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*A. Obozna,
PhD in Economics, Associate Professor, Associate Professor of the Department of
Economics and Management, Privat Higher Education Establishment
«European university», Mykolaiv, Ukraine*

ORCID ID: <https://orcid.org/0000-0002-7243-5105>

*O. Iakovunyk,
Head, Privat Higher Education Establishment «European university»,
Mykolaiv, Ukraine*

ORCID ID: <https://orcid.org/0000-0001-5940-7276>

*D. Iakovunyk,
Lecturer of the Department of Economics and Management, Privat Higher
Education Establishment «European university», Mykolaiv, Ukraine*

ORCID ID: <https://orcid.org/0000-0001-9106-340X>

DIGITAL MARKETING AS A TOOL FOR BUILDING COMPETITIVE ADVANTAGES OF THE ENTERPRISE

*A. O. Обозна,
к. е. н., доцент, доцент кафедри економіки та менеджменту,
Миколаївська філія ПВНЗ «Європейський університет», м. Миколаїв*

*О. В. Яковуник,
директорка, Миколаївська філія ПВНЗ «Європейський університет»,
м. Миколаїв*

*Д. І. Яковуник,
викладач кафедри економіки та менеджменту,
Миколаївська філія ПВНЗ «Європейський університет», м. Миколаїв*

ЦИФРОВИЙ МАРКЕТИНГ ЯК ІНСТРУМЕНТ ФОРМУВАННЯ КОНКУРЕНТНИХ ПЕРЕВАГ ПІДПРИЄМСТВА

The article explores the strategic role of digital marketing in shaping competitive advantages for enterprises in the era of globalization and technological progress. It highlights the integration of social media, content marketing, SEO, email campaigns, and data analytics as essential tools for customer engagement and brand loyalty. Unlike traditional approaches, digital marketing enables personalized communication, real-time performance measurement, and predictive modeling through AI and Big Data. The study emphasizes that digital marketing is not limited to boosting sales but also fosters long-term relationships, strengthens brand identity, and enhances adaptability to dynamic markets. Case examples demonstrate practical benefits: Rozetka improved conversion by 18% via SEO and video content, Nova Poshta reduced support workload by 30% through automation, Nike increased youth loyalty by 12% using emotional content, and Amazon achieved 35% of sales through personalized recommendations powered by AI. Furthermore, the research underlines the growing importance of omnichannel strategies, influencer marketing, and automated customer service systems as drivers of competitiveness. The integration of advanced technologies such as machine learning, chatbots, and predictive analytics allows companies to anticipate consumer needs, optimize resource allocation, and reduce operational costs. Digital marketing also contributes to creating emotional engagement with brands, which increases customer satisfaction and loyalty. In addition, the ability to collect and analyze large volumes of data ensures precise targeting and personalization, which significantly improves marketing efficiency. The findings confirm that digital marketing is a strategic necessity for enterprises seeking sustainable competitiveness in volatile global markets. Future research should focus on emerging technologies such as blockchain, augmented reality, voice search optimization, and advanced analytics to further optimize marketing strategies, enhance customer experience, and ensure resilience in the digital economy.

