

Current state and trends in the development of digital marketing during the war period

Mariana Dorosh-Kizym¹, Nadiya Kubrak², Marta Dorosh³

Опубліковано	Секція	УДК
29.11.2023	Економіка	378.14

DOI: <https://doi.org/10.5281/zenodo.10360899>

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Annotation. War does not always create critical threats to entrepreneurial development. Speaking specifically about digital business technologies and marketing, this crisis should be used beneficially, taking advantage of emerging opportunities. In particular, the entire world is currently supporting Ukraine and the development of business, understanding how crucial it is for achieving victory in the war.

The year 2023 is yet another challenging year in the life of every Ukrainian. The factors of war and the economic situation demand a more careful optimization of business expenses on marketing. The structure of the promo mix for many companies indicates that multichannel interaction remains the norm. Digital tools play a significant role in this.

The global network opens unique opportunities for Ukrainian enterprises, especially important in the conditions of economic recovery after the war. Online markets allow conducting the same entrepreneurial operations as traditional markets but in a faster, more efficient, and perfected way. In particular, using digital technologies makes it significantly easier to find suppliers and buyers, pay bills, and make agreements, all within the framework of the worldwide Internet.

Over the last three calendar years, almost everything has changed. Consumption trends have shifted, and various media have emerged, bringing significant changes to everyone's way of life. Consumer values and preferences have changed, necessitating corresponding adjustments in effective marketing tactics. Today, people can access what they need much more easily and conveniently. Social media group chats and customer communities have appeared. Search has become the primary information tool on the Internet.

In the modern digital era, information spreads rapidly. Digital marketing has become a powerful tool for shaping narratives during conflicts. By strategically disseminating information, businesses, governments, and organizations can influence public opinion.

The audience in the digital space has fundamentally changed during the war. People seek information, news, and updates online, leading to changes in the demographics of users. Marketers working in this space must adapt to this audience evolution, adjusting their content and campaigns to meet specific needs and concerns arising during times of war.

Key words: war, conflicts, digital marketing, marketing tools, startup, outsourcing, podcast, omnichannel communication, artificial intelligence, virtual reality, shopping, online

¹ Associate Professor Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies Lviv, <https://orcid.org/0000-0001-5680-6669>

² Associate Professor Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies Lviv, <https://orcid.org/0000-0002-2834-9736>

³ Senior Teacher Lviv University of Business and Law, <https://orcid.org/0000-0002-3975-1229>

business, influencer marketing, live streams, video content, marketing strategies, innovative solutions, global experience, mobile technologies, cloud technologies, digital society, coding, programming.

Сучасний стан та тенденції розвитку цифрового маркетингу у воєнний період

Анотація. Війна не завжди створює критичні загрози розвитку підприємницької діяльності. Якщо говорити про цифрові технології бізнесу та маркетингу зокрема, то цей кризовий стан необхідно використовувати з користю, користуючись можливостями, які складаються. Зокрема сьогодні цілий світ підтримує Україну та розвиток бізнесу, оскільки розуміє, наскільки це важливо для забезпечення перемоги у війні.

2023 рік – ще один непростий рік в житті кожного українця. Фактор війни та економічна ситуація вимагають ще ретельніше оптимізувати витрати бізнесу на маркетинг. Структура промоміксу багатьох компаній свідчить про те, що нормою залишається багатоканальна взаємодія. Важливу роль у ній відіграють цифрові інструменти.

Глобальна мережа відкриває унікальні можливості для українських підприємств, особливо важливо це в умовах відновлення економіки після війни. Онлайн-ринки дозволяють здійснювати ті ж самі підприємницькі операції, що і на традиційних ринках, але в більш швидкий, ефективний і вдосконалений спосіб. Зокрема, за допомогою цифрових технологій значно легше знаходити постачальників та покупців, проводити оплату рахунків, укладати угоди, причому все це відбувається в рамках всесвітньої мережі Інтернет.

За останні три календарні роки змінилось практично все. Змінилася тенденція споживання людей, – у той же час один за одним почали з'являтися різноманітні медіа, які внесли величезні зміни в спосіб життя кожного. Цінності та переваги споживачів змінилися, що зумовило необхідність відповідних корективів в ефективній маркетинговій тактиці. Сьогодні, люди можуть значно легше та простіше отримати доступ до того, що їм потрібно. З'явилися соціальні медіа групові чати та спільноти клієнтів. Пошук став основним інформаційним інструментом Інтернету.

У сучасну цифрову епоху інформація поширюється швидко. Цифровий маркетинг став потужним інструментом для формування наративів під час конфліктів. Шляхом стратегічного поширення інформації підприємства, уряди та організації можуть впливати на громадську думку.

