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**THE INNOVATIVE MARKETING
MANAGEMENT SYSTEMS IN
DIGITALIZATION CONDITIONS**

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THE PURPOSE OF THE ARTICLE is to theoretically deepen the essence of marketing management and determine the main components of the innovative marketing system through the prism of digital technologies.

RESEARCH METHODS. During the research, various general and scientific methods were used to obtain a detailed understanding and analysis of this problem: the method of literary analysis; empirical methods; analytical methods; expert methods; tabular and graphic method.

PRESENTING MAIN MATERIAL. The marketing management system in the era of digitalization includes the use of digital technologies and online tools for planning, implementing and measuring marketing strategies and campaigns. The marketing management system takes into account changes in consumer behavior, the speed of technological change, and the availability of large amounts of data. Digital transformation requires enterprises to constantly adapt to new technologies and changes in consumer trends for effective marketing management. It has been established that digitization plays an important role in all marketing in any field of the enterprise, which helps to collect huge amounts of data, analyze them with the help of artificial intelligence and accurately determine the vector of campaign development. The integration of CRM systems, the automation of marketing processes and the use of analytics make it possible to more accurately define the target audience and personalize offers. A comprehensive study of innovative digital marketing tools becomes an important stage for understanding their impact and optimal use, which allows companies to effectively adapt to changes in the digital environment, increases their competitiveness and helps build strong relationships with customers. Innovative development of the

marketing service should be aimed at ensuring a high level of customer satisfaction and adaptation to the rapidly changing market environment. Technological innovations affect the competitiveness of business organizations, providing them with the opportunity to adapt to changes in market conditions and meet the needs of modern consumers. Companies that successfully incorporate digital technologies into their marketing strategy are often able to compete more effectively and ensure sustainable growth.

CONCLUSIONS. In the research process, it was proven that the conditions of digitalization define a new context for marketing, requiring enterprises to adapt to a rapidly changing environment. Innovative marketing management systems play a key role in ensuring the efficiency and competitiveness of companies in a digitalized world. So, among the innovative systems of marketing management of digitalization conditions, we included: analytics and artificial intelligence; content marketing and interactive content; social media and influencer marketing; mobile marketing and marketing using messengers; e-commerce and personalized recommendation system; marketing automation; blockchain technology for trust and transparency. Innovative marketing management systems in conditions of digitalization allow companies to interact more effectively with the audience, adapt to changes in market conditions and increase competitiveness. Together, these systems can create a powerful marketing stack to function successfully in a digitalized economy.

KEYWORDS: innovative systems; marketing management; digitalization; digital technologies; marketing strategies; digital transformation; artificial intelligence; company development vector; CRM systems; automation of marketing processes; target audience.

NUMBER OF REFERENCES 25	NUMBER OF FIGURES 1	NUMBER OF TABLES 2
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ІННОВАЦІЙНІ СИСТЕМИ МАРКЕТИНГОВОГО УПРАВЛІННЯ В УМОВАХ ЦИФРОВІЗАЦІЇ

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МЕТОЮ СТАТТІ є теоретичне поглиблення сутності маркетингового управління та визначення основних складових інноваційної системи маркетингу крізь призму цифрових технологій.

МЕТОДИ ДОСЛІДЖЕННЯ. При дослідженні було використано різні загальні та наукові методи для отримання докладного розуміння та аналізу даної проблеми: метод літературного аналізу; емпіричні методи; аналітичні методи; експертні методи; таблично-графічний метод.

ВИКЛАД ОСНОВНОГО МАТЕРІАЛУ. Система маркетингового управління в епоху цифровізації включає в себе використання цифрових технологій і онлайн-інструментів для планування, впровадження та вимірювання маркетингових стратегій і кампаній. Система маркетингового управління враховує зміни в споживацькому поведінці, швидкості зміни технологій та доступності великої кількості даних. Цифрова трансформація вимагає від підприємств постійного адаптування до нових технологій і змін в споживчих тенденціях для ефективного маркетингового управління. Встановлено, що цифровізація відіграє важливе значення для всього маркетингу у будь-якій сфері діяльності підприємства, що допомагає збирати величезні обсяги даних, аналізувати їх за допомогою штучного інтелекту та точно визначати вектор розвитку кампанії. Інтеграція CRM-систем, автоматизація маркетингових процесів і використання аналітики дозволяють більш точно визначити цільову аудиторію та персоналізувати пропозиції. Комплексне дослідження інноваційних інструментів цифрового маркетингу стає важливим етапом для розуміння їхнього впливу і оптимального використання, що дозволяє компаніям ефективно адаптуватися до змін у цифровому середовищі, підвищує їхню конкурентоспроможність та сприяє побудові міцних взаємин із клієнтами. Інноваційний розвиток служби маркетингу повинен бути

