



EFFECTIVENESS OF MARKETING TOOLS IN A COMPETITIVE BUSINESS ENVIRONMENT

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Abstract. The article focuses on analyzing the effectiveness of modern marketing tools within the context of business operations in a competitive environment. The purpose of the article is to justify the role of innovative marketing tools in building sustainable competitive advantage for companies amid digital transformation. Methodology and methods: the study employed general scientific methods of cognition: analysis, synthesis, induction, deduction, system approach, generalization, modeling, comparison. The research results indicate that in today's digital landscape, companies are actively implementing a wide range of marketing tools, including social media platforms (Instagram, Facebook, TikTok, Threads, X), email marketing services (HubSpot, ActiveCampaign), search engine optimization tools (Ahrefs, Surfer SEO), content marketing platforms (Jasper, Copy.ai), paid advertising channels (Google Ads, Meta Ads, TikTok Ads), as well as artificial intelligence-based tools (ChatGPT, Salesforce Einstein, Adobe Sensei). According to 2025 data, 88% of marketers have already integrated AI tools into their strategies, while 91% of companies use video as a key communication channel with customers, with short-form videos delivering the highest return on investment. The study emphasizes that innovative marketing goes beyond technological advancement and involves a strategic transformation of how value is created, delivered, and monetized for the customer. It was found that the primary development vector is the personalization of customer experience, enhancement of business model flexibility, risk management, and strengthening of competitive positions through continuous process improvement. The findings show that the selection of marketing tools must align with the company's specific competitive goals: achieving business flexibility requires big data and dynamic platforms, personalization calls for AI solutions and CRM systems, cost optimization depends on cloud technologies and automation, market expansion relies on business process modeling tools, and strategic analytics demands integrated analytical platforms. All tools must be chosen with regard to the company's actual needs, available resources, and market positioning. The practical significance of the study lies in developing scientifically grounded approaches to selecting marketing tools based on the strategic goals of a company operating in the conditions of digital transformation.

Keywords: marketing tools, innovative marketing, personalization, digital environment, business strategy.

Introduction.

In today's environment of high market turbulence and digital revolution, marketing is gradually losing its traditional role in product promotion and evolving into a key tool of strategic management. Businesses are faced not only with the need to retain customers, but also with challenges related to personalization, the integration of technology into business processes, and the rapid adaptation to changes in consumer



behavior. This requires more than just the use of digital channels – it calls for a fundamental transformation of how companies interact with the market.

Innovative marketing, which combines technological solutions with organizational flexibility, is becoming a response to these challenges. Its implementation enables companies not only to react to change but also to create new market opportunities by rethinking customer value. This approach relies on a comprehensive integration of tools, data, and managerial decisions, helping businesses achieve sustainable competitive advantage in a digital economy.

The effectiveness of marketing tools in competitive business environments has been widely examined in international academic literature. This is largely driven by the rapid development of digital technologies, which continue to spur innovation in marketing strategies and business model transformation.

Literature Review.

Significant contributions have been made by scholars such as J. Cho, Y. Bian, and J. Lee [1], who analyzed the transformation of digital business models using the K-pop industry as a case study, emphasizing new approaches to audience engagement. M. Garmaki, R.K. Gharib, and I. Boughzala [2] explored the analytical capabilities of big data and the impact of organizational learning on overall company performance, showing the connection between marketing tools and internal business resources. E. Kristoffersen et al. [5] examined how companies' analytical capabilities support the implementation of circular economy principles and contribute to competitive advantage. H. Lu and M.S. Shaharudin [6] conducted a systematic literature review on the digital transformation of SMEs, highlighting the role of marketing tools in achieving sustainable competitiveness. The publication by Y. Raghav et al. [10] deserves particular attention for its focus on the integration of artificial intelligence into marketing strategies, positioning AI as a key competitive factor. Additionally, the research by Y. Su and J. Wu [11] illustrates the importance of digital transformation for the long-term sustainable development of enterprises.



Expert literature was also used in the study, particularly recent articles from online sources such as Cropink.com [3], Digitalmarketinginstitute.com [4], and Adsby.co [9], which present current trends in digital marketing and AI implementation.

