

results and adaptation of the strategy taking into account the received data allow to increase the effectiveness of the content and ensure sustainable growth in social networks.

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## ARTIFICIAL INTELLIGENCE ROLE IN THE DIGITAL MARKETING OF BRANDS

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National and global economic systems are developing in conditions of active evolution and introduction of innovative technologies, which leads to the creation and introduction of qualitatively new products to the market. Digitization processes lead to an increase in the share of digital products used by various consumer groups. There is significant demand for products with integrated artificial intelligence. Thanks to the evolution of server technologies and the development of mathematical algorithms, the possibilities for the accumulation of large data and their rapid processing are increasing. Modern approaches to artificial intelligence allow the processing of information in various forms: text, audio, photo, and video. Processing of structured, semi-structured, and unstructured data thanks to the use of high-performance and powerful mathematical algorithms allows identifying hidden relationships and forming optimal management solutions.

Companies in the process of creating and implementing complex marketing strategies use a variety of approaches that allow for promoting products on the market and ensuring effective communications with the

target audience in the long term. Thanks to the intensive growth of the number of Internet users, there is a significant increase in the effectiveness of the use of digital marketing. Companies focus on the needs of modern users and interact with them through the use of various digital marketing tools. For certain groups of customers, it is advisable to use specific communication channels in the digital environment, which allows to achieve the maximum level of loyalty. Given the dynamics of changes in the interests of the target audience and the intensity of the development of innovative technologies, brands need to conduct audits and choose relevant digital marketing tools on an ongoing basis [1].

Further improvement of marketing strategies of companies on the Internet involves the integration of innovative technologies, among which artificial intelligence occupies a key place. Thanks to the availability of complex information about the company's activities in the digital environment, including data collection by web analytics services, it is possible to implement complex mathematical models that allow optimizing marketing strategies. The main directions of using artificial intelligence in the digital marketing of brands are:

1. Data analysis. In the process of researching the generated data, various algorithms of artificial intelligence are used: Linear Regression, K-Nearest Neighbors, Neural Networks, Principal Component Analysis, Decision Trees, etc. Complex processing of various data allows companies to identify clear and hidden cause-and-effect relationships that can be used to develop effective marketing strategies. It involves identifying the optimal combination of various digital marketing tools that will allow to achieve the highest level of conversion from the company's resources on the Internet. It is also possible to predict the development of various processes and accordingly adapt the company's interaction models with the target audience in the future [2].

2. Creation of recommendation systems. One of the important tasks of using artificial intelligence is solving classification problems. The presented group of mathematical algorithms involves the use of a certain number of indicators and the formation of specific groups (companies, users, or products) for which it is possible to develop unique communication models. The growing power of artificial intelligence algorithms allows brands to gradually move to the creation of personalized communications that are focused on a specific client. The creation of recommender systems allows companies to recommend products to users that are highly likely to meet the needs of a specific person. Based on the individual characteristics of users, modern advertising campaigns are built that demonstrate relevant informational content.

3. Content generation. Modern users actively use various resources on the Internet, among which social media is the most popular. To attract the target audience and keep it for a long time, thematic content is used. The creation and placement of content on an ongoing basis is expected by the defined content plan. Thanks to the use of artificial intelligence, companies get the opportunity

to generate text, photo, and video content. The development of mathematical algorithms allows the creation of complex visualized objects according to the needs of the target audience. AI-based content creation products are presented on the market, among which ChatGPT 4 and Dall-E 3 from OpenAI, as well as Gemini from Google are the most popular.

4. Chatbots. User support systems, thanks to the generation of text responses by artificial intelligence, allow brands to interact with the audience 24/7 and provide competent answers. The development of mathematical algorithms makes it possible to increase the level of quality of communications without the involvement of personnel.

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## INVESTIGATION OF THE IMPACT OF INTERNET TECHNOLOGIES ON BRAND COMMUNICATION

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In the current era of digital advancements, the impact of internet technologies on brand communication is significant and constantly changing. With the rising use of online platforms by businesses to interact with customers, it is crucial to comprehend the effects of these technologies on branding tactics.

Compared to traditional media, the rise of **social media** has given marketers access to a wide array of options and a very cheap barrier to entry. This tendency has helped social media marketing become recognized as a distinct subject of study that is being actively explored and