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THE IMPACT OF INTERNET MARKETING STRATEGIES ON THE ECONOMIC DEVELOPMENT OF ENTERPRISES

In today's economy, internet technologies are becoming an important factor in business transformation and, when present, can be a decisive factor in its growth. This is especially true in the context of intense global competition. Implementing internet marketing strategies in businesses not only helps attract new customers but also contributes to optimizing communication, increasing brand recognition, and reducing costs. Internet marketing allows companies to quickly respond to changes in consumer preferences, which is crucial for the stable operation and growth of a business in dynamic market conditions. This issue is becoming even more relevant due to the rapid development of digital platforms and changes in consumer behavior, with more people choosing online channels for shopping and interacting with brands. The shift of much business to the digital environment creates new opportunities but also requires adapting internet marketing strategies to succeed.

From a scientific perspective, the impact of internet marketing strategies on the economic development of businesses is still not well studied. Despite many examples of successful use of digital tools in marketing campaigns, further research is needed to understand their impact on the long-term stability and profitability of businesses. Specifically, there is a need for more detailed analysis of how digital technologies strengthen competitive positions, help businesses adapt to rapidly changing markets, and ensure stable economic growth.

In practice, one of the main problems faced by modern companies is the lack of understanding of the importance of integrating digital tools into the overall marketing strategy. Many organizations still rely on traditional marketing methods and overlook new digital opportunities, which can lead to the loss of competitive advantages. The absence of a comprehensive strategy limits a company's ability to respond quickly to market changes, such as shifts in consumer

preferences or new technological trends. This can lead to losing market share, a decrease in customer appeal, and, eventually, slower economic growth.

Internet marketing, in turn, becomes a key tool for interacting with target audiences through websites, search engine optimization, messengers, and email. Mobile marketing and messenger-based marketing are becoming the main communication channels due to the widespread use of mobile devices [1]. However, without integrating these tools into a unified marketing strategy, companies may face disorganized actions, wasted resources, and low effectiveness. Failing to adapt to new realities often means missing important market opportunities, such as attracting new audiences through online channels or improving the customer experience with digital technologies. Additionally, the lack of a clear strategy complicates the optimization of marketing costs, which is an important factor in increasing profitability in a highly competitive environment.

Integrating internet marketing strategies should include a clear understanding of customer interactions, identifying target audiences, setting marketing goals, and selecting the right tools [2]. It's also important to audit the company's existing digital channels and assets, and assess the effectiveness of campaigns in both free and paid media. The developed strategy should ensure the company's presence online through all possible channels, including search engines, social media, paid ads, and more.

The implementation of effective internet marketing strategies allows businesses to achieve high sales figures and ensure sustainable development in the context of digital transformation. An important aspect of this process is adapting to new technologies and tools, such as data analytics, personalization, and automation, which help optimize processes and improve the effectiveness of marketing campaigns.

Given the rapid development of digital technologies and constant market changes, businesses that cannot adapt their strategies to new realities risk losing their competitive edge. Therefore, integrating digital technologies into business development strategies is critical for ensuring long-term success and stable economic growth.

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STUDY OF THE EXPERIENCE OF THE PHARMACY CHAINS "PODOROZHNYK" IN IMPLEMENTING DIGITAL MARKETING TOOLS

In the modern world, digital technologies play a key role in business development and communication with customers of the pharmacy chain. The pharmacy chain "Podorozhnyk", one of the largest pharmacy chains in Ukraine, is implementing digital communications to improve interaction with customers and increase the effectiveness of its marketing strategies. The website, social media, mobile applications and chatbots are becoming important tools for achieving brand goals and meeting consumer needs.

The study aims to analyze the use of digital marketing tools by the pharmacy chain "Podorozhnyk," focusing on the functionality and