Annali d'Italia (Italy's scientific journal) is a peer-reviewed European journal covering top themes and problems in various fields of science.

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CURRENT TRENDS IN THE DEVELOPMENT OF DIGITAL MARKETING

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Abstract
The article is devoted to the analysis of trends in the development of digital marketing in the context of the digitalization of society. The main digital marketing tools, the features of their functioning and use for the needs of companies in the offline and online environment have been substantiated. It was also noted that despite the possibility of spreading digital marketing to offline content, most digital channels direct their action to Internet users, therefore, in order to identify the share of possible consumer attraction via the Internet and predict future prospects, the dynamics of change and types of Internet access were analyzed - users to the Internet. The specificity of the use of LED panels by companies in the framework of the digital marketing strategy is considered and examples of the use of this technology in certain types of economic activity are given. It has been found that the use of virtualization technology stimulates a new level of communication with the target audience through visual contact and allows users to feel the reality of the proposed product and accelerate its purchase.

Keywords: digital marketing, content, internet users, virtual reality, LED display, trends.

Problem statement. The digital transformation of both industry and business and society as a whole is generating new terminology, principles, methods and many other tools for simplified business. Thus was born the concept of "digital marketing", which indicates that marketing operates taking into account a set of factors that determine the effectiveness of the system of sales of goods (services) in the digital age.

Digital marketing is a new stage in the evolution of marketing. It occurs when the company's marketing activities are carried out mostly using digital channels. These are address channels that allow marketers to have a constant two-way personalized dialogue with each consumer. This dialogue is based on the use of data obtained from past interactions with the consumer. In addition, marketers are constantly using information about consumer behavior that comes to them in real time. This provides feedback to the consumer, improving and optimizing interaction with him.

Analysis of recent research and publications. A large number of scientific works are devoted to the study of all the diversity of aspects of digital marketing in today's dynamic conditions of the informative environment, that are such Ukrainian and foreign researchers as Wenger E.I., Wertheim K., Vinnikova I.I., Grebnev G.M., Andrew J. Rom, Aucklander M.A., Ponomarenko I.V., Romanenko O.O., Ruban V.V. and other.

In today's economic transformation, there is a particular interest in current trends in digital marketing. This determines the relevance of the study of various factors that contribute to the spread of digital marketing, including Internet activity of citizens, which is one of the important categories of consumers of digital marketing services.

Goals setting. The purpose of the study is to study the components of digital marketing and current trends in its development in the information society.

Presentation of the main material of the research. Digital marketing is perhaps the most flexible of the areas of business that can be fully allocated to a particular industry or industry. If until recently the main factors in the production of products were new technologies and cost reduction, today sales directly depend solely on marketing.

It should be noted that digital marketing does not include promotion through such traditional channels as newspaper ads, flyers, TV advertising, billboards. Although, if the billboard will indicate the QR-code with which you can go to the site, it is already digital marketing.

There are a number of tactics and tools that pertain to the concept of digital marketing. This is the company's website and Internet marketing channels: SEO, Internet advertising, e-marketing, funnels, sales, content marketing, banner advertising, SMM, etc. All Internet marketing tools are subject to one of the main tasks: attracting visitors to the site or motivating visitors to take action on the site (so-called conversion).

The main tools of digital marketing:

1. Search engine optimization of the website, which helps it to occupy higher positions in search engine rankings. This increases the amount of organic (free) traffic.

2. Content marketing, which is considered one of the most effective tools for promoting business on the Internet. It is suitable for raising awareness of well-

known brands or attracting customers.

3. Marketing in social networks (SMM). This type of marketing is aimed at promoting the brand and content on social networks. It can be used to increase traffic as well as to generate leads.

4. Pay Per Click Advertising (PPC) is a great way to drive traffic to your site. The bottom line is that for each click on the ad you need to pay a site owner or provider a commission. The most common default PPC is Google AdWords.

5. Email marketing. Companies use mail as the ability to communicate with their audience. E-mail is most often used to promote goods, notifications of discounts and events, as well as to direct people to the company's website [1, p. 144].

