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INNOVATIONS AND TRENDS IN DIGITAL MARKETING AMID GLOBAL TRANSFORMATIONS

ІННОВАЦІЇ ТА ТЕНДЕНЦІЇ ЦИФРОВОГО МАРКЕТИНГУ В УМОВАХ ГЛОБАЛЬНИХ ТРАНСФОРМАЦІЙ

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The article investigates innovations in digital marketing, focusing on the global transformations that affect marketing strategies. Special attention is paid to digital tools that boost customer engagement and optimize business processes, such as content personalization, automated communications, and data analytics. The research examines the role of AI, CRM systems, social media, email marketing, and contextual advertising in enhancing digital strategies. AI integration is essential for predicting consumer behavior and enabling personalized, dynamic marketing approaches. An omnichannel marketing strategy helps create a customized customer experience, fostering brand loyalty. Proper digital strategy implementation requires flexibility to adapt to new technologies and effective management of digital communications across multiple platforms to meet evolving market demands. New approaches ensure a deeper connection with consumers.

Keywords: digital marketing, innovation, global transformations, digital tools, artificial intelligence, data analytics, personalization, omnichannel marketing, strategy effectiveness.

У статті досліджується вплив цифрових інновацій на маркетингові стратегії підприємств в умовах глобальних трансформацій, що є надзвичайно актуальним у сучасному бізнес-середовищі. Метою дослідження є аналіз основних тенденцій у цифровому маркетингу, зокрема вивчення цифрових інструментів, що сприяють підвищенню ефективності комунікацій з клієнтами та оптимізації внутрішніх процесів підприємства. Актуальність теми обумовлена необхідністю бізнесу адаптувати свої стратегії до швидко змінюваного технологічного середовища та підвищувати конкурентоспроможність через використання новітніх цифрових рішень. Методологія дослідження базується на комплексному підході, який включає аналіз сучасних цифрових інструментів, таких як CRM-системи, платформи для контент-маркетингу, соціальні медіа, email-маркетинг, контекстна реклама, а також використання технологій штучного інтелекту для автоматизації маркетингових комунікацій. Аналіз включає вивчення основних напрямків розвитку цифрового маркетингу, таких як персоналізація контенту, автоматизація процесів та аналітика даних, що дозволяють здійснювати точні прогнози споживчих звичок і потреб. Результати дослідження свідчать про те, що цифрові інновації радикально змінюють способи взаємодії підприємств з клієнтами. Успішне використання цифрових інструментів дозволяє компаніям створювати персоналізований клієнтський досвід, що, в свою чергу, підвищує лояльність споживачів і забезпечує оптимізацію бізнес-процесів. Впровадження ШІ і автоматизація маркетингових комунікацій значно підвищують ефективність взаємодії з клієнтами, дозволяючи здійснювати більш точне таргетування і покращення процесів управління взаємодією з клієнтами в реальному часі. Практична цінність статті полягає в можливості застосування результатів дослідження для розробки ефективних digital-стратегій, орієнтованих на оптимізацію взаємодії з клієнтами та підвищення конкурентоспроможності підприємств. Виявлені ключові інструменти та тенденції дозволяють підприємствам успішно адаптуватися до швидких змін у цифровому середовищі, що має значення як для великих компаній, так і для малого та середнього бізнесу. Окрім того, стаття надає рекомендації щодо інтеграції новітніх технологій у маркетингові стратегії, що є корисними для менеджерів та спеціалістів у галузі цифрового маркетингу.

Ключові слова: цифровий маркетинг, інновації, глобальні трансформації, digital-інструменти, штучний інтелект, аналітика даних, персоналізація, омніканальний маркетинг, ефективність стратегій.

Problem Statement. Digital transformations affecting all sectors of the economy are fundamentally reshaping marketing approaches and customer interactions. Innovations in digital marketing – such as artificial intelligence, machine learning, process automation, big data analytics, content marketing, and personalized strategies – enable businesses to adapt more rapidly to market shifts and maintain effective consumer engagement.

