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DOI: <https://doi.org/10.30525/978-9934-26-417-7-27>

## **MAIN TRENDS IN MARKETING ACTIVITIES**

Changes in the needs, habits and other characteristics of consumers, new ways of gaining their loyalty and competitiveness, strengthening the role of socially responsible behaviour of companies and brands, active development of educational communications are some of the processes taking place in the marketing communications market today.

Marketing trends from 2020 to 2023 are becoming increasingly digital and the share of communication tools in the system of marketing trends is changing in favour of internet communication and digital technologies [1, p. 28]. This is due to the fact that modern communication spaces are becoming virtual as the structure of consumption moves online and consumer demand for digitalisation increases.

Every year, there are more and more marketing tools and they are quickly replacing them from the pedestal of popularity. Nowadays, there are short video formats (TikTok, Instagram Stories, Telegram short videos) that give your advert a reality show effect. Podcasts, ideal for the background, have been given a new lease of life.

As technology develops, new online marketing tools appear every year. Some change, while others remain relevant over the years. In 2022, the impact of the pandemic and the war in Ukraine have become the biggest systemic challenges and have had the greatest impact on the market. It is already clear that many changes are taking place. For example, while there has been a shift to online and an elitism of offline, there has been a significant increase in online training and distributed teams that only exist on Zoom, and services that were previously offered in streams have moved to the level of elite services.

Artificial intelligence. The popularity of artificial intelligence in marketing has skyrocketed in recent years and is expected to continue to grow. This is not surprising: AI enables marketers to understand customer behaviour and motivations faster and more accurately, optimising the customer journey to improve business outcomes. Machine learning solutions are better than humans at predicting a user's next step.

Key benefits of AI for marketers include:

- The ability to better understand customers and identify the best messages, tools and creative opportunities to reach them.
- Finding ways to save money on marketing campaigns and advertising by learning how to optimise ads and spend.
- Find time. Another benefit of AI is the automation of routine marketing tasks. You can easily delegate data collection and analysis to an intelligent system and focus on creative marketing strategies. This approach allows you to quickly test hypotheses and maximise your digital ROI.
- Marketing automation. Marketing automation is software that helps automate the management of repetitive tasks.

Conversational marketing. A year ago, statistics showed that 67% of customers expected a response from companies within 24 hours. Today, the figure is over 85%.

People are looking for ‘here and now’ solutions: if they can’t find a solution with you, they’ll find one somewhere else. Conversational marketing savings – communicate with customers in real time through a window on the website, messenger or dedicated app. This can include live chat and service delivery.

Voice search. Marketers who don’t know how to set up voice search think it’s scary and complicated. It’s not.

Google Assistant, Amazon Alexa and Apple Siri are becoming part of everyday life. According to Google, the number of «nearby businesses» queries in marketing has increased dramatically over the past few years. 58% of consumers use voice search to find local businesses. Voice search is making inroads into digital marketing [2].

Short videos. Every year it gets harder to capture the attention of consumers. People quickly switch between screens and video lengths. Many creators are turning to shorter content formats.

YouTube Shorts currently has 1.5 billion monthly active users and over 30 billion daily views. To create compelling short-form video content, it’s important to leverage the experience of vivid storytelling. According to digital marketing trends, video needs to work immediately. With 10 to 60 seconds of ad time, there is no need to create a story with a lot of additional background.

Machine learning tools are currently being actively tested in marketing to convert landscape videos into square or vertical formats, depending on how you watch YouTube.

The popularity of TikTok and Instagram Reels in marketing is only set to grow. Inclusive marketing and alignment with global goals.

Modern marketers cannot ignore the trend towards personalisation. Every year, people want more of it: first, they want the perfect product to be chosen for them. Then they want the name. In 2022, a lot of emphasis will be placed on user-generated content such as reviews, stories and testimonials. Such material builds confidence and self-esteem.

Integrated marketing is when a company's marketing activities target a group of consumers with cultural or physical differences. It is one of the major trends in digital marketing.

Chatbots continue to be actively used, with the main benefits being round-the-clock service and instant verification [3, p. 26]. Large companies such as Amazon and Netflix are spending more and more on personalising their promotions.

We are living in an era of marketing transformation, where technology is getting smarter, the line between real and fictional is blurring, and a new generation of people is reshaping the standards of consumer experience.

The digital trend of 2023 shows that those who are willing to change and challenge the new will win. Using artificial intelligence tools in marketing can minimise the risk of failure. Automation allows marketers to save a huge amount of time and effort.

Innovation is constantly changing the marketing industry, and companies that successfully incorporate innovation into their strategies will have an advantage in the marketplace. Marketers need to keep abreast of the latest trends and technologies and be prepared to adapt their approach to changes in industry and consumer behaviour.

The ability to adapt to innovative changes and implement new technologies is becoming the key to marketing success. Companies that actively research and implement new innovations will have an advantage in the market and will be able to better meet the needs of their audience.

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