Digital marketing cannot be equated with Internet marketing, as the latter uses only online channels of implementation, while digital marketing can be implemented both online and offline. However, in the context of digitalization of all areas of management, the largest area of digital marketing - is Internet technology.

Let's move on to the analysis of statistical data on the dynamics of Internet activity of citizens based on the previous thesis that the latter is one of the important categories of consumers of digital marketing services.

Thus, according to research by the Internet Association of Ukraine, today the world wide web is regularly used by 22.96 million Ukrainians, or 71%, compared to 63% at the end of 2018 (Fig. 1) [2]. At the same time, given the growing dynamics of the Internet penetration into the lives of the population, the largest share is occupied by Ukrainians aged 25 to 44, mostly women. Thus, the largest number of users is among people aged 25-34 (25%). The second place in use is occupied by users aged 35 to 44 years - 21%. 18% - people aged 45 to 54, adolescents and young people aged 15 to 24 are only 15%. 12% - aged 55 to 64 years and 8% of persons over 65 years [2].
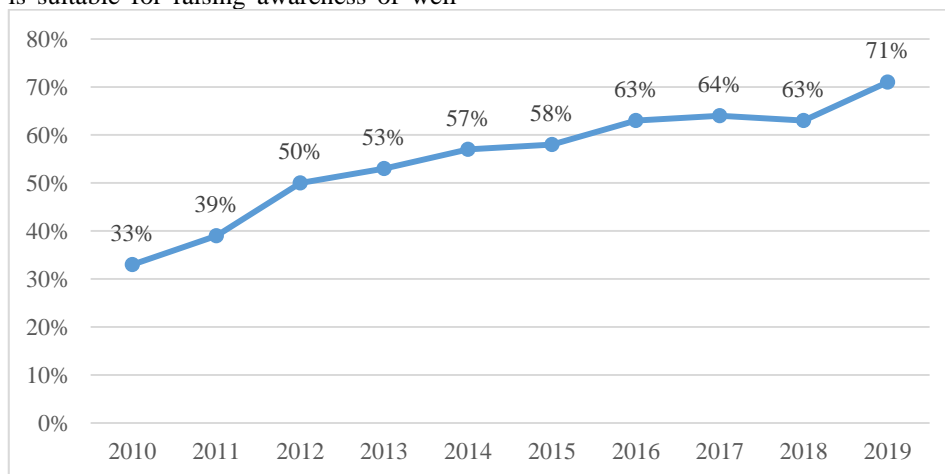
Fig. 1. Dynamics of change in the number of Internet users in Ukraine, 2010-2019
Source: [2]

It is obvious in the context of digitalization of society today that the majority of Internet users use a smartphone to log in - 66%, for a significant proportion of new users in 2019, the smartphone became the first

and only device to access the network. A smaller but also significant part - 40% - home laptop, 36% - desktop home computer, 5% - desktop computer at work (Fig. 2).
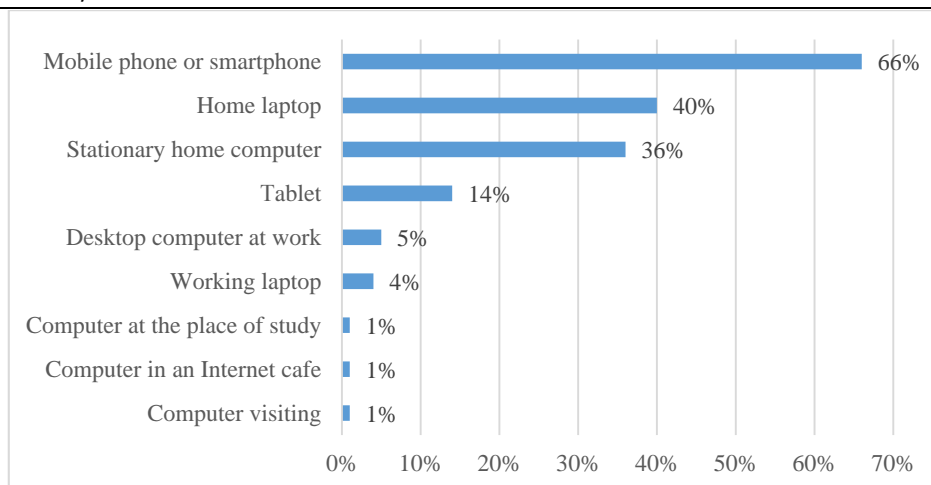
Fig. 2. Types of user access to the Internet
Source: [2]

