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## **HOLISTIC MARKETING AS A SOCIETAL DRIVER OF CONVERGENT DIGITAL TRANSFORMATIONS**

The modern stage of information society development is characterized by powerful digital transformations of marketing

approaches associated with dynamic changes in user preferences, traffic sources, content types, information processing methods, and requires revision of approaches and technological tools taking into account the need to collect, store and process large volumes of data.

Digitalization not only affects productivity, the level of resource efficiency, but also forms new business models based on innovative technological platforms such as mobility, virtualization, Big Data.

The transformation of forms and methods of marketing activities in the era of mobile digitalization increases the importance of issues of quality of interaction with the user.

Now the definition of digitalization is transformed towards holistic and customer centricity: "a business model that allows creating value and generating revenue on the basis of attracting customers at any point of interaction" [1, p.132].

The purpose of the holistic marketing concept is to combine both internal and external marketing of economic entities of different levels, as well as maintaining partnerships and integration, directed to the implementation of the service economy concept and the creation of sustainable competitive advantages due to "growth from within" through the convergence of micro-marketing and macro-marketing [2, p. 264].

This raises questions about the optimal organization of interaction on the basis of the holistic approach in marketing as the basis for the implementation of the value economy.

Holistic marketing synergistically combines "system marketing", "relationship marketing", "customer-oriented marketing", "strategic marketing", "socially responsible marketing", and "environmental marketing". Holistic marketing is designed to converge the existing concepts in one model as elements of a certain integrated structure while creating an innovative mechanism for the regulation of socio-economic relations on common principles. Holistic marketing points to the need for an expanded integrated approach to marketing activities on the basis of the portal technological approach.

The portal approach turns the information circulating within the enterprise into a tool for building collaborative cooperation; the formation of an open information infrastructure for customers, partners, staff and the information basis for a convergent information infrastructure of the state economy [2, p. 268].

With the change of technological basis in the direction of mobility and sociality, there is a transition to the next evolutionary phase of development not only of classical marketing, but also of Internet marketing and digital marketing. Holistic marketing provides for the expansion of markets of activity, accessibility to target groups and speed of response due to the increasing speed of communication on the web.

The background of dynamic digital transformation of society there is a need to form an effective holistic marketing digital ecosystem that implements a new technological approach to modeling the management of marketing business processes. There is an accumulation of synergistic effect of the merger model of value creation by improving the efficiency of internal business processes and management decisions in terms of improving the quality and effectiveness of external communications and from maximizing value for consumers to the overall value of the digital ecosystem.

This approach takes a more holistic, societal view of the social space in which consumers, business owners and employees find themselves. It covers not only distribution channels, but also supply, and is not a separate function, but a driving force of global digital transformations.

#### **References:**

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2. Chaikovska M. P. Conceptual and methodological principles of management of marketing IT-projects in a digitally transforming environment : a monograph. Kherson : OLDL-PLUS, 2021. 370 c.