

APPROACHES FOR THE COMPANIES' PROMOTION IN THE MODERN BUSINESS ENVIRONMENT**Valentin Kovalev^{1*}, Ievgen Neiman², Maksym Dubovenko³, Oleksandr Kaylyuk⁴**¹ Student, Department of Marketing, Sumy State University, Ukraine² Entrepreneur, Sumy, Ukraine³ Director of LLC "Siteplus", Sumy, Ukraine⁴ Researcher, Center for Collective Use of Computing Equipment, Department of Applied Mathematics and Complex Systems Modeling, Sumy State University, Ukraine*corresponding author: Valentin Kovalev¹, v.kovalov@student.sumdu.edu.ua

In today's competitive market, promoting goods and services online is crucial to most companies' business strategies. Therefore, it's essential to understand and systematise digital marketing tools' principles, advantages, and disadvantages to optimize marketing strategies effectively. These tools allow businesses to adapt to market changes quickly, ensuring efficient use of the advertising budget and high returns on investment. Additionally, Internet marketing enables the creation of personalised approaches to customer interaction, boosting their loyalty and satisfaction. Internet marketing, or digital or online marketing, includes all activities promoting goods and services via the Internet. It involves using various online channels and platforms to interact with the target audience to increase brand awareness, sales, and customer loyalty. This article examines the unique aspects of using digital marketing tools and how to optimise their application. By analysing the theoretical and practical principles of modern digital marketing tools, the study categorises the benefits and drawbacks of various digital marketing techniques. The paper analysed the dynamic growth of Internet users worldwide and in Ukraine. The growth in Internet users is driving the development of digital marketing in Ukraine. Brands are actively implementing modern marketing technologies, such as SEO, SMM, content marketing, contextual advertising and email marketing, to reach their audience. The primary tools examined include Search engine optimisation (SEO), Content marketing, Social media marketing (SMM), Contextual advertising (PPC), Email marketing, Video marketing, Mobile marketing, and Influencer marketing. The authors stress the importance of using artificial intelligence to personalise marketing campaigns' target audiences. Automation allows companies to plan and execute marketing campaigns in advance, ensuring efficient management of time and resources, particularly for large companies with extensive marketing networks. The authors concluded that modern marketing technologies based on artificial intelligence and automation are the key to successful online brand promotion, ensuring the competitiveness and efficiency of businesses in the face of constant change.

Keywords: promotion, business environment, Internet, digital marketing, optimisation.**ТЕХНОЛОГІЇ ПРОСУВАННЯ КОМПАНІЙ В СУЧАСНОМУ БІЗНЕС СЕРЕДОВИЩІ**Валентин Ковальов^{1*}, Нейман Євген², Максим Дубовенко³, Олександр Кайлюк⁴¹ Студент, кафедра маркетингу, Сумський державний університет, Україна² Підприємець, Суми, Україна³ Директор ТОВ «Сайтплюс», Суми, Україна⁴ Науковий співробітник, кафедра прикладної математики та моделювання складних систем, Сумський державний університет, Україна*corresponding author: Valentin Kovalev¹, v.kovalov@student.sumdu.edu.ua

