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Digital Marketing: Tools, Trends and Perspectives

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Abstract: The article highlights the issues of modern marketing-oriented business response to new challenges associated with the rapid development of information and digital technologies and digitalization of the population. The purpose of the article is to highlight the results of researchers' approaches to understanding and content of digital marketing, reviewing its modern tools, trends, and prospects. Comparative, institutional, systemic, and structural-functional methods are used to conduct the research. The theoretical aspects of the application of marketing tools and the history of the emergence of digital marketing are briefly highlighted, the differences between traditional and digital marketing are identified. The researchers' approaches to understanding the content of digital marketing, its components, and its tools are reviewed. The key characteristics of digital marketing are identified. The main digital marketing tools that are currently used are described. Modern trends in their application are given. The possibilities of further development and prospects for the application of digital marketing tools in the near and more distant future are identified. It is emphasized that traditional marketing management support tools and marketing implementation tools are naturally transforming and becoming digital. It was concluded that modern businesses adapt to the digital environment and actively use digital marketing tools to meet the demands, maintain competitiveness, and achieve success.

1 INTRODUCTION

According to the Global Overview Report “Digital 2024”, the world’s population has grown to 8.08 billion, with 5.35 billion individuals (66.2% of the population) using the internet, 5.61 billion (69.4% of the population) unique mobile phone subscribers, and 5.04 billion (62.3% of the population) social media user identities. The data indicates that internet penetration continues to rise, now exceeding 25% in most of the world’s regions [1]. Rapid development of the internet, information technologies, and digitalization of the population leads to new challenges in conducting business and marketing.

Nowadays, the economy is experiencing a rapid digitalization, which creates favorable conditions for increasing company efficiency and better identifying and satisfying consumer needs. Today, business and marketing must operate in a digital environment and apply digital tools to be competitive and successful.

2 TRADITIONAL AND DIGITAL MARKETING

Since the mid-20th century, a marketing concept has been the leading concept in business management and organization. Marketing encompasses the processes of research, creation, promotion, and distribution of goods and services aimed at meeting consumer needs and achieving business goals. It involves market analysis, target audience identification, competitive strategy development, demand generation, and customer relationship management.

Marketing utilizes tools to gather external market information, analyze it, and apply it to justify business decisions and actively influence consumer needs and market conditions through marketing instruments.

The scientific systematization of marketing tools began in the first half of the 20th century with the

introduction of the so-called “prescriptive approach”, where the seller was seen as a marketing program manager capable of integrating all its components into a marketing mix. The marketing mix, in general terms, is a set of marketing tools used by a company to influence its target market and achieve a desired response. Traditionally, the marketing mix consists of four key elements: product, price, place (distribution), and promotion. Alternative models of the marketing mix, such as 7P, 4C, SIVA, and SAVE, also exist, but the tools used within them remain largely consistent with the classical model.

Marketing tools can be categorized into two groups: marketing management support tools, including market research, and marketing information systems, and implementation tools, including covering product, pricing, distribution, and communication strategies. These tools are selected and applied within the framework of the company's marketing mix strategy [2].

Traditional marketing is a set of classical methods for promoting goods and services without the involvement of digital technologies. The emergence of digital marketing was a natural consequence of the development of the internet and digital technologies, which fundamentally changed the way brands interact with consumers. In the 1990s, with the advent of the first websites and search engines, businesses began utilizing the online space to promote their products and services. The development of information and digital technologies further expanded possibilities for analytics, automation, and the digitalization of marketing processes. Today, businesses strive to balance conventional marketing efforts with data-driven strategies in the digital era to maintain personalized, relevant, and customer-centric experiences.

Today, companies aim to balance conventional marketing efforts and the power of data in the digital era to maintain a customized, relevant, and customer-centric customer experience [3]. A changing consumer behavior has become a significant driver of the transition from traditional to digital marketing. People actively use the internet for information searches, shopping, and brand interactions, pushing companies to adapt their marketing strategies.

The development of digital marketing aims to strengthen the communication channels of traditional marketing [4]. While both traditional and digital marketing serve the same fundamental purpose, they have significant differences (Table 1).

Digital marketing overcomes certain limitations inherent in traditional marketing. Traditional marketing is typically more expensive, more complex

in measuring effectiveness, less interactive and flexible, has limited customer interaction capabilities, and offers a less personalized approach. It operates in a one-way mode, restricting opportunities for feedback and rapid adaptation to changes. Advertising campaigns usually have longer implementation cycles, are planned and executed over extended periods, and are difficult and costly to modify. In contrast, digital marketing is not merely an updated version of traditional marketing but represents a new stage in its evolution, based on the use of digital data, technologies, and two-way communication. This leads to its increasing popularity and application.