спрямований на забезпечення високого рівня задоволення клієнтів та адаптацію до швидко змінюючогося ринкового середовища. Технологічні інновації впливають на конкурентоспроможність бізнес-організацій, забезпечуючи їм можливість адаптуватися до змін в умовах ринку та задовольняти потреби сучасних споживачів. Компанії, які успішно впроваджують цифрові технології у свою стратегію маркетингу, часто здатні ефективніше конкурувати та забезпечувати стабільний розвиток.

ВИСНОВКИ. В процесі дослідження було доведено, що умови цифровізації визначають новий контекст для маркетингу, вимагаючи від підприємств адаптації до швидко змінюючогося середовища. Інноваційні системи маркетингового управління грають ключову роль у забезпеченні ефективності та конкурентоспроможності компаній в цифровізованому світі. Так, до інноваційних систем маркетингового управління умовах цифровізації нами було віднесено: аналітику та штучний інтелект; контент-маркетинг та інтерактивний контент; соціальні медіа та впливовий маркетинг; мобільний маркетинг та маркетинг з використанням месенджерів; електронна комерція та персоналізована рекомендаційна система; маркетинг автоматизації; блокчейн технології для довіри та прозорості. Інноваційні системи маркетингового управління в умовах цифровізації дозволяють компаніям ефективніше взаємодіяти з аудиторією, пристосовуватися до змін в ринкових умовах та підвищувати конкурентоспроможність. Ці системи разом можуть створити потужний маркетинговий стек для успішного функціонування в цифровізованій економіці.

КЛЮЧОВІ СЛОВА: інноваційні системи; маркетингове управління; цифровізація; цифрові технології; маркетингові стратегії; цифрова трансформація; штучний інтелект; вектор розвитку компаній; CRM-системи; автоматизація маркетингових процесів; цільова аудиторія.

Statement of the problem. In the era of digitalization, marketing management systems are becoming real technological creations. The automation of processes, the use of analytics and artificial intelligence provide unlimited opportunities. The collection and analysis of large volumes of data allow better understanding of the audience and personalization of approaches. Internet marketing, social networks, e-commerce all affect marketing strategies and tactics (Bychkova & Puzyrova, 2022; Doroshkevych & Mokin, 2015; Illiashenko & Rud, 2020). The marketing management system in the era of digitalization includes the use of digital technologies and online tools for planning, implementing and measuring marketing strategies and campaigns. The marketing management system takes into account changes in consumer behavior, the speed of technological change, and the availability of large amounts of data. Digital transformation requires enterprises to constantly adapt to new technologies and changes in consumer trends for effective marketing management (Kovalchuk, 2021; Kramar & Puzyrova, 2019; Krasovska, 2021; Lyshenko et al., 2023).

Analysis of publications on the problem. The conditions of digitization significantly change approaches to marketing management, requiring companies to implement innovative systems. An in-depth scientific view in this direction is manifested in the works of such scientists: N. Abliazova, O. Bilovodska, O. Boiko, V. Hnoievyi, V. Holomb, D. Doroshkevych, O. Yevseitseva, T. Zabashtanska, D. Zavadska, A. Zerkal, M. Ivanov, L. Ihnatovych, N. Illiashenko, S. Illiashenko, S. Kovalchuk, O. Koren, O. Krasovska, A. Kulyk, A. Lapan, I. Lytvynenko, M. Lyshenko, I. Lorvi, N. Makarenko, Ye. Mokin, V. Morokhova, M. Mudra, S. Nazarenko, M. Nikitenko, V. Polyvoda, O. Popelo, N. Proskurnina, P. Puzyrova, I. Reshetnikova, L. Romanova, M. Rud, S. Savchenko, O. Sukach, N. Trusova, T. Ustik, Ts. Tszin, K. Shebeda, Yu. Shypulina, A. Yakivchenko, I. Yakushyk and others. But the issue of integrating modern innovative technologies of marketing systems to create effective and innovative marketing strategies in the digital environment remains insufficiently researched.

