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**THE ROLE OF ONLINE MARKETING IN BUSINESS
TRANSFORMATION AND IMPROVEMENT OF LOGISTICS
PROCESSES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT**

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**РОЛЬ ОНЛАЙН-МАРКЕТИНГУ В ТРАНСФОРМАЦІЇ БІЗНЕСУ ТА
УДОСКОНАЛЕННІ ЛОГІСТИЧНИХ ПРОЦЕСІВ В УМОВАХ
СТАЛОГО РОЗВИТКУ**

The article discusses the role of online marketing in business transformation and improvement of logistics processes through supply chain management. The integration of online marketing strategies with supply chain operations, which have significantly changed the way companies operate and interact in markets, is examined. Provides online company marketing tools that can track competitors' strategies, identify gaps in the market, and effectively differentiate their offerings. With their help, businesses can more effectively differentiate their offerings, stand out among competitors and form a unique positioning. These tools provide a comprehensive analysis of the competitive environment, as well as allow for prompt response to changes in market dynamics. Thus, the proposed tools not only provide control over competition, but also serve as a key resource for developing successful marketing strategies and increasing the company's efficiency in today's business environment.

Online marketing is an integral part of modern businesses, helping them transform, accelerate growth and adapt to changing market conditions. The digital marketing tools included event marketing, search engine search engine optimisation, content marketing, relevant software, and viral marketing. Successful global practices can serve as an example for Ukraine and become an important step towards the digital transformation of marketing. The main trends in digital marketing were the main trends in digital marketing, including gamification, zero-click search, artificial intelligence, chat rooms, voice, and zero-click search, artificial intelligence, chatbots, voice search, etc.

Online marketing plays a key role in improving logistics processes by providing tools and solutions to optimise and automate operations. Online marketing plays an important role in modern logistics, ensuring that it improves, optimises and adapts to rapidly changing market conditions and customer needs.

У статті розглядається роль онлайн-маркетингу в трансформації бізнесу та удосконаленні логістичних процесів за допомогою управління ланцюгами поставок. Розглянуто питання інтеграції стратегій онлайн-маркетингу з операціями ланцюжків поставок, які суттєво змінили методи роботи та взаємодії компаній на ринках. Запропоновано інструменти онлайн-

маркетингу компанії, які можуть відстежувати стратегії конкурентів, виявляти прогалини на ринку та ефективно диференціювати свої пропозиції. З їхньою допомогою бізнес може більш ефективно диференціювати свої пропозиції, виділятися серед конкурентів і формувати унікальне позиціонування. Ці інструменти забезпечують комплексний аналіз конкурентного середовища, а також дають змогу оперативне реагувати на зміни в ринковій динаміці. Таким чином, пропоновані інструменти не тільки забезпечують контроль над конкуренцією, а й слугують ключовим ресурсом для розроблення успішних маркетингових стратегій і підвищення ефективності компанії в сучасному бізнес-середовищі.

Онлайн-маркетинг є невід'ємною частиною сучасного бізнесу, сприяючи його трансформації, прискоренню зростання та адаптації до змінних умов ринку. Інструменти цифрового маркетингу включають івент-маркетинг, пошукову оптимізацію в пошукових системах, контент-маркетинг, відповідне програмне забезпечення та вірусний маркетинг. Успішні світові практики можуть слугувати прикладом для України та стати важливим кроком на шляху до цифрової трансформації маркетингу. Основними трендами цифрового маркетингу були названі гейміфікація, пошук в один клік, штучний інтелект, чати, голосовий та пошук в один клік, штучний інтелект, чат-боти, голосовий пошук тощо.

Онлайн-маркетинг відіграє ключову роль у вдосконаленні логістичних процесів, надаючи інструменти та рішення для оптимізації та автоматизації операцій. Онлайн-маркетинг відіграє важливу роль у сучасній логістиці, забезпечуючи її вдосконалення, оптимізацію та адаптацію до умов ринку, що швидко змінюються, і потреб клієнтів.

Key words: online marketing, marketing business, transformation, management, supply chain, logistics processes, networking hubs, digital connectivity, sustainable development.

Ключові слова: онлайн-маркетинг, маркетинговий бізнес, трансформація, менеджмент, ланцюг поставок, логістичні процеси, мережеві центри, цифрове підключення, сталий розвиток

Statement of the problem in general terms and its relationship to important scientific or practical problems. Online marketing serves as a vital catalyst in establishing and strengthening networks in various domains. Online marketing plays a pivotal role in creating and optimizing supply chain networks. The integration of online marketing strategies with supply chain operations has significantly transformed the way businesses operate and interact within markets. Here's a breakdown of the relationship between online marketing and supply chain networks:

Increased Visibility and Reach: Online marketing channels such as search engines, social media platforms, and e-commerce websites provide businesses with a platform to showcase their products or services. This increased visibility allows businesses to reach a broader audience, thereby expanding their market reach and potential customer base across different regions.

