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The article is devoted to the formation of the digital marketing ecosystem and determining the influence of its components in the hierarchy of the enterprise strategy. The significant role of digital marketing in the formation of the strategy of a modern enterprise is shown. It is established that digital marketing is deeply integrated into the overall strategy of the enterprise, penetrating the key areas of the promotion complex – advertising, direct marketing, PR, personal sales, sales promotion, event organization. Elements of the promotion strategy have been improved, which differ from traditional ones in that they are based on the digital marketing ecosystem, which makes it possible to adapt the enterprise strategy to the needs of consumers in the conditions of digital market transformation. The digital marketing ecosystem has been formed as a component of the promotion strategy in the hierarchy of enterprise strategies. The digital marketing ecosystem consists of closely interconnected elements: promotion channels (websites, social networks, mobile applications, chatbots), ways of interaction (advertising, PR, direct marketing, personal sales, sales promotion, events), content types (photos, videos, text messages that are combined into posts), devices for consuming content (smartphones, PCs, tablets, smart TVs, interactive panels and wearable gadgets). Close relationships have been established between these elements: devices affect the type of content, the type of content determines which promotion channels will be effective for its placement. Promotion channels, in turn, determine the format and frequency of use of certain interaction ways. They adapt the content to themselves, creating an appropriate narrative, call to action, visual style. The effective operation of this system ensures the implementation of the promotion strategy in the activities of modern enterprises. Visualization of the ecosystem makes it possible to present digital marketing as a holistic, coherent system. It has been proven that changing even one element can cause a radical transformation of the marketing mix and affect the higher strategies of the enterprise.

Keywords: enterprise strategy, hierarchy of strategies, promotion strategy, digital marketing, ecosystem.

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Introduction and statement of the problem

In the current reality of global economic instability, budget constraints, high competition, security risks in Ukraine and countries where military aggression is taking place, and global uncertainty in trade due to a sharp change in US foreign policy, a balanced approach to choosing an enterprise development strategy is becoming particularly relevant.

Given the rapid development of digital platforms and changing consumer behavior patterns, the effectiveness of an enterprise strategy largely depends on the depth of understanding of the principles of digital promotion. The digital transformation of business has caused fundamental changes in approaches to the formation of enterprise marketing strategies. In modern conditions, digital marketing has transformed

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from an additional tool into a central component of strategic management, which ensures effective interaction with the target audience, strengthens competitive positions and promotes adaptation to dynamic market changes. Ukrainian society is characterized by a high level of digitalization, which necessitates the implementation of digital marketing in all segments of the goods and services market.

Integrating digital tools into a company's marketing strategy provides a number of critical benefits. Thanks to the availability of Internet technologies, digital channels allow you to reach a wide audience, including both online and offline segments of consumers of different ages and purchasing power. One of the key principles is channel convergence – the ability to direct the user from the physical space to the digital environment.

In addition, digital marketing provides a high level of analytical accuracy: most user actions are recorded in specialized systems, which allows the company to track the effectiveness of campaigns, promptly adjust actions and reduce marketing costs. In the long term, this also helps to strengthen trust, increase brand awareness and retain customers.

Analysis and research of publications

Analysis of scientific research on digital marketing demonstrates that its importance for business is constantly growing. Scientists draw attention to the fact that digital marketing allows you to integrate a wide range of technologies (social networks, mobile applications, CRM systems, etc.) into sales and customer service processes, ensuring effective interaction between the brand and the consumer [1]. In particular, in his work, O.O. Marchuk outlined the main channels, methods and trends of digital marketing, focusing on its advantages and impact on business.

V. M. Bondarenko and O. V. Omelyanenko focused on the analysis of key digital marketing tools (SEO, SMM, content marketing, email marketing) and their impact on marketing initiatives [2]. The researchers outlined the challenges associated with data privacy, competition and technological changes, and also proved that the strategic use of digital tools contributes to sales growth and brand strengthening.

O. V. Vinogradova and N. M. Nedopako investigated the role of digital marketing in expanding the information potential of companies, optimizing costs and improving marketing processes [3]. They note that the integrated use of digital tools enhances the effectiveness of market analytics, helps in finding new niches and improves interaction with consumers.

The authors [4] considered building a digital marketing strategy in e-business, emphasizing the importance of personalization, geotargeting and

integration of marketing tools. O. V. Bolotna and co-authors emphasize that an effective digital strategy provides a long-term competitive advantage. This allows companies to adapt to changes in the digital environment and enhance interaction with customers.

