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DIGITAL-MARKETING AS A NOVEL TOOL FOR GOODS AND SERVICES PROMOTION ON SOCIAL MEDIA: CONTEMPORARY TRENDS AND DEVELOPMENT DIRECTIONS

ABSTRACT

Under modern conditions, the problem of achieving marketing and business goals is actualized for companies in all sectors of the economy. Digital marketing plays a key role in effectively solving this problem. The purpose of the paper is to highlight the features of the development of digital marketing tools in the context of product promotion on social media platforms. The article highlights the features of planning and implementation of digital marketing in the context of the tasks of promoting goods and services in the digital space. The key role of digital marketing in the implementation of the company's marketing and business tasks is emphasized. The paper highlights a number of trends in the development of digital marketing tools in the context of digitization and changes in the socio-economic environment. The importance of considering the evolution of digital marketing tools in the context of the development of the exogenous and endogenous environment is emphasized. The directions of changes in the digital marketing paradigm are outlined in historical retrospect. The stages of the evolution of digital marketing in the context of marketing and market management are formulated. It is proposed to consider digital marketing as a new paradigm of company management in the conditions of comprehensive digitalization. The peculiarities of digital marketing in terms of individual social networks have been revealed. It is proposed to place them in priority places in the configuration of the digital marketing company's complex. The most advanced toolkit of digital marketing is considered. Emphasis is placed on the importance of the efficiency principle in the development of the company's digital marketing complex within the framework of the tasks of promoting goods and services in social networks. The results of this study may be useful to practicing marketers, marketing directors, top managers and owners of small and large businesses, and researchers in the field of digital marketing. Prospects for further research are the analysis of the features of the use of digital marketing tools to strengthen the integration of digital channels, as well as the identification of the features of digital marketing tools during a period of significant socio-economic turbulence in Ukraine.

Keywords: digital marketing, marketing strategy, business strategy, company management paradigm, digital space, marketing effectiveness, social media, e-commerce, platform economy

JEL Classification: M30, M31, M39

INTRODUCTION

Companies in today's environment operate in a complex competitive environment, which requires effective tools to achieve marketing and business goals. One such tool is digital marketing. The toolkit of digital marketing solves a number of both pure marketing and broad business tasks. In particular, digital marketing contributes to the task of promoting products and services on social networks. As the digital space develops, the use of digital marketing by companies is becoming more and more relevant. Now, digital marketing is already beyond a purely instrumental marketing strategy in online channels, promotion of goods and services on the Internet, and the way to generate

and deliver content. Digital marketing is moving into the paradigm of managing the company's value proposition, improving the customer experience, and strengthening the company's market position.

LITERATURE REVIEW

An array of works is devoted to the problems of applying digital marketing in the context of marketing and business tasks of companies.

