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THE ROLE OF DIGITAL MARKETING IN PROMOTING GOODS AND SERVICES: NEW OPPORTUNITIES AND CHALLENGES

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Abstract. As part of the research, it has been noted that digital marketing plays a key role in promoting goods and services in the modern world. It has been proven that it has become particularly important since the COVID-19 pandemic, as many companies have had to move their activities online. Within the scope of the study, actors focused on the category of digital marketing, which represents a new model of using digital channels and tools to promote goods and services, aiming for integration and instrumental diversity. The main focus is on the sharp shift in the approach to communicating with customers during the COVID-19 pandemic and the transformations in the promotion of goods and services that have been shaped by these changes, including those related to the role and specifics of using social media and messengers, virtual and augmented reality, video and webinar marketing, the integration of internet analytics and artificial intelligence into marketing practices, the use of various retargeting technologies, and the emergence and development of mobile marketing and mobile app platforms. It is evident that the content of each of the above transformations and their synthesized combination have significantly expanded the list of digital marketing tools.

Key words: digital channels, social media, messengers, virtual and augmented reality, video and webinar marketing, internet analytics, artificial intelligence.

Introduction.

Digital marketing plays a crucial role in promoting goods and services in the modern world, but it has become particularly important during the COVID-19 pandemic as many companies were forced to shift their operations online (digitize). Particularly, due to the impact of COVID rules and restrictions, businesses in service-related industries (including financial and banking activities, transportation, wholesale and retail trade, insurance, information technology, healthcare, education, entertainment industry, etc.) quickly shifted to digital platforms and digital marketing (which emerged in the mid-1990s with the advent of the first search engines) to retain their customer base and attract new clients. As a result, there has been a worldwide need for new digital marketing tools to effectively engage with audiences and promote goods and services in online environments.

During the COVID-19 pandemic, "Digital marketing" began to rapidly transform due to the expansion of the range of tools used. For example, in the United States, many banks and microfinance institutions such as JPMorgan Chase & Co. and Square Inc.

have started actively using social media, online banking, and other digital channels to promote their credit products and deposits, as well as banking applications for convenient use of their services. If we consider the retail industry, companies such as Walmart and Amazon have significantly increased their online presence and actively utilize digital tools to promote their products. For example, Walmart has intensified the use of its Walmart.com platform to promote its products and launched free delivery services, while Amazon has actively utilized contextual advertising, and marketing campaigns in emails and social media to promote its products in the online environment. If we look at the transportation sector, there were also numerous examples of companies that switched to Internet marketing during the pandemic. One such example is Uber, which specializes in on-demand passenger transportation. Uber strengthened its online presence and actively used digital channels to promote its services (marketing campaigns were launched aimed at increasing its customer base and supporting relationships with existing customers). Some companies in the logistics and delivery industry (such as FedEx, DHL, UPS, TNT, Royal Mail, and others) were also forced to quickly transition to internet marketing due to the pandemic. Many medical organizations have also moved onto digital platforms and internet marketing. During the pandemic, companies like Teladoc Health (a leading telemedicine provider in the US) and Babylon Health (a leading telemedicine provider in the UK) attracted customers solely in online mode, using social media advertising, content marketing, search marketing, retargeting, and remarketing through email and other channels. In addition, the CVS Health pharmacy chain in the US launched an online service for ordering medications and at-home COVID-19 testing. The Ukrainian medical company "Liki24" launched an online service for consultations with a doctor and medication delivery to the home (using social media advertising). Overall, the transformation of content and expansion of the range of digital marketing tools during the COVID-19 pandemic allowed businesses to interact more effectively with customers in online environments and maintain their positions in the market. However, after the lifting of COVID rules and restrictions, the trend towards digitization of businesses and digital marketing not only did not disappear but also covered all sectors of the economy, as most companies currently launch marketing campaigns focused on using digital channels and tools to promote goods and services to attract new customers and maintain relationships with existing ones. Considering these developments, the increasing role of digital marketing is undeniable, making research timely and relevant to the needs of the theory and practice of promoting goods and services.

The paper's main body with full reasoning of academic results.