Yu. M. Tomashevsky and V.F. Proskura consider digital marketing as a strategic approach that includes content marketing, search engine optimization, advertising in search engines, SMM and email marketing [5]. They emphasize the importance of personalization and targeting, which allow you to reach the target audience more effectively. Researchers also note that digital marketing contributes to the analysis of consumer behavior, optimization of marketing strategies and increasing the competitiveness of businesses.

In their work, M. Martynenko and co-authors investigate the process of developing an adaptive digital marketing strategy aimed at improving the quality and competitiveness of products. The need for systematic planning of marketing activities using modern and promising digital tools is substantiated. It is emphasized that such a strategy should be flexible, integrated and focused on the needs of the target audience, emotional aspects of perception, mobility and global market challenges. The key stages of strategy implementation are identified, including market analysis, goal setting, development of tactics, budgeting and monitoring of results. It is proven that the effective implementation of a digital marketing strategy allows not only to improve products, but also to strengthen the brand's position in the market in conditions of rapid technological change [6].

So modern research confirms that digital marketing is not only a communication channel, but also an important element of the strategic development of companies, which requires constant adaptation to technological changes.

However, these studies do not fully reveal the importance of the interaction between tools, means and channels of digital marketing promotion, which in fact represent a single system, the correct operation of which directly affects the effectiveness of the strategy.

Purpose of the article

The purpose of the article is to form a digital marketing ecosystem and determine the influence of its components in the hierarchy of the strategy of a modern enterprise.

To achieve this goal, the work sets the following tasks:

– first, to show the role of digital marketing in the formation of the strategy of a modern enterprise;

– second, to build a digital marketing ecosystem and determine the relationship between the components of digital marketing as elements of a single functional system;

– third, to analyze the influence of digital marketing elements on the promotion complex and higher strategies of the enterprise.

Presentation of the main material

Enterprise strategy is a comprehensive action plan that outlines the long-term vector of development of a business entity and a set of ways to achieve goals in the future. Its purpose is to ensure competitiveness, efficient use of resources and successful functioning of the enterprise. The structure of strategic management includes the formulation of the mission, setting strategic and tactical goals, determining measures for their implementation, distributing resource provision, as well as implementing effective management mechanisms.

Enterprise strategy has a hierarchical structure – several levels of decomposition, each of which corresponds to a strategy of a certain rank. Such a hierarchy builds a ranking, interconnection and subordination between them.

A diversified company is characterized by a four-level model, which includes:

– corporate (general, portfolio) strategy, which determines the directions of development of the entire set of businesses and distributes resources between them;

– competitive (business) strategies focused on achieving advantages within a specific market or business unit;

– functional strategies that detail the implementation of a competitive strategy at the level of individual functional areas (marketing, finance, production, etc.);

– operational strategies that focus on solving current activity tasks and are implemented within individual divisions.

Functional – specify corporate and competitive strategies for the relevant subsystems. At the same time, it is the functional divisions that can initiate changes at higher levels, having a negative impact on the formation of general goals.

Within the strategic hierarchy, marketing strategy belongs to the functional level. Its main goal is to harmonize marketing goals with the internal resource capabilities of the enterprise, the needs and expectations of consumers, as well as the use of existing or potential competitive advantages. It is aimed at identifying target market segments with the highest potential, forming an adequate pricing policy, choosing optimal

distribution channels and methods of communication influence on the consumer.

Marketing strategy, in turn, includes several substrategies structured according to the elements of the marketing mix (product, distribution, promotion and price) (Fig. 1):

– product strategy involves managing the product range, in particular – updating, modifying, improving the characteristics or design of products taking into account market demands. It includes both the creation of new products and the withdrawal of ineffective items from production;

– distribution strategy covers planning and improving logistics processes, choosing effective distribution channels, ensuring uninterrupted delivery of goods to the end consumer, as well as improving the quality of service;

– pricing strategy is focused on regulating the price level, the conditions for their formation, developing a system of discounts, promotions and other price incentive tools. Special attention is paid to after-sales service, which significantly affects consumer loyalty;

– promotion strategy covers all marketing communication tools: from advertising, PR, personal sales to loyalty-building activities. The main goals are to increase brand awareness, attract new customers, stimulate sales, create a positive image of the company, and increase the intensity of brand mentions in the information field.