Today, all digital marketing is focused on mobile phones and applications. This trend will remain in the future, but much attention will be paid to the use of artificial intelligence. This involves analyzing inquiries, core interests and even emotional relationships with a particular product. Digital marketing is one of the fastest growing segments of the modern market.

According to research, a significant impact on the population is observed when using visualized content. Virtual reality (VR) technologies are actively used for the needs of the world's leading companies in the implementation of their marketing strategies. The use of virtualization technology makes it possible to obtain a new level of communication with the target audience through visual contact, which allows users to feel the reality of the presented products and speed up the decision to purchase it. Companies use VR in their own advertising strategies, creating awareness among customers of personalized choice [3].

The New York Times has provided Google Cardboard virtual reality goggles for free to the most loyal subscribers as a reward for their commitment to the brand. Thematically, VR films were aimed at intellectuals and philanthropists and allowed to get a positive impression by watching cognitive video content using the latest technology. The result was a triple positive effect, which is expressed in the growth of loyalty to the brand "New York Times", virtual reality glasses Google Cardboard and shown films [4, p. 416].

Lowe's Innovation Labs has created Holoroom using virtual reality, which allows customers to see possible options for improving the interior of their homes. The flexibility of the system allows users in 3-D mode to independently select projects, change colors, combine various elements, including furniture and appliances, and more. The obtained results can be uploaded to the boards of clients in Pinterest. With the help of a virtual reality system, the company has the opportunity to collect statistical information about customer preferences and then use the data to optimize its own marketing strategy.

IKEA also offers to use its own application with VR technology, which allows you to virtually place furniture in customers' homes. The practicality of the presented software solution allows when choosing furniture to take into account their size and placement within the area of the respective rooms in a virtual environment [4, p. 416-417].

McDonald's has offered customers a simplified VR device based on a Happy Meal box and a user's smartphone. The transformation of the company's branded product, which is focused on children, has increased its popularity among the target audience, as well as to attract the attention of older age groups. Successful marketing has led to an increase in sales of Happy Meal with little investment in the modernization of this product. The target audience received a technological and attractive gift in addition to McDonald's main product.

In addition to the Internet, a number of brands pay significant attention to the offline sector in the marketing strategies of companies. Appropriate hardware and software are used in the implementation of the concept of digital marketing in the offline environment.

In modern conditions in the implementation of digital marketing strategies, an important place should be given to the use of LED panels, which allows you to visualize a variety of content in accordance with the specifics of operation, the company's goals and characteristics of its potential customers. Interactive thematic information is placed on street advertising media, it establishes communication with many citizens in settlements and beyond. Smaller information screens are placed indoors and advertise certain products. It is interesting to use LED panels in shopping malls as virtual fitting rooms.

Digital screens are also actively implemented by food establishments, as they can be used as visualized dynamic menus that show videos, a list of dishes with characteristics, drawings, photos, graphics, etc. The content in the digital menu can be changed according to the range of dishes in the institution (offers during the day or week, promotions and specialties, etc.) [5, p. 63]