На сучасному конкурентному ринку просування товарів і послуг в Інтернет має вирішальне значення для бізнес-стратегії більшості компаній. Тому для ефективної оптимізації маркетингових стратегій важливо розуміти та систематизувати принципи, переваги та недоліки інструментів цифрового маркетингу. Ці інструменти дозволяють підприємствам швидко адаптуватися до змін ринку, забезпечуючи ефективне використання рекламного бюджету та високу віддачу від інвестицій. Крім того, Інтернет-маркетинг дозволяє створювати персоналізовані підходи до взаємодії з клієнтами, підвищуючи їх лояльність і задоволеність. Цифровий маркетинг включає діяльність з просування товарів і послуг через Інтернет. Це передбачає використання різноманітних онлайн-каналів і платформ для взаємодії з цільовою аудиторією для підвищення впізнаваності бренду, продажів і лояльності клієнтів. У цій статті розглядаються унікальні аспекти використання інструментів цифрового маркетингу, їх застосування та оптимізація. Аналізуючи теоретичні та практичні принципи сучасних інструментів цифрового маркетингу, дослідження класифікує переваги та недоліки різних методів цифрового маркетингу. У статті проаналізовано динамічне зростання кількості користувачів Інтернет в усьому світі та в Україні. Зростання кількості користувачів Інтернет сприяє розвитку цифрового маркетингу в Україні зокрема. Бренди активно впроваджують сучасні маркетингові технології, такі як SEO, SMM, контент-маркетинг, контекстна реклама та email-маркетинг, з метою охоплення цільової аудиторії. Основні розглянуті інструменти включають пошукову оптимізацію, контент-маркетинг, маркетинг у соціальних мережах, контекстну рекламу, маркетинг електронною поштою, відеомаркетинг, мобільний маркетинг і маркетинг впливових осіб. Автори підкреслюють важливість використання штучного інтелекту для персоналізації цільової аудиторії компаній. Автоматизація дозволяє компаніям заздалегідь планувати та проводити маркетингові кампанії, забезпечуючи ефективне управління часом і ресурсами, особливо для великих компаній із розгалуженими маркетинговими мережами. Автори дійшли висновку, що сучасні маркетингові технології на основі штучного інтелекту та автоматизації є запорукою успішного онлайн-просування брендів, забезпечення конкурентоспроможності та ефективності бізнесу в умовах постійних змін.

Ключові слова: просування, бізнес-середовище, Інтернет, цифровий маркетинг, оптимізація.**Cite as:** Kovalev, V., Neiman, I., Dubovenko, M. & Kaylyuk, O. (2024). Approaches for the companies' promotion in the modern business environment. *Visnyk of Sumy State University. Economy Series*, 1, 60-70. <https://doi.org/10.21272/1817-9215.2024.1-06>

INTRODUCTION

The modern world is rapidly evolving thanks to technological innovations, and digitalisation is becoming a necessary condition for most industries. People are actively using various gadgets, especially smartphones, to communicate, entertain, shop and order goods. Online stores and online platforms have become popular channels for purchasing goods and services and need an influx of new audiences to increase profits and develop business, so Internet marketing is used for these purposes.

Internet marketing, as a modern phenomenon, has its own unique history and evolution, which began with the advent of the Internet in the mid-1990s. The first steps in using the Internet for commercial purposes were made when companies began to realise the potential of the global network for advertising and customer interaction. The article aims to study the theoretical and applied principles of developing and using digital marketing tools.

LITERATURE REVIEW

The first significant step in developing Internet marketing was the creation of the first websites, which served as business cards for companies. In these early stages, websites were static, with minimal interactive content, and their main function was to provide information about the company and its products.

In 1994, the first banner ads appeared. AT&T placed a banner on the HotWired website, the first step towards monetising web traffic [1]. This moment can be considered the beginning of the digital advertising era, when the Internet began to be used not only for information but also for active promotion of goods and services.

With the development of technology and the growth of Internet users, Internet marketing has undergone significant changes. In the second half of the 1990s, the first search engines, such as Yahoo! and AltaVista, appeared, ushering in the era of search engine optimisation (SEO) [2]. Websites began to optimise their content for better visibility in search results, contributing to the growth of traffic and the popularity of online marketing.

In the early 2000s, the well-known Google company was founded, which was an important milestone in the development of Internet marketing. The PageRank ranking algorithm was created and implemented, changing the SEO approach [3]. This algorithm determined the importance of web pages in search results. PageRank evaluates the number and quality of links to a page to come close to assessing its authority. This made it easier for users to find the information they needed. In 2000, Google launched AdWords, allowing advertisers to place ads next to search results, opening up new opportunities for targeted advertising [4].

The rise of social media followed this. Founded in 2004, Facebook became a platform that significantly changed the online marketing landscape, opening up opportunities for social marketing and audience interaction to a new level [5]. A year later, YouTube was created, contributing to the development of video advertising and content marketing.

