

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ЛУЦЬКИЙ НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
КАФЕДРА МАРКЕТИНГУ



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**«МАРКЕТИНГ В УМОВАХ РОЗВИТКУ
ЦИФРОВИХ ТЕХНОЛОГІЙ»**

**МАТЕРІАЛИ II МІЖНАРОДНОЇ НАУКОВО-ПРАКТИЧНОЇ
ІНТЕРНЕТ-КОНФЕРЕНЦІЇ**

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THE ESSENCE, TASKS AND TOOLS OF DIGITAL MARKETING

Digital marketing has become an integral part of modern business. It covers all marketing efforts that use the internet and digital channels to connect with current and potential customers. In 2025, when the online audience in Ukraine continues to grow, understanding the essence of digital marketing is the key to success. The figure 1 shows the main tasks of digital marketing [1].



Fig.1. Digital marketing tasks

Digital channels are:

- 1) Internet, and devices that are aimed at its use, namely computers, tablets, smartphones;
- 2) Local networks, including extrarants and the Internet and tools that contribute to access to them. Thus, the integration of local networks with the Internet is integrated;
- 3) Mobile devices through which SMS and MMS messages are made, WOW calls, and branded applications are introduced;
- 4) Digital television, using which, can go to Facebook pages, as well as integrate

Internet applications;

5) POS terminals and interactive screens that are located where a large number of target audience is collected. This reduces the cost and use of outdoor advertising.

Digital marketing tools (Fig.2) are: Contextual advertising; Mobile marketing; Viral marketing; Optimization in search engines (SEO) of large volume data (BIG DATA) data technologies; Social Media Marketing (SMM); Optimization on social networks (SMO); Bidding in real time (RTB); Retargeting (redundancy); Marketing in search engines (SEM); Mailing of an advertising nature; Publications, ratings on the Internet; Web analytics, web conferences, events, competitions, sponsorship, sales promotion on the Internet [2].

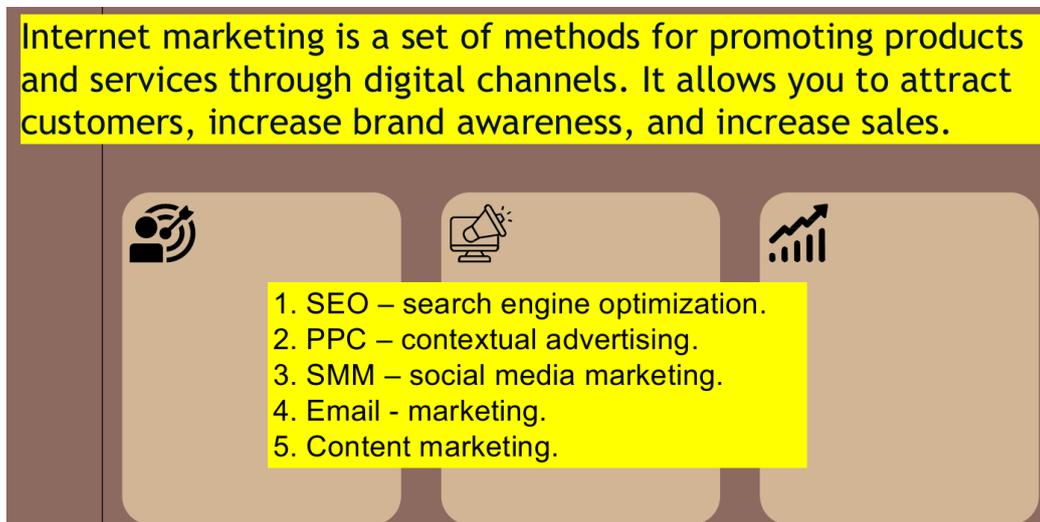
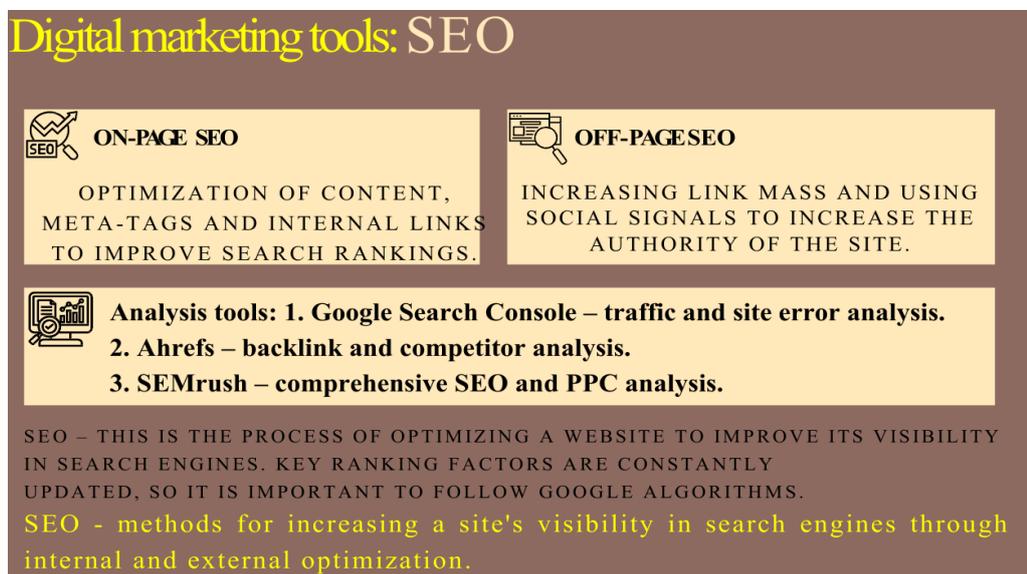