Аудиторія в цифровому просторі кардинально змінилася під час війни. Люди шукають інформацію, новини та оновлення онлайн, що призводить до змін в демографії користувачів. Маркетологи, що працюють у с повинні адаптуватися до цієї еволюції аудиторії, налаштовуючи свій контент та кампанії на задоволення конкретних потреб та побоювань, що виникають під час воєнних конфліктів.

Ключові слова: війна, конфлікти, цифровий маркетинг, маркетингові інструменти, стартап, аутсорсинг, подкаст, багатоканальний зв'язок, штучний інтелект, віртуальна реальність, шопінг, онлайн-бізнес, впливовий маркетинг, прямі трансляції, відеоконтент, маркетингові стратегії, інноваційні рішення, глобальний досвід, мобільні технології, хмарні технології, цифрове суспільство, кодування, програмування.

Introduction

Digital marketing is, evidently, not just a channel and technology; it is more related to the use of technologies, especially big data technologies. The issues of digital marketing in the context of the digital economy are analyzed by both domestic and foreign scholars.

A significant number of scientific works are dedicated to the study of issues related to digital marketing and its application by enterprises. Various aspects of this problem are highlighted in numerous works by both domestic and foreign scholars. Among them are the research works of M. Oklander, Philip Kotler, Andrew J. Rohm, S. Hrytsenko, Reshma Desai, O. Zozulov, S. Ilyashenko, I. Lytovchenko, O. Marchuk, O. Karpishchenko, O. Ruban, and other researchers. At the same time, the world is rapidly changing, and in recent years, new ways of using innovative tools in digital marketing have emerged. Its impact on the target market, the competitive position of businesses, and marketing activities is constantly growing. These, along with several other equally important factors, have necessitated further research into this issue.

The purpose of the article. The aim of this article is to explore the theoretical and practical aspects of the formation and development of digital marketing. It is focused on investigating the evolution of digital marketing, illuminating the process of managing digital marketing as a complex social and communication system, examining the mechanisms of implementing digital marketing, analyzing the directions and strategies of its implementation, identifying the typology of digital marketing, and forecasting its future within the context of our country.

Results

80 years ago, during World War II, numerous companies permanently lost their businesses and were erased from the pages of history. However, such a fate certainly did not touch the manufacturer of the famous soft drinks, «Coca-Cola», which was gaining its global popularity during those years. In 1941, Coca-Cola's president, Robert Woodruff, announced that every soldier would receive a bottle of Coca-Cola for five cents, regardless of where they were on the planet [10].

Close coordination with the U.S.A. government allowed Coca-Cola to sell eight million bottles of drinks to the military and build 63 bottling plants worldwide. Several senior U.S.A. military officers believed that Coca-Cola was an effective way to boost morale and also considered it a healthy alternative to alcohol for soldiers. So, after the war, the beverage became an embodiment of patriotism and forever became one of the leading American brands.

This Coca-Cola story is iconic for many modern companies, including Ukrainian ones. It shows that the right marketing steps, even during wartime, can help a business overcome difficulties and establish itself in the market for a long time. The key is to learn how to communicate effectively with consumers [10].

During wartime, in areas where it is possible, businesses must indeed operate to support the country's economy. However, can businesses function the same as before the war? Clearly, no. Business models undergo radical changes, and marketing is no exception.

Changes in marketing that come to mind first are comprehensive and widespread cuts. Perhaps there are situations where marketing needs complete elimination. However, in most cases, marketing is necessary during wartime. Moreover, it will be extremely crucial after Ukraine's Victory [5].

Marketing and communications during wartime have their own peculiarities. One cannot pretend that nothing is happening and that there is no war. It used to be that some could afford to say, «we are beyond politics», but now everything happening in the country is politics. War is politics.

In dramatic times, we strive to assess the situation, understand what is happening, and determine where to move next. This also applies to the Ukrainian digital sphere during the war [3].

War has changed the country and its people, so every brand needs to reintroduce itself to its audience before starting a new marketing campaign. Where have consumers migrated to? What are they interested in? What mood do they have, and how far can they plan their lives?

Such information will be a valuable foundation for new marketing and communication activities, as well as for the successful operation of the business [2].

First of all, it's worth understanding that a third of Ukrainians have changed their usual place of residence and moved to western Ukraine or abroad.

According to the research, among Ukrainian migrants:

- 57% moved to a settlement within another region of Ukraine.
- 17% moved to a settlement within the same region of permanent residence.
- 20% moved abroad.
- 4% moved but have already returned home.

The majority of migrants are from the eastern regions of Ukraine, where 67% of Ukrainians were forced to leave their homes. At the same time, among surveyed migrants abroad, 77% are willing to return to Ukraine at the earliest opportunity [7].

