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EVOLVING TRENDS IN DIGITAL MARKETING: A COMPREHENSIVE REVIEW

Summary. Technology's inextricable influence on digital marketing is beyond dispute in the current digital era, as it seamlessly integrates into our daily lives. As we venture further into the 21st century, the central role of digital marketing in propelling modern trade is increasingly conspicuous, and its importance is on an upward trajectory. This research article provides a comprehensive exploration of digital marketing, shedding light on its fundamental definition and meticulously mapping the intricate journey of its historical evolution. Furthermore, the article delves into the emerging trends anticipated to shape its future landscape. The profound and comprehensive examination within this article is a concerted effort to enhance our understanding of the indispensable role that digital marketing occupies in contemporary business environments, where it not only drives commerce but also fosters innovation, facilitates brand engagement, and shapes consumer behavior. In a world where online presence and attention are paramount, this article aims to guide businesses and marketers in navigating the ever-evolving terrain of digital marketing. It explores the myriad strategies, tools, and platforms that form the foundation of this dynamic field and highlights the importance of adaptability and innovation in staying relevant. Furthermore, it offers insights into the growing significance of data-driven decision-making, personalization, and ethical considerations in digital marketing. As the digital landscape continues to evolve, staying ahead of the curve in digital marketing is not merely an option; it is a necessity for businesses to thrive in the modern marketplace. This article elucidates the role of technology in shaping the future of digital marketing, with discussions on integrating artificial intelligence. This article's in-depth examination strives to improve our comprehension of the crucial part that digital marketing plays in contemporary business environments.

Keywords: digital marketing trends, e-marketing, marketing tools, pros and cons of digital marketing, evolution of digital marketing, digital marketing definition.

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РОЗВИТОК ТЕНДЕНЦІЙ У ЦИФРОВОМУ МАРКЕТИНГУ: КОМПЛЕКСНИЙ ОГЛЯД

Анотація. Нерозривний вплив технологій на цифровий маркетинг не викликає сумнівів у нинішню цифрову епоху, оскільки вони плавно інтегруються в наше повсякденне життя. В XXI столітті, центральна роль цифрового маркетингу в розвитку сучасної торгівлі стає дедалі помітнішою, і його значення зростає. Ця дослідницька стаття містить всебічне дослідження цифрового маркетингу, проливаючи світло на його фундаментальне визначення та ретельно описуючи заплутаний шлях його історичної еволюції. Крім того, у статті розглядаються нові тенденції, які, як очікується, сформує його майбутній ландшафт. Глибокий і всебічний аналіз у цій статті є спільною спробою покращити наше розуміння незамінної ролі цифрового маркетингу в сучасному бізнес-середовищі, де він не лише стимулює комерцію, але й сприяє інноваціям, сприяє впізнаваності бренду та формує поведінку споживачів. У світі, де присутність в Інтернеті є найважливішими, ця стаття спрямована на те, щоб допомогти компаніям і маркетологам орієнтуватися в постійно змінюваному просторі цифрового маркетингу. Він досліджує безліч стратегій, інструментів і платформ, які є основою цієї динамічної галузі, і підкреслює важливість адаптивності та інновацій, щоб залишатися актуальними. Крім того, він пропонує уявлення про зростаюче значення прийняття рішень на основі даних, персоналізації та етичних міркувань у цифровому маркетингу. Оскільки цифровий ландшафт продовжує розвиватися, залишатися попереду в цифровому маркетингу – це не просто можливість; це необхідність для бізнесу, щоб процвітати на ринку. Ця стаття пояснює роль технологій у формуванні майбутнього цифрового маркетингу, а також обговорює інтеграцію штучного інтелекту. Поглиблений аналіз цієї статті спрямований на покращення нашого розуміння вирішальної ролі, яку відіграє цифровий маркетинг у сучасному бізнес-середовищі.

Ключові слова: тенденції цифрового маркетингу, електронний маркетинг, маркетингові інструменти, плюси та мінуси цифрового маркетингу, еволюція цифрового маркетингу, визначення цифрового маркетингу.

