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STRATEGIC MARKETING OF ENTERPRISES IN THE CONTEXT OF DIGITAL TRANSFORMATION OF THE ECONOMY

The digital transformation of the economy is one of the key factors driving changes in the modern business environment. The active implementation of digital technologies is transforming not only production and management processes but also the approaches enterprises use to develop marketing strategies. The development of digital communication channels, e-commerce, analytical systems, automation, and artificial intelligence creates new opportunities for interaction between enterprises and consumers [1; 2]. At the same time, increasing competition in the digital environment requires greater flexibility and rapid adaptation of marketing decisions [3].

The relevance of this study is determined by the need to reconsider the role of strategic marketing in the context of digitalization. Unlike traditional marketing, the digital environment makes it possible to continuously obtain and analyze information about consumer behavior, the effectiveness of communication channels, and the results of marketing activities. This contributes to the transition toward a more dynamic, personalized, and data-driven model of marketing management [1; 4].

The purpose of the study is to identify the main directions of transformation of enterprises' strategic marketing under the influence of the digitalization of the economy and to systematize digital tools that contribute to the formation of competitive advantages.

Strategic marketing focuses on identifying promising market opportunities, consumer needs, target segments, and ways of creating competitive advantages. In the digital environment, these tasks are supplemented by the analysis of user behavior, the management of digital

communication channels, and the continuous adjustment of marketing strategies [1; 3].

One of the key changes is the transformation of approaches to consumer segmentation. Digital technologies make it possible to use not only demographic and geographical characteristics but also data on purchase history, interaction with content, advertising messages, and digital channels [1; 4]. This creates opportunities for more accurate identification of target groups and the personalization of marketing offers. These changes lead to the transformation of the key elements of strategic marketing, which are summarized in Table 1.

Table 1

Transformation of strategic marketing elements under the influence of digitalization

Element	Traditional Approach	Digital Approach
Market Research	Periodic research	Continuous monitoring of digital data
Segmentation	Broad consumer groups	Detailed behavioral segmentation
Communications	Mass advertising	Personalized communications
Channels	Separate promotional channels	Omnichannel interaction
Element	Traditional Approach	Digital Approach
Decision-Making	Experience and periodic statistics	Data-driven approach
Customer Interaction	Predominantly one-way	Interactive and two-way
Performance Evaluation	General sales indicators	Digital KPI system
Strategy Adaptation	Periodic adjustments	Continuous optimization

Source: compiled by the author based on [1; 2; 4]

As shown in Table 1, digitalization is transforming the key elements of strategic marketing. The data-driven approach, in which marketing decisions are based on the analysis of data on the market, consumers, and the results of marketing activities, is becoming particularly important [1; 4].

An important direction of digital transformation is the use of CRM systems, big data, and digital analytics. CRM systems make it possible to systematize information about customers and the history of interactions with them, while analytical tools enable the assessment of user behavior and the effectiveness of marketing channels [2]. Artificial intelligence is also becoming increasingly important, as it can be used for data analysis, forecasting, and the automation of marketing operations [2; 5]. The main digital tools of strategic marketing and their effects are presented in Table 2.

Table 2

Main digital tools of strategic marketing

Digital Tool	Main Function	Strategic Effect
CRM Systems	Customer data management	Improving the quality of customer interactions
Big Data	Processing large volumes of data	More accurate segmentation and forecasting
Web Analytics	Analysis of digital behavior	Optimization of marketing channels
Artificial Intelligence	Analysis, forecasting, and automation	Increased speed of decision-making
Social Media	Communication with the audience	Increased engagement and brand awareness
Personalization	Adaptation of offers to customer needs	Increased relevance of communications
Omnichannel Approach	Integration of interaction channels	Improved customer experience
Marketing Automation	Automation of repetitive operations	Increased operational efficiency

Source: compiled by the author based on [1; 2; 5]

The use of digital tools increases the efficiency of marketing activities provided that they are integrated into the overall strategy of the enterprise [1; 2]. The omnichannel approach is of particular importance, as it ensures a unified system of customer interaction through digital and offline channels [1; 4]. The development of a digital marketing strategy involves environmental analysis, consumer research, segmentation, positioning, channel selection, personalization, and KPI monitoring [1; 3; 4].

At the same time, digitalization requires the development of employees' digital competencies, the protection of customer data, and

adaptation to technological changes [2; 3; 5]. Therefore, the implementation of digital technologies should be aligned with the strategic objectives of the enterprise.

Thus, digital transformation is changing the logic of strategic marketing: enterprises are moving toward personalized interaction, continuous data analysis, and omnichannel communication.

A promising area for further research is the development of a system for evaluating the effectiveness of a digital marketing strategy based on financial, customer, and digital KPIs.

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