Anger and pride for the country drive Ukrainians towards victory. Successes on the front and global support motivate the population, so they are quite positive about the future of the country. In the top of goods, essential items remain – food, medicines, clothing, and hygiene products. It is also important to understand that during the war, 63% of Ukrainian consumers do not pay attention to the brand when choosing products. Therefore, the work of marketers and the right communication tools are more relevant than ever for businesses (fig. 1.) [9].

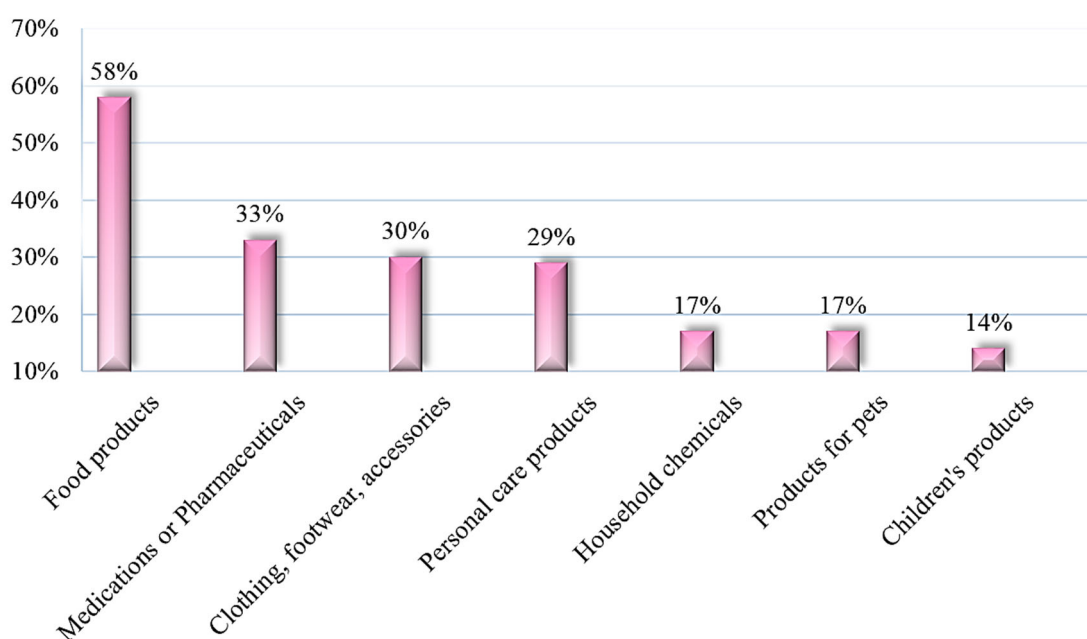


Figure 1. Top-7 categories of purchases by Ukrainian consumers during the first year of hostilities (2022-2023), %

Source: Based on the authors' own research

War is a disruption in which it is crucial to preserve «points of stability» to gradually adapt to new conditions. Retail, logistics, communication, and the supply of resources to meet people's basic needs are critically important in this sense and must respond to changes more quickly than others [6].

From traditional monochrome newspaper advertisements to the latest keyword analytics, marketing trends evolve continuously as brands adapt to emerging technologies. In this ever-changing landscape, brands cannot rely solely on their tried-and-true marketing strategies.

The marketing industry has undergone significant changes in recent times. We have witnessed the shift from print media to email marketing, and now the dominance of social media marketing. In 2020, the global digital marketing market was valued at 350 billion. It is expected to grow to 786.2 billion by 2026. Digital marketing is evolving at a rapid pace, with no signs of slowing down [4].

Digital marketing is a higher level of marketing activity that utilizes database objects through digital media channels such as phone, SMS, email, electronic fax, network platform, etc., to achieve precise and quantifiably measurable marketing efficiency. The Internet has fundamentally changed our society. The development of social networks has simplified the interaction between individuals and companies, opening unprecedented opportunities for advertising.

The term «digital marketing» first appeared in the 1990s. From 2000 to 2010, digital marketing evolved into a more complex social and economic phenomenon and was considered an effective means of establishing deeper and interactive relationships with customers [4].

Digital marketing has imbued the marketing mix with new connotations. Its functions primarily encompass information exchange, online purchases, electronic currency, online publications, corporate public relations, and more. Digital marketing is a system that should evolve into a comprehensive marketing strategy based on technologies, permeating through the business scenarios of the enterprise. The essence of digital marketing lies in high-level marketing activity that achieves precise marketing, quantifiably measured marketing effects, and digitization.