У статті досліджено стратегічну роль цифрового маркетингу у формуванні конкурентних переваг підприємств в умовах глобалізації та технологічного прогресу. Розглянуто інтеграцію соціальних мереж, контент-маркетингу, SEO, email-кампаній та аналітики даних як ключових інструментів взаємодії зі споживачами та підвищення лояльності до бренду. На відміну від традиційних методів, цифровий маркетинг забезпечує персоналізовану комунікацію, вимірювання ефективності в реальному часі та прогнозування поведінки споживачів за допомогою штучного інтелекту та Big Data. Доведено, що цифровий маркетинг не обмежується зростанням продажів, а сприяє формуванню довгострокових відносин, зміцненню бренду та адаптивності до динамічних ринкових умов. Практичні приклади підтверджують ефективність: Розетка підвищила конверсію на 18% завдяки SEO та відеоконтенту, Нова Пошта зменшила навантаження служби підтримки на 30% через автоматизацію, Nike збільшила лояльність молоді на 12% завдяки емоційному контенту, а Amazon досягла 35% продажів через персоналізовані рекомендації на основі AI. Додатково підкреслено зростаюче значення омніканальних стратегій, інфлюенсер-маркетингу та автоматизованих систем обслуговування клієнтів як чинників конкурентоспроможності. Інтеграція сучасних технологій, таких як машинне навчання, чат-боти та предиктивна аналітика, дозволяє компаніям прогнозувати потреби споживачів, оптимізувати ресурси та знижувати витрати. Цифровий маркетинг також сприяє створенню емоційного зв'язку з брендом, що підвищує задоволеність і лояльність клієнтів. Важливою перевагою є можливість швидкої адаптації до змін попиту, гнучкого управління комунікаційними каналами та підвищення ефективності бізнес-процесів. Результати підтверджують, що цифровий маркетинг є стратегічною необхідністю для підприємств, які прагнуть досягти стійких конкурентних позицій у мінливих глобальних ринках. Подальші дослідження мають бути спрямовані на впровадження новітніх технологій, таких як блокчейн, доповнена реальність, голосовий пошук та

автоматизація процесів, що забезпечить підвищення ефективності та стійкість бізнесу в умовах цифрової економіки.

Keywords: *digital marketing, competitive advantages, social media, content marketing, data analytics, brand, loyalty.*

Ключові слова: *цифровий маркетинг, конкурентні переваги, соціальні мережі, контент-маркетинг, аналітика даних, бренд, лояльність.*

Problem Statement and Its Connection with Important Scientific and Practical Tasks. In the current context of globalization and digitalization of the economy, enterprises face the need to identify new ways of building competitive advantages. Traditional marketing methods are gradually losing their effectiveness, which highlights the relevance of studying digital marketing as a strategic tool for business development.

The modern business environment is characterized by a high level of digitalization, leading to the emergence of new forms of interaction between enterprises and consumers. Digital platforms, analytical tools, and automated systems for managing marketing activities have become integral attributes of competitive companies. Under these conditions, digital marketing is transforming into a strategic direction for enterprise development, enabling effective market positioning, rapid response to changes in demand, and the establishment of long-term relationships with consumers.

The growing role of digital marketing is driven by changes in consumer behavior, as customers increasingly rely on online channels for information search, purchasing, and brand interaction. This creates new opportunities while simultaneously posing challenges for enterprises that must adapt traditional business models to the requirements of the digital economy. Therefore, the study of digital marketing as a tool for shaping competitive advantages is highly relevant and requires a comprehensive scientific approach.

Analysis of Recent Research and Publications. The scientific literature devotes considerable attention to studying the impact of digital technologies on marketing activities. Kotler and Keller emphasize that marketing in the 21st century must be customer centric [1, p. 112]. Research by Chaffey and Ellis-Chadwick confirms the effectiveness of integrating digital communication channels and demonstrates that such integration enables enterprises to achieve greater efficiency at lower costs [4, p. 115]. Ryan highlights the role of content marketing in building long-term customer loyalty [5, p. 78]. Strauss and Frost argue that email marketing remains one of the most cost-effective channels [7, p. 64]. Tiago and Veríssimo focus on social media as a key driver of customer engagement [8, p. 56-59].

At the same time, Ukrainian scholars stress the need to adapt international practices to local conditions, particularly considering cultural specifics and the level of digital literacy among the population.

However, the issue of comprehensive use of digital marketing to create long-term competitive advantages in the context of Ukrainian enterprises remains insufficiently explored.

Formulation of the Article's Objectives (Problem Statement). The purpose of this article is to examine the role of digital marketing in shaping competitive advantages for enterprises and to substantiate the effectiveness of its application in the context of the global economy.