The active development of the LED-panel market (Fig. 3) has led to an increase in the supply of these devices, their range and improved technical characteristics. Many companies use LED panels for digital marketing, as they allow you to visualize a variety of content in accordance with the specifics of operation, brand goals and characteristics of their consumers [5, p. 62-63].
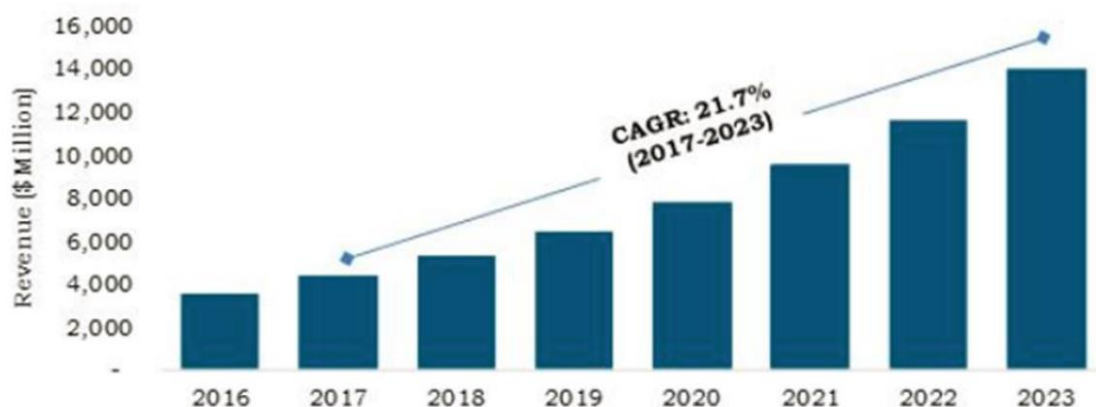
Fig. 3. Forecast dynamics of the LED display market in 2016-2023
Source: [6]

The integration of business into the global Internet has contributed to the emergence of new ways and sources of information and their analytical processing in combination with the traditional parameters of the analysis of the competitive market environment that characterize the business. Today, unfortunately, it is impossible to provide win-win recommendations for the application of specific marketing tactics. This means that things that worked last year may not work now.

Some popular digital trends have exhausted themselves and will no longer show the same results. Below are ineffective marketing techniques that no longer work and give way to more advanced digital sales tools [7, p. 209].

1. Drip marketing. Sending the same emails to endless contact databases is not highly efficient. It's a good idea to send targeted emails that will be at least partially personalized.

2. Longrids. Mobile internet destroys desktops. Nobody has time to read heavy word lyrics. It is worth creating surveys, tests, videos, animations, interactive landing.

3. Focus on the amount of material on the site. The Internet is saturated with content, so consumers pay attention to the quality of materials.

4. Excessive complexity. Too complex a system of scoring leads to everything. A simpler valuation system will significantly accelerate sales.

5. Abuse of automated marketing. It is better to use it for internal marketing activity than for external.

6. Exceptional organics. Organic output on Facebook has been gradually declining since 2012. Today, 2-6% of your customers will see your post. It is better to use advertising on Facebook more actively.

7. Discreet email. You should not send a large number of emails to their addresses in an attempt to reach the leaders or founders of companies.

8. Rate texts in SEO. Modern consumers are multimedia like never before. Some even search Google with a camcorder. It is no longer enough to optimize texts. You should focus on optimizing your video, images, and audio.

Nidhi Dave, in his study [9], identifies the following trends in digital marketing:

1) Artificia intelligence (AI). It's sure to be at the heart of global business and industry in the future – and it's already taking over many simple jobs.

Just a couple years ago, Gartner analysts predicted that by 2020, AI technologies would be pervasive in almost every new software product and service – a prediction that Harvard Business Review seconded earlier in 2019.

AI can analyze consumer behavior and search patterns, and use data from social media platforms and blog posts to help businesses understand how customers find their products and services.

One exciting example of AI in practice is chatbots (more on that later). Mastercard created a Facebook messenger bot – which uses natural language processing software to decipher what the customer wants and respond as if it were a real person – to automate handling payments.

Artificial intelligence will soon be the driving force behind many services and, currently, we already see it implemented in such areas as:
– Basic communication.
– Product recommendations.
– Content creation.
– Email personalization.
– E-commerce transactions.

2) Programmatic Advertising. Programmatic advertising means using AI to automate ad buying so you can target more specific audiences. Real-time bidding, for example, is a type of programmatic ad buying. This automation is much more efficient and fast, which means higher conversions and lower customer acquisition costs [9].