Marketing strategies are now crucial in business strategy, researchers note [7]. In particular, social media analysis has become key to decision-making in enterprises, as it contributes to the development of strategies, and stimulates competitive intelligence to analyze public data and predict customer behavior.

Digital marketing is deeply integrated into the strategic structure of the enterprise, penetrating every direction of the promotion complex, as it is present in every channel of interaction with the consumer. Digital marketing does not simply complement traditional methods but transforms the traditional approach to communications.

To expand their marketing reach, increase operational efficiency, gain insight into customer needs and create new business opportunities [8], small and medium-sized enterprises are increasingly implementing public platform technologies for digital marketing – e-commerce, social networks and mobile applications. After all, they can meet changing customer needs in real time and quickly improve customer experience.

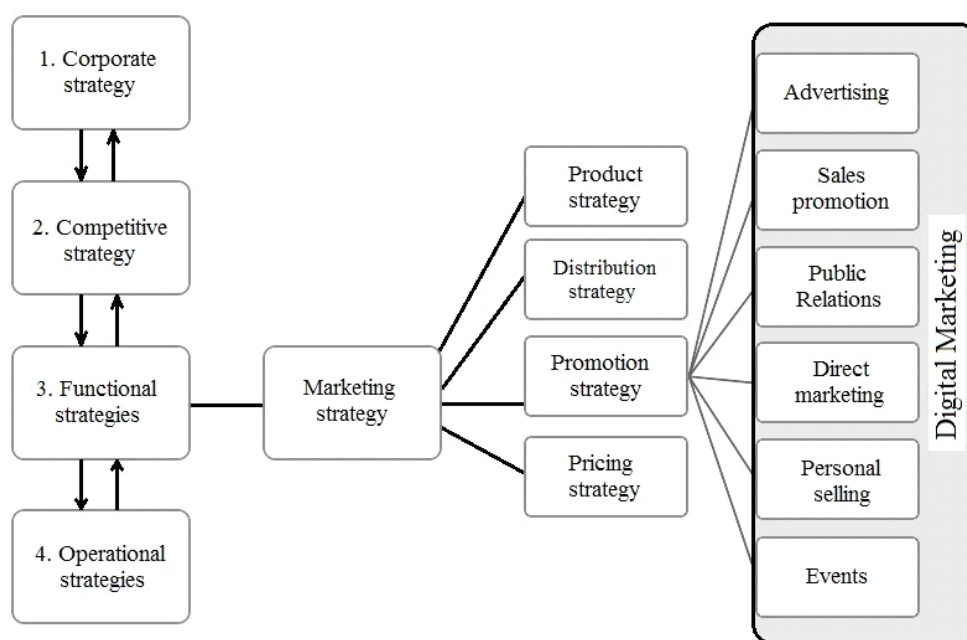


Fig. 1. The role of digital marketing in a company's promotion strategy

Source: created by the authors

The six key elements of marketing communications – advertising, PR, sales promotion, direct marketing, personal selling and event marketing – closely intersect and are modified in the modern digital marketing paradigm. Let's consider the functions and place of each in the promotion strategy and their digital transformation (Table).

Thus, digital marketing is integrated into each element of the promotion complex, enhancing its effectiveness. The promotion complex, in turn, belongs to the functional level of the marketing strategy, which, together with the operational, competitive and corporate, forms the overall strategic model of the enterprise. The elements of the modern promotion complex work thanks to a number of digital technologies – tools, means and channels of digital marketing communications. In order to study the relationships between them, it is proposed to apply an ecosystem approach.

Ecosystem approach – the study of phenomena or systems as holistic, dynamic entities, within which various elements (components, resources, relationships, environment) interact with each other and the external environment. This approach allows:

- to identify all key components;
- to determine the nature of their interaction (for example, competition, synergy, dependence);
- to assess the effects of changes in any of the

elements on the functioning of the entire system;

- to increase the efficiency of analysis, forecasting and strategic decision-making.

The ecosystem approach in the context of digital marketing allows businesses to see the promotion complex more broadly and understand how changing one component can affect the overall strategy of the enterprise, plan the budget and test hypotheses more effectively, and timely identify weaknesses in marketing.

It is proposed to create a digital marketing system of four key elements: content and devices, promotion channels and methods of interaction.

Devices. The client consumes content on a number of devices. Both personal (smartphone, computer, laptop, tablet, smart watch) and public use - interactive displays on the street and in transport.