Statement of the problem in general and its connection with important scientific or practical tasks. In today's intensely competitive market, whether in physical stores or the digital realm, consumers have a wide array of choices when it comes to products and services. They pos-

sess a versatile toolkit of search methods, endowing them with significant decision-making power. Consumers increasingly actively seek out items on their own terms, which has substantially changed the advertising environment as a result of the expansion of mobile devices in market research.

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Businesses must adjust and create a strong, long-lasting marketing plan in light of these changes in consumer behavior if they want to attract new clients as well as keep hold of their current ones. Digital marketing has grown to be a crucial part of any effective marketing plan, yet it is a field characterized by rapid change, new technology, and altering consumer habits. A wide range of important scientific and practical challenges are presented by this dynamic environment.

Currently, digital marketing is steadily emerging as a vital instrument for promoting a wide array of products, surpassing the effectiveness of traditional marketing methods. It is foreseeable that in the ensuing years, the prevalence of this marketing approach may ascend even further as its application domains continue to expand consistently.

Thus, from a scientific standpoint, comprehending and forecasting the dynamics and transitions within digital marketing stands as a vital component of the marketing and business domain. This necessitates a thorough examination of how factors like technological progress, shifts in consumer choices, and the incorporation of artificial intelligence influence this field.

Analysis of the latest research and publications that initiated the solution to this problem and on which the author relies. The evolution and impact of digital marketing have been subjects of significant scholarly inquiry in recent years. The following prominent scholars from around the world synthesize findings from various studies to offer insights into the multifaceted landscape of digital marketing, including its current state, future prospects, and transformative effects on business practices and strategies.

The digital marketer model that Royle and Laing suggest for the communication industries addresses the skills gap in digital marketing. This study underscores the importance of bridging the skills gap in the digital marketing domain to harness the full potential of digital strategies [1].

Dr. Mrs. Vaibhava Desai's review offers a comprehensive examination of digital marketing's essence and evolution. The review consolidates key aspects of digital marketing, providing a foundational understanding of its fundamental principles [2].

Avantika Monnappa's historical overview traces the evolution of digital marketing, offering a retrospective analysis of its development. This historical perspective provides context for understanding how digital marketing has evolved into its present form [3].

Belikova et al. investigate trends in digital marketing, viewing them as an innovative tool for enterprise management. Their research emphasizes the role of digital marketing in driving innovation and transformation within organizations [4].

Lim et al. explore the influence of anthropomorphism and the marketing mix on users' intentions to continue using retail apps. This study illuminates how digital marketing elements, including the marketing mix, play a pivotal role in sustaining consumer engagement in the digital realm [5].

Steinhoff and Palmatier present commentary on the opportunities and challenges posed by technology in relationship marketing. Their insights underscore the transformative potential of technology in

enhancing customer relationships, thus highlighting the significance of digital marketing strategies [6].

Cham et al. delve into the broader implications of digitalization on contemporary marketing strategies and practices. Their work elucidates the pervasive impact of digitalization on marketing, necessitating a reevaluation of traditional approaches in favor of digitally-oriented strategies [7].

Dsouza and Panakaje contribute to the discourse with a study on the evolution of digital marketing. Their research sheds light on the historical development of digital marketing, providing valuable insights into its trajectory and transformation over time [8].

The work of Sokhetska Anna focuses on digital marketing tools for business development, providing a retrospective analysis, current trends, and future directions. The study sheds light on the dynamic nature of digital marketing tools and their impact on business growth [9].

Other research in the sphere of digital marketing includes "Digital marketing: A framework, review and research agenda" by P.K. Kannan and Hongshuang "Alice" Li [10], "Setting the future of digital and social media marketing research: Perspectives and research propositions" authored by Yogesh K. Dwivedi et al. [11], "The effect of digital marketing transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness" authored by Nguyen Ngoc Hien and Tran Nguyen Huynh Nhu [12] and many others due to increased interest to the topic of digital marketing over the last decade.

