

Репозитарій -кафедра маркетингу,

Kobets, D., Terentieva, N., Shkvyria, N., Lysytsia, N. and Siemak, I. (2024). Digitalization and its Impact on the Development of Contemporary Marketing Strategies. *Econ. Aff.*, 69(02): 1021-1040.

Abstract The marketing landscape is always changing in this day and age due to technological breakthroughs, so it is important to comprehend these changes for theoretical and practical applications. Examining the development of digital marketing is the goal of this study, which will concentrate on the crucial shift to analytics-driven decision-making, omnichannel consumer experiences, the influence of social media dynamics, and the incorporation of blockchain and artificial intelligence (AI) technology. The methodology, which makes use of an extensive analysis of recent literature and case studies, is based on a study of how these technologies may be used to improve marketing tactics and solve issues that they raise, like the digital divide and data protection. The findings reveal a significant shift towards more personalized, efficient, and ethically aware marketing practices. Notably, the adoption of AI and blockchain technologies demonstrates the potential for enhancing customer interaction and security, underscoring a move towards more targeted and meaningful consumer engagement. This transition not only highlights the importance of adapting to digital innovations but also stresses the need for ongoing research and ethical considerations in their application. The study contributes to the discourse by offering insights into navigating the digital marketing ecosystem, advocating for strategic innovation, and emphasizing ethical practices in leveraging digital tools. This synthesis serves to enlighten both academic and industry practitioners about the ongoing digital marketing revolution, underlining the importance of agility and ethical integrity in achieving marketing success in the digital age. Highlights m The study contributes to the discourse by offering insights into navigating the digital marketin**Keywords:** marketing strategies, impressions economy, digital economy, digital environment business innovation/

Keywords: Digital Marketing, Omnichannel, Social Media, Artificial Intelligence, Blockchain, Data Privacy, Marketing Innovation, Ethical Marketing