Peculiarities of the application of digital marketing in the context of marketing and business tasks are studied in a number of works. Algharabat et al. (2020) analyze the problem of strengthening consumer loyalty in the social media channel with the help of digital marketing tools. Tran & Strutton (2020) studies the problem of customer loyalty and influence tools in the context of digital marketing tasks. Ismagilova et al. (2020) also studies digital marketing in the context of stimulating purchase intent. Liu et al. (2021) explore the use of digital channels to improve user engagement on digital platforms. Sokolova & Kefi (2020) examines the impact of bloggers' tools on consumer trust and willingness to buy. Nisar et al. (2020) examine the relationship between a company's reputation and activity around it on social media platforms. Lallement et al. (2020) examine the relationship between the Internet search tool and brand reputation. Levy (2021) examines the application of digital marketing tools in the context of user experience management as part of achieving the goals of a company's marketing and market strategy. López García et al. (2019) consider the tools of digital marketing in the task of attracting a loyal audience. The problems of building digital marketing, based on the peculiarities of its functioning and infrastructure are considered in a number of studies. Johnson et al. (2020) studies the problem of the functioning of mobile platforms in the context of digital marketing strategy. Kulkarni et al. (2020) consider the mechanics of the functioning of digital marketing in the plane of distribution of marketing material to users. (Rėklaitis & Pilelienė, 2019) study the peculiarities of B2B and B2C communication processes of companies in the plane of digital marketing. Chang et al. (2019) discuss the tools of in-depth analytics in digital channels on the example of the hotel and recreation industry. The results of the application of digital marketing in the context of the characteristics of consumer behavior and the characteristics of different target audiences are studied in an array of works. Vasan (2021) examines the characteristics of the application of digital marketing for product promotion for the younger groups of the target audience. Srivastava et al. (2020) analyze the characteristics of the profiles of certain groups of users on e-commerce platforms. Liu et al. (2021) examine the problems of applying digital marketing tools to target audiences of premium brands and luxury products. Behera et al. (2020) examine the personalization of digital marketing. Dwivedi et al. (2021) analyze the impact of information quality in the digital space on consumer behavior. The problems of the effectiveness of digital marketing in the context of marketing and business objectives of the company are analyzed in a number of works. In particular, Jacobson et al. (2020) consider the problem of the effectiveness of digital marketing. Syaifullah et.al. (2021) analyze the effectiveness of applying the tools of digital marketing in the choice of marketing channels for small companies. Yang & Berger (2017) examines the effectiveness of the application of digital marketing tools in the context of the success of companies.

However, the problematics of the development of digital marketing tools in the broader context of micro- and macro-level trends are insufficiently studied.

AIMS AND OBJECTIVES

The purpose of the work is to identify the characteristics of the application of digital marketing tools in the plan of marketing goods and services on social networks. Within the framework of this research a number of tasks were formed:

- identify key trends in the development of the instrument of digital marketing;
- suggest ways to strengthen the instrument of digital marketing in the context of promoting goods and services on social networks.

METHODS

In accordance with the goals and objectives of the study let us describe the order, methodological basis, and information base of the analysis. To study the problem of the impact of digital marketing tools on the promotion of goods and services in social networks, we used the method of synthesis to identify the trends of exogenous and endogenous environments that influence the planning and implementation of digital marketing tools; the method of retrospective analysis - to summarize the evolution of the essence, tasks, tools of digital marketing in the context of marketing and business tasks;

graphic method - to illustrate the features of the environment and trends that influence the state of marketing and business tasks in a visual form.

The information base of the analysis is the research of leading scientists in the field of digital marketing and marketing strategy, reports, and analytical notes of leading analytical and consulting companies, in particular Hubspot.

RESULTS

Digital marketing is a set of actions in the digital space, aimed at planning and implementing activities within the marketing mix using digital tools. It should be noted that digital marketing is not a phenomenon that emerged only in the last years of the XXI century. Later in the 1990s with the widespread use of personal computers and specialized software such as the first customer relationship management systems (so-called Customer Relationship Management) digital marketing acquires a new meaning and base for development. At this stage of development digital marketing also contributed to the explosive growth of the use of the Internet, which allowed new ways to promote products and services, as well as the accumulation of data on users through an online channel. The real impetus for the development of digital marketing was already in the 2000s due to the widespread penetration of mobile Internet and smart mobile devices that could support the new functionality inherent in the digital space. This technological shift influenced not only the way consumers marketed products and services, but also had an impact on service models; in particular, consumers predominantly began searching for a product or service online, researching consumer characteristics using the Internet, and buying goods online stores. As technology - including marketing technology for promotion and analytics - evolved, digital marketing became an increasingly advanced and sophisticated tool. The transition of users into the digital space due to the growth of Internet penetration, the increased use of mobile applications, the development of social networks, and the growth of e-commerce stimulated the further development of digital marketing into its current state as the dominant block of the company's marketing strategy and the key tool for achieving the marketing and business goals of the company. In the future, the role of digital marketing will grow even more due to the formation of ecosystems from various digital platforms.

