

INNOVATIVE MARKETING STRATEGY IN E-BUSINESS

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**Abstract** :*The research is aimed at identifying the main trends in the development of digital marketing in modern conditions of instability and transformation of the world economy under the influence of global imbalances. Conceptual approaches to the formation of a marketing strategy have been developed, taking into account modern trends in electronic marketing in the world. To determine the key elements of a digital marketing strategy, tools of critical theoretical and methodological analysis were used. Using the tools of statistical and retrospective analysis of modern trends in the development of the global advertising market by its main types, as well as its profitability, it is substantiated that the use of modern tools for promoting goods and services allows to optimize the level of costs, as well as to ensure the growth of strategic financial indicators of organizations. It has been shown that in modern business conditions, the effectiveness of marketing activities is achieved due to the optimal ratio of innovative Internet technologies to the marketing complex of the organization. For the first time, scientific and methodological aspects of the analysis of the peculiarities of the use of Internet technologies in the world are proposed, depending on the sources of Internet resources, the tools used and the types of technical devices that should be taken into account when forming the marketing strategy of the organization in order to ensure the achievement of all strategic goals.*

**Keywords:***E-marketing, marketing strategy, contextual advertising etc.*

**Introduction** The intensive development of the digital economy in the world and the introduction of innovative business tools determine their application and use in all sectors of the economy of developed countries. The development and practical use of these tools and technologies provide all the prerequisites for creating a new era of marketing - electronic marketing. Electronic marketing and its use in practice have a significant impact on a number of business areas: the music industry, banking, the market of portable electronic devices (mobile phones, players, televisions, digital technology, etc.), the development of new and improvement of existing marketing tools. The digitalization of the economy and global markets leads to the intensive development of electronic marketing. E-marketing has a very significant impact on a number of business processes in the financial sector and the activities of banking institutions: from the introduction of new technologies in financial transactions to the emergence of new products related to the digital sphere. This influence is expressed in the use of modern concepts and methods of electronic marketing in the strategic management of the bank, which ensures increased customer loyalty, increased share of competitive positions in the financial market, the formation of image and brand

awareness, which are the main levers for achieving strategic goals. Today, most banking institutions offer their services through the use of the basic elements of Internet marketing, and global changes in the global financial market determine the top management of banks to review their business strategies. The bank's strategy in the current context should be based on reducing costs, optimizing the portfolio of financial resources and using electronic marketing elements as a key tool that will help achieve strategic goals. The main element of electronic marketing, which is the most applicable in the banking sector, is online banking. Online banking is becoming more convenient for the client, as it eliminates the need to visit the bank. Online banking today is one of the fastest growing sectors of the Internet business, which reduces operating costs and optimizes existing processes using Internet technologies, and the ever-growing Internet bandwidth plays an important role.

#### **CURRENT TRENDS IN THE DEVELOPMENT OF E-MARKETING IN THE WORLD**

The intensive process of introducing innovative technologies into the real economy in the current environment causes the transformation of relevant markets at national and global levels. The innovations of today highlight the digital technologies that they are widely used in various types of economic activities and act as drivers of intensive development. The proposed technologies are gaining in popularity in the marketing field because they can be used to optimize key processes. The use of digital technology companies is not only expand communication with the target audience, but also increase conversion rates overall. In a highly competitive environment, companies are faced with the important task of finding the best mix of digital tools for maximum results. Analyzing current trends in the development of digital technologies, it is worth noting that about 44% of users use the Internet in various industries. Online stores, online banking, online auctions have become more popular and are gaining intensive development in the world. Unique items that once could only be bought in major markets can now be bought at online auctions, such as eBay.

#### **DIGITAL ECONOMY DEVELOPMENT AND MARKETING TRANSFORMATION**

The competitiveness and effectiveness of the business at the present stage of the functioning of the world market is one of the most important areas. A rational strategy of the organization, its correctness and formation, taking into account the use of innovative methods and Internet technologies, as well as their application in combination with a marketing mix, ensure the achievement of the desired financial results and customer loyalty. To study the basic approaches to the development of innovative marketing methods and tools, one should consider the historical development of approaches to the use of marketing tools and technologies in business. The scientific work of a group of scientists deserves special attention, since: research The work of the following group of scientists, such as: (Kayumovich and Annamuradovna, 2020), (Samran and Wahyuni, 2019), (Suppatvech and Godsell, 2019), which in their scientific works highlight the intensive development of Internet technologies as the main source of modernization of existing marketing concepts



dedicated to the study of the main theoretical aspects of the development of innovative technologies and their application in marketing. This approach is based on the classical method of forming a marketing strategy with more advanced elements of the marketing mix, their planning and promotion, but they do not take into account global transformational features and trends in the organization of electronic marketing, which requires a more detailed study and confirms the relevance of this research topic.

### **MODERN E-MARKETING AND ITS COMPONENTS**

E-marketing today is more than selling information products. At the moment, there is a trade in information space, software products, business models, as well as many other goods and services. Companies such as Google, Yahoo, and MSN took to a new level and segmented the Internet advertising market, thereby offering small and medium businesses local advertising services. Return on investment has increased, while expenses have decreased significantly. This type of marketing has become the basis for modern capitalism, which enables anyone who has an idea, product or service to reach the largest possible audience. The use of the term "Emarketing" usually means the use of direct response marketing strategies that are constantly used in direct mail, radio, and in TV commercials, only here they relate to the business space of the Internet.

The following most successful organizations and companies can be identified between the contextual advertising market participants representing this service: Yandex and Google. For 2018, the contextual advertising market was divided between them as follows. The through the use of innovative Internet technologies. To maintain a competitive position in the global markets for goods and services, top management of organizations must take into account the need for digitalization and an individual approach to each consumer in order to increase their loyalty to the organization and brand, as well as ensuring the promotion of goods and services through online communications. The rapid expansion of Internet marketing in our country should be a priority for companies that plan to make their business successful. European electronic market statistics enable companies to monitor global trends and use Internet technologies on their platforms.

**CONCLUSION** In the study, the author considered the main theoretical aspects of the formation of an e marketing strategy and its development trends in modern conditions. A detailed critical analysis of existing research in this area allowed us to determine the conceptual need for the use of innovative technologies and tools in marketing. The transformation of the global market and the rapid development of innovative technologies and tools, as well as the spread of the Internet in business, made it possible to justify the need to develop an organization's electronic marketing strategy and the need to use modern trends. According to the results of the study, it should be noted that electronic marketing, regardless of the listed problems and others, is only a way of developing companies in the modern world. The main component of this path is and will be the choice of the right tool that determines the

commercial success of the company. In the near future, the development of electronic marketing will be dynamic, progressive and, most importantly, beneficial for all participants in the modern economy.

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