STUDY OF THE DIGITAL MARKETING FEATURES: CURRENT TRENDS AND OPTIMIZATION PROSPECTS

ДОСЛІДЖЕННЯ ОСОБЛИВОСТЕЙ ЦИФРОВОГО МАРКЕТИНГУ: СУЧАСНІ ТРЕНДИ ТА ПЕРСПЕКТИВИ ОПТИМІЗАЦІЇ

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In today's conditions of market competition, promoting goods and services in the Internet environment is an integral part of the business strategy of most companies. Given this, it is important to study and systematise the principles, advantages and disadvantages of using digital marketing tools to optimise the implementation of marketing strategies. The purpose of the article is to study the peculiarities of using digital marketing tools in the context of ensuring the optimisation of their use. The authors have systematised the advantages and disadvantages of using tools for SEO search engine optimisation, content marketing, SMM, contextual advertising, email marketing, video marketing, mobile marketing, and influencer marketing. Modern approaches and tools allow companies to interact effectively with the audience, increase engagement and achieve their business goals.

Keywords: digital marketing, search engine optimisation, content marketing, social media marketing, contextual advertising.

В сучасних умовах ринкової конкуренції просування товарів і послуг в Інтернет-середовищі є невід'ємною частиною бізнес-стратегії більшості компаній. Таким чином, важливо досліджувати та систематизувати принципи, переваги та недоліки використання інструментів цифрового маркетингу для оптимізації реалізації маркетингових стратегій. Відповідні інструменти дозволяють швидко адаптуватися до змін ринку, забезпечуючи ефективне використання рекламного бюджету та високу окупність інвестицій. Крім того, Інтернет-маркетинг сприяє створенню персоналізованих підходів до взаємодії з клієнтами, підвищення їх лояльності та задоволеності. Метою статті є дослідження особливостей використання інструментів цифрового маркетингу в контексті

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забезпечення їх оптимізації. Аналіз теоретичних та прикладних засад використання сучасних інструментів цифрового маркетингу дав змогу систематизувати переваги та недоліки використання окремих інструментів цифрового маркетингу. Основні інструменти, які були досліджені, це інструменти для SEO-оптимізації, контент-маркетингу, маркетингу в соціальних мережах, контекстної реклами, електронної пошти, відеомаркетингу, мобільного маркетингу та маркетингу впливу. Для кращого розуміння ефективності різних методів удосконалення маркетингових технологій автори створюють порівняльні таблиці, які допоможуть виявити переваги та недоліки кожного прийому, а також визначити найбільш релевантні стратегії для досягнення конкретних цілей. Вони також дозволяють збирати та аналізувати великі обсяги інформації про користувачів, що сприяє створенню більш відповідного та привабливого вмісту. Сучасні підходи та інструменти дозволяють компаніям ефективно взаємодіяти з аудиторією, підвищувати залученість і досягати своїх бізнес-цілей. Автори наголошують на доцільності використання штучного інтелекту в персоналізації цільової аудиторії маркетингових компаній. Автоматизація надає можливість = заздалегідь планувати та проводити маркетингові кампанії, що забезпечує ефективне управління часом і ресурсами, особливо для великих компаній з розгалуженою мережею маркетингових каналів.

Ключові слова: цифровий маркетинг, пошукова оптимізація, контент-маркетинг, соціальний медіа-маркетинг, контекстна реклама.

Problem statement. Internet marketing has advantages and disadvantages that should be considered when planning a strategy. The main advantages include wide audience reach, targeted advertising, measurable results, and flexibility in settings. Appropriate tools allow you to quickly adapt to changes in the market, ensuring efficient use of the advertising budget and a high return on investment. In addition, online marketing helps to create personalised approaches to customer interaction, increasing customer loyalty and satisfaction. At the same time, high competition in the online space may require significant financial investments to achieve tangible results. Technical problems, such as website or payment system failures, are also risky. In addition, constant changes to search engine algorithms and social platforms can make it difficult to maintain the consistent performance of advertising campaigns. It is important to take into account the aspects of data privacy and the protection of users' personal information.

