

SECTION IV. MARKETING AND LOGISTICS ACTIVITIES

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THE FORMATION OF DIGITALIZATION IN MARKETING ACTIVITIES

ORCID ID: 0000-0002-4822-2951

Kobets Dmytro

Ph.D., Associate professor,
Associate professor of the department of accounting, auditing and taxation
Khmelnyskyi National University

UKRAINE

During the XXI century, environmental instability has increased, this requires companies to develop more complex and detailed control systems. There are two types of systems: positioning -related systems (long-term and strategic planning, management through the choice of strategic positions), that is, with the direction of "attack" of the company in its environment, and connected with timely response (control with strong signals, weak signals, unexpected circumstances), which provide a response to rapid and unexpected changes in the corporate environment [1].

The choice of different combinations of systems for a particular company depends on the instability of the environment, in which it works or intends to work. The choice depends on the complexity and novelty of the tasks, environmental issues. The choice of a timely response system depends on the pace of change and predictability of tasks.

Multi-channel planning features include analytics configuration, creation of monitoring panels for key performance indicators and set reasonable goals to create a strategy for priority improvements in the use of digital marketing tools, technologies and data to increase the number of potential customers and sales.

The strategy of digital marketing activity determines, what actions will be taken to achieve business results on the Internet or a developed domestic economy. This strategy is usually aimed at achieving some common goals: brand recognition; audience growth; creation of more potential clients; converter generation; increased involvement; creation of interaction; increase sales [2].

As with any form of marketing, the digital strategy begins with defining the ideal image of the client. In the end, it is not important that the organization is on the digital platform, the main thing is to declare more clients about themselves, which are really interested in the direction of economic activity, which is being studied.

And every digital tactic is put on one another, to create a consistent brand image with awareness and considerations throughout the journey to purchase and maintain.

Digital marketing is constantly evolving and it may be difficult to keep up with the latest trends. It can also be difficult to create attractive content and overcome the chaos. In the end, there may be dozens or hundreds of brands that promote their proposals for the target audience.

In order for the digital marketing strategy to lead to results, content must be created, which answers the questions or needs of the audience being studied, by

using our network and experience, we are making sure that our competitors are doing, and signing up for the brand mention notification in various industry blogs on the relevant topics of digital marketing.

In addition, do not be afraid to try something new or abandon what does not work. One of the best features of marketing strategy in a digital economy, that it can be measured at once. Double what works and end with what does not work.

The formation of digitalization in marketing activities involves opening new directions to increase the number of clients and increase trust among the old visitors, it is envisaged that new partners will appear, providing individual approach in conditions of constant change of needs and preferences of customers. Main competitive advantages in strategic definition of the marketing component will be the basis for digitization of all types of economic activity.

References:

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