

фахове видання «Ефективна економіка» №7, 2020.

2. Іноземні інвестиції в українській економіці. URL: http://nbuviar.gov.ua/index.php?option=com_content&view=article&id=240:%20inozemni-investitsiji-v-ukrajinskij-ekonomitsi&%20catid=%208&Itemid=350

3. Офіційний сайт Державного комітета статистики України. URL: <http://www.ukrstat.gov.ua>.

УДК 339.138

Лесік М.А.

Ганніченко Т. А.

COMMUNICATIVE ASPECTS OF DIGITAL MARKETING

У роботі розглянуто поняття digital-маркетинг, визначено його роль та необхідність використання. Сформовано переваги digital-маркетингу та визначено відмінність від Інтернет маркетингу та інших традиційних засобів комунікацій. Виділено основні цифрові канали, які використовують підприємства для зв'язку з потенційними споживачами.

Ключові слова: *digital-marketing, communication, digital lines, company, social media, target audience*

The paper considers the concept of digital-marketing, defined its role and necessity of use. Formed the advantages of digital-marketing and defined its difference from Internet marketing and other traditional means of communication. The main digital lines that are used by companies to communicate with potential consumers are highlighted.

Key words: *digital-marketing, communication, digital lines, company, social media, target audience*

Digital marketing - a set of digital technologies and ways to promote a company and its products and directly attract consumers. The tools of such marketing include: Internet, television, radio, information displays and other offline media.

Digital marketing is closely related to Internet marketing, but its peculiarity is that it can influence the target audience in offline space, primarily through mobile devices, applications to them, etc., so now it is the most relevant way to reach the audience. An undeniable aspect of modern life is the "universe in a smartphone", which indicates that people's basic economic, social, political needs and interests are increasingly satisfied through the global network. Significant competition and monopolization of the market from each participant of market relations require finding optimal solutions in the formation, content, expansion of the target audience. Today companies have to respond quickly and implement digital marketing, because the rate of growth in popularity of mobile devices is powerful and irreversible, and the Internet is moving into the category of the local network.

Digital marketing is divided into:

- pull-form (pulling): the consumer chooses the information (content) he or she needs and appeals to the brand himself or herself. In this case, the consumer takes advantage of what is offered to her;
- push-form (pushing): the consumer receives information regardless of his desire (sms-mailing, spam, etc.). This form has a significant disadvantage: the information received in this way is often not paid enough attention, which means that our efforts are sometimes useless [1].

The main digital channels to convey information to the target audience and receive feedback from the firm in digital - marketing are:

- mobile applications for smartphones and other gadgets;
- promotion of its own Internet blog and an active position in social media;
- Digital television, which every year more and more confidently

presses the analog and is gradually integrated with Internet applications. Already now you can use your TV to visit your Facebook page, watch a video clip on Youtube or find out the latest news.

– Interactive screens, POS terminals. We often encounter them in the store, on the street, even in subway cars. This type of digital media is gradually replacing conventional outdoor advertising, because it allows you to interact much more closely with the consumer and attract him with the message or, like POS terminals, help to make purchases [2].

The main challenge for companies moving to digital marketing will be the process of identifying the most valuable information and getting it. Marketers need to structure their marketing materials-websites, games, mobile companies, etc. - so that they generate and collect the most valuable information. Consumers, when they use digital media, leave their mark on the Internet, and this is the key to knowing about their preferences and interests. New media can be used to find out what each consumer really wants by analyzing their actions. The ultimate goal is to create a closed loop of consumer research [3].

The main objective of an integrated corporate structure is to achieve competitive economic benefits due to the effect of synergy, productivity growth, diversification, reduced overhead costs, increased management level [4].

Consequently, the activities of marketers should be based on the use of modern technology to collect, process and analyze information. Digital marketing today is a widely used advanced technology that allows, through digital channels, to collect and process the necessary information, and make the company powerful and competitive. In today's world no company can exist without digital-marketing because it is one of the key areas of the future development of any enterprise.

Література:

1. Матвіїв, М., &Лисюк, О. (2017). Вірусний маркетинг на міжнародному ринку банківських послуг. *Журнал європейської економіки*, 11(3), 358-376.

2. Венгер, Є. І. (2017). Digital-маркетинг: сучасні тренди та переваги. *Вісник Чернівецького торговельно-економічного інституту. Економічні науки*, (4), 204-213.

3. Рубан, В. В. (2017). Цифровий маркетинг: роль та особливості використання. *Економічний вісник Запорізької державної інженерної академії*, (2 (2)), 20-25.

4. Dovgal, O. V., Kravchenko, M. V., Demchuk, N. I., Odnoshevnaya, O. A., Novikov, O. Y., & Lesik, I. M. (2017). *Regional Science Inquiry*, Vol. IX,(2), 231-242.

УДК 620.3:61

Малишева Я. В.

Саламатіна О. О.

NANOTECHNOLOGY IN MEDICINE: TECHNOLOGY TRENDS (НАНОТЕХНОЛОГІЇ В МЕДИЦИНІ: ТЕХНОЛОГІЧНІ ТЕНДЕНЦІЇ)

У статті зроблено огляд нанотехнологій в медицині. Розглянуті деякі технологічні тенденції розвитку даної галузі. Проаналізовано основні занепокоєння з приводу використання нанотехнологій в медицині та зроблено висновок щодо перспектив впровадження технології.

Ключові слова: нанотехнології, медицина, ДНК, наноробот, лабораторія, перспективи.

The article reviews nanotechnology in medicine. Some technological tendencies of development of this branch are considered. The main concerns about the use of nanotechnology in medicine are analyzed and a conclusion is made about the prospects of technology introduction.

Keywords: nanotechnology, medicine, DNA, nanobot, laboratory, perspectives.