Demand Forecasting and Analytics: Online marketing tools and platforms provide valuable data and insights into consumer behavior, preferences, and trends. By analyzing this data, businesses can gain a better understanding of market demands and adjust their supply chain strategies accordingly. This data-driven approach helps in optimizing inventory management, production planning, and distribution processes to meet customer demand efficiently.

Enhanced Customer Engagement and Experience: Online marketing facilitates direct communication and engagement with customers through various digital channels. Businesses can leverage these channels to interact with customers, gather feedback, and tailor their offerings to meet customer needs and preferences. By enhancing the customer experience, businesses can build stronger relationships, foster loyalty, and drive repeat purchases, thereby influencing supply chain dynamics.

Optimized Inventory and Logistics Management: Online marketing enables businesses to promote and sell products or services directly to consumers, bypassing traditional distribution channels in some cases. This direct-to-consumer model can lead to more streamlined inventory management and logistics operations, reducing

costs and improving efficiency in the supply chain.

Collaboration and Partnerships: Online marketing platforms can serve as a catalyst for collaboration and partnerships between businesses within the supply chain network. By leveraging digital platforms, businesses can connect with suppliers, distributors, and other partners more efficiently, fostering collaboration, and creating synergies to enhance supply chain performance.

Adaptability and Agility: In today's rapidly evolving marketplace, businesses need to be agile and adaptable to respond to changing market dynamics effectively. Online marketing provides businesses with the flexibility to quickly adjust their marketing strategies, product offerings, and supply chain operations in response to market trends, customer feedback, and competitive pressures.

It has been determined that the introduction of chatbots significantly increases the efficiency of processing consumer requests to company support services through various channels, such as social networks, email and other online platforms.

In conclusion, online marketing plays a crucial role in shaping and optimizing supply chain networks by enhancing visibility, facilitating data-driven decision-making, fostering collaboration, and promoting agility and adaptability. By integrating online marketing strategies with supply chain operations, businesses can create more responsive, efficient, and customer-centric supply chain networks that drive growth and success in the global marketplace.

Analysis of recent publications on the problem. The challenges of online marketing in business transformation and improving logistics processes through supply chain management have been researched by many authors, so [1-15] et al. The situation in which the activities of subjects currently find themselves in the context of expanding online marketing opportunities requires new modern digital approaches and the search for new innovative tools.

Formulation of research objectives. The purpose of this article is to analyse the problem of supply chain management and determine the role of online marketing in business transformation and improvement of logistics processes.

Presentation of the main research material with full justification of the

scientific results obtained. With the advent of the Internet age, people's purchasing habits, travel habits, lifestyles, and other general consumption patterns have changed. This completely undermines traditional thinking, going beyond the human imagination. In the new environment, internet-marketing must use constant innovative thinking and apply a combination of online and offline marketing tools.

The role of online marketing in business transformation and the improvement of logistics processes is pivotal in today's digital era. Online marketing plays an important role in creating supply chain networks, providing companies with access to a wide range of suppliers and manufacturers, improving communication and control of the supply process, as well as increasing transparency and reliability of the supply chain.

The prospects for the development of supply chain networks using online marketing look very encouraging. Companies will have more and more opportunities to communicate with suppliers and manufacturers, improve the efficiency and quality of the delivery process, as well as expand their customer base and increase their competitiveness.

Online marketing amplifies a company's visibility, ensuring that potential clients or partners can easily find and engage with the logistics firm. Through consistent online marketing efforts, logistics companies can position themselves as industry leaders, showcasing expertise and reliability. Online marketing allows for precise targeting, ensuring that marketing efforts reach the most relevant audience segments. Through data analytics and CRM systems, logistics firms can personalize their marketing messages, offers, and services, enhancing customer experience and loyalty. By integrating online marketing tools with logistics processes (e.g., TMS, inventory management), companies can automate tasks, reduce manual errors, and optimize resource allocation. Online marketing platforms often provide valuable data insights that can inform logistics decisions, such as demand forecasting, route optimization, or inventory management. Online marketing facilitates direct communication with customers, allowing logistics firms to gather feedback, identify pain points, and innovate accordingly. Digital marketing strategies can be quickly

adjusted based on performance metrics, market trends, or competitive landscape, ensuring that logistics firms remain agile and responsive. Online marketing platforms, such as LinkedIn or industry-specific forums, enable logistics companies to connect with potential partners, collaborators, or clients globally. By showcasing expertise and capabilities online, logistics firms can explore collaborative ventures or expand service offerings through strategic partnerships. In the event of a crisis or negative publicity, effective online marketing strategies can help mitigate damage, control the narrative, and rebuild trust. Through digital channels, logistics firms can maintain open communication with stakeholders, providing timely updates, and demonstrating accountability.