Content. There are three main types - video, photo and text have both separate applications and a number of combinations that represent complex products - posts.

Promotion channels are «bridges» for business interaction with its target audience. The place where the client sees the content.

Ways of interaction are methods of creating, adapting and promoting content. They are responsible for how the client sees the content.

Table

Digital transformation of promotion strategy elements

Role in promotion strategy	Classic form	Digital transformation	Examples of digital tools
Advertising			
A method of widely informing the target audience about a product or brand that is funded by the company itself.	One-way communication via TV, radio, print media. Difficult to measure effectiveness.	Two-way interaction: users interact with ads - likes, comments and real reviews. Precise audience targeting. Objective performance analysis. The possibility of instant optimization.	Google Ads, Facebook Ads, Instagram Ads, TikTok Ads, programmatic advertising.
Sales promotion			
Temporary activities designed to quickly activate demand: promotions, discounts, gifts or bonuses.	Coupons, discounts, gifts, promotions at points of sale.	Instantly inform customers online through digital channels. Automation of discounts and bonuses. Gamification to increase engagement. Retargeting.	Promo codes in social networks, email newsletters, push notifications, cashback services, referral programs.
Public relations			
Building brand reputation. Information that creates a positive attitude towards a company, brand or product. Increases trust, as it is perceived as an independent opinion.	Publications in the media, participation in events, press releases.	Two-way interaction. Building reputation through social media, online blogs, influencers, podcasts. Monitoring online reviews and responding quickly.	Online Reputation Management (SERM) Google Alerts, crowd marketing, influencer marketing, Brand24.
Direct marketing			
Addressing a specific consumer outside of traditional points of sale. Allows you to quickly adapt communication and maintain feedback.	Letters by mail, phone calls.	Scalable and personalized email and CRM marketing, chatbots. Analytics of marketing campaign results, flexible A/B testing, content personalization, and user statistics collection.	Email, Telegram, Viber, WhatsApp, SMS, CRM.
Personal selling			
Direct contact between a company representative and a potential client. The key advantage is the ability to establish long-term relationships.	Personal communication between the seller and the customer. High cost and duration of interaction.	Video consultations, online chats, CRM analytics. Personal recommendations based on a data set of previous purchases. Automation of routine interaction. Comfort for the buyer: he receives advice without leaving home. This approach promotes B2B sales.	Video chats (Zoom, Google Meet), CRM systems (HubSpot, Salesforce), online consultants, integration of chatbots to the websites.
Events			
Creating a direct and emotional interaction between the brand and the target audience, which helps increase awareness, loyalty and stimulate sales.	Conferences, exhibitions, holiday parties, offline presentations. The audience is only those who are physically present.	Webinars, virtual exhibitions, use of augmented reality, online broadcasts, hybrid events (integration of QR codes into printing, outdoor advertising – the ability to transfer customers from offline to online). Expands audience reach: almost unlimited number of participants and geography. Interaction through chats, surveys, gamification.	Zoom, YouTube, Instagram Live, Facebook Events, VR/AR presentations.

Source: created by the authors

All components of this system interact with each other and together represent a digital marketing ecosystem (Fig. 2):

- devices determine what content is convenient to consume. This affects the type of content;
- the type of content determines which promotion channels will be effective for its placement;

– promotion channels, in turn, determine the format and frequency of use of certain ways of interaction;

- interaction ways adjust the content to themselves, creating an appropriate narrative, call to action, visual style.

