

## **MAIN TRENDS IN DIGITAL MARKETING TRANSFORMATION**

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One of the key areas of development of modern marketing is the introduction of innovations. In particular, we are talking about the spread of so-called "smart" technology, regular software updates, and improving the functionality of digital devices.

The process of digitalization, which covers both the production sphere and consumer behavior, is becoming particularly relevant. This process is manifested, in particular, in the creation of virtual retail platforms. The importance of after-sales service is growing: warranty service, customer training, product testing before purchase, etc. The behavior of the modern consumer is undergoing significant transformations. First, there is an increase in the rational approach to consumption, which necessitates the need to convince the target audience of the expediency of using new goods and services. Secondly, in connection with the development of the market, consumer tastes are segmented, which contributes to increasing requirements for functionality and ease of use of products. Thirdly, the process of making purchasing decisions is becoming more complicated, which is due to the high level of competition and information overload.

Domestic enterprises should take into account global trends in the digitalization of the economy and integrate modern information technologies into management activities. The use of digital tools is becoming not just a competitive advantage, but a prerequisite for the functioning of a business in conditions of high turbulence. The advantages of using Internet technologies in marketing are: reducing promotion costs, reaching a wide audience, reducing the time to search for partners and reducing the labor intensity of marketing activities.

A modern digital marketing strategy should be integrated into the overall strategy of the enterprise and provide for constant monitoring and adjustment of the tools used in accordance with changes in the market situation.

The most common Internet marketing tools today include: websites, targeted advertising, marketing in social networks, mobile and e-mail marketing.

Among the latest trends, it is worth highlighting the following:

- introduction of chatbots in messengers and social networks;
- creation of personalized content;
- adaptation of content to voice search;
- use of applications for web resources;
- optimization of ASO (App Store Optimization).

Digital marketing is emerging as a key factor in ensuring the stable functioning and development of an enterprise in the digital economy. Its effective use contributes to increasing the level of communication with consumers, forming loyalty, and expanding market opportunities. Further development of digital marketing will require both a high level of professional training of personnel and the ability of the enterprise to quickly adapt its marketing strategy to new challenges of the digital environment.