With the availability of mobile phones, a new round of marketing has begun to develop. It includes SMS, mobile websites, applications, voice response (IVR), multimedia messaging (MMS) and Bluetooth [6]. The popularity of mobile marketing began around 2000 in Europe and Asia with the advent of cellular communications. The first advertising SMS without the recipient's consent was called spam. Since 2002, special "short numbers" have been used to interact with customers. The main tools of mobile marketing are SMS and mobile websites. Ukrainian subscribers actively use SMS (90%) and mobile websites (60%). Mobile apps and augmented reality browsers are also gaining popularity. Automation tools such as HubSpot and Marketo allow businesses to manage their marketing campaigns more efficiently, automate tasks, track results, and increase productivity

RESULTS

Online marketing is actively integrating the latest technologies to increase the efficiency and personalisation of marketing campaigns. The use of artificial intelligence (AI) allows analysing data,

personalising content and automating marketing processes. New advertising formats, such as interactive advertising, AR/VR technologies and voice search, are growing in popularity. Ethical and privacy issues are becoming a priority, requiring compliance with regulations such as GDPR to protect user data. Big Data is used to analyse user behaviour deeply and predict their needs, allowing for more targeted and efficient companies. Modern technologies also facilitate content personalisation, offering tailored solutions for each user based on their previous interactions with the brand.

Since 2004, the number of Internet users has grown significantly, reflecting the rapid development of digital technologies and the expansion of access to the network worldwide. In 2004, only 11.5% of the world's population used the Internet, but by 2022, this figure had risen to 66.0%. This growth reflects the continuous expansion of the Internet infrastructure, the increasing availability of mobile devices, and the growing role of the Internet in everyday life and business. Year after year, the Internet is becoming an integral part of global society, opening up new opportunities for education, trade and communication. Figure 1 shows a graph of user growth.

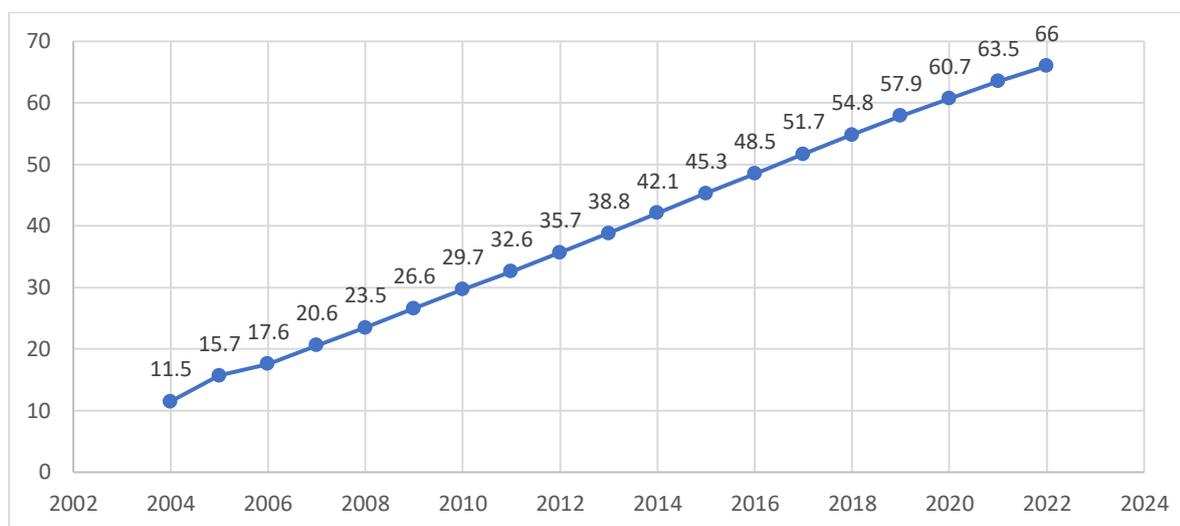


Figure 1. Graph of growth of Internet users in the world

Source: created by the authors based on [6]

In turn, according to the Internet Association of Ukraine, the number of Internet users in Ukraine continues to grow. As of today, 80% of Ukrainians regularly use the Internet, which is a significant increase from 63% at the end of 2018 and 72% as of 2021. Most users are Ukrainians aged 18 to 43 [7]. Figure 2 shows the growth trend of internet users in Ukraine.