The current rapid development of digital marketing is a vivid example of technological change and the digitalization of the economy. It should be noted that digital marketing allows companies to work effectively to promote products and services in the digital space - primarily on the platform of social networks. Additionally, it is necessary to pay attention that at the present stage digital marketing has already moved beyond social networks and has become a full-fledged separate block of marketing due to active digitalization and wide penetration of high-speed Internet and devices. In the future, digital marketing can become the dominant marketing direction as a result of the creation of a digital ecosystem in the meta-space, covering social networks of different directions, financial services, platforms for physical and mental health, etc. The development of digital marketing is possible not only in the digitalization but also in the development of the knowledge economy, namely in the greater ability to use vast data. This, in turn, makes possible the restructuring of established economic relations, the emergence of new market segments, the emergence of new jobs and professions with a focus on the digital space, the active transition of retail to the digital space (so-called e-commerce), and the growth of the technological sector of the economy.

Economic agents are in a substantially new socio-economic environment caused by digitalization. The relationship between economic agents is significantly reformatted, new channels of communication, sales, and service are emerging, and new market leaders are emerging. Over the past decade, the market landscape has changed significantly: technological giants like Amazon, Facebook, and Alibaba have emerged.

Digitalization is closely connected to the development of electronic platforms. A platform is essentially a platform that connects different economic agents based on information and communication technologies. Platforms can be combined into ecosystems. An example of an ecosystem is the digital space created by Meta Corporation based on social networks Facebook, Instagram, WhatsApp, combining different functionalities to solve users' problems. It should be noted that the platforms go beyond purely economic tasks and begin to implement social functionality. As a consequence, there is an increasing concentration of users in the digital space, which entails a wider use of digital marketing tools.

The marketing strategy of companies in the last decade is undergoing significant changes with a focus on reorientation towards the digital channel - primarily social networks. This is due not only to the movement of consumers to the digital space but also to significantly different opportunities to personalize marketing and increase the level of effectiveness of marketing strategy. It should be noted that digital marketing can be used both by companies operating in the consumer market (so-called Business to Consumer companies) and by companies from the industrial market, selling their products and services to other companies, rather than to consumers (so-called Business to Business companies). Business to Business companies are actively moving their promotion, sales, and service activities into online channels. This translates into

gravitation towards online lead generation under the influence of the development of digital marketing - so instead of contacting the sales manager, the client company turns to a website or a specialized e-commerce site. In this way, only the highest quality leads are collected and transmitted to the sales department.

Companies in the Business to Consumer group also actively apply the tools of lead generation in online channels, promoting their products and services to existing and potentially new consumers. It should be noted that today, in this context, digital marketing is more developed for goods and services from the consumer market. This manifest itself in the fact that companies optimize and improve not only separate blocks of interaction between the consumer and the company, but rather the entire chain, which consists of the experience of the customer with the company. Accordingly, the set of digital marketing tools is also different, first of all, the social media channels used - for Business to Business, companies prioritize, for example, the use of social network LinkedIn in the plane of their marketing tasks, while for Business to Consumer it is more appropriate to use the social network Instagram.

Accordingly, digital marketing is evolving from a tool for promoting products and services to a paradigm for managing a company's marketing and market strategy. This transformation is possible due to the active development of the digital space, the intensification of competition, and the emergence of new exogenous and endogenous challenges. The above thesis is summarized in Figure 1.

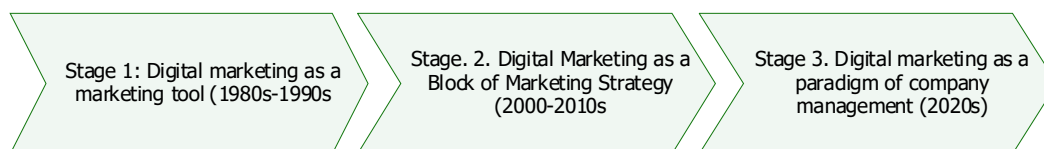


Figure 1. The evolution of digital marketing as a marketing and market management tool.