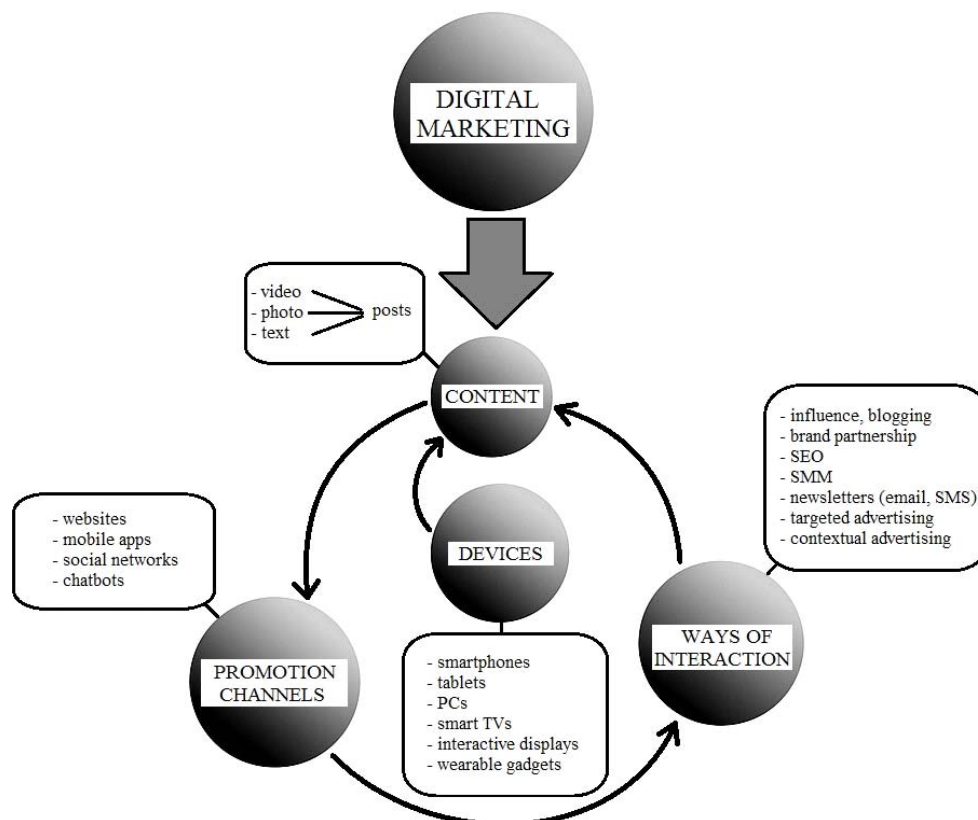


Fig. 2. Digital marketing ecosystem

Source: created by the authors

In the digital economy, brands use a variety of approaches to engage their audience, maintain engagement, and build loyalty. Each of these methods has its own characteristics, advantages, and limitations that determine its effectiveness in a specific business context:

- Blogging (marketing through opinion leaders). Collaboration with bloggers is based on the principle of social proof: users tend to trust personal recommendations more than traditional advertising. This approach allows you to attract a motivated audience that already has an emotional connection

with the blogger. The format of integrations varies from advertising mentions to complex collaborations, which makes this method quite flexible.

- brand partnership – involves mutual support of two or more companies that have a common or related target audience. This allows you to exchange loyal customers and increase trust in the brand through recommendations from partners. For example, a logistics company can promote a cosmetics manufacturer by showing their staff uses it. And the cosmetics manufacturer, in turn, shares a positive experience with the carrier cooperation;

– SEO (search engine optimization) is a set of measures aimed at improving the position of a website in search engines. Optimization includes both technical aspects (improving loading speed, mobile version of the site, etc.) and the content component (creating relevant materials, selecting keywords). The main advantage of SEO is the ability to receive a stable flow of visitors without constant advertising costs, although it takes a long time to achieve this;

– SMM (Social Media Marketing) is a strategic approach to communicating with the audience through social platforms. It includes creating content, maintaining a dialogue with users, attracting subscribers and forming long-term loyalty. SMM not only helps to increase brand awareness but is also an important tool for collecting analytical data on the behavior of the target audience;

– newsletters (email, SMS, push). One of the oldest, but still effective digital marketing tools. Messages can be sent by email, SMS or push notifications. The advantage of this method is direct interaction with the consumer without the need to involve additional advertising platforms. However, the intrusive nature of such messages can cause a negative reaction from the audience, so it is important to maintain a balance between informing and the frequency of communication;

– targeted advertising is a promotion method that allows you to display advertising to a selected audience based on their interests, behavioral factors or demographic characteristics. This approach provides high efficiency in the short term, since advertisements are shown to those users who are most likely to be interested in a product or service;

– contextual advertising – involves placing advertisements at the top of search engine pages, above organic results. The main advantage of this approach is the ability to quickly attract an audience that has already shown interest in a particular product or service. Contextual advertising is effective for increasing awareness of a new brand or capturing customers from competitors. However, consumers may perceive such ads as less trustworthy than organic search results.