The growth in the number of Internet users is driving the development of digital marketing in Ukraine. Brands are actively implementing modern marketing technologies, such as SEO, SMM, content marketing, contextual advertising and email marketing, to reach their audience. Social media and mobile marketing are gaining in popularity as more and more users access the Internet via mobile devices.

The Ukrainian online marketing market is highly competitive, encouraging brands to continuously improve their strategies and implement innovative approaches. In particular, collaborations with influencers and the use of interactive content to increase audience engagement are becoming popular. Using artificial intelligence to analyse data and automate processes helps increase the efficiency of marketing campaigns and personalise customer interaction.

Current trends in online marketing in Ukraine point to the growing importance of mobile and video marketing and the need to adapt to rapidly changing market conditions and new technologies. This creates opportunities for further development and improvement of marketing strategies to attract and retain customers in the digital environment.

Internet marketing, or digital or online marketing, includes all activities promoting goods and services via the Internet. It involves using various online channels and platforms to interact with the target audience to increase brand awareness, sales, and customer loyalty.

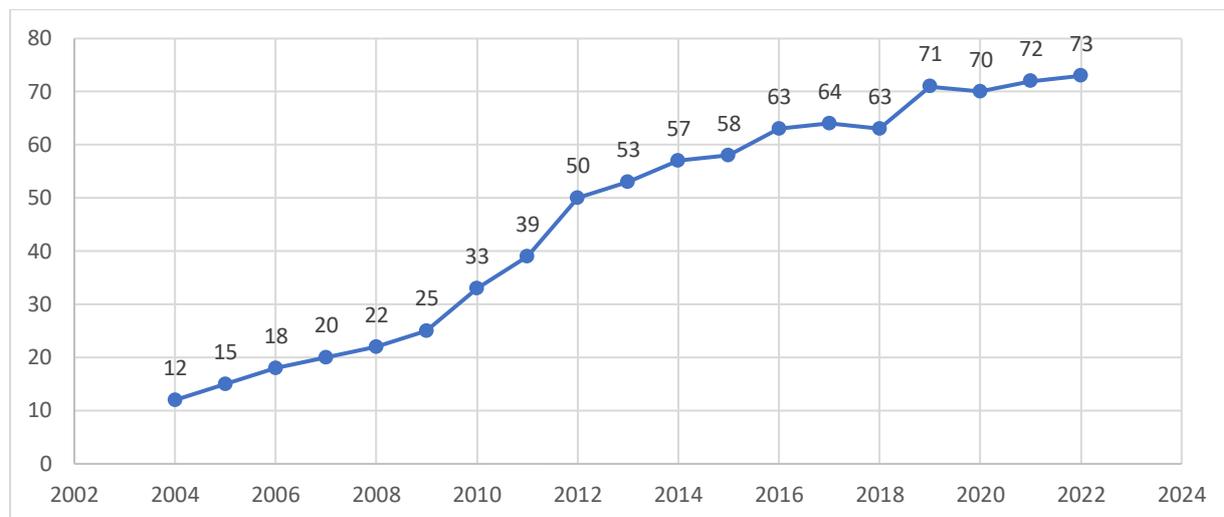


Figure 2. Graph of Internet user growth in Ukraine

Source: created by the authors based on [6]

The main characteristics of Internet marketing:

1. Digital content: All information is presented in a digital format, which allows you to quickly and conveniently transfer it to users.
2. Interactivity: The ability to interact with users in real-time.
3. Targeting: Using data to identify and reach the target audience accurately.
4. Analytics: Detailed analysis of the effectiveness of marketing activities based on data.

These characteristics of online marketing allow businesses to build effective and convenient strategies for promoting goods and services online. By using these approaches, companies can achieve greater success by attracting the attention of their target audience and increasing their influence in the online environment.

Internet marketing combines many strategies and tactics to achieve various business goals, from increasing traffic to a website to increasing conversions and sales. Its main concepts and approaches include:

1. Search engine optimisation (SEO).
2. Content marketing.
3. Social media marketing (SMM).
4. Contextual advertising (PPC).
5. Email marketing.
6. Video marketing.
7. Mobile marketing.
8. Influencer marketing.

Search engine optimisation (SEO) and content marketing are important components of a digital strategy aimed at increasing website visibility and attracting the target audience. SEO optimises content and researches for keywords, while content marketing creates quality content to engage the audience[8].

