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MARKETING TOOLS FOR THE DIGITALISATION OF LOGISTICS SERVICES UNDER GEOECONOMIC FRAGMENTATION

The relevance of the study is determined by the fact that the global economy has entered a phase of geoeconomic fragmentation — a transition from frictionless globalisation towards the formation of regional trade blocs, friendshoring and strategic diversification of supply chains, which fundamentally changes the requirements for logistics services and the tools used to promote them. For logistics service providers, this implies not only the need for technological modernisation of operational processes, but also a reassessment of marketing strategies for client interaction under conditions of growing uncertainty and geographic reorientation of trade flows. The purpose of the article is to determine the role of marketing tools for the digitalisation of logistics services as a factor of enterprise competitiveness under geoeconomic fragmentation of the world economy, and to substantiate directions for their development for Ukrainian logistics service providers. The study applies methods of systemic analysis, comparison, generalisation and structural-logical modelling. The theoretical foundations of geoeconomic fragmentation are examined — the transition from friendshoring to strategic multi-vector diversification of supply chains — along with the Marketing 5.0 concept as a methodological basis for combining digital technologies with marketing activity. Digital marketing tools used by logistics providers are systematised — from content marketing and digital client-acquisition channels to predictive analytics and resilience branding — according to their impact on provider recognition, client trust and contract-closing speed. The transformation of Ukraine's international logistics for 2022–2024 is analysed, showing growth in the share of maritime transport in exports from 37.04% to 45.82% and an explosive increase in road freight transport (over 1887% in exports and over 8148% in imports), accompanied by the formation of new logistics routes and the need for prompt digital communication with clients about changing supply conditions. A theoretically grounded proposition is put forward that, under geoeconomic fragmentation, marketing tools for the digitalisation of logistics services perform not only a communicative but also an adaptive function — signalling to clients the provider's resilience and flexibility to geopolitical shocks; empirically testing this proposition on data from individual logistics providers is outlined as a direction for further research. Barriers to the adoption of digital marketing by Ukrainian logistics enterprises are identified: a shortage of personnel combining marketing and digital-technology competencies, the fragmented digital infrastructure of small and medium logistics companies, and insufficient integration of marketing channels with supply chain management systems. Directions for developing marketing tools for the digitalisation of logistics services of Ukrainian enterprises are proposed, including content marketing based on data on alternative transport corridors, the adoption of

predictive analytics for proactive client communication, and the construction of resilience-branding strategies under structural volatility. The results can be used by the management of logistics enterprises in developing digital transformation marketing strategies, as well as by public administration bodies in shaping support policies for logistics service exporters.

Keywords: digital marketing; logistics services; competitiveness; geoeconomic fragmentation; friendshoring; supply chains; predictive analytics; resilience branding.