The Internet has opened a new world for people in the era of digital marketing 1.0 in creating Internet content. 1.0 is a term for the first version of the Internet (from a technical point of view, web pages of the Web version 1.0, «read-only»). Here, websites dominate: users do not have the right to interact, advertising is characterized by one-way communication, and users passively receive marketing information on websites.

The era of digital marketing 2.0 emerged with the sudden advent of social media and video sites. Companies bridged the gap with users, developed comprehensive marketing strategies, and implemented real-time monitoring along with regular data analysis. As a crucial channel, advertisers shifted more advertising budget from offline media to online media.

The marketing 3.0 worldview is characterized by the application of big data technology, through which data such as user searches, views, clicks, purchases, and interactions can be collected and analyzed.

Marketing 4.0 is characterized by highly advanced digital technologies and the widespread use of mobile internet, contributing to the constant evolution of business models. Major internet companies such as Ali, Baidu, Tencent, Xiaomi are building their own ecosystems. Digital marketing is transforming from a focus on product production to an emphasis on relationships with sales.

Marketing is considered digital when it involves digital communication. This entails the use of the Internet and other forms of digital communication, such as websites, social media, search engines, and email, to facilitate the brand's communication with potential clients. In conjunction with its online marketing strategy, it is used for advertising and selling products and services. Consumers heavily rely on digital tools, such as websites or online media, to research products. Digital marketing allows brands and products to appear when consumers use social networks to read news, browse blogs, or search for product information, enabling consumers to interact with companies online in real-time, learn more about products and services, and develop familiarity with the brand [4].

The essence of digital marketing lies in looking at marketing through numbers and also examining figures from marketing and implementing it at the level of corporate marketing strategy.

Enterprises need to make precise decisions in the field of digital marketing. Building on digital marketing, marketers can organize potential clients through effective client resource search and provide personalized messages via email or SMS services to different customer segments. The essence of digital marketing lies in ensuring that each client receives a maximally personalized message crafted by the marketer at the right moment [1].

Digital marketing is a crucial tool for any business aiming to attract new customers and thrive. Due to constant changes on the Internet, keeping up with the latest trends and technologies can be challenging. One of the recent and most innovative trends in digital marketing is the use of artificial intelligence (AI). AI marketing enables companies to automate tasks, personalize messages, and target customers with laser precision.

More and more companies are utilizing machine learning and integrating technologies for collecting and analyzing user information. This allows them to build a strategy using precise targeting, conduct dynamic audience segmentation, and create marketing campaigns based on user behavior. Even if a company doesn't integrate elements of artificial intelligence and machine learning into its own infrastructure, it is likely using external services where these technologies are already present – such as Google Ads, Facebook IQ, various chatbots, modern ESPs, and CRM systems [8].

The scope of tasks that artificial intelligence technology can perform remains quite limited. This includes processing images, communicating with users, audience segmentation, analyzing behavioral factors, and so on. However, large companies and individual teams are moving towards the development of technologies where artificial intelligence can make decisions in situations it hasn't been explicitly taught for. It can be expected that this tool will gain new capabilities every year.

As we see, in 2023, artificial intelligence has caused a real boom in the world, becoming a competitive advantage in marketing strategy and significantly improving communication with the audience [7].

The development of artificial intelligence has triggered a true revolution in the world, comparable to the invention of the internet. With these technologies, humanity runs the risk of entering a realm of hypersonic speeds in decision-making, company creation, generation of new ideas, technologies, and more.

Without a doubt, artificial intelligence is revolutionizing the marketing industry. By automating repetitive tasks and providing accurate information, AI helps marketers work smarter and more efficiently.

It is worth noting that one of the effective tools in digital marketing this year has become omnichannel marketing. Nowadays, there is an increasing focus on omnichannel marketing. This approach involves using various communication channels in a unified and coordinated system to ensure a thoughtful customer journey through different communication channels based on available knowledge of their habits and needs. It includes collecting feedback and data for subsequent adaptation of content and communication channels [4].

For companies, maintaining multi-channel communication and analyzing its effectiveness is becoming increasingly challenging: the number of channels is growing, and tracking the user's journey is getting more complex. Therefore, omni-channel marketing has replaced multi-channel marketing (fig. 2.).