Figure 3 shows SEO, search engine optimisation.

Social media marketing (SMM) complements these approaches by allowing you to interact with your audience through social platforms and work with influencers.

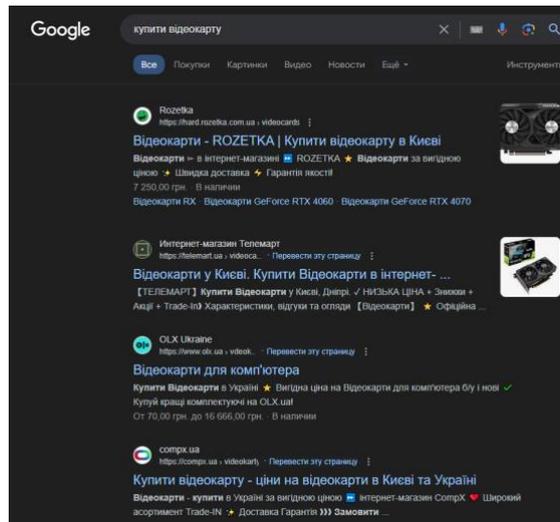


Figure 3. Search engine optimisation (SEO)
Source: created by the authors based on [8]

All these strategies are combined to achieve various business goals [9]. An example of such an advert is shown in Figure 4.

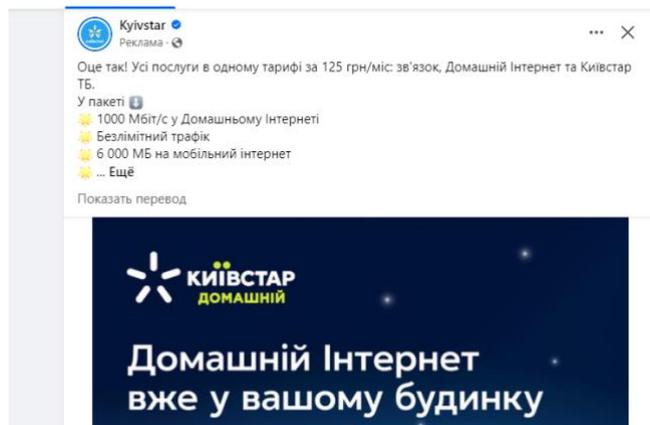


Figure 4. An example of SMM advertising on the Facebook platform
Source: created by the authors based on [9]

Contextual advertising (PPC) is aimed at attracting the target audience through platforms provided by Google Ads or social networks[10]. Email marketing provides direct contact with customers via email. An example of such advertising is shown in Figure 5.

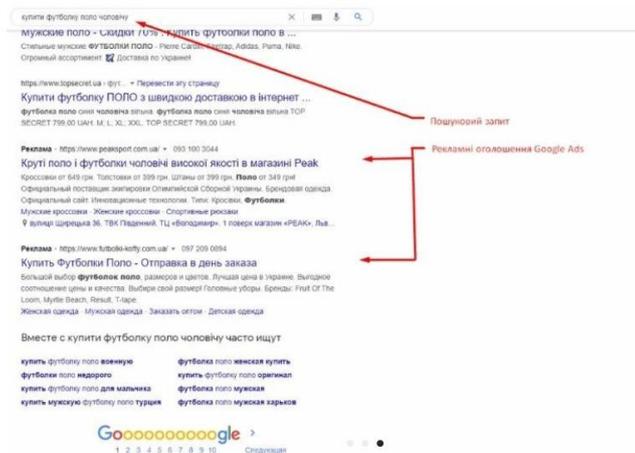


Figure 5. Example of contextual advertising
Source: created by the authors based on [8]

Video marketing interacts emotionally with the audience, drawing attention to products and services. Mobile marketing provides access to the audience at any time and place [10, 11]. An example of such an advert is shown in Figure 6.