Despite a substantial volume of literature on the topic, there is a noticeable lack of systematized content. Therefore, various scientific methods of cognition were employed to analyze, group, and systematize the information, and present it in line with the study's focus.

Purpose of the Article

The purpose of the article is to justify the role of innovative marketing tools in building a sustainable competitive advantage for businesses undergoing digital transformation.

In order to achieve this goal, the *following tasks* will be completed during the research: the current marketing tools will be analyzed; the essence and key features of innovative marketing will be clarified; and the applicability of specific tools will be determined depending on the type of competitive goals pursued by the company.

Research Results

In today's digital age, achieving a sustainable competitive advantage (SCA) requires small and medium-sized enterprises (SMEs) to undergo strategic transformation based on a deep understanding of digital technologies (DT) as a source of both innovation and organizational change [7]. Analysis of sources [6-7] allows the formulation of an integrated approach to competitive strategy under digitalization, based on two key directions: reshaping capabilities and an innovation-driven strategy [6].

1. Resource transformation through digital technologies: one of the fundamental factors of sustainable competitiveness is the ability of a business to turn its existing resources into dynamic capabilities. In a constantly changing environment, dynamic capabilities enable organizations to respond in time, integrate new knowledge, and adapt to digital market demands. Big data, in particular, serves as a critically important digital asset. Companies with advanced data capabilities are able to make fast, well-informed, and effective management decisions. This data not only improves the



understanding of customer behavior but also supports the development of personalized products, increasing value for the consumer. Building digital literacy among employees, especially in data management, analytics, and digital tools, is essential for such transformation [2].

2. Innovation-driven strategy as a driver of competitive advantage: innovation is the second key element that defines competitiveness in today's business environment. Innovations now extend beyond products to include business models, technological solutions, customer experiences, and internal processes [1]. Business model innovations allow companies to rethink how value is created, delivered, and captured. The use of AI for customer service optimization (e.g. chatbots, predictive analytics systems) or cloud platforms for operational scaling are examples of such innovations. For SMEs with limited resources, this means the ability to adapt quickly and minimize infrastructure costs through accessible digital solutions like SaaS.

3. Strategic alignment of digital solutions with internal context: one of the main conclusions of the study is that digital transformation should not simply follow technological trends. Tool selection must be based on thorough analysis of organizational culture, strategic goals, and industry specifics. Technology should serve the strategy – not the other way around. In other words, DT must be integrated into organizational structures and practices to support core processes, from decision-making to value proposition development [5].

In recent years, marketing tools have undergone significant development under the influence of deep digitalization, generative artificial intelligence, and evolving consumer communication practices. According to Hughes D., digital marketing has long outgrown traditional online advertising – it has evolved into a complex ecosystem of integrated platforms, algorithms, and strategies that combine data analytics, creativity, and high levels of technological adaptability [4].

One of the core areas of modern marketing remains social media, which now functions as a primary platform for brand-audience interaction. In 2025, platforms like Instagram, TikTok, Facebook, Threads, and X have become full-fledged environments for e-commerce, community management, and real-time analytics [4]. Currently, 43%



of marketers use X (formerly Twitter), 42% use Facebook. LinkedIn (35%), YouTube (34%), TikTok (22%), and Instagram (21%) are also widely used. Facebook and Instagram remain the leading platforms for organic content and paid advertising [3].

Specialized platforms such as Meta Business Suite and TikTok Business Center enable users to create, test, and automate content, while analyzing behavioral patterns through AI-powered tools [4].

Email marketing, although relatively “traditional,” has also transformed with modern technologies. In 2025, email campaigns are no longer simple promotional messages – they are part of automated communication chains based on user behavior. Systems like HubSpot and ActiveCampaign allow marketers to segment audiences across multiple parameters, implement complex automation scenarios, and test content versions in real time. Generative AI is widely used to craft personalized emails for micro-segments, and integration with customer data platforms (CDPs) ensures precise targeting [4].

SEO in 2025 has merged linguistics, information technology, and artificial intelligence. Search optimization is no longer just about keywords and link-building – it now requires deep understanding of AI algorithms driving new search models, such as Google SGE (Search Generative Experience). Tools like Ahrefs, Surfer SEO, or Clearscope help optimize content not only for search engine algorithms but also to predict user behavior through voice, visual, or natural language queries.