The aforementioned demonstrates the significant impact of digital marketing decisions on both the marketing strategy and the overall business strategy of the company. This requires appropriate work to prioritize a company's strategic movement and allocate its resources in the context of planning and implementing its marketing mix. Among the key priorities, a group of marketing directors interviewed as part of the Hubspot State of Marketing 2021 study (Hubspot, 2021), identified the following areas: increasing the level of brand authenticity, strengthening the customer experience, promoting the company's products and services to existing and potential customers. This set of tasks aimed at strengthening the effectiveness of a company's marketing strategy can be performed with better results by means of digital marketing tools. For example, according to a survey of marketing directors regarding the most relevant tools for effective implementation of a marketing strategy in the digital space, social networking tools (69% of respondents), optimization of Internet search (40% of respondents), personalized lead acquisition (i.e., Account Based Marketing), content creation in accordance with the preferences of the target audience (32% of respondents), advertising targeting the target audience in appropriate communication channels and services were highlighted.

All of these tools of digital marketing are mostly used on social media platforms. The list of the most used social networks for the purposes of digital marketing according to Hubspot analytical and consulting company is presented in Fig. 2. It should be noted that the listed social networks have different target audiences and different directions in the nature of the content, and accordingly occupy a different place in the instrumentality of digital marketing and also fulfill different goals within the framework of the company's marketing strategy.

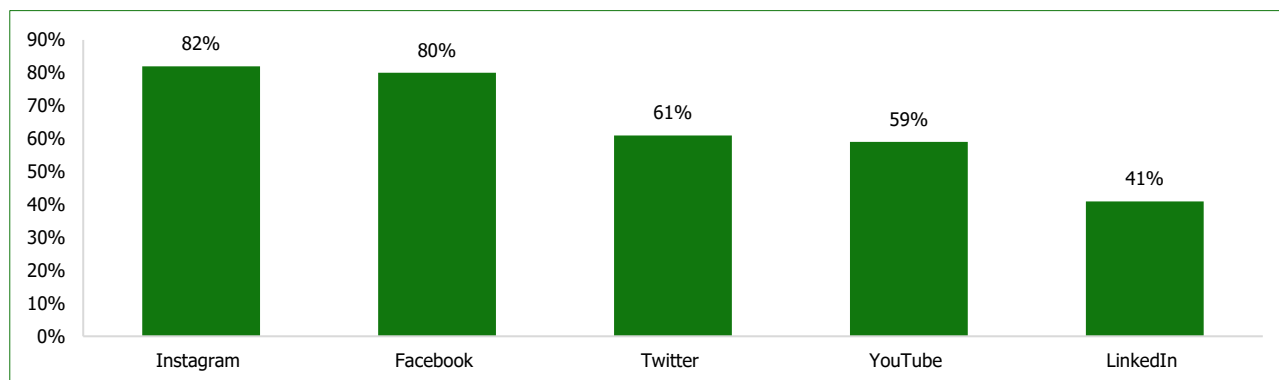


Figure 2. The most used social networks for the purposes of digital marketing. (Source: based on data from Hubspot analytics and consulting company Hubspot (2021))

It should be noted that different social networks are focused on different target audiences and on different needs. Accordingly, for the purposes of digital marketing, different social networks as communication, sales, and service channels have different content loads and require appropriate profiling. Table 1 shows the profiling of the main social networks by key criteria: number of users, directions (the market for industrial goods and services or market for consumer goods and services), main target audience, and the most relevant tasks performed by the social network as a digital marketing tool.