Online marketing platforms provide valuable insights into industry trends, customer preferences, and emerging technologies, empowering logistics firms to stay ahead of the curve. Through online marketing tools, companies can monitor competitors' strategies, identify market gaps, and differentiate their offerings effectively. In summary, online marketing plays a transformative role in enhancing the efficiency, agility, and competitiveness of logistics processes. By leveraging digital strategies, logistics companies can optimize operations, foster innovation, and build lasting relationships in the dynamic business landscape.

Online marketing serves as a vital catalyst in establishing and strengthening networks in various domains. Here's a concise overview of the role of online marketing in creating networks:

Digital Connectivity: Online marketing platforms and tools enable businesses and individuals to connect, interact, and engage with each other across the globe, fostering the creation of expansive networks.

Enhanced Visibility: Through online marketing channels such as websites, social media, and search engines, entities can increase their visibility and reach, attracting a wider audience and expanding their network base.

Data-Driven Insights: Online marketing provides valuable data and analytics, enabling entities to gain insights into audience behavior, preferences, and trends. This data-driven approach helps in understanding network dynamics and optimizing

interactions.

Facilitates Collaboration: Online marketing platforms serve as hubs for collaboration, allowing businesses, professionals, and communities to collaborate, share resources, and co-create value, thereby strengthening network relationships.

Builds Trust and Credibility: Effective online marketing strategies, such as content marketing and online reviews, help in building trust and credibility among target audiences, fostering stronger and more resilient networks.

Promotes Engagement and Interaction: Online marketing encourages active engagement and interaction between network members through various digital channels, enhancing communication, and fostering relationships.

In essence, online marketing plays a pivotal role in creating and nurturing networks by facilitating connectivity, promoting collaboration, generating insights, and fostering engagement, thereby contributing to the growth and success of interconnected communities and entities in the digital age.

The use of the Internet in marketing activities has the following advantages:

- unlimited advertising opportunities;
- high efficiency;
- low prices for advertising services;
- the existence of a response.

Along with this, there are also negative aspects of the Internet in marketing:

- the admissibility of ad blocking;
- limited audience only by internet users;
- paid access;
- propaganda of shadow types of activation of consumer demand [10, p.

34].

Cost Reduction for Enterprises: The Internet provides a platform for enterprises to advertise and produce goods more efficiently and at reduced costs. This can be attributed to the ability of online platforms to reach a broader audience at a fraction of traditional advertising costs.

Increase in Sales: The non-intrusive nature of online advertising can lead to

increased sales. When advertising is targeted and relevant to consumers, it can drive demand and boost sales without being perceived as intrusive or annoying.

Long-term Popularity of Online Advertising: Given the benefits and effectiveness of online advertising, this model is likely to remain popular and continue to evolve in the foreseeable future.

Growing Importance of E-commerce: The increasing number of organizations benefiting from e-commerce underscores the significance of online marketing and advertising in today's business landscape.

Online Marketing as a Social System: The modern online marketing market is not just an economic entity but also a part of the broader social system. It encompasses various relationships and interactions among advertisers, producers, distributors, and consumers.

Regulation of the Internet Advertising Market: The relationships and activities within the Internet advertising market are subject to regulation by state and public institutions. This ensures fair practices, protects consumers, and maintains the integrity of the market.

Optimising marketing campaigns is a key element of a successful internet marketing strategy. Targeting advertising budgets and marketing campaigns allows companies to maximise the return on investment (ROI) and effectiveness of their marketing efforts. Here are a few strategies and approaches to optimising marketing campaigns:

Target Audience Analysis [5]: Understanding the demographic, geographic and behavioural characteristics of your target audience allows you to more accurately target advertising campaigns and optimise budget allocation.

Customer Lifecycle: Developing personalised strategies for different stages of customer interaction - from engagement to retention - can improve the effectiveness of marketing campaigns.

Use of Data and Analytics: Regular monitoring and analysis of campaign results allows you to quickly adjust your strategy, identify the most effective channels and optimise costs.

Testing and Optimisation: Conducting A/B tests to evaluate different variations of ad materials, headlines, colour schemes and other elements can significantly improve conversion rates and ROI.

