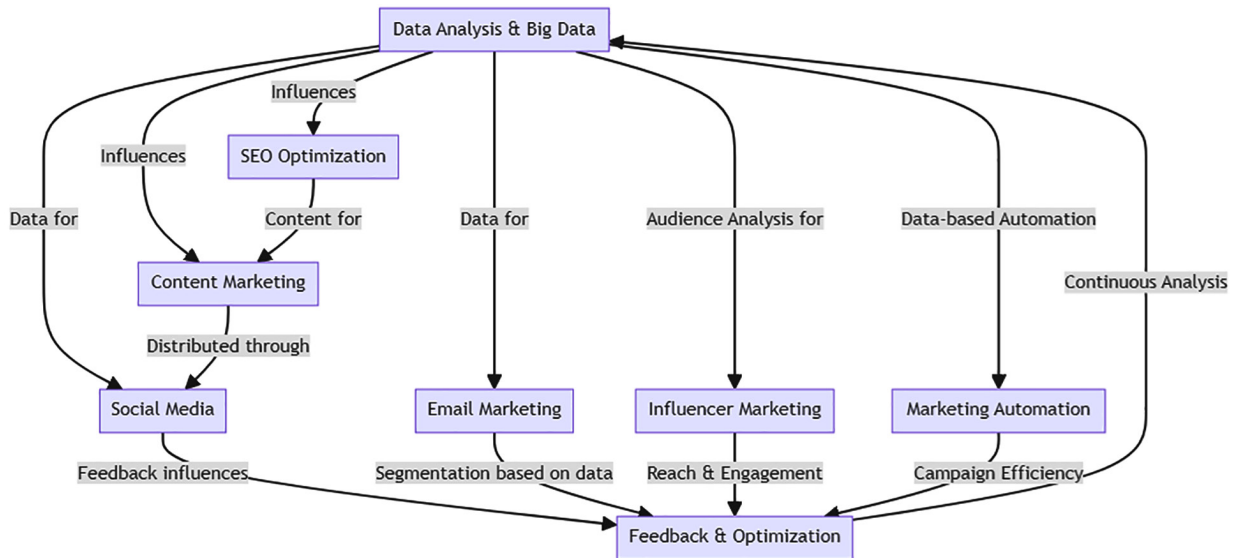


Fig. 2. Unified Strategy for Integrating Digital Marketing Tools

Source: developed by the authors

audience, sending personalized offers and updates based on previous behavior and interests.

Influencer marketing complements the strategy by adding authenticity to the brand and expanding its reach through collaboration with influential people in social networks. This provides access to new audiences and increases brand trust.

Marketing automation enables more efficient audience segmentation and personalized communication. Automation ensures continuous feedback between different channels, allowing for immediate adaptation of strategies according to changes in consumer behavior and campaign effectiveness.

Thus, the integration of digital marketing tools forms a unified, flexible strategy that allows brands to effectively interact with the audience in a dynam-

ic digital environment, optimize marketing efforts, and increase the overall effectiveness of campaigns.

Conclusions. The digital marketing transformation process is a continuous evolution that requires companies to be flexible, adaptable, and innovative in their interactions with consumers. An important aspect is the development of a unified strategy for integrating digital tools, which enables the creation of a consistent and holistic experience for consumers, thereby increasing the effectiveness of marketing efforts and the overall competitiveness of the company. The future of digital marketing promises to be even more integrated and personalized, focusing on creating a seamless and interconnected experience for consumers at all stages of their interaction with the brand.

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