It's changing the face of digital advertising so swiftly that, according to eMarketer, 86.2% of digital display ads in the U.S. will be programmatic by 2020.

3) Chatbots. Chatbots will continue to be an important part of digital marketing in 2020. This AI-based technology uses instant messaging to chat in real-time, day or night, with your customers or site visitors.

Many customers prefer interacting with chatbots as they are responsive 24/7, give answers promptly, accurately recall your entire buying history, and never lose patience. These virtual assistants offer outstanding customer service by meeting customers' expectations

and automating repetitive tasks – which means that you can focus on more important work.

Brands that are successfully using chatbot technology include Whole Foods Market, Lyft via chat, Fandango, Sephora, Staples, The Wall Street Journal and Pizza Hut.

4) Conversational Marketing. Conversational marketing facilitates a one-to-one, real-time connection between marketers and customers:

Unlike traditional strategies, this form of marketing is now available across multiple channels, allowing brands to meet customers on their terms: on the devices, platforms and time schedules that suit the customer best.

Ultimately, the primary goal of conversational marketing is to enhance the user experience through a feedback-driven model that fosters higher engagement and greater loyalty [9].

5) Personalization. Personalize your marketing – and that means personalized content, products, emails and more.

Consider these personalization stats [10]:

63% of consumers are highly annoyed with generic advertising blasts

80% say they are more likely to do business with a company if it offers personalized experiences

90% claim they find personalization appealing

When you want to study examples of the power of personalization, it's hard to overlook Netflix and Amazon, with their tailored recommended products or movie titles. Here are a few other companies that are successfully using personalization today:

EasyJet launched a data-driven email campaign that uses customers' travel history with the airline to build personalized stories, which then suggest where they might like to travel next. About 12.5 million unique emails have been sent, which had a 25% higher click-through rate than non-personalized emails.

Cadbury's created a personalized video campaign that matches a Dairy Milk flavor with users based on data from their Facebook profile, including age, interest and location. The campaign generated a 65% click-through rate and a 33.6% conversion rate, proving that the personal touch works.

Starbucks uses a gamified mobile app that draws on data like purchase history and location to get as personal as possible, allows customers to customize their drinks, and encourages further use with its rewards system – which skyrocketed their revenue to $2.56 billion [9].

6) Video Marketing. Video marketing is one of, if not the, most important marketing trend today and likely for the next 5-10 years.

Video is by far the most popular way customers want to learn about new products.

One of the issues that marketers have faced in recent years is the growing shift to mobile devices. Those long-form sales pages and emails of yesteryear are fading fast because they're simply too difficult to read on small mobile screens. However, video can present the same information in a format that works perfectly regardless of the device.

One of the best things about video marketing is that it makes it easy to reformat your content. Imagine that you've recorded a video for your YouTube channel.

Here are some other video marketing trends that are gaining more and more traction:

Live video is particularly popular with a large number of businesses who use it for interviews, product demos and behind-the-scenes glimpses of the brand, such as life in the office, how products are made, company events, etc.

1:1 video is when businesses or marketers create personalized video messages rather than make phone calls or send emails. With the decreasing cost of film equipment and increasingly high-quality smartphone cameras, this is easier than ever.

Video SEO. YouTube and other videos are displayed in the SERPs, so video optimization is becoming much more important – like using text overlays and closed captions, in addition to your description, title and file names. Check out this guide to learn more about YouTube SEO.

360-degree video content. This trend towards a more interactive experience is on the rise – just look for the circular symbol in the top left corner to start sliding the moving image left or right as it's playing, like this 360˚ video from Hong Kong Airlines.

7) Influencer Marketing. Influencer marketing is a type of word-of-mouth marketing that focuses on using key leaders to amplify your brand message to a larger market. Influencers can be well-known celebrities, but more often they are Instagram or YouTube personalities with a huge niche following who can help spread the word about your business or product through their social channels.

Influencer marketing is not just a trend: A mediakix study predicts that the ad spend for influencer marketing could reach $10 billion by next year [9].