As part of the outlined study, the actors focused on the category of Digital Marketing, which according to modern research [1; 4; 6] represents a new model of using digital channels and tools for promoting goods and services that tends toward integration and diversity. The main focus is on the significant shift in the approach to communicating with customers during the COVID-19 pandemic and the transformations in promoting goods and services that have emerged as a result. These include: those related to the role and specifics of using social media and messengers; those related to the use of virtual and augmented reality; those related to the use of video and webinar marketing; those related to the implementation of internet analytics

and artificial intelligence technologies in marketing practice; those related to the specifics of using various retargeting technologies; those related to the emergence and development of mobile marketing and mobile app platforms.

These transformations are not exhaustive, but they are among the most noticeable among others and therefore reflect the main trends of digital marketing. So, the transformations are related to the role and specificity of using social networks and messengers, as they become the dominant communication tool with customers, channels for advertising, and sales placement. Changes in communication approach with customers are driven by the fact that companies are increasingly using social media (such as Facebook, Instagram, Twitter, and LinkedIn) for advertising and promoting their products and services, and messengers (such as WhatsApp, Telegram, and Viber) for customer support and sales. Specifically, the transformations require companies to maintain constant activity on social media and messengers (which have become not only a communication channel with customers but also a source of information about them). Table 1 presents the experience of transformations related to the specificity of using social media and messengers since the COVID-19 pandemic.

Table 1 - Experience of transformations in promoting goods and services related to the specifics of social networks and messengers use

Transformation experience	Basis of transformations	Customer communication features	Benefits of using
company IKEA	Instagram, Facebook and Twitter	They create unique content* and actively engage with their subscribers.	increased influence and interaction with customers, customer support
	Facebook Messenger	The ability to quickly and efficiently respond to customer inquiries.	
company McDonald's	Twitter	Interacting with their customers and addressing their problems.	
	Fakebook and Instagram	Creating channels for advertising and promoting goods	ability to promote advertising and sales
company Zappos and Sephora	Facebook Messenger	The ability to quickly and efficiently respond to customer inquiries.	increased influence and interaction with customers, customer support
	Instagram, Facebook and Twitter	Interacting with clients and creating unique content*, the ability to order products.	
company Tesla	Twitter	Interacting with clients and resolving their issues.	
	Instagram and YouTube	promoting one's products	

Note:
*Companies publish photos of their products, provide details about their composition and properties, inform about discounts and promotions, as well as share useful tips with everyone who is subscribed to their page.
Source: compiled from the official websites of IKEA, McDonald's, Zappos, Sephora, Tesla.

The transformational changes, on the one hand, have led to companies (belonging to various economic sectors) gaining new opportunities to engage in active social activity (including regular content updates and interaction with their subscribers [3]),

providing high-quality and timely customer support through messaging, answering questions and helping to solve problems. On the other hand, the transformations have presented new challenges for businesses related to promoting their products and services, including: 1) the risk of turning effective interaction with customers into intrusive advertising that users block with special filters (to minimize the risk, it's important to maintain a balance between product promotion and satisfying customers' needs for convenient communication with their friends and family); 2) the risk that social media and messenger content will not capture the attention and remain in the memory of consumers (to minimize the risk, it is important to create interesting and useful content that will interest and engage the audience); 3) the risk of violating the confidentiality of customer data, which may occur as a result of improper processing and storage of personal information (to minimize the risk, it's important to comply with legal requirements and ensure data security). In addition, there may be a need to involve specialists who would ensure the proper quality and effectiveness of companies' social activities on social media and messengers.

Transformations associated with the use of virtual and augmented reality are driven by the fact that they are becoming the foundation of interactive and effective advertising campaigns. These technologies currently allow companies to create innovative advertising campaigns or AR advertising with an interactive component that allows for a deeper understanding of the product or service by implementing interactive experiments (in which the client can participate and experience how the products or services work and how they can be useful) and virtual elements (which can be added to the real world, allowing clients to see information about the product or service in real-time). Such advertising campaigns also allow for various ways of attracting the attention of the target audience. Table 2 provides an overview of the transformations associated with the use of virtual and augmented reality during the COVID-19 pandemic.

The content of the transformations has led to companies (belonging to different types of economic activities) gaining new opportunities to create immersive experiences for their customers, including the ability to experience situations that are difficult or even impossible to replicate in real life. The approach to engaging customers and advertising products and services in business has changed, thanks to the delivery through special applications that provide immersive experiences with augmented reality elements or interactive experiments and involve customers in such interactive environments.