Modern content marketing goes far beyond blogs and informational materials. In 2025, content functions as a strategic investment in trust, brand recognition, and authority [4]. 91% of companies use video as a marketing tool, with 87% reporting positive ROI. Short videos, especially on TikTok and Instagram Reels, deliver the highest ROI. Around 66% of consumers prefer watching a video rather than reading about a product [3]. Content creation now follows data-driven marketing principles and includes not just text and visuals, but also interactive elements, videos, podcasts, AR/VR content, and AI-generated narratives. Content generation platforms like Jasper, Copy.ai, or Narrato are integrated with SEO tools, knowledge management systems,



and analytics modules, allowing marketers to produce consistent and relevant messages in real time [4].

A notable trend in 2025 is the expansion of personalized advertising, especially through paid traffic on Google Ads, Meta Ads, TikTok Ads, and programmatic platforms. Given new privacy requirements and cookie limitations, emphasis is placed on first-party data and long-term engagement scenarios. Algorithmic targeting, dynamic creative development, and real-time A/B testing have become essential components of paid traffic strategies.

In 2025, artificial intelligence (AI) has emerged as a key driver of digital marketing transformation [10]. By this year, 88% of marketers have integrated AI into their daily workflows [3]. In particular, 56% of companies actively use AI tools, 32% have fully integrated AI into their marketing structures, and 43% are still testing or learning to apply it. Only 3.98% have not started using AI yet [9]. AI applications span a wide range of tasks — from automating routine processes to conducting deep analysis of consumer behavior. According to Raghav Y., AI enables the creation of personalized content, prediction of customer actions, real-time chatbot conversations, adaptation of strategies for voice search, and enhancement of overall customer experience. At the same time, attention is increasingly being paid to ethical aspects of AI use, including transparency, fairness of algorithms, and data privacy protection [10]. Table 1 presents a structured overview of the main areas of AI application in marketing, along with examples of tools and their functional purposes.

The integration of AI into digital marketing significantly expands business capabilities in terms of precise targeting, improving campaign efficiency, and creating personalized customer experiences. At the same time, effective use of these tools requires adherence to ethical marketing principles, ensuring algorithmic transparency, and maintaining a healthy balance between automation and human interaction.

In the digital era, innovative marketing has become a decisive factor in achieving sustainable competitive advantage (SCA), especially for small and medium-sized enterprises (SMEs) operating under resource constraints. As shown in the systematic review by Lu and Shaharudin (2024), marketing innovation is closely linked to digital



Table 1 – Marketing tools in the field of AI used to strengthen a company's competitive position

Functional area of AI application	Example tools	Function description
Automation and personalization	HubSpot AI, Adobe Sensei, Mailchimp AI Content Optimizer	Automated content creation; personalized email campaigns; audience segmentation
Predictive analytics and behavioral insights	Google Analytics 4 (with ML), IBM Watson Marketing, Pega Customer Decision Hub	Identifying user behavior patterns; forecasting purchasing activity
Chatbots and conversational systems	ChatGPT, Google Dialogflow, Microsoft Bot Framework, Intercom	24/7 customer service; CRM integration; intent analysis
Voice search optimization	Semrush Voice Search Optimizer, AnswerThePublic, Google BERT-enabled SEO	Content optimization for voice queries; adapting SEO to natural language
Customer experience enhancement	Dynamic Yield, Salesforce Einstein, Persado	Recommendation engines; personalized navigation and advertising
Ethical use of AI	Ethical AI Toolkits, AI Fairness 360 (IBM), OpenAI's usage guidelines	Ensuring transparency; addressing algorithmic bias; protecting personal data

Resources: systematized by the author based on [4, 10]

transformation (DT) [7], which encompasses not only the implementation of new technologies but also a radical shift in approaches to creating customer value.

One of the defining features of innovative marketing is its focus on business model innovation and technological innovation. Business model innovation involves developing new ways of communicating with consumers, distributing products, monetizing services, and creating customer experiences adapted to digital channels. Technological innovation, in turn, includes the use of big data, artificial intelligence, digital platforms, and automated systems for personalizing marketing campaigns, optimizing analytics, and increasing responsiveness to changes in consumer preferences.