Promotion channels in digital marketing play a key role as environments through which various ways of interacting with the consumer are implemented. They not only provide a point of contact between the brand and the audience but also create conditions for effective communication of the content of marketing messages:

a) the website is the basic platform of digital marketing, which allows you to concentrate maximum information about the company, its products and services. It is a universal and fully controlled channel where

almost all methods of promotion can be implemented: PR articles, partner collaborations, content marketing, e-commerce, email newsletters, etc. It provides a structured presentation of information, supports SEO, makes it possible to integrate analytics and remarketing, and also acts as a basis for other channels;

b) mobile applications are a personalized and convenient channel through which a company can maintain constant interaction with the consumer. Thanks to push notifications, integrated promotions, loyalty systems and personalized offers, applications allow you to implement direct marketing and sales promotion methods. In addition, they are ideal for interacting with the user in real time and with a high level of content individualization;

c) social networks are a powerful channel that allows brands to be closer to their audience. This is where such promotion methods as influencer marketing, content marketing, sweepstakes, collaborations with other brands, storytelling and video content are implemented. Social networks create an opportunity for emotional contact with the audience, involvement in discussions, shaping the company's image, as well as quick response to feedback. In addition, they support the viral distribution of content, which makes them indispensable in campaigns with a wide reach;

d) chatbots, which can be integrated into both messengers and websites, provide automated interaction with the consumer. They allow you to implement methods of personal marketing, quick information, technical support, questionnaires, sales or pre-registration. The unique advantage of chatbots is the guaranteed delivery of messages, which does not depend on the delivery algorithms, as in social networks. This makes them an effective tool for communication and data collection.

Promotion channels are closely related. Each of them performs a separate function in the overall digital marketing ecosystem, allowing the enterprise to implement a promotion strategy in a comprehensive and interconnected way. They form the infrastructure within which ways of interaction with the target audience are used – from advertising and PR to personal messages and events. This approach provides flexibility, scalability and fine-tuning of marketing impacts, depending on business goals and the characteristics of the target market.

The digital marketing ecosystem functions as a coherent mechanism in which devices, content, promotion channels and interaction ways depend on each other and affect the entire enterprise strategy. Changing at least one of the elements inevitably affects all the others.

Changing promotion channels or devices leads to a change in the target audience: now it is necessary to work with a new generation of users who consume information differently. The promotion strategy is updated under these new conditions: the focus shifts from TV advertising to digital, messaging, communication frequency, and budget change. As a result: the emphasis on the communication strategy changes – for example, from brand-oriented to interactive or community-oriented.

Such radical changes in the promotion complex will cause changes in other functional strategies:

a) product strategy – it is necessary to create products with additional digital value (for example, AR instructions, digital aftersales service);

b) service strategy – support is being implemented via messengers, video chats;

c) innovation strategy – more investment in UX, applications, interactive platforms;

d) pricing strategy – digitized products allow for changing monetization models (subscription, freemium, etc.).

A change in marketing strategy will also affect those higher in the hierarchy. Corporate strategy: the company itself is no longer simply a seller of goods, but a technologically oriented platform or service ecosystem.

Thus, the digital marketing ecosystem is not static, but sensitive to changes in any of its elements. Ignoring it can disrupt the entire logic of promotion, lead to loss of campaign effectiveness, reduced reach and engagement of the target audience. An effective marketing strategy is possible only when each component of the system is taken into account, coordinated and adapted to the target audience, market and business goals. That is why it is important for businesses to track innovations in each element of the ecosystem – from technical devices to trends in interaction formats – and to be able to quickly adapt all other components of the system in response to these changes.

Conclusions

As a result of the research, a digital marketing ecosystem was formed as a component of the promotion strategy in the hierarchy of enterprise strategies. The digital marketing ecosystem consists of elements that are closely interconnected: promotion channels (websites, social networks, mobile applications, chatbots), ways of interaction (advertising, PR, direct marketing, personal sales, sales promotion, events), content types (photos, videos, text messages that are combined into posts), devices for content consumption (smartphones, PCs, tablets, smart TVs, interactive panels and wearable gadgets).

The elements of the promotion strategy have been improved. They differ from traditional ones in that they are based on the digital marketing ecosystem. This allows entrepreneurs to adapt the company's strategy to the needs of consumers in the conditions of digital market transformation. Further research in the field of application of the digital marketing ecosystem should be carried out in the direction of forming indicators for assessing the effectiveness of the use of digital marketing elements in the enterprise strategy.