Table 1. Profiling major social networks by key criteria. (Source: based on data from Hubspot; own analysis)

Social network	Number of users	Direction	Main target audience	The most appropriate tasks to perform
Facebook	2.3 bln	Business - Consumer	Generation X, Millennials	Growth of brand knowledge, Digital Advertising
Instagram	1.0 bln	Business - Consumer	Millennials, Generation Z	Promotion through natural-looking content, Digital
LinkedIn	0.6 bln	Business - Business	Generation X, Millennials	Business relationship development, employer brand management
Twitter	3.1 bln	Business - Consumer	Millennials	Public relations
Pinterest	0.3 bln	Business - Consumer	Millennials	Digital Advertising.
YouTube	2.0 bln	Business - Consumer	Millennials, Generation Z	Growth of brand knowledge, Digital advertising

It should be noted that the instrument of digital marketing has its own limitations and disadvantages. In particular, it is difficult to link the effect of particular marketing communication in digital channels on individual company sales. Another bottleneck of digital marketing is the excessive load of the digital space with the existing marketing communication. For this reason, new marketing communication may not reach the attention of the target audience of a product or service already overwhelmed by the flow of information. Another risk of digital marketing is the potential acquisition of a negative online reputation and scandals unfolding on social media platforms. Widespread access to online platforms has enabled users to communicate their opinions - especially about negative experiences with a product or service - to a broad range of consumers through social media posts. Corporate scandals that have been brought to the public's attention because of unethical company behavior have also gained widespread publicity. Another disadvantage of digital marketing is the greater risk of fraud when moving to online channels of interaction between businesses and consumers. In particular, on the Internet, it is more difficult to control and monitor the truthfulness of the information about a product or service, to prevent fraudulent actions in the sale, to maintain the quality of service at the proper level of the established standards.

The implementation of the strategy of digital marketing to promote products and services in social networks involves the use of its tools. The toolkit of digital marketing includes:

- internet Search Engine Optimization;
- search Engine Optimization Audit;
- paid search on the web;
- sponsored posts on social networks;
- native advertising;
- email marketing.

Consider the above tools in great detail. Internet search optimization involves optimizing Internet searches by appropriately indexing a website. To enhance the effectiveness of an Internet search optimization tool, several characteristics must be satisfied: content relevance, ease of reading and comprehension, reliability of content, the accuracy of the information, and a high degree of content optimization for mobile devices.

An Internet search engine optimization audit involves the level of website optimization in terms of Internet search criteria. This involves checking for compatibility of titles, descriptions, content, image captions, etc. Internet search optimization audits also require periodic review of the relevance of content on web pages, testing the speed of the website, and the consistency of the website design (Ihnatenko, 2022).

Paid Internet search is also an effective promotional tool. The paid search involves moving up the call to a website on the search page. Paid search works on a pay-per-click basis - that is, a company is charged for each click a user makes on a call to a website. Typically, the budget for such a campaign is provided on a daily basis. Optimization takes place according to keywords.

Sponsored social media posts involve posting brand content on the appropriate social network where the attention and presence of the target audience is concentrated. Such publications should provide content to the brand in a balanced and engaging way.

Native advertising is a promotional tool that uses content that is indistinguishable from other content around it. Such advertising is the best way to bring the intended message to the consumer of digital content against the overload of marketing information on the Internet. Native advertising, through its similarity to other content that surrounds it, also contributes to the user's higher trust in the marketing message.

Email marketing is another tool of digital marketing and involves the use of an email mechanism to promote a company's products and services. Email marketing can consist of themed and seasonal mailings, newsletters, exclusive offers, and reminder letters. Implementation of email marketing campaigns involves the use of a database of email contacts of the target audience, combined with automation tools for email messages.

This set of digital marketing tools was formed under the influence of exogenous and endogenous environment development and responds to changing needs of different stakeholder groups: companies, consumers, digital platforms, e-commerce, and others. As a result, digital marketing is evolving and responding to the challenges posed by changing consumer behavior. In an Adobe analytical report Abramovich (2021) notes that for 2020, growth in Internet usage among the population grew year over year at the same rate as the projected cumulative growth in usage over the next five years. Companies are facing a new digitalized consumer that is unknown to them. Specifically, two-thirds of companies report a significant increase in visits to their Web sites by new digitized users whose behavior is unclear and whose motives for visiting the Web site are unknown.