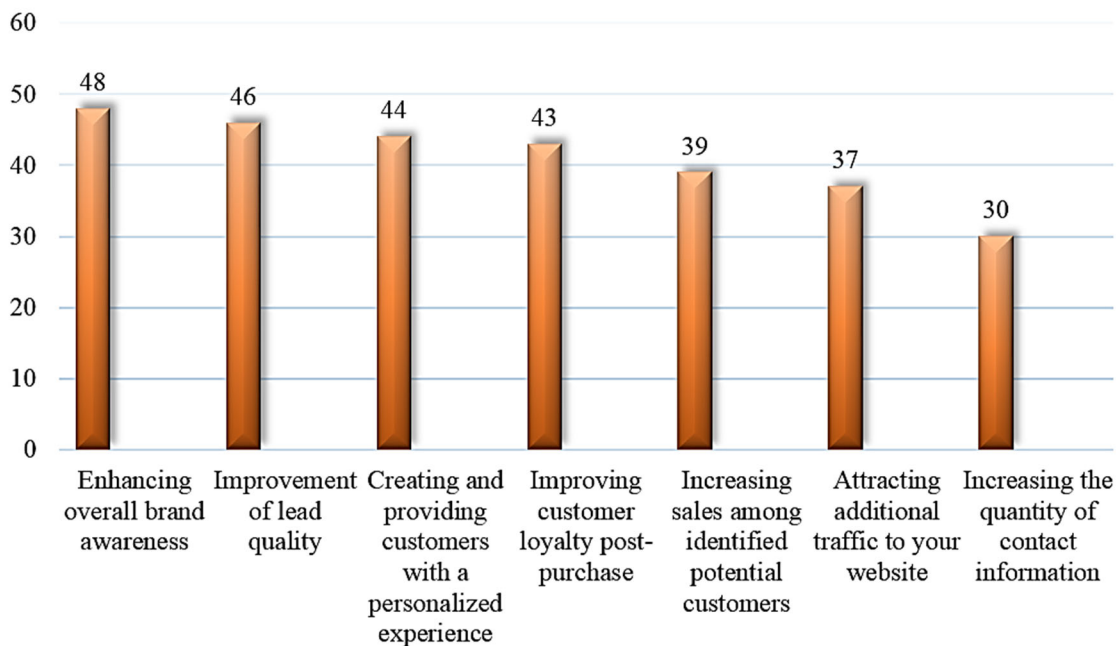


Figure 2. The main goals of multichannel marketing (based on an internet survey of marketers), %

Source: Indicators calculated based on data from Kyivstar Business Hub

Its task is to create a unified communication system where the user receives the information they need, through the channel and in the format that is most convenient for them at that moment. For example, an online platform engaged in selling goods provides seamless (omni-channel) communication with its users. When receiving a call from a potential user, the manager can see which advertising campaign they came from, what product they are interested in, and quickly respond without unnecessary additional clarifications. And if the client later reaches out to the Facebook page's chat to clarify the delivery date, the manager will immediately provide the necessary information without redirecting to another department. In this way, the user can easily switch from one channel to another and quickly get the information they need. This is the essence of omni-channel.

Modern data processing and analysis systems currently allow companies to monitor and track every step of the user. This helps companies build effective marketing strategies.