Influencer marketing is also going to be affected by artificial intelligence. With each year, AI is making the process of finding the right influencers to partner with easier and faster. It's helping identify those with better engagement, fewer fake followers, and a higher chance of generating a positive return on investment (ROI). In addition, artificial intelligence is transforming influencer marketing in the following ways:

– Image recognition with ANN (Artificial Neural Networks).

– Determining influencer performance with NLP (Natural Language Processing).

– Predicting incentives with ANN.

– Determining an influencer's influence.

– Flagging posts that don't follow disclosure guidelines.

– Elimination of fake engagements and spam bots.

8) Social Messaging Apps. Social messaging apps can be very useful in sending messages to customers directly, as they allow personalization and add value to the user experience. In addition, people expect businesses to have a presence on messaging apps because it's a direct and easy way to interact with them.

9) Visual Search. Visual search can take the user experience to a totally new level: People can upload an image to conduct a search and get more specific results.

A) Pinterest Lens. Not surprisingly, Pinterest has jumped on the visual search bandwagon. They came out with Lens, a visual search tool that allows users to take a photo of an item to find out where to buy it online, search for similar products or view pinboards of related items.

B) Google Lens. Google Lens is a visual search engine by Google, which recognizes objects and landmarks through a camera app.

C) CamFind. CamFind is another visual search mobile app which enables you to search for anything from your phone simply by snapping a picture.

Instead of typing queries into a search engine, you can directly search via images to find similar images, price comparisons, local shopping results, etc. You can also take a picture of a movie poster and CamFind will show you movie information, trailers, showtimes and local theaters.

D) Bing Visual Search. And with Bing Visual Search, you can search for a specific element within an image without having to go through all the current hoops.

10) Micro-Moments. A micro-moment is "An intent-rich moment when a person turns to a device to act on a need – to know, go, do or buy."

The growing popularity of micro-moments means that marketers must rethink the linear marketing funnel that follows a set path: awareness, consideration and decision.

11) Voice Search & Smart Speakers. The increasing use of voice search has made it important for companies to rethink their digital marketing strategies in 2020.

Voice search plays an important role in providing all the relevant information that people are searching for through audio content. AI is getting smarter and the number of errors made by voice assistants like Alexa, Siri and Google has reduced greatly.

Google Assistant has 2,000 "actions" and Alexa has 30,000 "skills", which are functions that allow these voice assistants to react very specifically to user commands and queries [9].

12) Social Media Stories. First, Snapchat came out with the concept of "My Story," then Instagram and Facebook stories were introduced, and then YouTube unveiled their own story format: Reel.

Since these types of stories disappear after a set period of time, this is a great opportunity for marketers to make good use of FOMO (fear of missing out).

The benefits of using social media stories include:
Increased brand awareness
Constant engagement with followers
Cost-effectiveness
Increased traffic to your web page
Opportunity to reach younger audiences

13) Browser Push Notifications. The updates to the GDPR (General Data Protection Regulations) and stricter filters have dented the potency of email marketing. Moreover, the younger audience favors other methods of communication and prefers to deal with less touchpoints when engaging brands.

Notifications triggered by behavior are being used to re-engage people who have shown interest but failed to convert, and in recovering revenue from abandoned shopping carts.

14) Content Marketing Continues to Dominate SEO. In fact, content marketing is so important that 88% of B2B content marketers agree that creating content makes their audience view their organization as a credible and trusted resource:

Even amid all the innovation, content marketing remains a reliable, powerful way to attract new customers to your site and build relationships with them in real, quantifiable ways that deliver long-term value for your business.

With Google continuing to value well-researched, regularly updated articles, many leading businesses will continue to invest heavily in content marketing.

15) SEO A/B Split Testingю. Modern marketing is all about testing and analysis. By using A/B split-testing, you can isolate the variables in your campaign and easily identify which versions are driving the results you need. This form of testing offers marketers a methodical approach to making effective changes to their content.