The literature analysis has shown that despite the large number of narrowly focused studies on digital marketing, there is not enough generalizable research.

Highlighting previously unresolved parts of the general problem to which the article is devoted. However, the research base lacks a consolidated analysis that would incorporate the theoretical framework, historical evolution perspective, and future outlook that would define trends for further development of the digital marketing concept.

Therefore, the article aims to address the existing gap in the research base by providing a comprehensive analysis that encompasses the following:

- Theoretical framework: The article seeks to consolidate and synthesize the existing theoretical frameworks related to digital marketing. It aims to provide a structured and unified understanding of digital marketing concepts, which may have been fragmented in previous research.

- Historical evolution perspective: The article intends to offer insights into the historical evolution of digital marketing. By tracing its development over time, it aims to provide context for understanding how digital marketing has evolved into its current state and the factors that have driven this evolution.

- Future outlook and trends: A significant contribution of the article is to project future trends in digital marketing. The objective is to recognize and assess emerging trends that are poised to influence the digital marketing arena, delivering valuable insights for researchers and practitioners alike.

Consequently, this study fills a significant void in current research by presenting a thorough anal-

ysis. This all-encompassing approach strives to provide a complete viewpoint on the digital marketing realm, closing the existing knowledge gap and laying the foundation for a more thorough comprehension of this dynamic and continuously evolving field.

Formulation of the purpose of the article (statement of the task). The purpose of this article is to provide a comprehensive review of the theoretical and historical framework and analysis of the evolving trends in digital marketing. To obtain the abovementioned aim, the following primary tasks are set:

- To examine the historical evolution of digital marketing, tracing its development from its inception to its current state, and to identify key milestones and influential factors in this evolution.

- To synthesize existing theoretical frameworks and concepts related to digital marketing, offering a structured understanding of the domain and highlighting its core components.

- To project future trends and developments in digital marketing, shedding light on emerging technologies, strategies, and practices that are likely to shape the field in the coming years.

Presentation of the main research with full justification of the scientific results obtained. Profoundly innovative approaches to handling and distributing information have emerged as the principal catalysts for enhancing the effectiveness of marketing within business operations. Within the prevailing landscape of an increasingly information-centric and digitally driven society, it is evident that the internet, alongside various other communication channels, is fundamentally reshaping the contours and strategies of enterprise marketing endeavors. This transformation is not merely a mere adjustment but rather represents a substantial and transformative leap forward in the realm of marketing, heralding the advent of a new era known as digital marketing [13].

In the contemporary context, the convergence of technology, information, and connectivity has instigated a paradigm shift in the way enterprises engage with their target audiences. The traditional boundaries and conventions of marketing are undergoing a profound metamorphosis fueled by the dynamic and ever-evolving digital landscape. It is within this transformative milieu that digital marketing takes center stage, offering businesses an unprecedented avenue to engage, communicate, and resonate with their clients [9].

Before analyzing any trends, it is necessary to determine the fundamental nature of the "digital marketing" concept and its historical development. An examination of existing approaches to definitions reveals a notable ambiguity among scholars. Therefore, regarding the position of digital marketing tools within the extensive array of marketing instruments and their interconnectedness with Internet marketing, a proper overview of the conceptual framework has been done in Table 1. The prevailing perspective characterizes digital marketing as a marketing endeavor primarily concerned with advancing products and services through digital channels.

It is imperative to recognize that the prevailing interpretations of the digital marketing concept are relatively wide in scope and adequately supported.

Digital marketing constitutes an integral facet of contemporary marketing practices, encompassing the utilization of a comprehensive spectrum of available digital technologies for the promotion of goods and services in the market. The overarching objective is to attain various business goals, such as fulfilling consumer needs, bolstering competitiveness, achieving superior financial outcomes, and establishing a solid foundation for future financial growth, among others [9].

In essence, digital marketing is not merely an isolated entity but rather an indispensable component of the modern marketing paradigm. It signifies the harnessing of an extensive repertoire of digital tools and technologies to effectively address the multifaceted requirements of contemporary businesses, thereby fostering sustainable growth and success.