However, the transformations lead to a range of challenges related to promoting goods and services, including: 1) the risk of oversaturating consumers with advertising and interactive effects, which can lead to fatigue and negative emotions (to minimize this risk, it's important to ensure interaction with the audience according to their needs and interests, creating interesting and valuable interactive effects that are not too intrusive and allow customers to choose whether they want to interact with the product or brand); 2) the risk of difficulty in creating an immersive experience or its lack of interest for a certain part of the target audience (to minimize this risk, it's important to conduct testing and analyze the reaction of the target audience before launching); 3) the risk of diluting the advertising message when creating an immersive experience (to

minimize this risk, it's important to adhere to a clear strategy and create advertising messages with consideration of the main objectives [4-5]).

Table 2 - Experience of transformations in promoting goods and services related to the specifics of virtual and augmented reality use

Transformation experience	Basis of transformations	Customer communication features	Benefits of using
company IKEA	The "IKEA Place" app.	allows customers to virtually place the company's furniture in their space using their smartphone camera	Provides the ability to see how products will look in real space or on a virtual mockup before buying them
company Sephora	The "Sephora Virtual Artist" app.	allows customers to try on different shades of lipstick and eyeshadows using augmented reality technology.	
company L'Oreal	The ModiFace app.		
company BMW	The BMW and Visualiser apps	allows customers to see how their chosen BMW model will look in different colors and configurations	
company Mercedes-Benz	The Mercedes-Benz app.	provides opportunities for creating an interactive test drive experience for Mercedes-Benz cars	Provides the opportunity to attract the attention of the target audience, feel how products or services work
company Coca-Cola	The "Taste the Feeling" app.	Allows customers to take a photo of their Coca-Cola can and use augmented reality to create an interactive effect with their photos.	
company Nike	The Nike Training Club app.	Allows customers to transform their space into a gym and participate in effective workouts led by Nike's professional trainers.	Provides an opportunity to engage customers in an active lifestyle and promote Nike products

Source: compiled from official websites of companies IKEA, Sephora, L'Oreal, BMW, Mercedes-Benz, Coca-Cola, Nike.

Transformations in promoting goods and services are related to the specificity of using video and webinar marketing, as they become the foundation of a different approach to attracting new and retaining current customers (by building a brand and capturing customer attention, increasing brand popularity, providing education, consulting, discussing issues with customers, etc. [1-2]). So, various video formats are currently used for this purpose, which show products in action, demonstrate their advantages, and characterize the brand (including viral videos - commercials, short videos, and video reviews, disseminated through email, blogs, and other channels), as well as online conferences, training, webinars (as forms of online communication for presenting goods and services, brand, etc. [1]). The experience of transformations in product and service promotion, related to the specificity of using video and webinar marketing since the COVID-19 pandemic, is presented in Table 3.

The content of transformations has led to the fact that promoting goods and services of companies (belonging to various types of economic activity) can be significantly accelerated by spreading viral videos on the Internet (distinguished by humor, interest content, or unusual presentation of information) or establishing specific

online communication. However, this is possible by overcoming the challenges associated with using video and webinar marketing, including the loss of audience attention at the beginning of the video (to minimize such a challenge, it's important to use a title or visual effects that grab viewers' attention, start the video with a brief description that conveys its content and benefits to viewers, ensure conciseness and good quality of sound and image [4-5]).

Table 3 - Experience of transformations in promoting goods and services associated with the specificity of video and webinar marketing use

Transformation experience	Basis of transformations	Customer communication features	Benefits of using
company Coca-Cola	viral videos for social media, viral advertising videos	As part of the 'Share Happiness' campaign, viral videos were created showing different people sharing sodas and smiles when meeting on the street	Developing an accurate and personalized marketing strategy to attract customers to the company
company Nike		Creating videos showcasing athletes achieving incredible feats to boost client motivation	Increasing brand popularity
company Apple		Creating videos that demonstrate the camera quality on their smartphones	Attracting customers' attention to the product.
company HubSpot	lucky webinars	Webinars on interesting topics that help clients increase their knowledge about marketing and sales.	Brand presentation, customer education on how to use company products, and discussion of issues with clients.
company Adobe		Webinars that help clients increase their knowledge about Photoshop, Illustrator, and other related tools.	
company Google	viral videos	Videos demonstrating how their products help customers solve their problems and achieve their goals.	Increasing brand popularity, promoting products

Source: compiled from official websites of Coca-Cola, Nike, HubSpot, Google, Adobe, Apple.

