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УДК 338.43:004.738.5:339.138

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IMPLEMENTATION OF DIGITAL MARKETING TECHNOLOGIES IN THE AGRICULTURAL SECTOR OF UKRAINE

Розглянуто значення цифрових технологій для розвитку аграрного сектору України. Розкрито основні проблеми цифровізації, серед яких низька цифрова грамотність, слабка інфраструктура та відсутність корпоративних стратегій. Відзначається, що саме розвиток цифрового маркетингу сприятиме підвищенню конкурентоспроможності агропідприємств і їх інтеграції у глобальну цифрову економіку.

Ключові слова: цифрові інструменти, маркетинг, діджиталізація, хмарні технології, цифровізація, цифрова трансформація

The significance of digital technologies for the development of Ukraine's agricultural sector is considered. The main problems of digitalization are revealed, including low digital literacy, weak infrastructure, and the lack of corporate strategies. It is noted that the development of digital marketing will contribute to increasing the competitiveness of agricultural enterprises and their integration into the global digital economy.

Keywords: digital tools, marketing, digitalization, cloud technologies, digitization, digital transformation.

Technological transformations of the 21st century have become a catalyst for the rapid development of digital technologies and the formation of a digital economy based on the extensive use of data. This contributes to increasing the efficiency of enterprises, particularly in the real sector of Ukraine's economy, and positively affects the standard and quality of life of the population. At the same time, the agricultural sector, due to its specific features, has a particular need for the implementation of modern digital solutions. The performance of agricultural production largely depends on natural resource and climatic potential, rational land use, the seasonal nature of activities, the spatial location of farms, as well as technological, technical, social factors and the level of state support.

Despite the significant human and intellectual potential for the development of digital marketing, the level of digitalization in Ukraine's agricultural sector remains low. As a result, the

competitiveness of agricultural enterprises decreases, export opportunities shrink, and the country's integration into the information society slows down. The generally low level of the digital economy is обусловлений limited innovation activity of businesses, insufficient demand for IT products, lack of resources, and weak institutional support. The main problems include:

- lack of readiness for comprehensive modernization of production;
- underdeveloped infrastructure;
- weakness of market institutions;
- low digital literacy of the population.

Despite the introduction of e-government, its potential is only partially utilized, and digital platforms for interaction and communication between businesses, citizens, and public authorities remain insufficiently developed [1].

Research indicates that the conditions for the development of the digital economy in Ukraine are assessed as moderate, and this situation is also typical for the agricultural sector. The key challenges include weak cooperation between the population, business, and the state, a low level of coordination among economic agents, and underdeveloped infrastructure. To overcome these barriers, the state should focus on improving legislation, enhancing forecasting and sectoral integration, creating incentives for businesses, ensuring adequate resource provision, and strengthening control over digitalization processes [2].

The successful digital transformation of agricultural marketing requires a solid institutional framework encompassing legal, organizational, infrastructural, and economic components. One of the main challenges remains the absence of comprehensive corporate digitalization strategies. Therefore, enterprises should develop and implement their own digital development programs with clearly defined goals, resource allocation, organizational mechanisms, and monitoring and evaluation systems. Such an approach will facilitate the modernization of business processes, their integration into the global digital space, and the long-term enhancement of competitiveness.

Current business trends demonstrate a shift from purchasing software to using it on a subscription basis, the active implementation of cloud services, the expansion of mobile applications, and the outsourcing of certain functions. Production processes are becoming increasingly automated, while the role of humans is gradually shifting toward supervision and management. The growing speed of data transmission, the development of electronic payment systems, and the spread of remote work indicate that the future development of enterprises will largely depend on mobile technologies. For agricultural companies, effective management of product assortment and its promotion in the digital environment is becoming particularly important, requiring continuous market monitoring, consumer orientation, and a flexible combination of traditional products with innovative offerings.

Thus, the development and expansion of digital marketing in Ukraine's agricultural sector is not only a requirement of modern times but also a strategic factor in enhancing the industry's competitiveness. The effectiveness of its implementation depends on the combination of state support, improvement of the institutional environment, the readiness of enterprises for digital transformation, and the growth of digital literacy among the population. Only under such conditions will the agricultural sector be able to effectively integrate digital technologies into production and marketing processes and gradually become a full-fledged participant in the global digital economy.

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