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MARKETING SOLUTIONS IN THE CONDITIONS OF MODERN CHALLENGES

In the modern realities of conducting the Russian-Ukrainian war, new digital methods of processing and using information of business structures are becoming the main source of increasing the final result and efficiency of the marketing sphere.

In particular, the formation of marketing decisions was investigated in the works of the following scientists, such as: Yu. E. Petrun, N. G. Guz [1], M. P. Kalynychenko, N. P. Goncharova, E. V. Krykavskiy, A. O. Starostina and others.

To implement the marketing stages of business structures is the development and adoption of effective decisions. A marketing decision is a managerial component of marketing, thanks to which marketing goals are achieved and marketing tasks are performed [2, p. 58].

It is such actions regarding conducting a comprehensive marketing analysis, on the basis of which the factors of the internal and external environments of the state of enterprises and the main trends and assessments of the attractiveness of the market are studied, form marketing decisions.

Today's realities encourage new actions and decision-making. Rapid informatization of society is taking place, forms and methods of marketing activities are changing and new ones are emerging, namely digital marketing.

The task of digital marketing in the conditions of the Russian-Ukrainian war.

In particular, digital marketing is a form of implementation of marketing activities using digital channels: the Internet, local networks, computers, mobile phones, digital television, advertising displays, interactive screens, POS terminals [3]. All these are digital marketing tools. The main tasks of digital marketing are presented in Fig. 1.

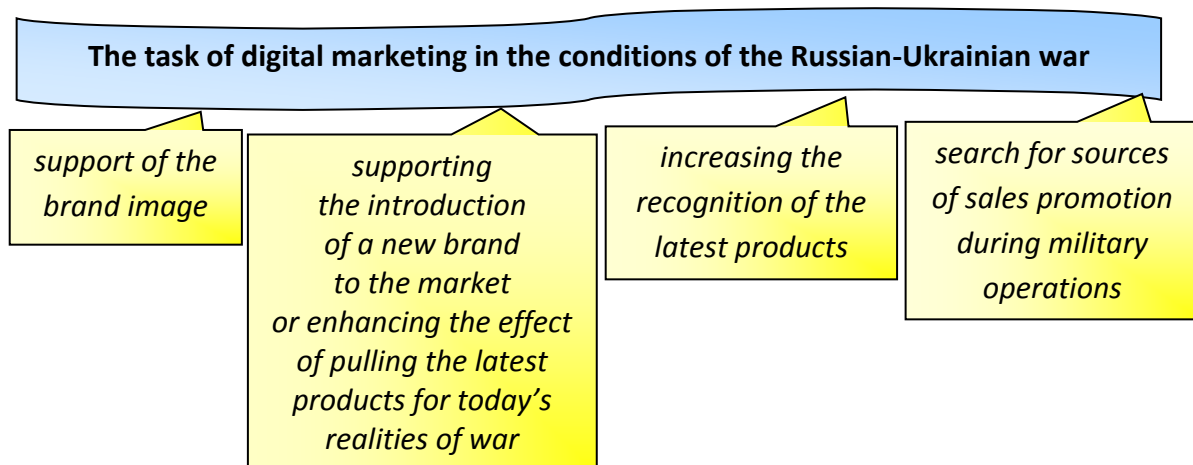


Fig. 1. The main tasks of digital marketing

Source: [5, 6].

It is worth noting that an individual, personalized relationship with potential consumers and all users in general is the main strategy of digital marketing.

Modern, unpredictable conditions of military events encourage decision-making regarding the active use of Digital agencies that provide the following services: website creation, media and contextual promotion, expertise and promotion, work with online communities and pages in social networks, organization of events in a combination of online/ offline promotion, transfer of consumers from online to offline sphere and feedback, geolocation services, etc. Such services provide an opportunity for the safe, uninterrupted operation of enterprises during the war and partial, or even complete, recovery of business.

To save personal and other data, in particular, it is noticeable in the period of today's realities of time, a new tool of digital marketing has appeared, this is "cloud technologies". They also provided an opportunity to store information about cultural monuments, historical facts, data of various institutions and enterprises, as well as a wide range of advertising development.

Therefore, marketing decisions should be consistent with the general strategy of business structures, taking into account the modern realities of today. For the final stage of their approval, it is necessary to carry out constant control over their implementation, in particular, time and cost parameters of marketing tools.

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