Methods and Research Methodology. The methodological basis of the study is a systematic approach to analyzing digital marketing tools and their impact on enterprise competitiveness. To achieve the research objectives, the following methods were applied: comparative analysis, content analysis, structural-logical generalization, and deductive modeling. Comparative analysis made it possible to identify key differences between traditional and digital marketing tools and assess their effectiveness across various industries. Content analysis of contemporary scientific sources provided insights into trends in the digitalization of marketing activities. Structural-logical generalization methods enabled the development of an

integrated model for applying digital marketing to gain competitive advantages in the market.

Presentation of the Main Research Material. Digital marketing encompasses a set of tools that interact with each other and form an integrated system for achieving business goals. These tools not only operate independently but also complement one another, creating a synergistic effect that enhances overall marketing performance:

- *Social media* ensure rapid information dissemination and the creation of communities around a brand. They enable two-way communication, foster customer engagement, and serve as platforms for influencer marketing and targeted advertising.
- *Content marketing* provides added value for customers, builds trust, and stimulates repeat purchases. High-quality content strengthens brand authority, improves SEO rankings, and supports lead generation strategies.
- *SEO and SEM* optimize brand visibility in search engines, which is critical for online retail and service industries. Effective optimization increases organic traffic, improves conversion rates, and reduces dependency on paid advertising.
- *Email marketing* remains one of the most cost-effective channels, especially when automation is applied. Personalized email campaigns enhance customer retention, drive upselling, and allow precise segmentation based on user behavior.
- *Data analytics* enable forecasting customer behavior, audience segmentation, and cost optimization. Advanced analytics tools help identify trends, measure campaign effectiveness, and support predictive modeling for strategic decision-making.
- *Marketing automation* integrates multiple channels and processes, reducing manual workload and ensuring timely communication with customers. Automation tools streamline lead nurturing, improve customer experience, and increase operational efficiency.

The combination of these tools creates a comprehensive digital ecosystem that allows businesses to adapt quickly to market changes, personalize interactions, and maintain competitiveness in a dynamic environment.

Strategy Comparison

Ukrainian companies focus on automation and SEO, while international brands actively employ emotional content and personalization. This indicates different approaches to building competitive advantages depending on the market.

Digital marketing is not only a communication tool but also a strategic platform for business development. Its integration into business processes enables enterprises to achieve sustainable competitive positions, build long-term customer relationships, and adapt to market changes (Table 1).

Table 1. Digital Marketing Tools and Their Impact on Competitive Advantages

Tool	Description	Impact on Competitive Advantages
Social Media	Platforms for audience interaction and content promotion	Enhances brand awareness and customer engagement
Content Marketing	Creation and distribution of valuable, relevant content	Build trust, increase loyalty, and engagement
Search Optimization	Website optimization for higher positions in search engines	Improves visibility and organic traffic
Email Marketing	Personalized messages and automated mailings	Increases conversion and customer retention
Data Analytics	Collection and analysis of audience behavior	Strategy optimization and precise targeting

Source: compiled based on [3, 8].

Case Examples:

- *Rozetka* increased conversion by 18% through SEO and video reviews [3].
- *Nova Poshta* integrated chatbots, reducing support workload by 30% [5].
- *Nike* used emotional content on TikTok and Instagram, boosting youth loyalty by 12% [4].
- *Amazon* achieved 35% of sales through personalized recommendations powered by Big Data [2] (Table 2).

Table 2. Comparison of Digital Marketing Strategies of Ukrainian and International Companies

Company	Strategy	Tools	Results
Rozetka	SEO + video content	YouTube, blog, Google Search	+18% conversion
Nova Poshta	Automation	Chatbots, mobile application	–30% support workload
Nike	Emotional content	Instagram, TikTok, YouTube	+12% loyalty
Amazon	Personalization	Big Data, AI, CRM	35% of sales via recommendations

Source: compiled based on [2].

