

Ihor PONOMARENKO,
PhD in Economics, Associate Professor,
State University of Trade and Economics, Ukraine
orcid.org/0000-0003-3532-8332

Dmytro PONOMARENKO,
PhD Student,
International University of Business and Law, Ukraine
orcid.org/0009-0002-2904-3904

ARTIFICIAL INTELLIGENCE TECHNIQUES' APPLICABILITY IN DIGITAL MARKETING

Modern users actively use the digital environment every day thanks to the use of various gadgets (smartphones, tablets, laptops, smart watches). Digitization processes lead to further strengthening of the population's dependence on the Internet in the process of meeting various needs. The main consumers of the presented technologies are representatives of generations Y, Z, and Alpha. Each generation is characterized by a different level of dependence on the digital environment and specific behavior patterns. The most oriented towards modern digital technologies are representatives of the Alpha generation, who were born during the active period of Internet integration into everyday life and interaction with innovative gadgets from the first year of life.

Social media, which act as a medium for communication, are of considerable interest to the majority of users. Visitors are primarily interested in receiving interesting thematic content and interacting with like-minded people. The digital model of communications in specialized social media is an important element of modern life for generations Y, Z, and Alpha. It should be noted that some representatives of older generations also use social media for interaction. There is a large number of social media, among which YouTube, Instagram, TikTok, Facebook, and Snapchat are the most popular. Specific content and models of interaction between participants are inherent in each of social media. Users, in turn, are divided into groups based on interests, which is manifested in the formation of specific communities.

Modern companies actively use various digital marketing tools to interact with users, which allow to establish effective and long-term communications with the target audience. Social media marketing refers to a popular and effective communication channel that allows companies to promote products in the digital environment.

The specifics of implementing marketing strategies in the digital environment, including social media, allows companies to accumulate a lot of disparate information that can be used as a valuable resource in the formation of effective management decisions in the field of marketing. The growing popularity of artificial intelligence due to its effectiveness in processing large data leads to the active use of mathematical algorithms in the field of digital marketing.

Social media communications with the target audience can be more effective with AI-generated content (text, photos, and videos). Also, AI-based chatbots, which identify a specific consumer and adapt to his behavior model, are gaining significant distribution. Personalized communications and following the mood of the user increase the probability of a positive attitude towards the company and its products. As a result, the company gets the opportunity to interact with a large number of potential customers and increase the conversion rate to the highest possible level in specific conditions [1]. The use of artificial intelligence allows brands to constantly research the target audience and identify hidden factors that influence their behavior, which allows them to adjust the company's marketing strategies.

The further development of digital technologies will lead to the replacement of real life with a meta-universe, which new generations will perceive as a normal model of behavior. The active development of computer technologies will also affect the evolution of artificial intelligence, which with a high level of probability at certain stages will lead to the emergence of synthetic consciousness. The integration of self-sufficient artificial intelligence into digital marketing will contribute to the formation of individualized communication models based on the detailed identification of the relevant consumer and the prediction of his wishes for goods and services [2]. According to established individual characteristics, brands will have the opportunity to more effectively influence customers and form the demand for specific products on the basis of verbal and non-verbal manipulation. It is also necessary to take into account the evolution of products and the growing share of digital goods and services, which are gradually becoming an integral part of global and national economic systems. The rise of digital products allows AI-based companies to generate unique artifacts tailored to each consumer's needs, enhancing marketing communications accordingly and promoting unique brands.

References

1. Babatunde, S. O., Odejide, O. A., Edunjobi, T. E., & Ogundipe, D. O. (2024). The role of AI in marketing personalization: A theoretical

exploration of consumer engagement strategies. *International Journal of Management & Entrepreneurship Research*, 6(3), 936-949.

2. Alawneh, Y. J., Al-Momani, T., Salman, F. N., Al-Ahmad, S. D., & Kaddumi, T. A. (2023, May). A Detailed study analysis of artificial intelligence implementation in social media applications. In 2023 3rd International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE) (pp. 1191-1194). IEEE.

Iryna SOVA,

student of higher education,

State University of Trade and Economics,

Ukraine

Scientific supervisor

Iryna ZVARYCH,

Doctor of Pedagogical Sciences, Professor,

Professor at the Department of Foreign Philology and Translation,

State University of Trade and Economics,

Ukraine

EFFECTIVNESS OF INFLUENCER MARKETING IN 2024

Introductions: Influencer marketing has become a widely used strategy in online marketing. Despite its frequent mention in mainstream media, there are still many who aren't clear on its concept. For those encountering the term for the first time, the question often arises: «What exactly is influencer marketing?» This is the focus of the work.

The aims of this research are: to explore and analyze the evolving landscape of influencer marketing, identifying emerging trends, best practices, and platforms in the industry.

The method used in the work is examination of sources and materials encompasses content from different sources and publications.

Results and discussion: In 2023, the global market of influencers will reach \$21.1 billion, which is almost four times the revenue from advertising on TikTok. According to a survey conducted by Statista in February 2024, 10% to 20% of the marketing budget goes to influencer marketing.

90% of marketers consider influencer marketing to be an effective tool and plan to increase their budgets for this promotion channel. 72% of marketers agree that influencer marketing provides better contact with the target audience than other communication channels. According to the