

## **TRANSFORMING DIGITAL MARKETING IN GLOBAL BUSINESS: FROM SEARCH TO SMART AUTOMATION**

**Tymoshenkov I.V., Maliy S.I.**

*V. N. Karazin Kharkiv National University, Kharkiv*

Internet marketing has undergone a radical transformation under the influence of globalization and digital technologies. From basic website promotion to complex AI-driven campaigns, the tools and strategies have evolved significantly. Initially focused on search engine optimization (SEO), marketing now integrates real-time analytics, automation, multi-channel strategies, and personalized content.

While SEO remains a foundation, its role has shifted. Google's algorithm updates and rising user expectations have moved the focus from keyword density to user experience, content quality, and mobile adaptability. Marketing professionals must now master both technical SEO and strategic targeting to ensure visibility in search engines [1].

Artificial Intelligence (AI) has become a core element of digital marketing, enabling prediction of consumer behavior, automated content generation, dynamic personalization, and smart advertising. AI not only streamlines marketing operations but also enhances decision-making by offering real-time insights. As of 2025, it is no longer an optional tool but a competitive necessity [2].

Despite the advantages, challenges such as data privacy, ethical use of algorithms, and depersonalization of communication must be addressed. Balancing technology with creativity and empathy remains key.

In conclusion, internet marketing in international business has shifted from being a technical domain to a strategic driver. To remain competitive, companies must embrace innovation while ensuring ethical standards and human-centric values. Moreover, the integration of advanced CRM systems, real-time feedback mechanisms, and predictive analytics tools allows businesses to adapt their offers almost instantaneously. Platforms like chatbots and voice assistants are reshaping customer interactions, while immersive technologies such as AR/VR are creating novel engagement experiences. Companies that leverage such tools not only increase efficiency but also build stronger emotional connections with their audience.

Looking ahead, the future of digital marketing lies in hyper-personalization and ethical AI usage. As data protection regulations become stricter, marketers must innovate responsibly. The growing importance of sustainability and social impact also influences digital campaigns, pushing brands to communicate values, not just products. Thus, mastering digital marketing today means understanding not only algorithms and tools but also human expectations, ethics, and societal shifts.

### **References:**

1. Deiss R., Henneberry R. Digital marketing for dummies. Hoboken, N.J. : John Wiley & Sons, 2017. 363 p.
2. Kotler P., Kartajaya H., Setiawan I. Marketing 6.0: The future is immersive. Hoboken, N.J. : John Wiley & Sons, 2023. 256 p.