Table 1: Traditional Marketing versus Digital Marketing.

Traditional Marketing	Digital Marketing
Expensive, time-consuming, and labor-intensive	Generally cheaper and faster
Results are difficult to measure	Results can be tracked easily and quickly
Limited audience reach	Broad audience reach
Weak interaction with consumers	High engagement with consumers
One-way communication	Two-way communication
Limited personalization	High-level personalization
Difficult to maintain 24/7/365 interaction	Enables continuous 24/7/365 engagement
Limited customer involvement due to the use of traditional technologies	High customer engagement through diverse digital tools
Marketing campaigns require long-term planning and are costly to adjust	Campaigns can be modified quickly and cost-effectively
Weak ability to go viral	Strong ability to go viral
Declining usage	Growing adoption and popularity

3 DIGITAL MARKETING TOOLS: LITERATURE REVIEW

In specialized literature on digital marketing, there is no unified perspective regarding its tools.

Makrides, Vrontis, and Christofi (2019) equate digital marketing with advertising in digital channels [5], however, this interpretation is rather narrow, since digital marketing and its tools extend beyond advertising.

Gupta (2020) describes digital marketing as a general term for various advertising methods used to reach customers in the digital environment, highlighting tactics such as website marketing, search engine optimization, pay-per-click advertising, e-mail marketing, social media marketing, affiliate marketing, mobile marketing, video marketing, and content marketing [6]. Although Gupta (2020) focuses on advertising methods in digital marketing, his list includes tools that are not strictly advertising-based.

David, Adepoju, and Akinyomi (2022) argue that digital marketing involves the marketing and promotion of products or services through technological tools available on the internet, as well as brand, service, and product promotion via various online media [7]. Saleh (2020) notes that digital marketing, also known as online marketing, encompasses the use of the internet to advertise and promote goods and services [8]. Similarly, Salhab (2024) fairly emphasizes that digital marketing includes a broad range of marketing activities that go beyond online marketing [9].

Pașcalău, Popescu, Bîrlădeanu, and Gigauri (2024) consider that digital marketing is not just advertising; today, the term “digital marketing” has changed and expanded from referring only to the promotion of goods and services through digital channels to referring to the use of digital technologies to increase sales by attracting new customers and satisfying their preferences [10].

Antczak (2024), Bermeo-Giraldo, Valencia-Arias, Ramos de Rosas, Benjumea-Arias, and Villanueva Calderón (2022), consider two different ways of marketing in modern business: digital marketing and social media [11, 12]. Digital marketing uses tools such as e-mail, social media, website design, and online advertising to reach customers and interact with them. In turn, social media marketing uses social media platforms [6]. The authors distinguish digital marketing tools and social media marketing. In our opinion, this distinction is rather conditional, since social media marketing uses digital marketing tools in social media channels [6].

Schaefer and Hetman (2019) describe digital marketing tools as “channels to reach consumers” and define internet marketing, mobile phone marketing, social media marketing, display advertising, search engine marketing, and other forms of digital media as key digital marketing tools [13].

Chattopadhyay (2020) defines digital marketing as a set of various strategies and communication channels with customers, encompassing all marketing activities that use the internet or electronic devices

(such as search engine optimization, content marketing, social media marketing, and mobile marketing) [14].

Sundaram, Sharma, and Shakya (2020) note that digital marketing encompasses various channels and techniques, such as search engine optimization, pay-per-click advertising, e-mail marketing, social media marketing and mobile marketing [15].

Polydoros (2022) emphasizes that digital marketing uses a variety of strategies to achieve the best results for a business in the field of marketing and advertising. The techniques of digital marketing are as follows: marketing using electronic mail (e-mail marketing), affiliate marketing, viral marketing, search engine marketing, social media marketing, mobile marketing (m-marketing) etc. [4].

Munna, and Shaikh (2023) evaluate different tools and techniques of digital marketing, categorizing them as search engine optimization, pay-per-click, social media marketing, content marketing, e-mail marketing, influencer marketing, website optimization, mobile marketing, video marketing, marketing automation, analytics and data-driven insights, customer relationship management systems [16].

Bermeo-Giraldo, Valencia-Arias, Ramos de Rosas, Benjumea-Arias, and Villanueva Calderón (2022), along with Coman, Popica, and Rezeanu (2020), Amjad (2022) rightly point out that digital marketing relies on the use of data and analytics to understand consumer behavior and preferences. Digital marketing offers a wide range of tools and channels for reaching and interacting with consumers, which allows companies to build stronger relationships with their customers while driving growth and profitability [12, 17, 18]. Therefore, it is reasonable to expand the list of digital marketing tools to include these additional instruments.