Global transformations, including economic and technological changes, necessitate continuous updates to marketing strategies. However, while digital innovations drive business agility, they also introduce new risks, such as data security concerns and the need for swift technological adaptation.

This article examines emerging trends in digital marketing, identifying key digital tools – such as social media, big data, and AI – and their impact on business competitiveness. It also explores the challenges and opportunities associated with integrating digital technologies into marketing strategies.

Review of Recent Studies and Publications. The digital transformation of corporate marketing strategies has become a central focus of modern research, emphasizing the impact of digital tools on marketing communication effectiveness, business competitiveness, and adaptability to technological advancements.

Both Ukrainian and international scholars have made significant contributions to studying digital marketing transformation. In Ukraine, Brusko I. V. and Redchyts M. V. analyze strategic planning for digital transformation and corporate digital maturity [1]. Loiko Ye. M. explores digital communication strategies and the role of content marketing in enhancing campaign effectiveness [2]. Omelyanovych O. R. and Bobyak A. V. investigate omnichannel marketing strategies, particularly in the automotive sector [3]. Chemorda P. O. and Vasyutkina N. V. focus on social media marketing and the role of machine learning algorithms in advertising personalization [4].

Empirical studies confirm the growing significance of digital tools in marketing strategies:

- Statista (2023): The global digital advertising market reached \$601 billion in 2023, reflecting a 10.5% increase from 2022 [10].

- McKinsey (2023): Companies implementing personalized marketing achieve a 40% higher conversion rate compared to traditional advertising methods [13].

- Deloitte (2023): 78% of businesses integrating AI into marketing reported increased profitability [14].

- HubSpot (2023): Automated email marketing campaigns drive an 82% increase in click-through rates [16].

Among global experts, Philip Kotler examines digital marketing in the context of evolving marketing strategies and consumer behavior [5]. Dave Chaffey focuses on leveraging digital technologies in strategic marketing planning and multichannel communications [6]. Byron Sharp analyzes digital advertising effectiveness and key brand growth drivers in the digital era [7].

A notable study, *"Global Trends in Internet Marketing: Current Landscape and Future Outlook,"* highlights key trends for 2024–2025, including video marketing, artificial intelligence, voice search optimization, and marketing automation [8]. Meanwhile, the research paper *"Digital Transformation of Marketing Technologies"* explores innovative aspects of digital branding and their strategic impact on businesses [9].

Despite extensive research, several critical areas require further investigation. Key challenges include adapting marketing strategies to rapid technological shifts, integrating AI into marketing decision-making, assessing the effectiveness of digital tools in small and medium-sized enterprises, and ensuring cybersecurity. These gaps emphasize the need for continued research in the field of digital marketing transformation.

Unresolved Aspects of the Broader Issue.

Despite the extensive body of research on digital marketing transformation, several critical aspects remain underexplored. One of the primary challenges is the ability of businesses to adapt their marketing strategies to the rapid pace of technological change. In particular, the integration of artificial intelligence and automation into decision-making processes requires further investigation to optimize the application of digital technologies at various stages of marketing activities.

Another key issue is the limited research on the effectiveness of digital tools for small and medium-sized enterprises (SMEs). Most studies focus on large corporations, which limits the practical relevance for smaller businesses that often lack access to advanced digital solutions. This gap highlights the need for specialized strategies tailored to SMEs, enabling them to maximize the efficiency of available resources and digital tools.

Additionally, the development of more precise methods for measuring the effectiveness of digital marketing campaigns remains an open question. While modern performance assessment tools are widely used, their accuracy and ability to reflect the real impact on business performance require further refinement. Advancing new evaluation frameworks for digital strategies will enable businesses to better understand their influence on audience engagement and overall competitiveness.

Cybersecurity threats also present a significant concern in the digital marketing landscape. This is particularly relevant in the context of handling consumer data, which is not only an ethical but also a legal issue, gaining increasing importance due to global shifts in data privacy regulations. Strengthening security measures to protect consumer information is a crucial element of a robust and sustainable digital marketing strategy.