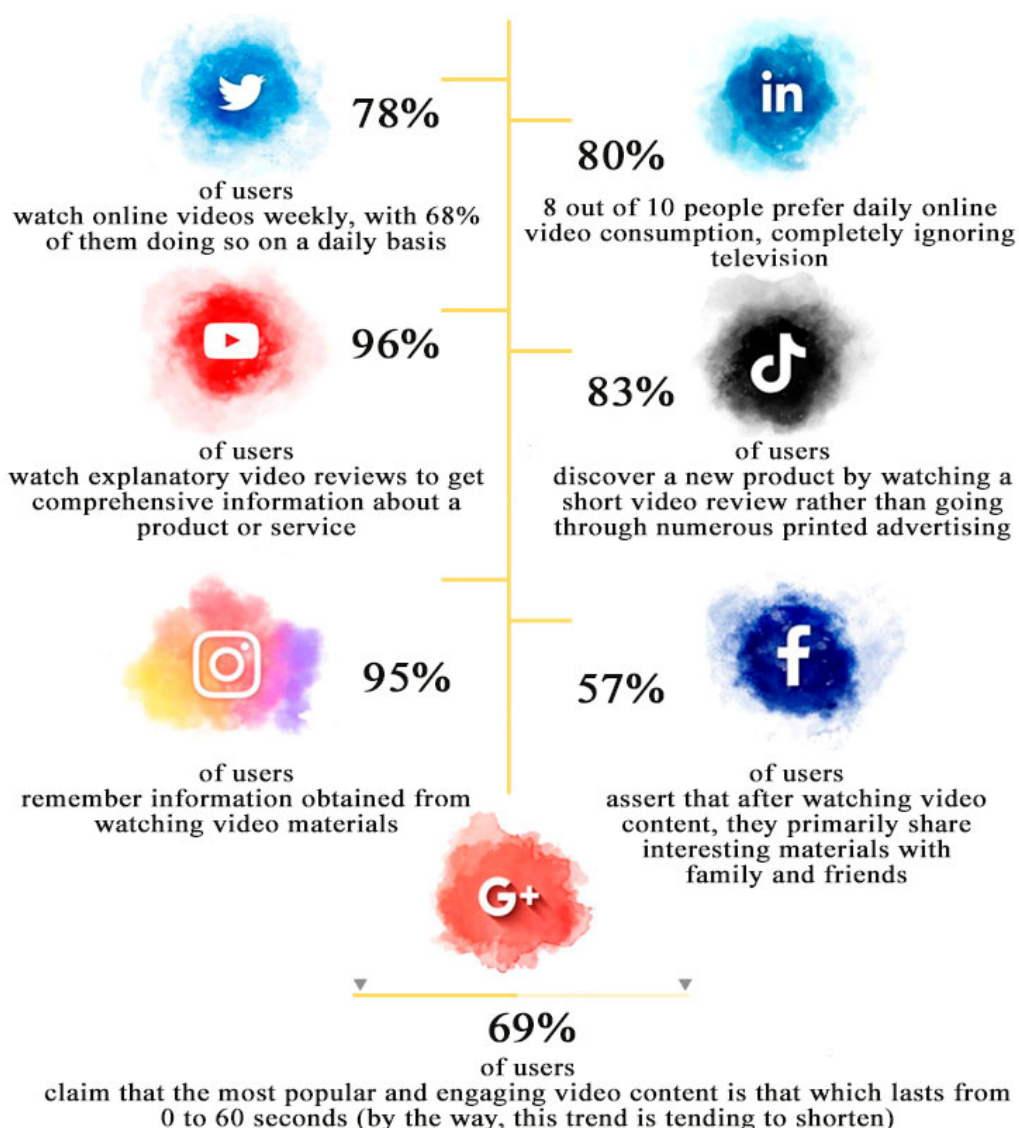
To build omnichannel communication, it's important to consider the communication channels preferred by the customer, the type of content they prefer, and ensure consent for communication. Additionally, there should be provisions for collecting and analyzing information.

Don't exclude from the most powerful trends of 2023 the influencer marketing. Influencer marketing is one of the promotional methods that helps reach a new audience, increase brand awareness, and attract new customers. If done correctly, influencer marketing can become an excellent tool for business development [2].

The essence of this tool lies in the collaboration between a company and an influencer to promote its products. It is an excellent way to attract a new audience to the product and build a loyal following. For some companies, influencer marketing is the primary form of communication.

Unlike celebrities, an influencer can be anyone – a homemaker, gardener, psychologist, or financial specialist. These are individuals who have a well-established reputation in a specific field, share their expertise, and have a high level of trust from their audience. The size of their audience can range from a few thousand subscribers to hundreds of thousands, depending on the industry.

With each passing year, the number of companies integrating influencer marketing is rapidly increasing. Due to the high demand for this tool, numerous online services have emerged to assist companies in finding and communicating with influencers, such as Neoreach, Find Your Influence, Influencity, and others. This tool is undeniably a trend in the marketing strategy of virtually every business in 2023.



Source: Indicators calculated based on data from Merehead LLC

An integral part of the innovative tools of digital marketing in 2022-2023 has become live broadcasts and video content.

Users love video content and are more inclined to watch videos than read posts. The human brain processes visual information 40,000 times faster than text – a scientifically proven

fact. According to Meta, users spend half of their time on social networks Facebook and Instagram watching video content (fig. 3.) [7].

Video content provides an opportunity to showcase the authentic, human side of the brand and introduce the audience to the team and product. It is one of the most challenging formats for communicating with a target audience, but it enhances engagement, trust, and user loyalty to the brand. Live streams have also gained popularity in recent years. They create a sense of presence and help the brand become closer to its audience.

For an individual business or a business in general, regularly going live using this digital marketing tool is worth considering. It helps keep the audience informed about news, updates to products and services, community development, and sharing experiences. Also, thanks to live content on social media, every entrepreneur is guaranteed to receive feedback from the audience and can broadcast essential messages for more effective business management (fig. 4.) [8].

