

MODERN DIGITAL MARKETING TRENDS AND THEIR INFLUENCE ON THE MARKETING STRATEGY FORMATION

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The article has dealt with the current trends of communication aspects of company's relations with the customers. The emphasis is placed on the necessity to review the companies' marketing strategies, in particular, due to communication constraints and the corresponding changes in the format of both direct and feedback with the customers. Restrictive measures have changed the format of competition, having created the conditions for its concentration in cyberspace. Changes in the nature of interpersonal communication predetermined by the limited personal activity and the introduction of remote forms of interaction, have generated demand for innovative ways of communication with customers. Other factors that require the adjustment of marketing strategies include the emergence of new behavioral capabilities of consumers associated with the intensive development of digital communication channels.

It has been noted that in the digital communication environment, digital platforms provide the main format of communication with the existing customer base and potential customers. In addition, prompt acquisition and processing of data on purchasing behavior of customers allows companies to increase significantly the "sensitivity" of marketing research and optimize their own marketing decisions. Among the areas of increasing targeting and personalization of product offerings, the use of elements of artificial intelligence and voice search has been accentuated. Moreover, the use of artificial intelligence greatly facilitates and simplifies the work of marketers on the processing and initial analysis of the growing flow of digital marketing data, as well as provides greater efficiency. It has been concluded that widespread use of voice assistants in e-commerce requires companies to rethink radically their approaches to internal data processing, IT investment and customer engagement strategies.

Active integration of chatbots into various communication platforms is able to make them universal tools for both business and consumers, which will allow them to become a familiar part of the user experience. Implementation of virtual reality and augmented reality elements in the interface of company websites can significantly diversify the process of collecting information by users and push them to unplanned purchases.

It has been indicated that the growing standards of personalization and new rules of customer confidentiality will continue to require companies to be flexible and introduce new technologies in order to adapt permanently their business to new conditions. Focusing on building trust with customers based on digital communications will enable companies to create a long-term integrated marketing strategy and concentrate on the multi-channel nature of customer experience.

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