Umadevi and Sundar (2023) examined digital marketing tools in e-commerce and determined that they encompass a variety of technologies and strategies that companies use to improve their online presence, engage with their target audience, and drive sales. The authors identified digital marketing tools as search engine optimization, social media marketing, e-mail marketing, content marketing, pay-per-click advertising, influencer marketing, analytics and data insights, chatbots and AI-powered customer service, mobile marketing, retargeting, and remarketing [19].

Dykha, Ustik, Krasovska, Pilevych, Shatska, and Iankovets (2022) identified social media marketing, search engine optimization, contextual and banner advertising, communication marketing, blogging,

video marketing, remarketing, and event marketing as the most proven and successful digital marketing tools in e-commerce [20].

Joshi, Com, and Phill (2022) define digital marketing as a general term for marketing products or services using digital technologies, primarily on the internet, but also including mobile phones, display advertising and another digital medium. The authors also include social media marketing, pay-per-click and search engine marketing, e-mail marketing, marketing automation, inbound marketing, affiliate marketing, website marketing, content marketing [21].

The review allows us to highlight key characteristics that, if present, let us consider marketing as “digital marketing”: two-way communication via the internet and any other electronic digital tools; implementation in the digital environment through digital channels and using tools to engage consumers to the online environment from offline one; utilization of marketing digital data, methods, technologies, techniques, and tools; application of marketing digital strategies, tactics, and activities.

The classification of digital marketing methods, technologies, techniques, tools, strategies, tactics, and activities requires further study and improvement.

4 OVERVIEW OF DIGITAL MARKETING TOOLS

The digital marketing tools presented in this article were selected based on their prevalence in modern scientific and specialized literature, their effectiveness for business, which is confirmed by academic studies considered in the literature review, as well as industry reports (Statista, HubSpot) that reflect key trends in their application. The main ones are represented below.

Search Engine Optimization (SEO). It aims to improve the visibility of a website in search engine results. The main goal is to increase organic traffic by optimizing content, technical aspects of the site, and external factors, which allows the site to occupy higher positions in search, increase traffic, and increase brand awareness without spending on paid advertising.

In 2024, the average website has a bounce rate of 37% and an SEO click-through rate of 13% [22].

Social Media Marketing (SMM). It focuses on using social networks to promote the brand, attract an audience, and increase sales. The main goal is to

create interesting, useful and visually attractive content that promotes interaction with subscribers, increases brand awareness and stimulates consumer loyalty. Through targeted advertising, organic promotion, and analytics, companies can effectively reach their target audience and manage their reputation in real time.

Digital Advertising. It is online advertising that uses digital platforms and technologies to promote products, services, or brands. It includes banner advertising, search advertising, contextual advertising, video advertising, social media advertising, and e-mail advertising.

In 2024, 31% of the audience paid attention to advertising on social networks. Social media advertising spending increased by 15% to \$247 billion. 17% of users made purchases through social networks [1].

Website Marketing. It focuses on promoting a company, brand, or product through its own website in order to attract visitors, increase conversions, and improve the user experience.

A successful example is the strategy of Airbnb (airbnb.com). Their website is an example of an effective combination of user experience, personalization, and marketing tools.

Mobile Marketing. It focuses on interacting with consumers via mobile devices (smartphones, tablets) and includes SMS and MMS mailings, push notifications, mobile applications, advertising on social networks, responsive websites, wi-fi marketing, geotargeting, use of NFC, QR codes, and voice assistants.

Mobile advertising spending is projected to reach nearly \$400 billion by 2024 [23].

E-mail Marketing. It includes sending commercial offers, newsletters, personalized promotions, trigger letters, and automated campaigns. E-mail marketing allows brands to build long-term relationships with consumers by providing them with useful and targeted content that can drive repeat purchases, increase loyalty and engagement.

Email marketing revenue is expected to exceed \$9.5 billion by 2024. More than a half of marketers surveyed reported a 100% improvement in the return on investments (ROI) from their email marketing campaigns [24].

Content Marketing. It focuses on creating, distributing, and promoting valuable, relevant, and useful content to attract and retain a target audience.

In 2024, 29% of marketers actively used content marketing [22].

Retargeting and Remarketing. They aim to return users who have previously interacted with the brand

but did not take a targeted action (such as a purchase, registration or inquiry). Used to remind about products or services through advertising or e-mail campaigns. Retargeting is usually implemented through banner or contextual advertising, remarketing is more often used in the form of e-mail newsletters with personalized offers.