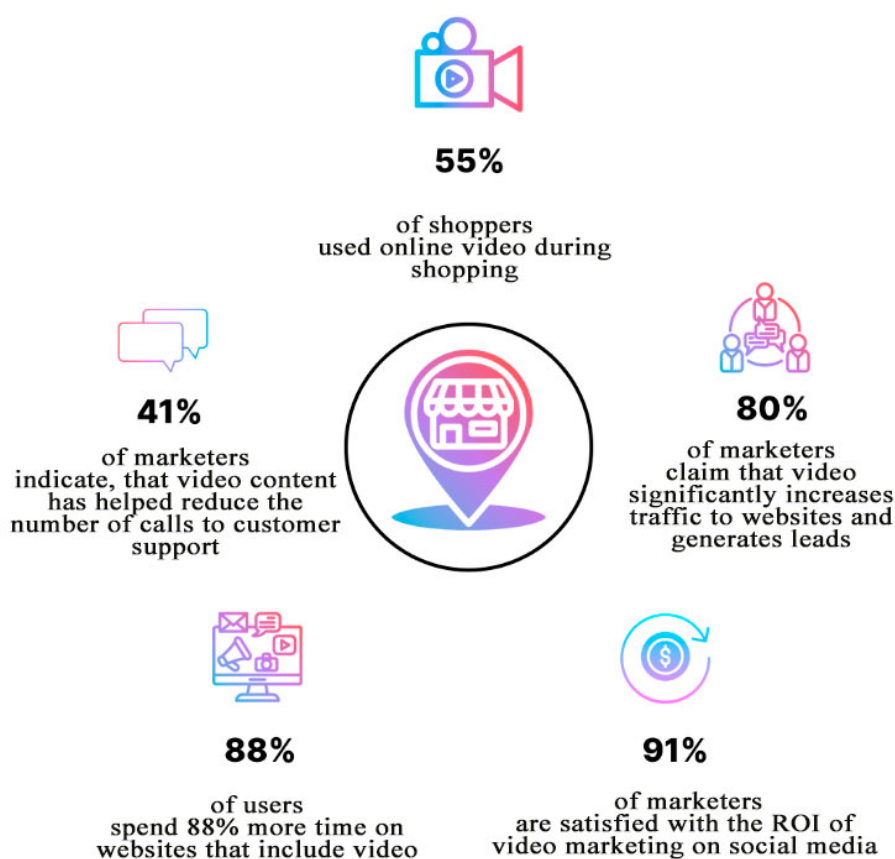


Figure 4. The effectiveness of video content from the perspective of various user categories, (2022)

Source: Indicators calculated based on data from Digital Advertising Agency

And, of course, it's impossible not to mention another «feature» of digital marketing that confidently keeps pace with the times, namely – podcasts.

The podcasting industry is relatively young but has reached an entirely new level over the past few years due to increased demand worldwide – from 332.2 million users at the beginning

of 2021 to 383.7 million in 2022. This audio format continues to grow as a marketing tool throughout 2023.

In short, podcasts are audio recordings distributed on the Internet. They are the audio equivalent of YouTube in the world of audio. For Ukraine, podcasting is still something new and unexplored. In reality, podcasts have been around for a long time and have gained significant popularity in the West.

What makes podcasts special is that the audience is not obligated to listen to them in real-time; they can choose the time and relevant topic using the appropriate services – Apple Podcasts, Spotify, Google Podcasts, Megogo, etc.

Podcasts are an excellent way for companies and brands to build thought leadership, develop niche expertise, create close relationships with the audience, and produce original, engaging content.

It's worth noting that changes in technologies and channels have not affected the core concepts of marketing but have merely provided companies with the opportunity to be closer to their audience and understand their behavior.

Knowledge of digital marketing trends can be useful, but blindly incorporating suggested trends into a marketing strategy can do more harm than good. Businesses should use new tools deliberately and consciously, and only then will a well-constructed marketing strategy yield significant results.

In the context of the ongoing armed conflict in Ukraine for nearly two years, some digital marketing strategies have proven to be particularly effective. Social media advertising and content marketing have allowed businesses to engage with their audience, offer assistance, and share timely updates. Search Engine Optimization (SEO) optimization has become a key element for companies, enabling them to ensure the accessibility of their information during crisis situations [3].

Investing in marketing is essential at all times, and even more so during wartime. However, investment should be approached unconventionally and intelligently.

Let's consider one of the options for intelligent marketing investments – outsourcing all marketing activities.

Outsourcing is the practice of using third-party companies or freelancers to perform certain tasks or functions that were traditionally handled by a company's own employees. In the field of marketing, outsourcing can include aspects such as advertising campaigns, content marketing, social media management, search engine optimization (SEO), web design, analytics, and more.

Therefore, utilizing outsourcing in marketing involves delegating specific marketing tasks or functions to external specialists or agencies. This can be advantageous as companies can benefit from the expertise and resources of external professionals instead of establishing a large in-house marketing department.

Marketing outsourcing can provide a range of popular and in-demand services, including [5]:

1. Advertising Campaigns: Planning, creating, and executing advertising strategies across various channels.
2. Content Marketing: Developing and distributing valuable, relevant, and consistent content to attract and engage a target audience.
3. Social Media Management: Handling social media accounts, creating content, engaging with followers, and managing social media advertising.
4. Search Engine Optimization (SEO): Optimizing online content to improve its visibility on search engines and increase organic traffic.
5. Web Design: Creating and maintaining a visually appealing and functional website that aligns with marketing goals.