Platforms like ClickFlow suggest pages with untapped SEO potential — a high-impression count but a low click-through rate (CTR) — which you can then improve to increase traffic, leads and, of course, conversions.

ClickFlow lets you set a target CTR value, then it serves up pages along with a keyword report that lists the keywords that your page is already ranking for now. Better yet, it suggests valuable new keywords that you should target to get more traffic [9].

16) Social Commerce & Shoppable Posts. With e-commerce and social media both growing at alarming rates, it's no wonder brands are using the two together to maximize opportunities for sales.

E-commerce brands hope this will reduce the risk that customers will abandon their purchase because they have to switch apps or sign in to an unknown store.

Social media is integral to digital marketing, and visual platforms like Instagram are gold for marketers. Better yet, visual commerce is taking off as more consumers are willing to buy products through ads they see in their feeds.

E-commerce brands can create and post interactive ads that allow users to click and shop with ease. Instagram believes this will make it easier for businesses to reach prospective new customers, as it will effectively shorten the sales funnel, giving consumers the instant access they desire.

17) Interactive Content. Speaking of instant access, that brings us to one of the fastest-growing digital marketing trends in recent times: interactive content.

In 2020, we're destined to see a shift from traditional text-based content toward dynamic, engaging content that offers users an immersive experience.

Interactive content is more engaging, more memorable and more likely to generate the results your business needs.

18) Omnichannel Marketing. Omnichannel marketing is the process of marketing across multiple platforms (such as social media, apps, email and blog) so you can connect with prospects on more touchpoints.

When you do omnichannel marketing right, you can offer an enhanced user experience and cohesive brand message that drives people to action.

To stay ahead, brands must present a seamless, consistent voice and message across all available mediums, including physical storefronts, social media channels, online, in catalogs and anywhere else you can imagine. All channels should be linked in one all-encompassing strategy for the best results.

With ever-more sophisticated SaaS companies providing the tools to manage multiple channels more efficiently, it's becoming easier to manage an omnichannel strategy, although it can be a challenge.

Users demand personalization and want to be able to browse a physical store, view products on social media, and purchase online. And if you're not keeping up with their demands, someone else will get that business.

This is another area where AI and big data are playing a role by helping brands understand consumer behavior better and personalize at an individual level at scale [9].

19) Augmented Reality (AR) & Immersive Technologies. Gartner predicts that by 2022, 70% of enterprises will be experimenting with immersive technologies, and 25% will have deployed to production [11].

While virtual reality (VR) makes a lot of noise and gets everyone excited with grand sci-fi ideas, AR is much more implementable from a marketing standpoint. Experts predict that AR will continue to outpace VR in terms of market share.

Brands are increasingly using this technology to enhance the consumer experience and increase sales.

With AR improving rapidly, we will see a huge uptake in brands finding useful applications for the technology in the future.

20) Predictive & Augmented Analytics. Predictive analytics is the practice of using data mining, predictive modeling and machine learning to identify patterns and attempt to predict the future. It is becoming more and more sophisticated and widespread in many industries.

In terms of digital marketing trends, we will see a lot more of this, as it is being used in advanced lead scoring, as well as for segmentation and individual personalization, which helps marketers reduce churn and improve customer loyalty.

One such example is Amazon Assistant, a Chrome extension from the retail giant that allows users to permit product recommendations from Amazon to extend beyond the website to make personalized offers while they are browsing elsewhere on the web.

Augmented Analytics, on the other hand, uses machine learning and Natural Language Processing (NLP) to automate data preparation and enable data sharing [9].

21) Growth of Geo-Fencing. Geo-fencing allows real-time targeting based on a user's location. A target area is defined as, say, within a mile of a restaurant, and when a user enters or leaves this area, they receive a push notification, text message or another form of marketing communication.

Research shows that of people who open a push notification, 54% of users convert from segmented push compared to only 15% for broadcast messages. And 52% of users enable push messaging on their apps [12].

For industries that need to convert digital users into brick-and-mortar customers, geo-fencing is going to become more and more important in their marketing strategy.