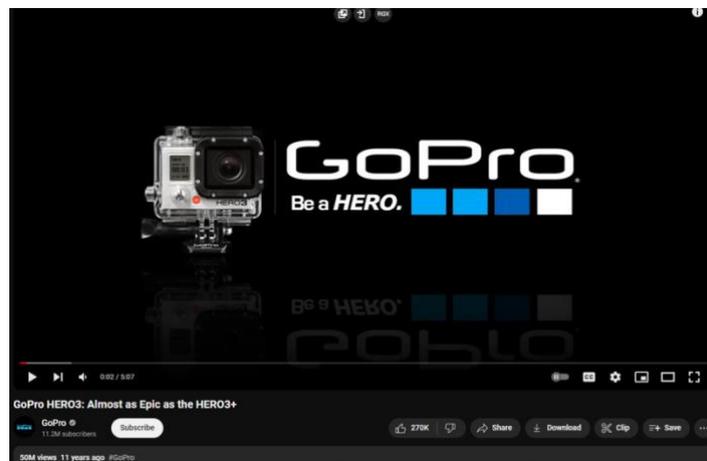


Figure 6. Example of video marketing

Source: created by the authors based on [11]

Influencer marketing is becoming increasingly popular, helping to promote a positive image and increase brand trust. Influencer engagement allows companies to reach a wider audience through recommendations from people they trust. They create authentic content that resonates with their followers, increasing brand awareness and driving sales. An example of such an advert is shown in Figure 7.



Figure 7. Example of influencer marketing

Source: created by the authors based on [12]

By understanding these basic approaches, companies can develop a comprehensive and balanced digital marketing strategy [12]. This strategy aims to achieve various goals, including increasing website traffic, increasing sales, and strengthening market position.

Integrating SEO, content marketing, social media marketing, contextual advertising, email marketing, video marketing, mobile marketing, and influencer marketing allows you to build an effective strategy to ensure sustainable growth and success in the digital environment. Each tool has its own unique role in achieving marketing goals, and their combination allows you to maximise the effectiveness of your advertising campaign.

Modern approaches to search engine optimisation (SEO) are focused on creating a comprehensive strategy that includes various aspects of website optimisation to increase their visibility in search engines. One of the main elements is content optimisation, which involves publishing relevant, valuable and unique content that meets the target audience's needs. Research and

use of relevant keywords is essential, as well as content structure that improves readability through headings, subheadings and lists. Technical optimisation focuses on page loading speed, which is achieved through image optimisation, caching, and script minimisation. Mobile optimisation ensures that the website is responsive to display correctly on mobile devices, and website security is enhanced by using HTTPS to protect user data. Moving on to evaluating the effectiveness of SEO methods, it is based on a number of key indicators that reflect the impact of optimisation on website visibility and performance. Organic traffic reflects the number of visitors who come to a website through organic search results and allows you to analyse traffic sources to determine the most effective channels [13, 14].

Search engine rankings allow you to track your website's position by keywords and analyse competitors to identify opportunities to improve your position. Behavioural factors, such as the average time spent by users on a website's pages, bounce rate, and number of page views, help assess the quality of interaction with the website. The use of modern SEO methods allows you to achieve a significant increase in organic traffic, improve search engine rankings and increase conversion rates. However, the effectiveness of SEO depends on constant monitoring and adjustment of the strategy in line with changes in search engine algorithms and user behaviour.

Content marketing, in turn, is a key component of modern marketing strategies aimed at creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience. Modern content marketing trends are constantly evolving, and several of them are worth highlighting:

1. **Personalisation of content:** Successful companies use customer data to create personalised content that meets the needs and interests of specific audience segments. Marketing automation tools allow you to track user behaviour and create customised offers.

2. **Video content:** The rise in popularity of video on platforms such as YouTube, TikTok and Instagram has forced brands to focus on creating high-quality video content. Videos, vlogs, live streams and animations allow brands to engage with their audience more deeply.

3. **Interactive content:** Interactive elements such as polls, quizzes, interactive infographics and calculators are becoming increasingly popular. Not only do they engage users, but they also help to collect data and feedback, which helps to improve marketing strategies..

4. **User-generated content (UGC):** Involving customers in creating content for a brand is becoming an important tool for building trust and authenticity. Reviews, photos, videos and other user-generated content help to build a positive brand image [15].

5. **SEO-oriented content:** Integrating SEO strategies with content marketing is critical to increasing search engine visibility. It is important to use relevant keywords, optimise metadata, create high-quality and structured content that answers user queries.

