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THE IMPACT OF DIGITAL TECHNOLOGIES ON THE TRANSFORMATION OF MARKETING STRATEGIES

The article is devoted to the study of the impact of digital technologies on the transformation of marketing strategies of enterprises in the conditions of the digital economy, the growth of competition intensity and dynamic changes in consumer behavior. It is substantiated that the digitalization of the business environment changes not only the tools of marketing activity, but also conceptual approaches to the formation of marketing strategies, orienting enterprises to the use of data, automated management systems and digital communication channels. The introduction of modern digital technologies is becoming a determining factor in increasing the efficiency of marketing activities, creating competitive advantages and ensuring long-term market stability. The paper systematizes modern approaches to the digital transformation of marketing and identifies the main technological solutions that most significantly affect the change in marketing strategies. The features of the use of artificial intelligence technologies, big data, machine learning, cloud services, digital platforms, social networks, marketing automation tools and customer relationship management systems are analyzed. The integration of these technologies provides the possibility of deeper analysis of consumer behavior, prompt response to changes in the market situation, personalization of marketing communications, optimization of advertising campaigns and increasing the efficiency of management decisions. Therefore, a modern marketing strategy should be based on the integration of digital communication channels, the use of real-time analytics, automation of business processes and constant monitoring of changes in consumer preferences. The effectiveness of digital transformation of marketing depends not only on the level of technological support of the enterprise, but also on its organizational readiness, human resources potential, the level of digital competencies of personnel and the ability to adapt the business model to new operating conditions. It is concluded that the comprehensive use of digital technologies contributes to increasing the effectiveness of marketing activities, strengthening interaction with consumers, optimizing the use of resources, increasing the competitiveness of enterprises and ensuring their sustainable development in the digital economy.

Keywords: digital technologies; digital transformation; marketing strategy; digital economy; artificial intelligence; digital marketing; marketing tools; e-commerce; high-tech market; enterprise competitiveness.