Working capital is the total amount of funds that a company needs to maintain the normal course of its production and business activities. In the context of internet marketing and purchasing chains, reducing working capital can be seen as a strategic decision to optimise cash flow and improve the financial health of the company.

Here are a few ways in which internet marketing and procurement chains can impact working capital reduction:

Efficient supply chains: Using digital technology and analytics to optimise purchasing chains can reduce inventory in warehouses and shorten product turnaround times.

Online sales and direct delivery: Direct online sales without intermediaries can reduce the time and cost of shipping goods, which in turn reduces the need for working capital.

Optimise marketing campaigns: Targeting advertising budgets and marketing campaigns can increase product turnover and reduce average daily inventory.

Automate processes: Implementing automated inventory and purchasing management systems can speed up decision-making and reduce the level of working capital required.

Improved supplier relationships: Long-term contracts and partnerships with suppliers can provide more favorable purchasing terms and reduce the need for prepayment.

Reducing working capital with the right approach can lead to improved financial stability and the company's competitiveness in the market. However, it is important to consider all aspects of business processes and their interrelationships to achieve optimal results.

Thus, online marketing is one of the most relevant and effective ways to promote almost any goods and services. Internet marketing allows you to notify customers about products, ideas and initiatives, conducted using the capabilities of

the Internet. The distinctive features of online marketing are the increasing audience of the Internet, interactivity, the ability to promote their products only for the target audience, the ability to accurately measure all advertising indicators.

Contextual advertising allows you to get a quick, but short-term effect. The price "per click" in contextual advertising is formed according to the auction principle, as a result of which advertising costs increase, especially in popular thematic areas.

SEO search engine optimization. Its main task is to promote the site to the first positions of the search results. The main advantage of search engine optimization is that with its help you can significantly increase site traffic [9, p. 165].

The purpose of SEO promotion is to increase the position of the site in search engine results. Consequently, the higher the position of the website, the more trust it will arouse in the audience. But the main part of the target visitors falls on search traffic. That is why search engine optimization in any case is recommended to be included in a set of measures aimed at promoting goods and services.

Thus, there are many online marketing tools that differ in cost and efficiency, which can provide any seller with an influx of customers and an increase in sales. The most popular online marketing tools are display advertising, contextual advertising, SEO search engine optimization, targeting advertising, viral advertising, teaser advertising, Push notifications.

The trends of online marketing in 2022-2023 are artificial intelligence and machine learning, omnichannel marketing, voice search, personalization, shopping content, AR and VR, Internet of Things (IoT), programmatic advertising.

Logistics plays a key role in a country's economy, supporting and facilitating its growth. In today's world, logistics has become a priority for national development, integrating various areas including transport, storage and information processing. This industry creates many jobs and can lead to improvements in industrial infrastructure. The success of logistics is a reflection of a country's overall economic situation, and its growth in recent years is mainly due to domestic economic development. Currently, the logistics industry is going through a period

of change, moving from active development to stable maturity.

Improving logistics processes through online marketing involves leveraging digital strategies to enhance visibility, efficiency, and customer satisfaction. Here's how online marketing can be applied to enhance logistics:

Digital Presence & Branding:

Website Optimization: Ensure your logistics website is user-friendly, mobile-responsive, and provides clear information about services, rates, and contact details.

SEO (Search Engine Optimization): Optimize your website and content with relevant keywords to rank higher in search engine results, making it easier for potential clients to find you.

Content Marketing:

Blog Posts & Articles: Write about industry trends, best practices, or case studies. This not only establishes authority but also attracts a relevant audience.

Videos & Infographics: Use visual content to explain complex logistics processes or showcase success stories.

Social Media Engagement:

Platforms Selection [3,5]: Identify where your target audience hangs out (e.g., LinkedIn for B2B logistics) and maintain an active presence.

Community Building: Engage with followers, answer queries, and share valuable content to build trust and credibility.

Email Marketing:

Newsletters: Regularly update subscribers with industry news, company updates, or promotional offers.

Segmentation: Segment your email list based on client needs or engagement levels to send personalized content.

PPC & Online Advertising:

Targeted Campaigns: Use Pay-Per-Click (PPC) ads on platforms like Google Ads or LinkedIn Ads to target specific industries or demographics.

Retargeting: Implement retargeting campaigns to re-engage potential clients who have visited your website but haven't converted.

Customer Relationship Management (CRM):

Automated Follow-ups: Use CRM tools to automate follow-up emails or reminders, ensuring timely communication with clients.

Feedback Collection: Regularly collect feedback through surveys or reviews to understand customer needs and areas for improvement.

E-commerce & Digital Solutions:

Online Booking Systems: Implement user-friendly online booking or tracking systems for clients to easily manage shipments or orders.