One of the significant levers of influence on the market position of the company in the realities of digitalization is the development of the customer experience. Quality customer experience allows long-term growth, efficient adaptation to changes, and the ability to provide an adequate response to the challenges of a rapidly changing exogenous environment. So, 70% of the companies which successfully implement the client experience block show higher results in comparison with the market as a whole and individual competitors Abramovich (2021). Creating a quality customer experience requires not only changing the worldview of the company to its customers but also building the internal capabilities that allow a quality customer experience in the digitalized space. One of the key components of these capabilities is a block of in-depth analytics. In-depth analytics enables a company's qualitative response to changes in consumer behavior, as well as fully describes the consumer's experience with the brand both online and in real space. This is confirmed by the results of the survey of top managers, according to the results of which among the leading companies 56% of respondents noted that they have specific knowledge, based on customer and market data, concerning customer loyalty and customer retention, and only 23% of companies which are not leaders in their market noted that they deal with the problem of in-depth customer analytics Abramovich (2021). Leading companies with a strong customer analytics system are also more likely to invest more in their marketing - in particular, 60% of respondents from leading companies noted that they significantly increase their marketing budget Abramovich (2021).

Speaking of an in-depth analytics system, the key prerequisite for its development and successful functioning is cloud technologies. Cloud technologies, in particular, make it possible to quickly obtain highly accurate insights about a client group or an individual customer. This not only allows for more effective marketing campaigns by optimizing channels, time, and the nature of communication but also for the realization of a set of high-quality customer experiences. An important component of an effective system of in-depth analytics is the technological readiness of the company, as well as a sufficient degree of training of its employees and their willingness to use the latest analytical tools in their work. An important component is also building an effective system of marketing communication in the digital channel, which in accordance with the current needs of the consumer sends him or her marketing messages of different plans, aimed at supporting the promotion of a product or service of the company.

Other foundations of successful digital marketing that allow its adequate implementation are the latest technologies. Among the critical marketing technologies the respondents of the Adobe study Abramovich (2021) name: blockchain-based functionality (7%), availability of voice interfaces - for example, Amazon Echo (9%), advanced functionality to make payments - for example, e-wallet (11%), integration into app systems - e.g. WhatsApp (17%), engaging target audiences through a virtual reality tool (19%), using "connected" technology through the Internet of Things (26%), using artificial intelligence technology to promote products and services, and in creating a quality customer experience (24%), using a video tool for brand promotion (24%), implementing a personalized customer experience in real-time (35%) Abramovich (2021).

In the context of the development of the digital space for the successful implementation of digital marketing, there are a number of challenges. Among the key challenges of the exogenous environment are:

- dramatic changes in the consumer tastes and preferences of the target audience;
- rapid changes in user behavior in the digital space;
- aggressive actions of direct and indirect competitors in the marketing field;
- too rapid development of technologies that cannot be mastered with the company's existing technological, infrastructural, human capabilities.

Challenges of the exogenous environment, in turn, stimulate the formation and development of challenges of the endogenous environment of the company in the plane of the effectiveness of digital marketing. In light of the above, we can identify several key challenges of the endogenous environment:

- lack of technological capabilities of the company to quickly adapt to changes in the digital space;
- the low quality of company data, which makes it impossible to make quality decisions in the planning and implementation of digital marketing;
- insufficient level of company innovativeness and ability to respond quickly and qualitatively to changes in the market;
- outdated IT systems of the company, which preclude a rapid process of making management decisions;
- insufficient level of digital skills of the company's personnel;
- poor level of customization and fine-tuning of the process of planning and implementation of digital marketing in the company.