The concept of digital marketing was pioneered by the SoftAd Group (now ChannelNet) during the 1980s. The phrase "digital marketing" was originally coined to delineate an epoch of marketing that commenced in the 1990s, closely linked with the advent of the Web 1.0 platform and the establishment of the Internet [3]. The ascent of online shopping and the infusion of e-commerce into diverse sectors have wrought transformations in the business milieu, ultimately laying the foundation for the evolution of digital marketing.

Notably, the term "digital marketing" had a different context in 1990, and its evolution has since transformed. In today's information-driven society, two distinct phases of digital marketing development can be discerned. The first phase, known as Internet marketing, spanned from 1995 to 2003, primarily involving desktop computers and laptops operating in a virtual environment. The target audience consisted solely of computer and laptop owners with internet access [13].

In 1993, the digital landscape witnessed a significant milestone with the introduction of the first clickable banner. Subsequently, HotWired acquired several banners for its advertising initiatives. This event is recognized as the catalyst that initiated the shift towards the digital marketing era.

The year 1998 was notable for the inception of the Google search engine. Microsoft also introduced the MSN search engine, while Yahoo launched Yahoo web search, each contributing to the growing digital landscape. Two years later, the internet underwent a substantial transformation, leading to the consolidation of the industry. Smaller search engines and systems were phased out, leaving only major corporations to dominate the field [9].

The second phase, commencing in 2003, ushered in digital marketing. During this era, promotion extended to all devices with internet connectivity, including mobile devices. This phase expanded beyond the virtual realm, reaching into the physical world, with a broader target audience encompassing owners of mobile devices [13].

The realm of digital marketing witnessed its initial remarkable expansion in 2006, with search engine traffic surging to a staggering 6.4 billion search queries in just one month. Following this surge, the emergence of social networks began, with MySpace being one of the first global social networks, swiftly followed by the creation of Facebook [9]. With the

Table 1

Digital marketing definitions by sources

Source	Definition
Grewal et al. 2020 [14]; Lim et al. 2020 [5]; Steinhoff and Palmatier 2021 [6]; Cham et al. 2022 [7].	In every aspect of business, the emergence of new technologies such as artificial intelligence, big data, blockchain, virtual reality, and robots has created a new paradigm shift and promoted innovation in the area of marketing research and practices
Dr. Mrs. Vaibhava Desai 2019 [2].	“Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium
Dsouza, A., & Panakaje, N., 2023 [8].	Digital marketing is defined as the ritual of promotion and advertising of various products and services creatively, in a unique manner through multiple distribution channels which act as a medium between marketers and consumers.
Royle, J., & Laing, A. 2014 [1].	Digital marketing is a sub-branch of traditional marketing and uses modern channels to place products and mainly to communicate with stakeholders.
American Marketing Association, 2013 [15].	Digital marketing is the use of digital or social channels to promote a brand or reach consumers. This kind of marketing can be executed on the internet, social media, search engines, mobile devices, and other channels. It requires new ways of marketing to consumers and understanding the impact of their behavior.
Todor, 2016 [16].	Digital marketing is a blanket term for the targeted, measurable, and interactive marketing of goods or services using digital technologies in order to reach and convert leads into customers and preserve them. The main objective is to promote brands, shape preferences, and boost sales through several digital marketing techniques.
WSI, 2013 [17].	The practice of promoting products and services in an innovative way, using primarily database-driven distribution channels to reach consumers and customers in a timely, relevant personal, and cost-effective manner, is known in the theory and practice as digital marketing
Investopedia, 2023 [18].	The term digital marketing refers to the use of digital channels to market products and services to consumers. This type of marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels
Gartner Glossary [19].	Digital marketing is a set of integrated techniques, technologies, and information that enables marketing to create new products and services; enter new markets; improve the processes needed to engage in a dynamic conversation with people who are influencers and buyers; and ultimately target, acquire, and retain customers.
Humenna 2016 [20].	A modern tool for promoting a product, trademark, or brand through all digital channels (television, Internet, radio, mobile phones, etc.). It is advisable to distinguish between the concepts of "email marketing", "Internet marketing," and "digital marketing"

Source: created by the author

rapid technological advancements, digital marketing was growing like never before in the 2010s and is still expanding now, though with less speed and scope. The forecast indicates a compound annual growth rate (CAGR) of 9% for digital marketing spanning the years 2020 to 2026 [21].

