

TOOLS OF AN ENTERPRISE'S DIGITAL MARKETING STRATEGY

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This study investigates the main tools that can be used by an enterprise for a purpose of implementing a digital marketing strategy in the conditions of a rapid technological development and the apex point of global communications. The goal of the study is to determine the range of digital marketing tools and clarify their functional capabilities in a modern marketing environment. The study explores scholarly views on defining digital marketing strategy and compares existing views on the functionality of digital tools.

With the rapid development of information technologies, the requirements for the marketing component in an enterprise's activities are also changing significantly: it must correspond to the changes that have taken place in the ways consumers obtain information and must overcome new difficulties associated with remote communication. As a result, the relevance of identifying and evaluating those tools that can ensure a rapid and effective transition of an enterprise to the implementation of a digital marketing strategy is increasing.

The purpose of this study is to determine the list of tools and the functional possibilities of their use that can be employed by an enterprise under the conditions of implementing a digital marketing strategy.

At present, there is no universal definition of a digital marketing strategy; however, in the context of achieving the purpose of this study, the definition proposed by T. Yankovets may be considered sufficiently comprehensive: a digital marketing strategy is a «systemic program of actions (measures) involving the use of innovative digital technologies, channels, methods, and tools to achieve the goals of digital marketing» [1].

In turn, the goals of digital marketing are determined by its traditional functions which, according to the 4P concept, include product, price, promotion, and place. In the new environment, modern and effective digital tools must be selected to implement these functions. T. Shtal and N. Proskurnina note that, unlike traditional marketing strategies, digital strategies are focused on the creation of digital communication channels capable of operating both online in the mode of direct communication with the customer and offline, while not being limited only to the Internet but also involving many other resources for communication [2].

T. Yankovets classifies the following as digital marketing tools: digital marketing strategy, content marketing, Big Data, predictive analytics, artificial intelligence, machine learning, social media marketing, mobile marketing,

marketing automation, website improvement, and search marketing [1]. Such an approach appears somewhat eclectic because it includes among the tools both types of marketing, its properties, and even data arrays.

A much more balanced approach to defining digital marketing tools is used by O. Arefieva and S. O. Arefiev, who distinguish the following types of digital marketing tools:

1. Analytical tools.
2. SEO (Search Engine Optimization) tools.
3. Content marketing tools.
4. E-commerce tools.
4. Electronic advertising tools [3].

This approach defines the functional purpose of digital tools; however, it does not always make it possible to determine unambiguously their connection with and correspondence to the basic marketing functions.

I. Kulyniak and D. Holovetskyi supplement the list of tools by including:

1. Website.
2. Search advertising.
3. Social media.
4. E-mail.
5. Virtual reality (VR) and augmented reality (AR) technologies.
6. Chatbots.
7. QR coding [4].

Much hope is placed today on artificial intelligence (AI), and digital marketing is no exception in this regard. It is still too early to speak of AI as a separate tool or group of tools; however, over time it may become a useful auxiliary, and perhaps even a key means of providing marketing support for enterprise activity. The selection of digital marketing tools in terms of their functional purpose is presented in Table 1.

Table 1 – Functional purpose of digital marketing tools in the context of the 4P model

Tools	Components of the marketing mix			
	Product	Price	Promotion	Distribution
Analytical tools	+	+	+	+
SEO (Search Engine Optimization) tools	+	-	+	+
Content marketing tools	+	-	+	-
E-commerce tools	-	+	+	+
Electronic advertising tools	+	+	+	-
Website	+	+	+	+
Search advertising	-	-	+	-
Social media	-	-	+	+

Tools	Components of the marketing mix			
	Product	Price	Promotion	Distribution
E-mail	-	-	+	+
Virtual reality (VR) and augmented reality (AR) technologies	+	-	+	-
Chatbots	-	-	+	-
QR coding	-	-	+	+
Artificial intelligence	+	+	+	+

The proposed approach to selecting digital marketing tools in view of their functional capacity to correspond to the main components of the marketing mix makes it possible to simplify the formation and implementation of a marketing strategy and to make the fullest possible use of the advantages inherent in these tools. Further research should focus on creating an effective model for the use of digital marketing tools, taking into account their weight in ensuring an appropriate level of effectiveness of the marketing strategy.

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