The transformations in the promotion of goods and services are associated with the implementation of internet analytics technologies (including web analytics, social analytics, email analytics, etc. [3]) and artificial intelligence (using machine learning [3]) in marketing practices. It is because they become the basis for collecting and processing data about customers and their behavior online. This data can be used to build a more accurate and personalized marketing strategy, attract new and retain current customers, forecast demand for goods and services, analyze the competitive environment, and many other goals, as evidenced by the existing experience since the COVID-19 pandemic (Table 4).

The use of internet analytics technologies and artificial intelligence allows companies to maximize their interaction with customers and provide them with a personalized approach, which positively impacts sales levels and customer satisfaction [4-5]. However, the content of these transformations is driven by the fact that promoting the goods and services of companies is now being done taking into account

the profiles and behavior of customers on the network, as it becomes possible to distinguish potential customers from irrelevant ones. At the heart of such promotion is the construction of an accurate and personalized marketing strategy, attracting new and retaining current clients, forecasting demand for goods and services, analyzing the competitive environment, and many other goals [3]. Therefore, the effectiveness of technology is heavily dependent on the availability and quality of data used in the process of analyzing and developing marketing strategies. This means that there is always a risk of using low-quality data about customers, including their online behavior, feedback, demographic, and other characteristics. To minimize this risk, companies that use internet analytics and artificial intelligence technologies need to have a data quality control system in place and ensure their protection against possible threats and abuses.

Table 4 - Experience in transforming the promotion of goods and services related to the specificity of internet analytics and artificial intelligence use

Transformation experience	Basis of transformations	Customer communication features	Benefits of using
company Amazon	The IBM Watson artificial intelligence system and the Salesforce Einstein intelligent assistant, the use of machine learning.	Analysis of purchase and user behavior, development of predictive models, creation of personalized recommendations, and increase in sales.	Forecasting demand for goods and services, analyzing the competitive environment, attracting new and retaining current clients.
company HubSpot		Analysis of website visitors' behavior and creation of personalized marketing campaigns	
company Netflix	Set of intelligent analytics tools Adobe Sensei	Uses internet analytics to analyze user views and behavior, create personalized recommendations, and increase customer satisfaction.	Attracting new and retaining current clients.
company Coca-Cola		Analysis of user behavior in social media, creation of advertising campaigns.	Attracting new and retaining current clients, etc.
company Nike	Amazon Personalize analytical service	Analysis of user behavior, creation of personalized advertising campaigns.	

Source: compiled from official websites of Amazon, Coca-Cola, Netflix, HubSpot, Nike.

Transformations in the promotion of goods and services are related to the specific use of various retargeting technologies that are caused by expanding the boundaries of audience targeting and increasing its conversion rate (i.e., to provide more sales per unit of advertising costs [3]). In particular, a marketing strategy is currently being actively used, which allows companies to show ads to certain users who have previously interacted with their website or product (or retargeting), as evidenced by the experience of increasing the effectiveness of advertising campaigns since the COVID-19 pandemic (Table 5). Thus, retargeting technologies are an important component in modern marketing strategies that help companies effectively promote their goods and services in the market.

Table 5 - Experience of transformations in the promotion of goods and services related to the specific increase of advertising campaign effectiveness

Transformation experience	Basis of transformations	Customer communication features	Benefits of using
company Amazon	Cookies files, Facebook and Google pixels, tracking using email addresses.	The Amazon platform offers the possibility to use various types of advertisements, including retargeting. When a user views a product on the Amazon website, they may see ads for that product on other sites that are partners with Amazon.	Allows displaying advertisements on different platforms and devices.
company Netflix		Supporting subscribers, attracting new clients depending on whether the user watched movies or TV series. Based on their viewing history, similar content can be offered to them.	Tailoring the offer for each audience group.
company Adidas	Email remarketing lists, dynamic ads, Facebook and Instagram pixels, active links.	Users who have added a product to their cart or viewed its page may see advertisements for that product on other websites, which increases the chances of its purchase.	It allows for defining target content and offers, as well as personalizing offers for a specific audience.
company Airbnb		When users view ads for places to stay, the company uses retargeting to show other similar ads that may interest them.	
company Nike		When users view selected products, Nike uses retargeting to show them other items that may interest them, as well as to remind them of products they left in their cart without purchasing.	

Source: compiled from official websites of Amazon, Airbnb, Netflix, Nike.