With technology surrounding us everywhere now, digital marketing touches almost every aspect of business, making a huge impact on how companies communicate with customers and create value propositions.

In today's mobile-driven world, consumers communicate on the go through channels like email and social media, expecting constant connectivity. Cross-channel marketing, which includes multi-channel and omnichannel approaches, refers to engaging with customers across various digital channels and devices [22]. These diverse digital marketing channels offer businesses a multitude of digital marketing instruments:

– **Email Marketing:** Email marketing, a well-established digital marketing method, facilitates communication between companies and customers. It involves collecting customer data, understanding their interests, and obtaining permission to include them in email lists. Emails can convey information about products, company news, personalized offers, and more. To engage recipients, content must be

relevant and engaging, striking a balance in email frequency.

– **Video Marketing:** Videos are a potent digital marketing tool, with billions of viewers on platforms like YouTube. They enhance brand awareness, drive traffic, and boost conversions. Sharing videos across platforms, encouraging sharing, and creating concise and informative content is key.

– **Social Media Marketing:** Social media offers a targeted approach to connecting with customers and partners. Different platforms cater to specific audiences, with Facebook, Twitter, Instagram, TikTok, and LinkedIn serving different purposes. Visual content plays a significant role across all platforms, so content creation should align with the chosen social media channels.

– **Text Messaging (SMS and MMS):** Text messaging provides direct customer communication through SMS and MMS. Messages must be concise and effective, serving as a quick way to engage with the audience.

– **Content Marketing:** Personalized content is the cornerstone of content marketing. It should align with the target audience's intentions and interests, delivering value and driving engagement and conversions across various channels.

– **SEO and PPC (SEM):** SEO strategies enhance website visibility in search results, attract-

ing organic traffic. Researching and incorporating keywords and high-quality links improve SEO effectiveness. PPC advertising, supported by search engines and social networks, involves paying for clicks on specific links, and targeting potential customers.

– Web Development and Marketing: A well-designed website serves as a crucial touchpoint for potential customers, enhancing user experience and conversion rates. Web design impacts search engine visibility and should align with digital marketing objectives.

– Display Advertising: Marketers place relevant ads on third-party sites, using banners, sidebars, videos, and interactive ads to redirect users to websites or landing pages.

– Affiliate Marketing: Bloggers and social media influencers promote products or services, earning commissions based on their performance in driving visitors and customers.

– Advertising: Modern technologies have transformed advertising, allowing targeted purchases on platforms like Netflix, Hulu, YouTube, and traditional television and radio channels, which still retain substantial viewership [2].

There are many opportunities and difficulties in the changing world of digital marketing. To engage consumers, marketers use digital platforms to provide personalized messages and track outcomes in real-time. There are benefits and drawbacks to this multifaceted method, though. In Table 2, we discuss the advantages and disadvantages of digital marketing to further highlight the complexities of this constantly evolving sector.

In a broad sense, digital marketing comprises three fundamental components: content, encompassing elements like blog posts, articles, publications, research, e-books, sales page copy, social media campaigns, and SEO; design, involving the incorporation of visuals such as photos, images, infographics, charts, diagrams, and videos to enhance content; and statistics, which includes analytics, key performance indicators, goal setting, conversion channels, and customer lifetime value assessment [18; 23].