Inbound Marketing. It aims to attract potential customers through the creation of valuable and relevant content, rather than through aggressive advertising or pushy sales. The main idea is to help consumers discover the brand themselves by offering them useful information, educational content, and solutions to their problems. This is achieved through content marketing, SEO, social media, blogging, webinars, e-mail marketing, and marketing automation.

Inbound Marketing is a strategy developed by HubSpot, which pioneered this approach. It engages potential customers with a wealth of useful, free content like blogs, eBooks, webinars, online courses, and tools (like free CRMs or template generators) that address the needs of your target audience.

Video Marketing. The main types of video marketing include commercials, educational videos, product reviews, live streams, webinars, video stories (stories), content from influencers and viral videos.

In 2024, 89% of companies used video as a marketing tool. 95% of video marketers consider video as an important part of their overall strategy [25].

Influencer Marketing. It involves brands working with thought leaders (influencers) to promote products or services to their audience. Influencers can be bloggers, celebrities, experts in a certain niche, or popular personalities on social networks.

In 2024, the market for influencer marketing grew to \$24 billion. 68% of marketers collaborated with niche influencers (less than 100.000 followers) due to the higher loyalty of their audience [26].

Affiliate Marketing. It involves cooperation between a company (advertiser) and partners (affiliates) who promote its products or services and receive a commission for each successful conversion (purchase, subscription, click, etc.). Affiliates use various marketing channels, such as blogs, social networks, e-mail newsletters, channels, advertising, and specialized websites to attract potential customers. The models related to affiliate marketing are the following: cost per action, cost per sale, revenue sharing, cost per thousand or cost per view, cost per install.

Booking.com is an example of successful digital affiliate marketing. It has implemented a large-scale

affiliate program that allows website owners, travel bloggers, travel agencies, and other partners to earn commissions on bookings made through their affiliate links or widgets.

Communication Marketing. Communication in digital marketing involves using social media messaging tools, chatbots, e-mail, SMS, MMS, and even business voice messaging [20]. A successful example of communication marketing is Nike's campaign in the Nike Training Club App and across social media. During the COVID-19 pandemic, Nike opened up free access to premium content in the App, and also actively communicated with the audience via Instagram, YouTube, and used push notifications, supporting users' motivation to exercise at home.

Digital Event Marketing. This approach includes planning, promoting, and hosting online events to attract audiences, enhance brand awareness, and generate leads. Digital events include webinars, online conferences, virtual exhibitions, masterclasses, panel discussions, and live streams conducted on online platforms. These events allow businesses to interact with a global audience without geographical restrictions, increasing participant engagement through interactive elements such as chats, polls, and Q&A sessions.

16% of marketers plan to try experiential marketing this year, while many others are increasing their event budgets or trying to get more out of their event marketing strategies [22].

Marketing Analytics and Data Insights Instruments. These tools facilitate the collection, analysis, and interpretation of user behavior data in digital environments to optimize marketing strategies. Using web analytics platforms, social media analytics tools, CRM systems, and other data platforms, companies gain insights into traffic, conversions, content engagement, lead sources, and the effectiveness of advertising campaigns. This enables marketers to track trends, understand audience needs, and make data-driven decisions to improve campaign performance.

ASUS has successfully used marketing analytics tools such as Improvado to analyze data from various channels, saving 90 hours per week on data-related tasks and achieving up to 30% optimization of marketing spend [27].

The use of Big Data allows businesses to automate the analysis of vast datasets, identify hidden patterns, and predict the effectiveness of future marketing actions. Big Data technologies have laid the foundation for personalization systems, which are now widely applied across nearly all industries [28].

Artificial Intelligence and Machine Learning (AI, ML). These technologies are used in digital marketing to analyze large volumes of data, predict user behavior, and automate processes. With artificial intelligence, marketers can personalize content, optimize advertising, automate customer interactions, and enhance the user experience. Some of the most common applications of AI and ML in marketing include chatbots, voice assistants, dynamic content, automated audience segmentation, predictive analytics, and image recognition. The use of AI and ML in marketing enables companies to work more efficiently, respond quickly to market changes, and increase consumer engagement. Thus, Amazon uses Amazon Personalize and Amazon Bedrock to analyze customer behavior and create personalized product recommendations, which significantly increases engagement and sales.

Marketing Automation. This involves the use of specialized software and technologies to automate marketing processes, helping companies interact more effectively with their audience, reduce manual labor, and improve productivity. Automation covers processes such as e-mail marketing, lead generation, audience segmentation, social media management, personalized offers, and user behavior analysis. Popular digital platforms allow businesses to create complex automated sales funnels and trigger-based campaigns that launch based on user actions.