As highlighted by Lu and Shaharudin [6], marketing innovation enables SMEs not only to adapt to a changing external environment but also to proactively create new market opportunities through added value. This approach is especially critical for firms operating in highly competitive sectors such as retail, hospitality, or tourism.



In this context, it is important to also consider a risk-oriented approach, as discussed in the study by Nunes et al. [8]. The authors emphasize that marketing innovation should be grounded in proactive risk management, including consumer behavioral risks, digital threats, and organizational adaptation constraints. By applying collaborative decision-making models and digital risk management tools, companies can not only generate unique value propositions but also reduce uncertainty when launching innovations to market [11].

Innovative marketing in today's digital landscape is a strategic process aimed at generating new sources of competitive advantage through business model transformation, digitalization of the customer experience, and risk management. As demonstrated by Lu and Shaharudin (2024) and Nunes et al. (2022), the effectiveness of innovative marketing lies not only in implementing new technologies but in the organization's ability to strategically integrate them into the value creation and delivery system.

The choice of marketing tools depends on defined competitive objectives and operating conditions. Digital technologies are not a one-size-fits-all solution – each tool has its own relevance depending on the business tasks at hand. For instance, in times of market turbulence, enhancing flexibility and adaptability is crucial, while achieving strong customer loyalty requires deep personalization of the customer journey. The adoption of innovative solutions – including artificial intelligence, cloud technologies, automation, and analytics – should be aligned with the company's current resources, business model, and strategic direction. The comparative table below outlines the relevance of innovative tools in relation to key competitive strategies.

In order to achieve sustainable competitive advantage, SMEs must make strategically grounded choices regarding innovative tools. Decisions should be based on the actual state of the business, market demands, and the organization's capacity for change. Innovation is not only about adopting new technologies – it is about effectively integrating them into the business model to generate long-term value.

**Table 2** – Innovative marketing tools and their relevance to achieving strategic goals

Competitive objective	Recommended tools	Conditions for effective use
Enhancing flexibility and market adaptability	Big Data Analytics, Dynamic Capabilities Platforms	High market turbulence; need for rapid adaptation
Delivering personalized customer experience	AI personalization (Salesforce Einstein, Dynamic Yield), CRM systems	Customer-centric brand; intense competition for loyalty
Optimizing internal processes and efficiency	Cloud computing (AWS, Azure), RPA (UiPath, Automation Anywhere)	Need for scalability or cost reduction
Innovating the business model and expanding into new markets	Business Model Canvas, Digital Twins, Innovation Labs, AI-driven ideation tools	Entering new markets or transforming the current business model
Strengthening analytical capacity for decision-making	Google Analytics 4, IBM Watson Analytics, Pega Decision Hub	Large data volumes; strategic focus on data-driven decision-making
Reducing costs and automating routine tasks	ChatGPT, Chatbots (Dialogflow, Intercom), AI Workflow Automation	Limited resources; high personnel costs; need for operational scaling

Resources: systematized by the author

Conclusions.

In today's competitive digital environment, companies are using a wide array of marketing tools: social media platforms (Instagram, Facebook, TikTok, Threads, X); email marketing solutions (HubSpot, ActiveCampaign); SEO tools (Ahrefs, Surfer SEO); content marketing platforms (Jasper, Copy.ai); paid advertising channels (Google Ads, Meta Ads, TikTok Ads); and AI-based tools (ChatGPT, Salesforce Einstein, Adobe Sensei). In 2025, 88% of marketers have already integrated AI into their practice; 91% of companies use video in marketing, with short-form videos delivering the highest ROI.

Innovative marketing is focused not just on technological upgrades but on the strategic transformation of how value is created, delivered, and monetized. Its goal is to shape a personalized customer experience, increase the flexibility of the business model, manage risks, and strengthen market positioning through continuous process improvement and innovation. This enables businesses not only to adapt to change but also to create new market opportunities.

The selection of marketing tools should align with specific competitive objectives: big data and dynamic capability platforms are essential for flexibility; AI



tools and CRM systems support personalization; cloud services and automation are key for cost optimization; business modeling tools are needed for market expansion; and analytics platforms are necessary for strategic decision-making. All decisions must be based on the actual needs, available resources, and market position of the company.

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