The trend to move the purchase of goods and services to the Internet and the growth of e-commerce has led to a drop in consumer loyalty, which also causes digital marketing. This is caused by a number of factors. First, consumers have become less loyal to their products and service over the past few years. Second, current customers are exhibiting significantly new buying behavior, resulting in changes in average purchase volume, new demands for products and services, and new priorities and motivations for brand selection. Third, consumers have begun to recognize their products and services in significantly different ways, as well as fundamentally changed ways to explore a company's product and brand - thanks to digitalized capabilities, the Internet, social media, and other digital platforms. This can be interpreted as the growing weight and market power of consumers in their relationship with businesses, enabled by the digitalization and development of the digital space.

To summarize, digital marketing operates in a turbulent and rapidly changing environment, influenced by a wide range of factors. A key factor influencing changes in digital marketing is technological advancement, which allows new forms of tools, the development of digital channels, and the formation of new digital spaces with high user engagement. Another key factor influencing the state and prospects of digital marketing is socio-economic changes in the exogenous environment. accordingly, digital marketing should adapt its tools to changes in the needs, preferences, and moods of the target audience and change the focus in relation to changes in the exogenous environment.

DISCUSSION

Thus, the peculiarities of the development of digital marketing in the context of the modern socio-economic environment have been established. The results of this study confirm the previously obtained results on the problems of planning and implementation of the tools of digital marketing in the tasks of promotion of goods and services in the channel of social networks.

This study indicates that it is necessary to have a comprehensive approach to the planning and implementation of the complex of digital marketing in the context of the tasks of promotion of goods and services in social networks. This is supported by the work of Algharabat et al. (2020), emphasizing the strengthening of consumer loyalty in the social media channel through the tools of digital marketing. López García et al. (2019) also notes the key role of digital marketing tools in the task of attracting a loyal audience. Lallement et al. (2020), in turn, note the relationship between Internet search tools and brand reputation. Additionally, Sokolova & Kefi (2020) highlights the influence of bloggers' tool on consumer's trust in the product and willingness to buy.

This study highlights a number of trends in the development of digital marketing tools in the context of digitalization and changes in the socio-economic environment. This is supported by the study of Behera et al. (2020), emphasizing the trend of personalization of digital marketing. Chang et al. (2019) notes the trends of real-time analytics development in the

plane of digital marketing, in particular, on the example of the hotel and recreation industry. Johnson et al. (2020) highlights the growth trend of mobile platform ecosystems in the context of digital marketing development. This research emphasizes the importance of the principle of efficiency in the development of a company's digital marketing mix as part of the task of promoting products and services on social media. This is supported in the work of Yang & Berger (2017), which emphasizes the driving role of the effectiveness of the application of digital marketing tools in the context of the success of companies. In turn, Syaifullah et.al. (2021) notes the importance of the effectiveness of the application of digital marketing tools in the planning and implementation of the marketing strategy of small companies.

However, unlike the existing body of previous research, the results of this study emphasize the importance of considering the evolution of digital marketing tools in the context of exogenous and endogenous environment development. In particular, the importance of taking into account the trend towards the development of the digital space, which is growing into an ecosystem of multidirectional digital platforms. Consequently, the complex of digital marketing should be adequate to the challenges of an exogenous environment, as well as to the technological and process capabilities of the company, which should provide qualitative activity of digital marketing tools. The importance of digital marketing development not only in the context of promotion tasks but also broader marketing and business tasks, in particular, the development of customer experience as a strategic approach to the company's marketing development is noted.

CONCLUSIONS

To summarize, digital marketing tools play a key role in the implementation of companies' marketing and business goals. The specifics of the formulation and implementation of companies' strategies in the market are also overlaid by the digitalization trend, which determines the leading role of digital tools for business. The widespread use of digital marketing tools also conditions the active transition of the client base to digital channels, including social networks, where a company can achieve its marketing and business goals mainly with the help of digital marketing tools.