6. **Audio content:** Podcasts and audiobooks are gaining popularity as they allow users to consume content in a format that is convenient for them while doing other tasks. Brands are using audio content to expand their reach and engage new audiences.

Content marketing is becoming a powerful tool for brand promotion, as it helps to build long-term relationships with the audience, increase brand awareness and build its expert status [16, 0]:

1. **Audience engagement and retention:** High-quality and relevant content attracts users' attention and encourages them to engage with the brand. Regular creation of useful content helps to retain the audience, increasing their loyalty and interest.

2. **Increase brand awareness:** By publishing content on various platforms such as blogs, social media, video hosting and podcasts, brands can reach a wide audience and increase their awareness. Content marketing allows brands to demonstrate their uniqueness and differentiation from competitors.

3. **Establishing an expert status:** Creating in-depth and informative content that solves user problems and provides valuable advice helps brands position themselves as experts in their field. This increases brand credibility and encourages customers to seek professional advice.

4. Improving SEO performance: Content marketing integrated with SEO strategies helps to improve a website's position in search engines. Optimised content helps to increase organic traffic, increasing the chances that users will find the brand in search queries.

5. Increase conversions: Relevant and valuable content builds brand trust, which in turn increases the likelihood of conversions. Clearly structured calls to action (CTAs) in content can help increase sales and attract new customers.

6. Reducing the cost of customer acquisition: Compared to traditional advertising, content marketing can be a more cost-effective method of customer acquisition. Once created, high-quality content can attract new customers for a long time without the need for constant investment.

In general, content marketing is an integral part of modern digital strategies, helping brands achieve their marketing goals, increase awareness, attract and retain audiences, and build long-term customer relationships.

Social media marketing (SMM) is an important part of a modern digital strategy, and each platform has its own unique features and benefits. Examples of such platforms include [0]:

1. Facebook: The largest social network with more than 2.8 billion active users. It allows you to target your audience by age, location, interests, behaviour and other parameters. Facebook Ads Manager provides a wide range of advertising formats, including videos, carousels, slideshows, and collections, making it a versatile tool for various businesses.

2. Instagram: The Facebook-owned platform focuses on visual content. Instagram has over 1 billion users and is known for its storytelling, IGTV, and in-app shopping tools. Thanks to its visual elements, Instagram is ideal for brands that want to showcase products through images and videos.

3. Twitter: With more than 330 million active users, Twitter is ideal for real-world discussions and the rapid spread of news. Twitter Cards allow you to extend a standard tweet with images, videos and other interactive content, which increases user engagement.

4. LinkedIn: The main platform for professional communication and B2B marketing. LinkedIn has over 740 million users and allows targeting based on professional characteristics such as job title, industry, company size and skills. LinkedIn is effective for lead generation and business networking.

5. YouTube: The second largest search engine in the world with over 2 billion monthly active users. YouTube offers advertising formats such as TrueView video ads, In-Stream ads, and Bumper Ads, allowing brands to create detailed video campaigns to engage and interact with their audience.

6. TikTok: A fast-growing platform with over 1 billion active users. TikTok is known for its short, creative videos that often go viral. The platform offers advertising formats such as In-Feed Ads, Branded Hashtag Challenges and Branded Effects, allowing brands to create interactive and engaging content.

Effective SMM campaigns typically include clearly defined goals, carefully selected platforms, and the creation of content that resonates with the target audience. For example, Nike used stories about athletes' successes to motivate the audience and increase engagement. Images and videos of famous athletes in real-life situations created an emotional connection with the brand [16]. Using the hashtag #JustDoIt helped spread the content and increase brand awareness. An example is shown in Figure 8.

Wendy's has gained popularity for its witty answers and jokes in response to user queries. This strategy has attracted many followers and increased engagement, making the brand popular in social discussions. An example is shown in Figure 9.

Using sharp humour and quick responses helped Wendy's stand out from the competition.

HubSpot used LinkedIn to distribute educational content, including articles, webinars, and video tutorials, which helped to strengthen its position as a marketing expert. The company has focused on providing valuable resources for professionals, which has increased trust and brand engagement.