22) Progressive Web Apps (PWAs). Progressive Web Apps are essentially websites that work like mobile apps. They offer the functionality of a native mobile app – fast load times, push notifications, working offline, utilizing device hardware, etc. – without being limited to one platform (which in reality means Android or iOS).

This allows development teams to create web apps for any device that works just like a mobile app.

PWAs are going to become ever-more prevalent as the mobile revolution continues at pace.

23) User-Generated Content (UGC). User-generated content (UGC) is a potent resource for marketers who want to tap into the Millennial and Gen Z markets. You can encourage your audience to share unique content by offering them an incentive, such as a discount, or even partnering with them for a good cause.

Aerie, a women's clothing company, "made a pledge to stop retouching photos of models in its bathing suits. And for every Instagram user that posted an unedited photo of themselves in a bathing suit (using the hashtag #AerieReal, of course), Aerie now donates $1 to the National Eating Disorders Association (NEDA)."

This simple UGC strategy can quickly increase brand engagement and drive conversion rates as more people discover your brand, and its products and services.

UGC can be as basic as blog comments and testimonials or it can take the form of blog posts, images and videos created by users [9].

24) Blockchain Technology. A blockchain is, in the simplest of terms, a time-stamped series of immutable data records that is managed by a cluster of computers not owned by any single entity. Each of these blocks of data (i.e. block) is secured and bound to each other using cryptographic principles (i.e. chain) [13].

The uses of blockchain are far more wide-reaching than just the financial world, however; this technology is also making waves in the digital marketing world. Blockchain eliminates the digital marketing intermediary, builds trust by means of transparency, drives public accountability and offers benefits for branding.

And beyond, we'll see these trends in blockchain:
– Tracking Media Buys.
– Handling Social Impressions.
– Verifying Online Identities.
– Elevate Transparency.
– Protect Personal Data.
– Pinpoint Targeting.
– Authentication and Provenance [9].

The complex of marketing communications consists of four main areas of activity: advertising, sales promotion, personal selling and promotion. Each of these areas has certain advantages and disadvantages, features of application and impact on potential buyers. Thus, if the propaganda is more image and strategic, then advertising is mostly more specific, aimed at increasing consumer interest in certain products for a limited period of time. Sales promotion measures (various promotions, raffles, coupons, tastings) are designed to

influence the consumer at a given time, the effect of them is manifested quickly, but does not last long. If advertising is not individualized and does not provide feedback to a potential buyer, then personal selling is based on such communication and flexibility of offers for each customer individually. The cost of one contact when using advertising is minimal, during the organization of raffles, contests, tastings, they increase significantly, and in personal sales, they are the largest. The time period of influence of certain communication measures is different: from the minimum in the course of sales promotion to quite long in the case of propaganda. That is why it is now increasingly recommended to use in both wholesale and retail trade not separate and unrelated communication measures, but a system of integrated marketing communications [14].

Thus, successful digital marketing requires a close look at what really works in today's dynamic environment and what doesn't. Today, there are many tools that contribute to the successful implementation of digital marketing strategy. Research indicates that the mobile phone is one of the most popular gadgets among Internet users, which significantly influences the choice of methods and channels for digital marketing and many other industries. Among the trends in digital marketing is the success of artificial intelligence, which today occupies a leading position among the innovations of informatization and automation of society. But, of course, trends need to be backed up by numbers to become truly worthy of public attention.

Conclusions. Thus, digital technology today is a crucial factor for success and advancement for every area of business, which provides significant competitive advantages. Digital marketing is a modern means of communication between an enterprise and the market through digital channels of product (enterprise) promotion in order to effectively interact with potential or real consumers in virtual and real environments. Television, radio, the Internet, and social media are all digital marketing tools.

Trends in the field of digital marketing in the coming years will be aimed at creating new types of interaction with the audience. In 2020, digital marketing trends have become both more human and more mechanical. The general trend in digital marketing is to focus on more personal relationships with target niches, but funds are being invested in digitization and new technologies. The heart of digital marketing remains the same - giving people what they want, when and where they want it - and modern technology is simply opening up new avenues.

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