Within this multifaceted field, digital marketing employs various key methods to engage with audiences effectively. These methods encompass contextual advertising through platforms like Google AdWords, harnessing Big Data technologies to process vast datasets, leveraging artificial intelligence,

implementing retargeting strategies, embracing mobile marketing, utilizing email marketing campaigns, fostering viral marketing campaigns, employing real-time bidding and buying techniques, and optimizing through social media marketing, search engine optimization, and search engine marketing, among others [11].

The digital marketing landscape is perpetually evolving, with new platforms and features continually emerging and consumer behavior undergoing dynamic shifts. As a result, businesses are constantly adapting their strategies to this ever-changing reality.

With global spending on digital promotion reaching substantial figures, such as the \$522.5 billion USD recorded in 2021 and the projected growth to approximately \$835 billion by 2026 [24], according to industry analysts, having strong business credit becomes a valuable asset [25]. It provides the financial stability and flexibility needed to capitalize on the ever-expanding digital marketing landscape, ensuring that companies can seize opportunities, adapt swiftly, and remain competitive in this dynamic environment.

The primary factors that have contributed to the driving tendencies in digital marketing are as follows:

– The influx of consumers into digital channels: Companies are increasingly drawn to e-marketing due to the substantial migration of consumers towards digital platforms.

– Targeting opportunities: E-marketing offers businesses the valuable ability to precisely target their audience, ensuring their messages reach the right individuals.

– Data accumulation and processing: The capability to gather and process vast volumes of consumer data forms a pivotal aspect of e-marketing. Businesses may provide highly customized offers that are suited to customers' preferences and requirements because of this abundance of information [26].

The environment for digital marketing is always evolving as a result of modifications in consumer behavior and advancements in technology. It has been obvious in recent years that a number of significant developments are altering how businesses approach their marketing strategy. The underlying principles of marketing are evolving as a result of these advances, as are the interactions between companies and their target audiences. From the fusion of artificial intelligence with influencer marketing to the evolving dynamics of privacy mea-

Table 2

Pros and cons of digital marketing

Advantages	Disadvantages
1. Real-time Tracking: Provides accurate and immediate results for marketing efforts.	1. Internet Dependency: Heavily reliant on internet access, limiting reach in areas with poor connectivity.
2. Precise Audience Targeting: Allows precise audience targeting for personalized marketing.	2. Market Saturation: High competition and clutter make it challenging for ads to stand out and engage consumers.
3. Global Reach: Enables reaching a global audience and transcending geographical boundaries.	3. Trust Issues: Some consumers may distrust online content due to the prevalence of scams and fraud.
4. Personalization: Offers the ability to create personalized marketing campaigns tailored to individual preferences.	4. Negative Brand Perception: Negative comments or actions by individuals or small groups can harm a brand's image.
5. Cost-Efficient: Often more cost-effective than traditional advertising methods.	5. Limited Conversion: Many prospects may not have a purchasing authority, making actual sales conversion uncertain.

Source: built based on [2]

tures and the rise of micro-influencers, each trend has its unique impact and significance. Companies who want to successfully traverse the complicated and constantly changing digital marketing landscape must fully grasp these trends.

Influencer marketing has been a significant part of marketing operations in recent years, seeing impressive growth with a global value of \$9.7 billion in 2020. Marketers have increasingly dedicated over 20 percent of their content to influencers. In 2023, the fusion of influencer marketing with artificial intelligence, powered by advanced broadcasting and measurement systems, is set to further revolutionize this space. This synergy is expected to enable influencers to reach larger audiences at a reduced cost, providing marketers with enhanced return on investment (ROI) solutions [27].

While the impact of Covid-19 has waned in some areas, its effects persist in various aspects of our lives. As people reconnect physically, the initial shift towards fully digital activities has tapered off. Although physical activities are on the rise, the trend now gravitates towards hybrid events, combining both physical and digital elements. Marketers planning events are increasingly embracing technologies like augmented reality (AR) and virtual reality (VR) to craft immersive experiences and engage audiences more profoundly [13].