The process of digital marketing evolution under the influence of technological progress is highlighted. The directions of changes in the digital marketing paradigm in a historical retrospective are outlined. The stages of transition of digital marketing from a marketing tool in 1980-1990 to a company management paradigm in 2020 have been identified. The research of the features of digital marketing in the modern socio-economic environment has revealed a number of trends. In particular, it was noted a sharp change in consumer tastes and preferences of the target audience, changes in user behavior in the digital space, the aggressive actions of direct and indirect competitors in the marketing field, the rapid changes of technologies that cannot be mastered by existing technological, infrastructural, human capabilities of the company. The features of digital marketing in the context of individual social networks are revealed. In particular, it presents the profiling of the main social networks on a number of criteria, which allowed determination of their priority places in the configuration of the complex digital marketing of the company.

Prospects for further research include the study of the application of digital marketing tools to strengthen the integration of digital channels, including social networks, into a single meta-space (following the example of Meta, which unites multidirectional social media platforms Facebook, Instagram, WhatsApp). The study of the peculiarities of the application of digital marketing tools in the period of significant socio-economic turbulence in Ukraine, which began as a result of the Russian armed aggression, is also of scientific interest.

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DIGITAL-МАРКЕТИНГ ЯК СУЧАСНИЙ ІНСТРУМЕНТ ПРОСУВАННЯ ТОВАРІВ ТА ПОСЛУГ У СОЦІАЛЬНИХ МЕРЕЖАХ: АКТУАЛЬНІ ТЕНДЕНЦІЇ ТА ВЕКТОРИ РОЗВИТКУ

У сучасних умовах проблема досягнення поставлених маркетинг- і бізнес-цілей актуалізується для компаній в усіх секторах економіки. Ключову роль в ефективному розв'язанні цієї проблеми посідає диджитал-маркетинг. Метою статті є виділення особливостей розвитку інструменту диджитал-маркетинг у контексті просування продукту на платформах соціальних мереж. У статті розглянуто особливості планування та імплементації диджитал-маркетингу в контексті задач просування товарів і послуг у цифровому просторі. Наголошено на ключовій ролі диджитал-маркетингу в реалізації маркетингових і бізнесових задач компанії. У статті виділено ряд трендів розвитку інструментарію диджитал-маркетингу в контексті цифровізації та змін соціоекономічного середовища. Наголошено на важливості розгляду еволюції інструментарію диджитал-маркетингу в контексті розвитку екзогенного та ендегенного середовища. Окреслено напрямки змін у парадигмі диджитал-маркетингу в історичній ретроспективі. Сформульовано етапи еволюції диджитал-маркетингу в контексті маркетингового та ринкового управління. Запропоновано розглядати диджитал-маркетинг як новітню парадигму управління компанією в умовах всеохоплюючої цифровізації. Виявлено особливості диджитал-маркетингу в розрізі окремих соціальних мереж. Запропоновано профілювання основних соціальних мереж за рядом критеріїв, що дозволили визначити їхні пріоритетні місця в конфігурації комплексу диджитал-маркетингу компанії. Розглянуто найбільш поширений інструментарій диджитал-маркетингу. Акцентовано на важливості принципу ефективності в розбудові комплексу диджитал-маркетингу компанії в рамках завдання просування товарів і послуг у соціальних мережах. Результати цього дослідження можуть бути корисними практикуючим маркетингологам, маркетинг-директорам, топменеджерам і власникам малого та великого бізнесу, дослідникам у царині диджитал-маркетингу. Перспективами подальших досліджень є аналіз особливостей застосування інструментарію диджитал-маркетингу за посилення інтеграції цифрових каналів, а також виявлення особливостей застосування інструментарію диджитал-маркетингу в період значної соціоекономічної турбулентності в Україні.

Ключові слова: цифровий маркетинг, маркетингова стратегія, ринкова стратегія, парадигма управління компанією, цифровий простір, ефективність маркетингу, соціальні медіа, електронна комерція, економіка платформ

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