The diagram illustrates the interconnection between key digital marketing tools (SEO, content marketing, social media, data analytics, and automation) and enterprise business processes (Fig. 1). The integration of these elements ensures the development of competitive advantages such as customer loyalty, brand recognition, and adaptability to market changes.

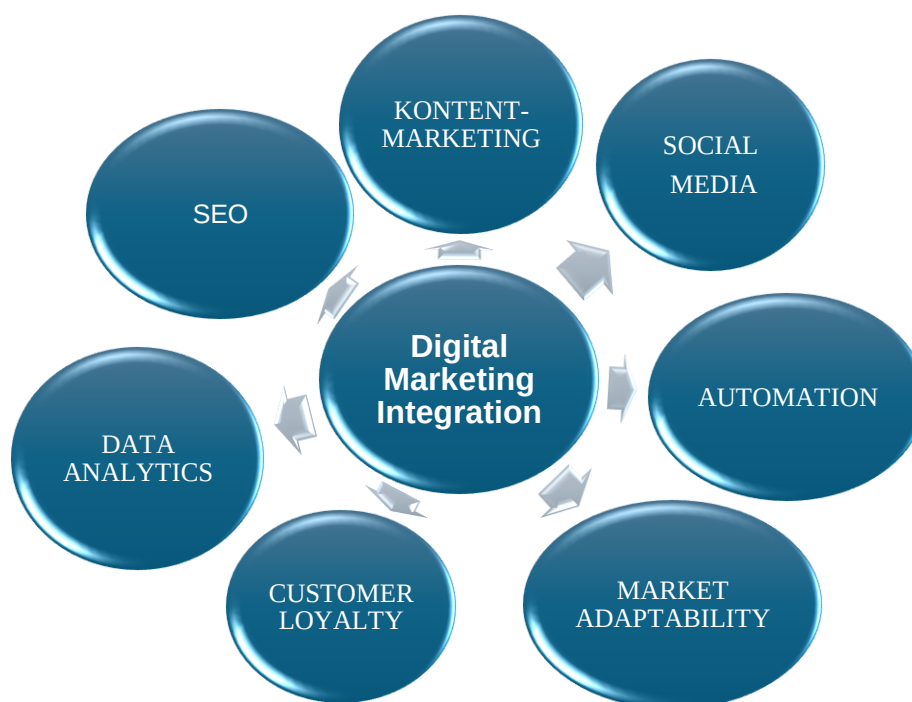


Fig. 1. Model of Digital Marketing Integration into Business Processes

Source: Systematized, generalized, and grouped based on data from [3–4, 8].

The research findings indicate that digital marketing is inherently complex, encompassing a broad range of tools—from SEO optimization and content marketing to the application of artificial intelligence and predictive analytics. One of the key areas for building competitive advantages is the use of big data, which enables the personalization of marketing offers and enhances customer satisfaction. The analysis demonstrates that companies actively implementing digital tools exhibit higher levels of market adaptability and innovativeness. Another important outcome is the identification of the impact of digital communication channels on creating emotional engagement with the brand, which generates additional value for customers and fosters long-term loyalty.

The results obtained confirm that digital marketing is becoming a key factor of competitiveness in the context of the information economy. However, the implementation of digital tools requires substantial investments in technology, personnel training, and the transformation of internal business processes. Companies must also consider risks related to cybersecurity, dependence on external platforms, and the rapid pace of change in the digital environment. The effectiveness of digital marketing largely depends on the level of organizational culture and the readiness of management for innovative changes.

Conclusions and prospects for further research. Digital marketing is a strategic instrument for building competitive advantages for enterprises. The use of digital tools ensures not only sales growth but also the creation of long-term customer relationships, increased loyalty, and enhanced brand recognition. Future research should focus on examining the impact of emerging technologies—such as artificial intelligence, big data, and blockchain—on the development of marketing strategies.

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