Consumers inundated with diverse content across various platforms throughout the day are taking a more control-centric approach to safeguarding their privacy and data. A significant trend in 2023 revolves around the gradual phasing out of privacy measures, particularly third-party cookies. In response, applications developed by Google and the organization of CRM campaigns through the collection of authorized consumer data will come to the forefront.

The target audience resides across a spectrum of channels, generating a constant stream of data from disparate sources. In 2023, key trends include the collection, categorization, processing, and transformation of this data into actionable insights, fueling targeted marketing campaigns. Marketers will emphasize creating secure data infrastructures with data client apps and directing their efforts toward the right prospects through data mining [27].

Another rapidly ascending marketing practice is social media shopping. Post-pandemic, consumers increasingly favor shopping through social media platforms like Facebook groups, Instagram, and WhatsApp. Social media platforms are facilitating this shift by introducing features to simplify the shopping experience. Instagram, for instance, has unveiled Instagram Checkout in select regions, streamlining the purchasing process. Facebook has also introduced Facebook Pay and Facebook Shops, fostering closer brand-customer interactions [9; 13; 27].

Influencer marketing, a cornerstone of digital marketing, is poised for further growth in 2023. However, consumers have grown somewhat skeptical of influencers with massive followings. The focus is shifting from mega influencers to micro-influencers. Research indicates that consumers place more trust in the recommendations of influencers. Consequently, brands will continue to partner with influencers who have smaller but highly influential audiences. This strategic shift allows brands to reduce

costs and rebuild credibility, emphasizing authenticity and engagement over sheer follower count [27].

Conclusions from this study and prospects for further developments in this area. This research has undertaken a comprehensive analysis of the evolving trends in digital marketing, addressing the multifaceted aspects of this dynamic field. The key findings and contributions of this study can be summarized according to the set tasks that have been fulfilled as follows:

– This study has consolidated fragmented knowledge, providing a foundation for scholars and practitioners to navigate the complex digital marketing domain. Theoretical investigation of the concept of digital marketing has shown that there are neither unified opinions of the scientists nor the only definition of the term. The overall theoretical direction of thought has been established, stipulating that digital marketing utilizes many technological advancements, in particular in the Internet sphere, to serve as a medium for communication between businesses and customers. Most of the definitions follow this direction, adding details.

– The research has provided a historical perspective on the evolution of digital marketing. Its appearance was documented to have happened around the 1980s-90s, closely intertwining with the rise of the Internet. It continued to develop throughout the 2000s and 2010s reaching new heights with the development of the Google search engine at first and social networks later. The projected growth is expected to constitute a 9% CAGR yearly, reaching approximately \$835 billion by 2026.

– As the research has developed, the core reasons that explain the driving tendencies of digital marketing include the shift of consumers to digital channels, precise audience targeting, and the use of extensive consumer data for personalized marketing strategies. The paper has provided valuable insights into the direction in which digital marketing is heading. Notably, in the mobile-centric world, consumers demand constant connectivity and communication through channels like email and social media. Cross-channel marketing, incorporating strategies like omnichannel and multichannel approaches, empowers businesses to engage with customers across a wide array of digital platforms. This comprehensive toolkit of digital marketing instruments encompasses display advertising, affiliate marketing, email marketing, video marketing, social media marketing, text messaging, content marketing, SEO and PPC, web development, and modernized advertising strategies, spanning both traditional and digital realms.

The study concludes by providing a thorough overview of the state of digital marketing. By giving a comprehensive account of the field's historical development, theoretical underpinnings, and perspectives, it explores previously uncovered facets of the subject. The findings add to the continuing discussion on the topic and have applications for companies looking to efficiently use digital marketing. As digital marketing develops, this study will become an increasingly important resource for understanding and managing its constantly changing environment.

Future studies in the area of digital marketing should look at technical developments and how they

affect customer behavior, as well as social media users' shifting influence, the efficacy of tailored marketing methods, and the ethical implications of data-driven marketing. For businesses to stay ahead of the curve in an industry that is continually evolving, research on the application of AI and ML to marketing automation and the evaluation of ROI for digital marketing campaigns will be essential.

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