Statement of the main results. Digitization plays an important role in all marketing in any field of the company's activity, which helps to collect huge amounts of data, analyze them with the help of artificial intelligence and accurately determine the vector of campaign development. The integration of CRM systems, the automation of marketing processes and the use of analytics make it possible to more accurately define the target audience and personalize offers. Social media has become a powerful tool for customer engagement, and video and interactive content are becoming increasingly popular (Morokhova et al., 2021; Mudra & Tszin, 2023; Puzyrova, 2020). It's also important to consider mobile traffic, as most users interact with content via mobile devices.

Automated platforms for mailings, advertising campaigns and interaction with customers help to optimize time and resources. Such systems also allow you to monitor the effectiveness of campaigns and make adjustments in real time. It is also important to ensure data security and privacy, especially given the growing number of cyber threats in the digital environment. The main aspects of the marketing management system in the era of digitalization include (Table 1).

Table 1

**The relevance of the marketing management system
in the era of digitalization**

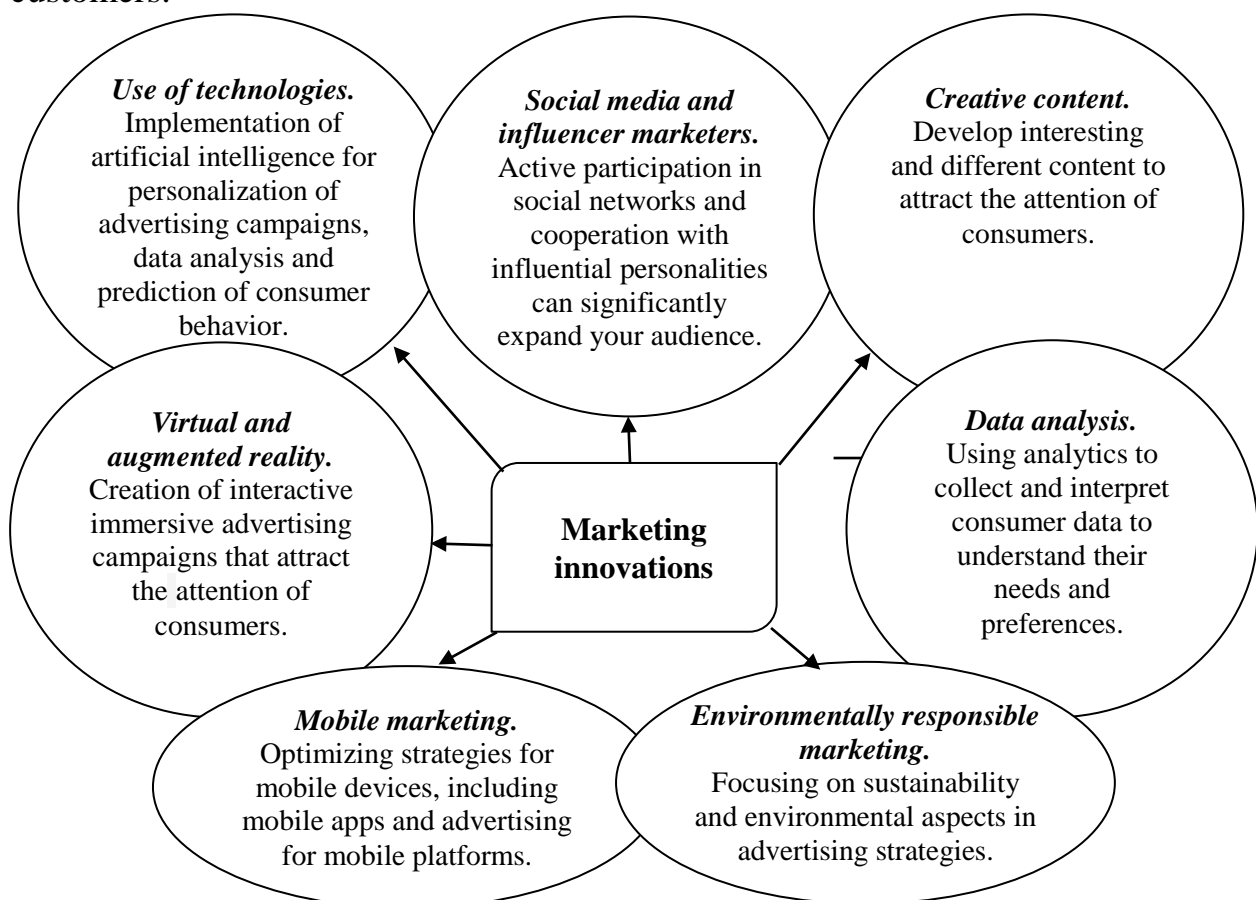
Direction	Result
Analytics and Measurement	Using analytics tools to collect and analyze data about consumers, competitors, and the results of marketing campaigns. This allows you to make informed decisions and optimize strategies.
Digital Content	The focus is on creating and distributing digital content such as videos, blogs, social media, e-books, etc. to gain attention and engage an audience.
Social networks	Using popular social networks to communicate with customers, build communities and engage with audiences.
E-commerce	The development of online sales and services through the Internet, which allows companies to take positions in the global market.
Marketing automation	Using marketing automation platforms to plan and execute campaigns, manage communication channels, and automate routine tasks.
Personalization and Engagement	Using personalized approaches to communicating with customers, taking into account their individual needs and preferences.
Mobile marketing	Focus on interacting with the audience through mobile devices and applications.
Innovation and new technologies	Using the latest technologies, such as artificial intelligence, virtual and augmented reality, to improve marketing strategies.
Cyber Security and Data Protection	Keeping dedicated customer data and proprietary marketing data safe in an era of growing digital crime.