Digital Tools Integration: Integrate with other digital tools like inventory management software or transportation management systems (TMS) to streamline operations.

Analytics & Data-driven Decisions:

Performance Tracking: Use tools like Google Analytics or marketing automation platforms to track key performance indicators (KPIs) and adjust strategies accordingly.

A/B Testing: Experiment with different marketing strategies, landing pages, or email campaigns to identify what resonates best with your audience.

Partnerships & Collaborations:

Affiliate Marketing: Collaborate with complementary businesses or industry influencers to expand your reach.

Sponsorships: Sponsor industry events, webinars, or podcasts to position your logistics company as a thought leader.

Continuous Learning & Adaptation:

Stay Updated: The digital marketing landscape evolves rapidly. Invest in training, attend industry conferences, and adapt to new technologies or trends to stay ahead.

Incorporating online marketing strategies into logistics processes can significantly enhance visibility, efficiency, and customer engagement. By leveraging digital tools and platforms, logistics companies can optimize operations, attract more clients, and build lasting relationships in the digital age.

Digital presence and SEO branding are key components of a successful online presence and marketing strategy in today's digital world.

The logistics industry is changing rapidly. Companies are merging and restructuring quickly to become more modern and efficient. We're seeing new logistics businesses emerge, especially those combining traditional logistics with online technologies. However, even though the industry is growing and becoming more efficient, its overall contribution to the country's economy, measured as a percentage of the GDP, is decreasing. This shows that while logistics is improving, its relative importance in the broader economy is shifting.

In other words, as the logistics industry experiences a surge in business, there's a growing need for faster and cheaper ways to handle parcels. The emergence of new retail models means businesses are blending online services with in-store experiences and using cutting-edge technologies like big data and AI to do so. This leads to smarter logistics solutions, like using data to better manage inventory or creating efficient systems for returns. With the rise of direct-to-manufacturer consumer trends, there's a shift towards personalized products. This model bypasses middlemen, offering consumers high-quality, unique items at fair prices.

The logistics industry is developing rapidly. Smart logistics is the development trend of modern logistics. Smart logistics based on advanced logistics technologies will recreate the new structure of logistics industry and lead the new development of logistics industry. The trend of smart logistics in the future will present the overall interconnection of all elements of the supply chain, the restructuring of business process of platform and management model, and the overall upgrade of the supply chain. In particular, it should accelerate the development of key technologies such as big data, cloud computing, IoT, and intelligent sorting, to realize the coordinated development of up and downstream in industry, and promote the transfer of production factors from inefficient areas to high-efficient areas, and continuously improve the efficiency of resource allocation.

Conclusions from this study and prospects for further research in this area. In the contemporary business environment, online marketing is not merely an

optional strategy but a critical imperative. It acts as a catalyst in driving business transformation, especially within the logistics sector. Through targeted online marketing efforts, logistics companies can bolster their brand presence, establishing themselves as trusted industry leaders. This heightened visibility directly translates to increased business opportunities and partnerships. Integrating online marketing tools and strategies into logistics processes leads to streamlined operations. Automation, data-driven decision-making, and real-time analytics foster efficiency, reducing costs and enhancing service delivery. Online marketing facilitates a customer-centric approach, enabling logistics firms to personalize interactions, tailor services, and build long-term relationships. This focus on customer experience is paramount in driving loyalty and repeat business.

The dynamic nature of online marketing empowers logistics companies to be agile, responsive, and innovative. Continuous feedback, market insights, and adaptability ensure that firms remain ahead of competitors and market trends.

Online marketing platforms serve as pivotal networking hubs, fostering collaborations, partnerships, and strategic alliances. This collaborative ecosystem amplifies growth opportunities and expands service offerings. Beyond promotional activities, online marketing plays a vital role in reputation management. Effective communication, transparency, and crisis handling strategies safeguard the brand image and maintain stakeholder trust.

In essence, online marketing is a linchpin in the modernization and optimization of logistics processes. Its multifaceted impact, spanning from operational enhancements to strategic growth, underscores its indispensable role in shaping the future of logistics businesses. Embracing digital strategies not only propels immediate improvements but also positions logistics firms for sustained success in an increasingly digitalized world.

Online marketing facilitates the integration of different business processes, technologies and platforms, driving innovation and creating new value propositions for customers.

The main aspects of the development of online marketing include the growth

of Internet users, the growth of mobile Internet, social media, e-commerce, online advertising, the influence of Chinese brands. Although online marketing provides companies with many opportunities, it also involves a number of problems and challenges. Companies should be ready to adapt to the peculiarities of the market and use specific strategies and tools to achieve success in online marketing.

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