Digital marketing is thus viewed as a multifactorial system of strategic influence that combines technology, content, promotion channels, and consumer behavioral patterns. Its effective construction is not only a promotion tool, but a strategic resource that can ensure sustainable development of an enterprise in conditions of rapid change and high competition.

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ЕКОСИСТЕМА ЦИФРОВОГО МАРКЕТИНГУ ЯК ЕЛЕМЕНТ СТРАТЕГІЇ ПІДПРИЄМСТВА

Авдієнко В. А., Чернишева О. М.

Статтю присвячено формуванню екосистеми цифрового маркетингу та визначенню впливу її складових в ієрархії стратегії підприємства. Показано вагому роль цифрового маркетингу у формуванні стратегії сучасного підприємства. Встановлено, що цифровий маркетинг глибоко інтегрований у загальну стратегію підприємства, пронизуючи ключові напрями комплексу просування — рекламу, прямий маркетинг, PR, персональні продажі, стимулювання збуту, організацію івентів. Удосконалено елементи стратегії просування, які відрізняються від традиційних тим, що базуються на екосистемі цифрового маркетингу, що дає змогу адаптувати стратегію підприємства до потреб споживачів в умовах цифрової трансформації ринку. Сформовано екосистему цифрового маркетингу як складової стратегії просування в ієрархії стратегій підприємства. Екосистема цифрового маркетингу складається з елементів, що знаходяться в тісному взаємозв'язку: канали просування (вебсайти, соцмережі, мобільні додатки, чат-боти), способи взаємодії (реклама, PR, прямий маркетинг, персональні продажі, стимулювання збуту, івенти), типи контенту (фото, відео, текстові повідомлення, які об'єднуються у пости), пристрої для споживання контенту (смартфони, ПК, планшети, смарт-ТВ, інтерактивні панелі та носимі гаджети). Встановлено тісні взаємозв'язки між цими елементами: пристрої впливають на тип контенту, тип контенту визначає, які канали просування будуть ефективні для його розміщення. Канали просування, у свою чергу, зумовлюють формат і частоту застосування певних способів взаємодії. Способи взаємодії підлаштовують контент під себе, створюючи відповідний наратив, заклик до дії, візуальний стиль. Ефективна робота цієї системи забезпечує реалізацію стратегії просування в діяльності сучасних підприємств. Візуалізація екосистеми дає змогу представити цифровий маркетинг як цілісну закладену

систему. Доведено, що зміна навіть одного елементу може спричинити кардинальну трансформацію комплексу маркетингу та вплинути на вищі стратегії підприємства.

Ключові слова: стратегія підприємства, ієрархія стратегій, стратегія просування, цифровий маркетинг, екосистема.

DIGITAL MARKETING ECOSYSTEM AS AN ELEMENT OF ENTERPRISE STRATEGY

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The article is devoted to the formation of the digital marketing ecosystem and determining the influence of its components in the hierarchy of the enterprise strategy. The significant role of digital marketing in the formation of the strategy of a modern enterprise is shown. It is established that digital marketing is deeply integrated into the overall strategy of the enterprise, penetrating the key areas of the promotion complex — advertising, direct marketing, PR, personal sales, sales promotion, event organization. Elements of the promotion strategy have been improved, which differ from traditional ones in that they are based on the digital marketing ecosystem, which makes it possible to adapt the enterprise strategy to the needs of consumers in the conditions of digital market transformation. The digital marketing ecosystem has been formed as a component of the promotion strategy in the hierarchy of enterprise strategies. The digital marketing ecosystem consists of closely interconnected elements: promotion channels (websites, social networks, mobile applications, chatbots), ways of interaction (advertising, PR, direct marketing, personal sales, sales promotion, events), content types (photos, videos, text messages that are combined into posts), devices for consuming content (smartphones, PCs, tablets, smart TVs, interactive panels and wearable gadgets). Close relationships have been established between these elements: devices affect the type of content, the type of content determines which promotion channels will be effective for its placement. Promotion channels, in turn, determine the format and frequency of use of certain interaction ways. They adapt the content to themselves, creating an appropriate narrative, call to action, visual style. The effective operation of this system ensures the implementation of the promotion strategy in the activities of modern enterprises. Visualization of the ecosystem makes it possible to present digital marketing as a holistic, coherent system. It has been proven that changing even one element can cause a radical transformation of the marketing mix and affect the higher strategies of the enterprise.

Keywords: enterprise strategy, hierarchy of strategies, promotion strategy, digital marketing, ecosystem.

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