Source: built by the authors on the basis of (Tkachenko et al., 2019; Trusova & Yakushyk, 2019; Ustik & Nazarenko, 2022).

Digitalization processes accelerate the development of all companies. It is important to adapt to new realities to ensure competitiveness and long-term efficiency. Marketing specialists are actively implementing innovative ideas and technologies using Internet platforms. With this in mind, it is important to further explore digital marketing tools and their potential to improve customer communication in the online environment. Digitization, which includes the use of digital technologies to optimize business processes and ensure competitive advantages, is a real necessity for modern companies. Optimizing the functioning of companies through digital marketing tools plays a key role in achieving goals and ensuring sustainability in the long term (Puzyrova et al., 2022; Romanova, 2021; Savchenko et al., 2021).

One of the main directions in this context is the use of innovative technologies and approaches. Marketing specialists actively implement progressive ideas that are based on innovative solutions and use advanced technologies. This may include using artificial intelligence to analyze customer data, automating marketing campaigns, implementing virtual reality to improve customer interactions, and more. Online profile platforms also play an important role in digital marketing. They allow companies to interact with the audience, advertise, study consumer demand and trends. Social networks, online stores, as well as other online platforms provide the opportunity to create and manage digital marketing campaigns, adapting them to the requirements of the digital environment (Yevseitseva & Olshanska, 2023; Puzyrova, 2011; Yevseitseva & Subot, 2023).

A comprehensive study of innovative digital marketing tools becomes an important stage for understanding their impact and optimal use (Fig. 1). This allows companies to effectively adapt to changes in the digital environment, increases their competitiveness and helps build strong relationships with customers.



Source: built by the authors on the basis of (Yakivchenko, 2021; Yankovets, 2022; Yevseitseva, 2016).

Fig. 1. Composition of innovative tools of the digital marketing system

Innovative development of the marketing service at the enterprise is important for ensuring competitiveness, attracting new customers and maintaining the existing audience. Innovative development of marketing is not possible without the implementation of the following components (Table 2).