6. Analytics: Utilizing tools to gather and analyze data to measure the effectiveness of marketing campaigns and make informed decisions.
7. Email Marketing: Planning and executing email campaigns to reach and engage a target audience.
8. Graphic Design: Creating visual elements for marketing materials, including logos, banners, and promotional materials.
9. Public Relations: Managing communication between a company and its audience, including media relations and crisis management.
10. Event Planning: Organizing and promoting events to enhance brand visibility and engage with the target audience.

These services can be tailored to the specific needs and goals of a company, offering flexibility and scalability in marketing efforts.

Swift adaptation by businesses during times of war has been crucial for their survival. Many enterprises have shifted to the digital space during these times, utilizing e-commerce, online advertising, and social media. Digital marketing strategies have allowed businesses to connect with their customers and conduct business operations even when physical stores were entirely inaccessible [6].

During that time, undoubtedly, the use of cloud tools in digital marketing helped domestic entrepreneurs. They provided a set of invaluable advantages that contributed to the development of the marketing business strategy. Here are a few key points:

Efficiency and Productivity: Cloud tools optimize marketing operations by automating repetitive tasks, improving collaboration, and providing a centralized platform for managing various marketing activities. This increased efficiency can free up time for strategic planning and creative tasks.

Data-Driven Decision-Making: With reliable analytical features, cloud tools provide insights into customer behavior and campaign effectiveness. Real-time data allows marketers to make informed decisions, adjust their strategies, and optimize the return on investment.

Scalability: By nature, cloud tools are scalable, allowing businesses to easily customize their services based on current needs and resources. This scalability can lead to cost savings, as enterprises only pay for what they use.

Accessibility: As access to cloud tools is through the internet, they can be used anywhere, anytime, and on any device with an internet connection. This accessibility is particularly valuable for remote teams or organizations with multiple offices.

Enhanced Customer Interaction: Tools such as Customer Relationship Management (CRM) systems help companies personalize their interactions with customers, leading to increased satisfaction and loyalty.

In conclusion, integrating cloud tools into the marketing strategy of a business can lead to increased efficiency, data-driven decision-making, enhanced scalability, and improved customer interaction.

Conclusion

In the era of the digital economy, when traditional enterprises undergo digitization, they must pay attention to digital marketing as a crucial aspect. This involves revisiting marketing ideas, models, and strategies that may not meet new demands and implementing new marketing methods. Alongside digital management and production, digital marketing is one of the three vital components of digital enterprises. Digital marketing serves as a typical example of innovation. It is not merely a technological revolution but a profound transformation that combines target marketing, direct marketing, decentralized marketing, customer-centric marketing, two-way interactive marketing, remote or global marketing, virtual marketing, paperless transactions, and customer engagement marketing.

Today, we are all volunteers in one way or another. The marketers of major companies have shifted from sales promotion to a social function for the sake of victory. Ukrainian retailers redirect their advertising budgets to help the country, contributing money and products to the Armed Forces, hospitals, and shelters.

However, the social component can only be supported by effective business. Customers want affordable and environmentally friendly products, and consumers demand quality service. To achieve this, companies need to streamline their operations through new technologies.

Much has changed over the war year – both in ourselves and in our surroundings. In particular, the production of some products familiar to us is now in the zone of hostilities, and for some time, customers will not see them on store shelves. But wherever possible, businesses should make civilian life as «ordinary» as possible, as this is precisely what those who defend Ukraine in the trenches call on us to do.

Perspective directions of further research. It should be noted that digital marketing is a crucial component of any business during times of war, as it enables maintaining connections with clients and audiences in crisis conditions. In wartime, digital marketing strategies can prove pivotal in overcoming challenges and ensuring business stability. Favorable and balanced communication strategies in the digital space can be an effective tool not only for supporting the brand's reputation but also for expressing support and solidarity with citizens.

Digital marketing must be adapted to the challenges of wartime, taking into account the psychological state of consumers and their expectations. Specifically, placing emphasis on emotional intelligence and social responsibility can alter the interaction between brands and their audience.

It is essential to continually monitor changes in the consumer landscape and adapt marketing strategies accordingly to the new realities of life [1].

Prospects for further research by the authors include studying innovative technologies and state-of-the-art tools in the field of digital marketing, as well as the application of modules and gadgets related to the use of global experience. Nevertheless, the digital environment is a current trend that provides unique opportunities for all participants in business processes today.

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