An analysis of recent research and publications shows significant scientific interest in the development of digital marketing and the optimisation of the use of its tools. For example, the study's authors [1] conduct a systematic collection and thorough analysis of data related to the use of digital marketing tools. Using an exhaustive literature review drawn from national and international journals, the study highlights the transformational impact of digital marketing, especially in the context of emerging online markets. Delving deeper into the findings, the study reveals a notable surge in sales success in the COVID-19 era, highlighting the key role of digital marketing in managing unprecedented market dynamics**.** The paper emphasises the indispensability of digital marketing in the modern business landscape and justifies its effectiveness in promoting consumer engagement, driving sales and strengthening strong brand-consumer relationships. In turn, researchers [2] emphasise that digital marketing strategies play a crucial role in the modern business world and have become an integral part of many sectors. In particular, researchers evaluate digital marketing strategies in the retail sector using decision-making methods based on several criteria. According to the authors, customer satisfaction, loyalty and competitive position in the market are the most important criteria that are taken into account when choosing digital marketing strategies [3; 4; 5]. The widespread use of digital marketing leads to certain peculiarities of its tools. In view of this, it is advisable to study and systematise the principles, advantages and disadvantages of using its individual tools to optimise the implementation of marketing strategies.

The article aims to study the peculiarities of applying digital marketing tools to ensure the optimisation of their use.

Summary of the main research material. Internet marketing constantly evolves, and companies must use the most advanced technologies and innovative approaches to achieve their marketing goals. Analyzing the theoretical and applied principles of using modern digital marketing tools allowed us to systematise the advantages and disadvantages of using certain digital marketing tools (Table 1).

The latest SEO technologies and tools are constantly evolving in response to changes in search engine algorithms and user behaviour. The latest trends include optimisation for voice and semantic search and the use of artificial intelligence and machine learning. Considering the development of voice assistants such as Google Assistant and Amazon Alexa, optimisation

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Table 1

Advantages and disadvantages of online marketing

Type of marketing	Advantages	Disadvantages
Search engine optimisation (SEO)	Long-term effect, organic traffic, increased user trust, cost-effectiveness in the long run	Takes time to achieve results, difficulty in constantly updating search engine algorithms, need for technical knowledge
Content marketing	Increase brand awareness, improve relationships with the audience, demonstrate expertise, and have a long-term impact	High costs of creating high-quality content, time-consuming to create and implement, difficulty in measuring direct returns
Social media marketing (SMM)	Direct interaction with the audience, the ability to create active communities, increase brand awareness, and the possibility of viral content distribution	Time consuming to maintain activity, difficult to measure return on investment (ROI), negative feedback can spread quickly
Contextual advertising (PPC)	Quick engagement of the target audience, precise targeting, flexibility in budget management, quick evaluation of effectiveness	High advertising costs, dependence on the budget, temporary effect, need for constant monitoring and optimisation of companies
Email marketing	Direct contact with customers, the possibility of personalisation, a high level of interaction, an effective way to retain customers and attract new ones	Spam filters can block emails, the need for high-quality contact databases, the possibility of a negative impact on reputation if used incorrectly
Video marketing	High audience engagement, the possibility of emotional impact, popularity of video content, improved visibility in search enginesHigh audience engagement, the possibility of emotional impact, popularity of video content, improved visibility in search engines	High cost of creating high-quality video, need for technical expertise and resources, difficulty in measuring impact
Mobile marketing	Reaching audiences anytime and anywhere, the growing popularity of mobile devices, and the ability to personalise messages	Need to optimise content for mobile devices, limited screen space, potential privacy and security issues
Influencer marketing	High trust in influencers' recommendations, rapid audience expansion, the ability to target specific niches, and increase brand awareness and credibility	High costs of working with popular influencers, risks associated with the reputation of influencers, difficulty in measuring effectiveness

Source: compiled by the authors based on [6; 7]

for voice search is becoming increasingly important. This requires using natural language and longer keyword phrases that answer specific user questions. Also, it should be understood that combining voice assistants with artificial intelligence can introduce a new round of development that will ensure the involvement of a new target audience in the communication process with companies [8; 9; 10].

Search engine algorithms are getting better at understanding user context and intent. It is important to use semantic SEO, which includes synonyms, related topics, and LSI (Latent Semantic Indexing) keywords. This helps search engines better understand the content and provides more relevant results for users. Adding to this, with new algorithms emerging rapidly every month, AI is opening up new opportunities for SEO with its ability to analyse large amounts of data and identify trends. AI-based tools such as Google's RankBrain, Microsoft's Copilot, and OpenAi analyse user behaviour and adapt search results accordingly. Webmasters should use AI to analyse keywords, create content, and build links. The latest AI tools can analyse the content on a website and offer recommendations for its improvement. This includes optimising keywords, text structure, and metadata. For example,

tools such as Grammarly or Hemingway help to improve the quality of text and its readability.

