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## **ADAPTATION OF MARKETING TOOLS TO THE NEW REALITIES OF THE ECONOMIC SPACE**

Modern businesses encounter a variety of challenges that necessitate the adaptation of their marketing strategies. Digitalization has transformed brand-consumer interactions, exemplified by Nike's strategic use of social media for targeted campaigns. Globalization presents opportunities and challenges, as seen with Starbucks tailoring its products to diverse international markets, requiring continuous strategic adjustments to maintain a competitive edge. Economic crises, such as the COVID-19 pandemic, have shifted consumer behaviors significantly, with Zoom's expansion into remote work services highlighting the need for businesses to rapidly adapt their marketing approaches. To remain competitive, companies must implement innovative marketing strategies that address these evolving challenges and leverage new opportunities.

Traditional marketing instruments play a crucial role in shaping a company's image and promoting its products and services. These instruments typically focus on leveraging mass media, such as television, radio, print media, and other information channels, which help attract a broad audience and generate significant demand. Another important aspect of traditional marketing is active participation in various events and sponsorship programs. Companies often support cultural and social initiatives, enhancing brand recognition and associating it with specific values.

Traditional marketing instruments include several key methods for promoting goods and services. Firstly, advertising in newspapers, magazines, on television, and radio remains one of the most widespread forms of traditional marketing, allowing companies to capture the attention of a large audience. Secondly, sending promotional materials like flyers, brochures, and catalogs directly to consumers or businesses helps convey product and service information directly to potential clients. Thirdly, placing advertisements on street billboards, buses, and in subway stations effectively captures the attention of pedestrians and drivers, ensuring broad visibility and access to the target audience.

Additionally, traditional marketing instruments involve targeted placement of products on store shelves and participation in trade shows, which help create a positive first impression through advantageous placement and attractive packaging design. An essential part of traditional marketing also includes interacting with consumers through phone calls, face-to-face

meetings, and written correspondence, which facilitates feedback collection, understanding customer needs, and responding to their inquiries.



**Fig. 1. Relationship between traditional and modern marketing strategies**

Adapting marketing tools to new economic realities involves shifting from traditional advertising methods to digital marketing. Today, it's crucial to leverage internet resources, social media, and search engines for personalization and analytics. Automation through CRM systems and artificial intelligence helps tailor campaigns to individual customer needs more effectively.

Table 1

**Successful Use of Tools to Achieve Strategic Marketing Goals / Using Google LLC as an Example**

Tool	Example of Successful Use	Strategic Marketing Goal
Digital Marketing	Google Ads campaign for contextual advertising, leading to a 30% increase in conversions.	Increase traffic and conversions on the website.
Analytics	Use of Google Analytics to study user behavior and optimize pages, resulting in a 20% reduction in bounce rate.	Improve website performance and reduce bounce rate.
Artificial Intelligence	Implementation of an AI-powered chatbot on the website to automate customer query handling, reducing response time by 50%.	Enhance customer satisfaction and optimize service.
Blockchain	Use of blockchain technology to create a virtual rewards and loyalty system, leading to a 25% increase in program participation.	Increase loyalty and customer engagement in virtual rewards programs.
Internet of Things	Implementation of an IoT system for product interaction, resulting in a 15% increase in customer satisfaction and functionality improvement.	Improve customer interaction and satisfaction.

In the context of adapting marketing tools to the new realities of the economic environment, global marketing emerges as a key development direction. For multinational corporations operating across various markets, the market is perceived as a unified whole, diminishing the significance of national and cultural differences. Global marketing enables these companies to effectively employ a single marketing strategy to promote their brands internationally, which is particularly important in the context of economic globalization. Thus, adapting marketing tools to global realities involves creating a unified policy and strategy that aligns with new economic conditions and international standards.

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