Article Objectives. This article aims to explore innovations and trends in digital marketing within the context of global transformations, with a particular focus on analyzing the impact of digital technologies on the evolution of corporate marketing strategies. Special attention is given to the role of digital tools such as big data analytics, artificial intelligence, marketing automation, and social media in enhancing customer engagement and optimizing business processes.

The study also seeks to examine key trends in digital marketing transformation, assessing their influence on business adaptability in a rapidly changing technological landscape and their implications for corporate competitiveness. Additionally, the article identifies the advantages and challenges associated with the adoption of digital technologies in marketing, particularly in the context of small and medium-sized enterprises (SMEs).

Presentation of Key Research Findings. Digital marketing, which is rapidly evolving amid global transformations, has become an integral component of modern business strategies across various economic sectors. Over the past decades, the digitalization of marketing processes has not only revolutionized customer communication but also reshaped business structures, compelling companies to adapt to shifting market demands and technological advancements. Innovations in digital tools, including big data analytics, marketing automation, artificial intelligence (AI), personalized advertising, and social media, have emerged as critical drivers of corporate competitiveness in the digital era [6].

Personalization has become one of the dominant trends in digital marketing in response to global transformations. According to McKinsey, 71% of consumers expect a personalized experience when interacting with brands. Additionally, Deloitte's research indicates that companies leveraging personalization strategies see an average revenue increase of 20% [13; 14]. These insights underscore the importance of tailoring marketing approaches to meet the unique needs of individual customers.

Modern AI technologies and machine learning algorithms facilitate advanced customer segmentation based on factors such as age, location, purchase history, and behavioral patterns. This enables brands to deliver customized content and targeted advertising, ultimately enhancing conversion rates and improving customer engagement.

The success of leading international companies highlights the effectiveness of digital strategies in marketing communications. For instance, Coca-Cola leverages artificial intelligence to analyze consumer preferences, enabling the optimization of personalized advertising campaigns and driving a 15% increase in sales. Nike, through its Nike+ loyalty program – integrating a mobile application with data analytics – has enhanced customer engagement by 50%. Amazon utilizes big data algorithms to generate personalized recommendations, resulting in a 35% increase in average order value. Tesla implements CRM systems and AI-powered chatbots, significantly improving customer service and reducing decision-making time by 30%. Starbucks has integrated data analytics into its mobile application, boosting user engagement by 40% [17].

Marketing process automation is another key trend in digital marketing. It involves the use of CRM systems, content management platforms (CMS), chatbots, as well as automated platforms for email campaigns and advertising management. According to HubSpot, 75% of companies that implement marketing automation report improved efficiency in their marketing efforts and reduced costs for handling routine tasks [15].

Automation also helps reduce human error and optimize task completion time, enabling businesses to respond quickly to shifts in consumer behavior. For instance, companies utilizing chatbots for customer communication can provide real-time consultations and support, enhancing customer satisfaction levels.

Table 1
Marketing Automation Statistics

Indicator	Value
The share of companies using automation	75%
The impact of automation on campaign effectiveness	Increase by 30-40%
Reduction of marketing costs	15-20%

Source: compiled by the author, based on [15]

Big data analytics is another crucial component of digital marketing, as it provides insights into consumer behavior and helps predict future trends. According to Statista, the global data analytics market was valued at \$160 billion in 2020, and it is projected to grow to \$274 billion by 2024.

Digital tools such as Google Analytics, Facebook Pixel, and Power BI enable businesses to collect customer data, analyze their preferences, and make strategic decisions based on these insights. For example, companies can make precise adjustments to advertising budgets or optimize marketing campaigns, increasing their effectiveness.