Fig.2. Digital marketing tools

Some of the popular digital marketing tools are: SEO, Content marketing and SMM (Fig.3).



Digital Marketing Tools: Content Marketing

CONTENT CREATION
DEVELOPMENT OF ARTICLES, BLOGS, VIDEOS, INFOGRAPHICS, PODCASTS AND E-BOOKS.

CONTENT DISTRIBUTION
DISTRIBUTION OF CONTENT THROUGH VARIOUS CHANNELS: SOCIAL NETWORKS, EMAIL MESSENGER, WEBSITES.

PERFORMANCE ANALYSIS
USING GOOGLE ANALYTICS AND BUZZSUMO TO MEASURE CONTENT MARKETING RESULTS.

CONTENT MARKETING INVOLVES THE CREATION AND DISTRIBUTION OF VALUABLE CONTENT TO ENGAGE AN AUDIENCE. IT IS IMPORTANT TO DEFINE THE TARGET AUDIENCE, CHOOSE THE DISTRIBUTION CHANNELS AND PLAN THE CONTENT. SUCCESSFUL CONTENT MARKETING CAMPAIGNS IN UKRAINE DEMONSTRATE A SIGNIFICANT INCREASE IN TRAFFIC AND CUSTOMER ENGAGEMENT.

Content marketing tools:

1. Canva – graphic content creation.
2. Grammarly – grammar and style checking of texts.
3. Google Docs – collaborative work on content.

DIGITAL MARKETING TOOLS: SMM

FACEBOOK INSTAGRAM TIKTOK YOUTUBE

SOCIAL MEDIA MARKETING (SMM) HELPS TO ATTRACT AN AUDIENCE, BUILD A COMMUNITY AND ADVERTISE A BRAND. IT IS IMPORTANT TO KNOW WHICH SOCIAL MEDIA ARE THE MOST POPULAR IN UKRAINE (FACEBOOK, INSTAGRAM, TIKTOK, YOUTUBE) AND TO DEVELOP AN SMM STRATEGY ACCORDING TO EACH PLATFORM. TARGETED ADVERTISING ALLOWS YOU TO CUSTOMIZE YOUR AUDIENCE AND ANALYZE THE RESULTS.

SMM tools

1. Meta Business Suite – Facebook and Instagram page management.
2. Hootsuite – post scheduling.
3. Buffer – content analytics

Fig.3. Digital marketing tools: content marketing and SEO, SMM

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