Transformations in the promotion of goods and services are closely tied to the adoption of retargeting in marketing practice, which has led to new opportunities for companies to display advertising on various platforms and devices, providing visual and relevant content for potential customers. Additionally, these transformations allow for a more precise determination of what content and offers attract the attention of users, so that companies can tailor their offers for each audience group. However, the main challenge is that the active use of retargeting can elicit a negative response from consumers (due to feelings of being tracked, privacy violations, and intrusiveness), which can in turn lead to decreased loyalty toward a company's products and services. Therefore, when using retargeting, it's important to adhere to relevant privacy norms and rules, and ensure maximum relevance and value of content and offers for consumers.4

Transformations in promoting goods and services are linked to the emergence and development of mobile marketing, and mobile app platforms have become the foundation of trading and service companies, as well as the basis for personalizing communication with users. Mobile app platforms, such as iOS and Android, enable companies to create and distribute mobile apps that provide real-time interaction with users (including allowing companies to personalize communication with users and

provide them with more relevant offers, and create loyalty programs and privileges to increase customer engagement and loyalty). This is confirmed by the experience of transformations in promoting goods and services that are associated with the use of mobile marketing and mobile app platforms since the COVID-19 pandemic (Table 6).

Table 6 - Experience of transformations in the promotion of goods and services related to the mobile marketing and mobile app platforms use

Transformation experience	Basis of transformations	Customer communication features	Benefits of using
company Starbucks	Starbucks mobile app.	A mobile app allows customers to order drinks and food, collect bonuses, and pay for orders directly from the app. Additionally, the app provides users with information on new promotions and offers, as well as notifications about nearby coffee shops.	Providing convenience and personalization for customers, increasing loyalty and engagement through bonuses and privileges, and providing convenient access to information about products and services.
company Uber	Uber mobile app.	A mobile app allows users to order transportation in real-time and personalize their usage experience with features such as selecting the type of vehicle and making cashless payments using a card.	
company Adidas	Adidas Confirmed mobile app.	A mobile app allows users to reserve a particular item that will be available for sale at a certain store in the future. The application allows customers to view new collections, receive notifications about sales and other offers.	Effective communication with customers and engaging them in purchases, convenient access to information about products and services.
company Domino's Pizza	Domino's Pizza mobile app., Promoting loyalty programs and privileges.	Allows customers to order pizza and other dishes from their smartphones, track the status of their orders, and save customer preferences. The company promotes various marketing campaigns through its mobile app, such as promo codes, newsletters, and others.	Personalized approach to each client, customer acquisition and retention.

Source: compiled from official websites of Starbucks, Uber, Adidas, Domino's Pizza

The use of mobile marketing technologies and mobile app platforms currently provides new opportunities for expanding the services of trade and other companies, personalizing communication with customers, and increasing customer engagement and loyalty in loyalty programs. At the same time, these technologies have fundamentally changed the approach to how customers access information about goods and services. In particular, when working with mobile applications and mobile marketing platforms, companies gain access to their customer's personal information, such as their names, email addresses, and other data, which in turn creates risks of

personal data leaks (if this information falls into the hands of criminals, it can lead to serious consequences, such as theft of personal information and fraud). To minimize such risks, companies using mobile marketing and mobile application platforms must adhere to data security standards (including implementing various protection measures such as encrypting customers' data, two-factor authentication for accessing personal accounts, auditing security systems, etc.). Additionally, companies should inform their customers about what data they collect and how they use it to ensure transparency and trust in the brand.

The primary role of digital marketing is the ability to integrate marketing digital tools in promoting goods and services [6].

Summary and conclusions.

The content of each of the aforementioned transformations and their synthesized combination has significantly expanded the range of digital marketing tools. Specifically, viral videos on social media, search engines, contextual advertising, cookies, Facebook and Google pixels, dynamic ads, tracking through email addresses, creating an immersive experience for clients, and mobile applications for overcoming systemic challenges allow companies to promote their products and services with costs and efficiency that far exceed those of traditional marketing. It should be noted that although each tool has its specificities (for which it's intended), in digital marketing it is important to focus on the integrated use of digital marketing tools. The main role of digital marketing in promoting goods and services is to provide opportunities for the integrated use of different digital marketing tools, provided that this ensures: a comprehensive approach to promoting goods and services, synergy, and coverage of the maximum audience (including different consumer categories), maximum precision and personalization of marketing campaigns, optimization of marketing expenses (by ensuring greater efficiency at lower costs).

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