Table 2
Data analytics market statistics

Indicator	Value
Data analytics market (2020)	160 billion dollars
Forecast for 2024	274 billion dollars
Market growth (2020-2024)	71%

Source: compiled by the author, based on [11]

Search Engine Optimization (SEO) is a crucial component of digital strategy aimed at improving the visibility of websites in search engine results. Today, SEO strategies focus on a comprehensive approach to content optimization, including the creation of high-quality backlinks (link building), improving website structure, and optimizing page loading speed.

According to research by Ahrefs, approximately 93% of online experiences begin with a search, and 75% of users do not go to the second page of search results, which highlights the importance of SEO for attracting organic traffic. Well-implemented SEO strategies allow companies to significantly reduce costs for paid advertising while enhancing brand recognition and attracting new customers [11].

Content marketing continues to be an essential tool in digital marketing. According to

data from the Content Marketing Institute, 70% of companies actively use content marketing to attract and retain customers. Given the rise in popularity of video content and interactive formats, businesses are adapting their marketing strategies to the new landscape. In addition to static materials, an increasing number of companies are using videos, infographics, podcasts, and other formats to boost consumer engagement.

Table 3
SEO and organic traffic statistics

Indicator	Value
Search queries starting with Google	93%
Users who do not go to the second page	75%
Organic traffic growth through SEO	50-100% (depending on the effectiveness of the strategy)

Source: compiled by the author, based on [12]

Modern content marketing tools allow businesses to create not only useful but also personalized content, significantly enhancing consumer engagement and loyalty. Furthermore, integration with analytical platforms enables tracking the effectiveness of each content element and adjusting strategies based on the insights gathered.

Table 4
Content marketing statistics

Indicator	Value
Companies using content marketing	70%
Customer loyalty growth through content	40%
The impact of video content on customer engagement	54%

Source: compiled by the author, based on [12]

Social media plays a central role in modern marketing campaigns. According to research by Sprout Social, 57% of consumers make purchases after seeing a post on social media. Platforms such as Facebook, Instagram, LinkedIn, TikTok, and others have become key venues for brand promotion and interaction with potential customers.

Brands use social media to create content, organize advertising, and engage with audiences through comments and reviews. Additionally, social media has become a powerful tool for

running campaigns aimed at attracting loyal customers and effectively managing brand reputation [12].

Table 5

Social media statistics

Indicator	Value
Users who make purchases through social media	57%
The impact of social media on brand trust	60%
Average time spent on social media per day	2.5 hours

Source: compiled by the author, based on [13]

In the modern digital environment, the ability of businesses to quickly adapt their marketing strategies to technological changes is a key factor in maintaining competitiveness. There are various approaches to adaptation, including the integration of new digital platforms, the use of data analytics, and the implementation of innovative advertising formats.

Given the rapid pace of change in the technological landscape, companies aiming to remain competitive must continuously refine their strategies by integrating the latest digital tools and utilizing data to make optimal decisions.

Conclusions. Digital transformation in marketing is a crucial factor in the development of modern business strategies, influencing the effectiveness of interactions between companies and consumers. The main tools that enhance the effectiveness of marketing campaigns include

personalization, automation, data analytics, SEO optimization, and the use of social media.

Personalizing marketing offers through consumer behavior analysis helps increase loyalty and attract new customers. Artificial intelligence algorithms allow audience segmentation and the creation of relevant content. Automating processes through CRM systems and chatbots reduces time spent on routine tasks and boosts campaign efficiency.

Data analytics provides the ability to measure the effectiveness of strategies and adjust them in real-time, using tools like Google Analytics and Power BI. SEO optimization increases organic traffic and helps attract potential customers without additional costs.

Social media remains an important channel for boosting brand recognition and attracting new consumers.

In the future, the development of artificial intelligence integration will be crucial for more accurate consumer behavior analysis and decision automation. Additionally, new technologies such as blockchain and augmented reality will change the ways of interacting with the audience.

Forecasting and quickly adjusting strategies will become increasingly important, and as technologies evolve, the need for developing ethical standards to protect personal data will grow.

Digitalization opens new opportunities for business development, allowing the creation of personalized strategies and increasing competitiveness in a rapidly changing digital environment.

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