Table 2

**Components of innovative development
of the marketing system in the company**

Components	Field of application
Use of artificial intelligence (AI) and analytics technologies	Implementation of automated data processing systems to analyze customer buying habits.
	Using AI for personalized marketing, creating individual recommendations and promotions.
E-commerce and mobile marketing	Development of mobile applications for convenient ordering of goods and obtaining information.
	Use of payment systems and technologies to ensure security and ease of payment.
Use of virtual and augmented reality	Creation of interactive advertising campaigns using AR/VR.
	Implementation of virtual premises for virtual inspection of products or services.
Social networks and influencer marketing	Development of a marketing strategy in social networks with an emphasis on interaction with the audience.
	Collaboration with influencers to promote products or services.
Content Marketing Strategy	Creating interesting and useful content to attract attention.
	Using a variety of content formats: video, audio, infographics, blogs, etc.
Marketing research and testing	Application of the latest market research methods to gather information about customers and competitors.
	Conducting A/B testing to optimize advertising campaigns and strategies.
Participation in events and sponsorships	Organizing or participating in events and activities that support the company's image.
	Sponsorship of events or teams to expand the brand and attract attention.
Green marketing	Implementation of sustainable development and responsible consumption strategies.
	Communication of company values related to environmental protection.
Attracting consumers	through gamification Introduction of game elements into loyalty programs and advertising campaigns.
	Organization of raffles and contests to attract the attention of customers.
Educational Initiatives	Providing educational resources to customers about products or services.
	Organization of webinars and workshops to increase customer awareness.

Source: built by the authors on the basis of (Yevseitseva, 2017; Yevseitseva et al., 2022; Zabashtanska et al., 2021).

Innovative development of the marketing service should be aimed at ensuring a high level of customer satisfaction and adaptation to the rapidly

changing market environment. Technological innovations affect the competitiveness of business organizations, providing them with the opportunity to adapt to changes in market conditions and meet the needs of modern consumers. Companies that successfully incorporate digital technologies into their marketing strategy are often able to compete more effectively and ensure sustainable growth (Yevseitseva & Olshanska, 2023; Puzyrova, 2011; Yevseitseva & Subot, 2023).

In the conditions of digitalization of the economy, marketing management systems play an important role in achieving success for enterprises. Digital technologies are changing the way businesses interact with customers, as well as requiring new marketing strategies and tools. Key aspects of marketing management systems in the digital economy include:

- data analysis (digital technologies provide a large amount of data about customers, their behavior and participation on the Internet; modern marketing systems must effectively analyze this data to obtain valuable information that allows enterprises to better understand their customers and adapt their strategies);
- automation of marketing processes (the use of automation tools makes it possible to optimize the operation of marketing campaigns, interaction with customers and management of various aspects of the marketing strategy);
- omnichannel (it is important to have a system that can effectively manage marketing efforts on various communication channels – from traditional channels to digital platforms, social networks and mobile applications);
- personalization (digital technologies allow creating personalized marketing strategies, taking into account the individual needs and previous actions of customers);
- use of AI/MN (systems based on artificial intelligence can provide more accurate forecasting and automation of decisions in marketing management);
- development of interaction with customers (it is important to use digital channels for active interaction with customers, taking into account their reviews and feedback);
- effective provision of cyber security (protection of personal data of customers and other confidential information resources becomes an extremely important aspect in the conditions of the digital economy);
- content marketing strategy (with so much information available online, it is important to have effective content marketing strategies to attract and retain customers).

These aspects reflect only some directions that may be important in marketing management systems in the digital economy. Given the rapid changes in the technology landscape, it is important to constantly update and adapt marketing strategies to achieve optimal results.

Conclusions. The conditions of digitalization define a new context for marketing, requiring enterprises to adapt to a rapidly changing environment. Innovative marketing management systems play a key role in ensuring the efficiency and competitiveness of companies in a digitalized world. Thus, we include: analytics and artificial intelligence as innovative marketing management systems for digitalization conditions; content marketing and interactive content; social media and influencer marketing; mobile marketing and marketing using messengers; e-commerce and personalized recommendation system; marketing automation; blockchain technology for trust and transparency.

Innovative marketing management systems in conditions of digitalization allow companies to interact more effectively with the audience, adapt to changes in market conditions and increase competitiveness. Together, these systems can create a powerful marketing stack to function successfully in a digitalized economy.

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