In turn, artificial intelligence (AI) helps to personalise content for users based on their previous search queries and behaviour on the site, increasing relevance and increasing the likelihood of conversion [11; 12]. For example, platforms like Persado use AI to create personalised marketing messages. AI can potentially predict search trends, allowing brands to stay ahead of the competition and adapt their SEO strategies. Companies can identify new content opportunities using forecasting tools such as Google Trends. Understanding all this, we can create a table 2 comparing SEO methods.

Social media marketing (SMM) is also evolving, offering new ways to engage with audiences and promote brands. Effective SMM strategies include interactive methods of interaction and the use of influencers. Interactive methods help to engage the audience and increase its activity in interacting with the brand. Polls and voting on social media help to engage the audience and get feedback. This allows brands to better understand customer needs and adapt their products and services [13; 14; 15]. Platforms such as Instagram Stories facilitate polls and voting. Challenges and contests engage users in active participation and content creation. This not only increases engagement, but also contributes to the organic spread of the brand. For example, TikTok campaigns with hashtag challenges help brands go viral. Live streams on platforms such as Instagram, Facebook, and YouTube allow brands to interact with their audience in real time. This can be useful for launching new products, hosting webinars, or answering user questions. Live broadcasts create a sense of personal presence and engagement.

Influencers play an important role in brand promotion, thanks to their ability to influence the opinions and behaviour of their audience. Working with micro-influencers, who have a smaller but more engaged audience, can be very effective. They usually have a higher level of trust among their followers. This allows you to reach a more targeted audience with less resources. Joint projects with other brands or influencers can increase visibility and expand the audience. These can be joint content, products or events. Collaborations allow you to unite audiences and create unique offers. Table 3 shows a comparison of SMM methods.

Contextual advertising (PPC) is changing and adapting to the new realities of the times, allowing you to reach your target audience with personalised ads that increase the likelihood of conversion. Data-driven targeting helps to create more relevant and effective advertising campaigns. Analysing data about user behaviour

Table 2

Comparative table of methods SEO

Method	Advantages	Disadvantages	Examples of tools
Voice search	Meets the growing trend, user-friendly	Requires content adaptation, fewer requests	Google Assistant, Amazon Alexa
Semantic search	Better understanding of user intent	Complexity of implementation, need for in-depth analysis	RankBrain, LSI Graph
Artificial intelligence	High analysis accuracy, process automation	High cost of implementation, need for expert knowledge	Persado, Grammarly

Source: built by the authors

Table 3

Comparative table of methods SMM

Method	Advantages	Disadvantages	Examples of tools
Polls and voting	Engaging the audience, getting feedback	Possibly limited coverage, need for active participation	Instagram Stories, Twitter Polls
Challenges and competitions	High interaction, organic spread	Possible costs for prizes, the need for constant monitoring	TikTok, Facebook
Live broadcasts	Real-time interaction, personal contact	Technical problems, need for planning and organisation	Instagram Live, YouTube Live

Source: built by the authors

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allows you to create ads that match users' interests and needs. This includes tracking pages visited, purchases made, and previous searches. Platforms such as Google Ads and Facebook Ads offer advanced behavioural targeting capabilities. Using user location data, you can customise ads according to their location. This is especially useful for local businesses. For example, restaurants or shops can target users within a certain radius of their location. Dynamic ads automatically adapt to the interests and behaviour of users. This allows you to create personalised messages for each user. For example, dynamic remarketing ads show users the products they have viewed on the site, encouraging them to buy.

Remarketing allows you to show ads to users who have interacted with the brand, for example, visited the website or added products to the basket. This increases the likelihood of completing a purchase. Platforms like Google Ads and Facebook Ads allow you to set up remarketing campaigns for specific audiences. Comparative Table 4 is shown below.

Email marketing remains one of the most effective tools for keeping in touch with customers. Modern technologies can significantly increase its effectiveness through data analysis and process automation. Using Big Data to personalise emails will allow you to analyse a large amount of data and create more relevant and personalised emails.