One of successful examples is the use of the Salesforce Marketing Cloud platform by Coca-Cola, which implements personalized marketing campaigns in real time, focusing on consumer behavior, their geolocation, and previous interactions with the brand.

The list of digital marketing tools provided here is not exhaustive and continues to expand as technology advances.

5 DIGITAL MARKETING TRENDS AND PERSPECTIVES

Today, more than 69.4% of the world's population uses mobile devices, and since the beginning of 2023, their number has increased by 138 million (+2.5%). Over 66% of people use the internet, with 97 million new internet users (+1.8%) added in 2023 alone. Meanwhile, the total number of social media users increased by 266 million (+5.6%). More users are turning to the internet and social media for product and brand research, purchasing, and gathering information about goods and services [1]. Businesses and marketing professionals cannot afford to ignore

these digitalization trends. Most recognize the need to enhance their analytical and communication efforts in the digital space.

Maintaining competitiveness and business success in digital marketing today is driven by trends that are currently associated with the growing capabilities of artificial intelligence in data analytics and marketing execution, the continuing competition among social media platforms for consumer attention and success metrics, the advancement of search engine optimization techniques and paid digital advertising models, and the development of new digital marketing strategies and tactics [29].

Key modern instrumental trends in digital marketing include AI-driven personalization, voice search optimization, video marketing evolution, influencer marketing maturity, privacy-focused advertising, interactive content, sustainability and ethical marketing, omnichannel marketing integration, social commerce expansion, and content experience.

The future growth and application of digital marketing tools should be assessed in the context of technological, economic, and socio-cultural developments.

From a technical and technological perspective, the advancement of digital marketing depends on three key components, particularly, the state of information technology development, the evolution of digital technologies and hardware.

The development of digital marketing is impossible without technological progress. Information technology is the foundation of digital marketing, as it enables the processing, storage, analysis, and transmission of data necessary for effective marketing management. Digital technologies define the formats, channels, and tools of digital marketing, while hardware advancements determine its speed, quality, and scale. More powerful processors, graphic cards, and mobile devices allow for the processing of large data volumes, support high-quality video content, AR/VR, 3D animation, and interactive web applications. With the advancement of smartphones, IoT (Internet of Things), and mobile devices (smartwatches, VR glasses), marketers gain new touchpoints with their audience, enabling more precise targeting and personalized advertising. Information technologies facilitate data collection and analysis, digital technologies open new communication channels, and hardware innovations make marketing campaigns more interactive, engaging, and accessible to consumers.

From an economic perspective, digital marketing continues to lower entry barriers for businesses, giving small and medium enterprises access to global markets while increasing competition and the demand for effective marketing strategies. In the future, digital technologies will continue transforming economic models.

The rise of digital marketing has profoundly changed society, making communication between companies and consumers more interactive, personalized, and accessible. However, the digital divide between different social groups and issues of data privacy remain critical challenges that need to be addressed in the future.

The globalization of digital marketing has opened up new opportunities for companies to enter international markets, but at the same time it requires a deeper understanding of the cultural characteristics of different regions. Adaptation of content, consideration of cultural differences, local traditions, and ethical standards are becoming critical factors in a successful marketing strategy.

Therefore, the overall development and application of digital marketing tools will continue to depend on the directions of development of society, science, and economy.

6 CONCLUSIONS

Our consumer society is becoming much more digitalized. The rapid development of digital technologies enhances the efficiency of companies, allowing them to analyze and meet consumer needs more effectively. Modern businesses adapt to the digital environment and actively use digital marketing tools to satisfy demands, maintain competitiveness, and achieve success. Traditional marketing management support tools and marketing implementation tools are naturally transforming and becoming digital.

Digital marketing is not merely a modernized version of traditional marketing. It represents a qualitatively new stage in its evolution, based on the use of digital technologies, data analysis, and interactive communication with consumers. The classification of methods, technologies, techniques, tools, approaches, strategies, and tactics in digital marketing requires further research and refinement, considering its continuous expansion and adaptation to digital technology advancements and changes in consumer behavior.

This study conducted a comparative analysis of traditional and digital marketing, identified key characteristics of digital marketing, systematized digital marketing tools, and analyzed trends and prospects for its development. All this as well as the identification of gaps in the classification of digital marketing tools will allow the academic community to develop a clearer systematization, which will contribute to the standardization and comparability of research in this field.

The further development and future prospects of digital marketing tools should be examined in the context of improving digital analytics, interactivity, and two-way communication. Their evolution can only be predicted by considering the specifics and dynamics of technical, economic, and socio-cultural progress.

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