GoPro creates and distributes user-generated video content showcasing extreme sports and outdoor activities. This increases brand awareness and encourages customers to share their content, creating authentic advertising. UGC (User-Generated Content) allows GoPro to increase engagement and brand loyalty [17].



Figure 8. Nike advert with the JustDoIt tag
Source: created by the authors based on [8]

In general, successful SMM campaigns are built on an understanding of the target audience, a creative approach to content creation and active interaction with users. Social media platforms offer unique opportunities for brands to reach a wide audience and create deep emotional connections with customers.



Figure 9. An example of Wendy's comments.
Source: created by the authors based on [9]

PPC is one of the most effective and widespread forms of digital marketing. This method allows advertisers to pay only for clicks on their ads, ensuring maximum cost-effectiveness and precise audience targeting. Modern PPC technologies constantly evolve, introducing new tools and opportunities to optimise advertising campaigns.

1. Google Ads: The most popular PPC advertising platform allows advertisers to create ads that appear on Google search results and partner sites. Google Ads offers different types of campaigns, such as search, display, video, shopping, and app campaigns, which allows you to reach a wide audience.

2. Social media: Platforms such as Facebook, Instagram, LinkedIn, and Twitter provide opportunities for creating PPC campaigns with high targeting accuracy. Advertisers can customise ads by demographics, interests, behaviour, and other criteria using user data.

3. Retargeting (remarketing): This technology allows you to show ads to users who have visited the site or interacted with the brand but did not perform the targeted action. Retargeting increases the likelihood of conversion by reminding users of the products or services they are interested in.

4. Programmatic advertising: Automating the purchase and sale of real-time display (RTB) advertising space allows advertisers to optimise costs and reach the right audience. Programmatic advertising uses machine learning algorithms to analyse user behaviour and adjust bids.

5. Geographic targeting: Modern PPC tools allow you to customise your ads by geography, showing ads to users in specific locations. This is especially useful for local businesses looking to attract customers from a particular region.

The effectiveness of PPC advertising can vary significantly depending on the format and platform you choose. Below is a comparative analysis of the main PPC advertising formats. Search advertising is a format of advertising displayed in the results of search engines such as Google. The advantage of search advertising is a high level of targeting, as ads are shown to users who are already searching for relevant products or services. Search advertising has a high conversion rate, but competition for popular keywords can be expensive.

Video advertising includes videos on platforms such as YouTube, which can be very effective in attracting attention and engaging with audiences emotionally. Video ads have a high level of engagement, but producing high-quality video content can be expensive and require significant resources. Social advertising, which is an advert on social media platforms such as Facebook and Instagram, allows you to fine-tune targeting by demographics and interests. Social advertising has a high level of engagement and interaction, but its effectiveness may depend on the activity and response of the audience. Retargeting advertising, this advertising format is aimed at users who have already interacted with the brand. Retargeting helps to increase the likelihood of conversion, but may be less effective in attracting a new audience[18]. Mobile advertising is an ad that targets users of mobile devices, including mobile apps and mobile websites. Mobile advertising allows you to reach users at any time and place, but its effectiveness may depend on the ease of viewing and the speed of loading content on mobile devices. Contextual advertising is also an effective tool for quickly attracting targeted traffic and increasing conversions. Different PPC advertising formats have their own advantages and disadvantages, so a successful PPC strategy often involves a combination of different formats and platforms to achieve maximum results.

CONCLUSIONS

Internet marketing and its technologies are constantly evolving, offering companies new opportunities to interact with their audience. The use of artificial intelligence can significantly improve content personalisation, automate routine processes, and increase the efficiency of marketing campaigns. Big data analytics and forecasting tools help brands to quickly adapt to changes in user behaviour and stay ahead of the competition.

Effective SMM strategies and interactive content ensure high audience engagement, while automated chatbots improve the quality of customer service. Implementing innovative SEO approaches helps to improve visibility in search engines and ensures that content is relevant to users. All this allows companies not only to achieve their business goals but also to build long-term relationships with customers.

Thus, modern marketing technologies based on artificial intelligence and automation are the key to successful online brand promotion, ensuring the competitiveness and efficiency of business in the face of constant change.

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