Also, using data on user behaviour and interests allows you to create personalised content that increases the likelihood of email open rates and conversions. Platforms such as Mailchimp or HubSpot offer advanced content personalisation options. The ability to segment the audience and divide it into segments based on various criteria (behaviour, demographics, interests) allows you to create more targeted and effective email campaigns. This helps to reduce the number of unsubscribes and increase engagement.

Automation can increase the efficiency of email marketing and reduce labour costs. This is done by using automated campaigns that allow you to send emails at a specific time or when the user performs certain actions. For example, confirmation emails, welcome emails, or abandoned cart reminder emails. Tools like ActiveCampaign or SendinBlue allow you to set up complex automation scenarios.

Further, automated tools allow you to analyse the results of email campaigns and optimise them in real-time. This includes A/B testing and analysis of open rates, clicks, and conversions. For example, platforms like Campaign Monitor offer advanced analytics for email marketing optimisation.

Content marketing is an important component of a brand promotion strategy. Current trends point to the growing role of video and interactive content, as well as the use of storytelling. Video and interactive content can also increase audience engagement and create a more emotional connection with the brand.

Video is becoming an increasingly popular content marketing tool. Video product reviews, training videos and webinars can convey complex information in a convenient and understandable way. Platforms like YouTube and Vimeo allow you to reach a wide audience. Interactive content, such as quizzes, polls, interactive infographics and calculators, engages users and increases their activity on the site. Tools such as Ceros or Outgrow allow you to create interactive content without programming knowledge. Storytelling helps to create an emotional connection with the audience and increase brand awareness.

Storytelling allows brands to communicate their values and mission to their audience in an engaging way. Stories can be based on real-life events, customer experiences or fantasy. It's important that stories are authentic and in line with the brand's image.

Storytelling can be implemented in a variety of formats, including text articles, videos, podcasts

Table 4

Comparative table of contextual advertising

Method	Advantages	Disadvantages	Examples of tools
Behavioural targeting	High relevance, increased conversion	The need for user data, the issue of privacy	Google Ads, Facebook Ads
Geographic targeting	Accuracy of local companies, convenience for users	Limited coverage, need for geodata	Google Ads, Bing Ads
Dynamic ads	Personalisation, increased engagement	High complexity of setup, data requirements	Google Ads, AdRoll

Source: built by the authors

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and visual content. Different formats allow you to reach diverse audiences and create multifaceted marketing campaigns. Podcasts, for example, allow brands to share in-depth knowledge and stories in a format that is convenient for listeners.

Also, don't forget about video, which is becoming an increasingly popular content format that brands are actively using to interact with their audience. Video content allows you to effectively convey information and create an emotional connection with viewers. With the development of TikTok, which has a short, dynamic video format, advertising can be non-native.

Using educational videos, providing valuable information and helping users solve problems can positively impact a company's image and help them find new customers. For example, how-to guides, webinars, and training courses provide answers to questions and further encourage users to buy, as they may not provide a complete information base. Video product reviews help demonstrate the features and benefits of products, which can encourage customers to make a purchase decision. Brand stories in video format help to convey the brand's mission and values to the audience through interesting stories. Interactive content increases user engagement and promotes active interaction with the brand. It can include quizzes, polls, interactive infographics, and calculators. The advantages of interactive content are:

1. Increased engagement: Interactive content encourages users to actively participate, which increases their engagement.

2. Data collection: Interactive elements allow you to collect useful user data that can be used for further analysis and personalisation of marketing campaigns.

3. Improving the user experience: Interactive content makes the user experience more engaging and customer-centric.

The use of visual communication can also play an important role in modern marketing. This includes using images, graphics, videos and other visual elements to convey messages. Infographics allow you to visualise complex information in a clear and attractive way. It is an effective tool for conveying data and facts to the audience, with the following advantages:

1. Ease of perception: Infographics allow you to quickly and easily perceive complex information.

2. Increase visual appeal: Infographics make content more attractive and interesting for users.

3. Attracting traffic: A quality infographic can go viral and drive significant traffic to a website.

Social media is also an important channel for distributing visual content. Platforms like Instagram, Pinterest and Snapchat allow brands to reach a wide audience through images and videos. The following visual content strategies are used for this purpose:

1. Creating visually appealing content that uses high-quality images and videos to capture users' attention.

2. Telling stories through visual elements by using storytelling to create an emotional connection with the audience.

3. Use of user-generated content to encourage users to create and share content about the brand.

To better understand the effectiveness of different methods of improving marketing technology, you can use comparative tables. They will help you identify the advantages and disadvantages of each method, as well as determine the most relevant strategies for specific purposes. There is also Big Data, which is a powerful tool for analysing and personalising marketing campaigns. It allows you to collect and analyse huge amounts of information about users, which helps to create more relevant and effective content. Big data analysis involves collecting, processing, and interpreting data from various sources, such as web analytics, social media, and CRM systems. This allows you to identify trends, patterns, and relationships that help you make informed marketing decisions. The following tools are available for analysis: Google Analytics, which offers advanced capabilities for analysing traffic and user behaviour on a website; Tableau, which provides data visualisation and interactive dashboards for in-depth analysis.

Big data allows you to create personalised content that meets the interests and needs of each user and increases the likelihood of engagement and conversion. For your understanding, we have created a comparative Table 5.

We should also not forget about the latest technologies, such as artificial intelligence (AI), which opens up new opportunities for marketing strategies by allowing us to analyse large amounts of data, automate processes and create personalised content. AI allows for in-depth data analysis and predictions based on complex algorithms, which helps brands stay ahead of the competition and adapt their strategies. For this purpose, tools such as IBM Watson Analytics, Google Cloud AI, and SAS Analytics are used.

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Table 5

Comparative table of big data usage

Method	Advantages	Disadvantages	Examples of tools
Analysing big data	In-depth analysis, identification of trends	High complexity, high resource requirements	Google Analytics, Tableau, R
Personalisation of content	High relevance, increased conversion	Data requirements, complexity of setup	Marketo, HubSpot, Persado

Source: built by the authors

Automating marketing processes with AI increases efficiency and reduces labour costs. Automated chatbots such as Drift, Intercom, and ManyChat can provide real-time customer support, answering frequently asked questions and helping with purchases.

AI also helps to personalise marketing campaigns. Using machine learning algorithms, you can create personalised content for users based on their previous search queries and behaviour on the site. Platforms like Persado use AI to create personalised marketing messages, increasing content's relevance and the likelihood of conversion.

AI plays an important role in predicting future trends. Predictive tools like Google Trends allow brands to identify new content opportunities and stay ahead of the competition by adapting their SEO strategies to reflect changes in user behaviour.

AI also contributes to the improvement of social media marketing (SMM). Effective SMM strategies include interactive methods of interaction with the audience and the use of influencers. In particular, interactive methods such as polls and voting on social media help to engage the audience and receive feedback.

Analytics and optimisation of marketing campaigns using AI includes A/B testing, analysis of open rates, clicks, and conversions. Tools like Campaign Monitor offer advanced analytics for email marketing optimisation, allowing marketers to make informed decisions and improve their strategies.

AI also plays a key role in content marketing and visual communications. The use of video and interactive content can increase audience engagement and create a more emotional connection with the brand. The use of storytelling and interactive elements helps to keep users' attention and improve brand engagement. Therefore, understanding all aspects, we created a comparative Table 6.

Improving marketing technologies on the Internet is a continuous process that requires constant monitoring of new trends and implementing innovations. Modern approaches and tools allow companies to effectively interact with the audience, increase engagement and achieve their business goals.

Conclusions. Optimisation of online marketing technologies is an ongoing process that requires monitoring new trends and implementing innovations. The use of modern methods and tools allows companies to effectively interact with the audience, increase engagement, and achieve business goals. Automation of marketing processes significantly increases the efficiency and productivity of the team, minimising routine tasks and allowing them to focus on strategy. It allows you to automatically perform repetitive tasks such as sending emails, publishing content on social media, and analysing data, reducing the need for manual work and minimising human error. Automated systems analyse large volumes of data and make decisions based on algorithms, ensuring high accuracy and relevance of marketing campaigns. Automation platforms

Table 6

Comparative table of AI usage in marketing

Method	Advantages	Disadvantages	Examples of tools
Forecasting trends	Staying ahead of the market, adapting strategies	High cost, need for expert knowledge	IBM Watson Analytics, Google Cloud AI, SAS Analytics
Automated chatbots	Increased efficiency, real-time support	Possible errors, need for constant updates	Drift, Intercom, ManyChat

Source: built by the authors

such as Marketo or HubSpot allow you to set up complex customer interaction scenarios. Automation also allows you to plan and implement marketing campaigns in advance, which ensures effective time and resource management, especially for large companies with an extensive network of marketing channels.

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