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## **THE DEVELOPMENT TENDENCIES OF MODERN MARKETING IN THE CONDITIONS OF DIGITALIZATION**

Thanks to digital technologies such as the Internet, social media, and analytics, marketing has undergone dramatic changes. It has become more innovative, personalized and available for different types of businesses. Digital technologies have opened up new opportunities for engaging and interacting with customers, making marketing more transparent and effective.

In recent years, marketing has been developing rapidly and is an interesting object of scientific research [1-5].

It is worth considering modern marketing trends and the impact of digital technologies on strategies and approaches to marketing in modern business and society:

1. *Internet marketing and search engine optimization (SEO)* allow companies to build a strong online profile and increase their visibility to their target audience. Internet marketing helps attract and retain customers through: social media and forums; content marketing; electronic commerce. SEO helps attract and retain customers by: attracting targeted traffic; improving the ranking of the website; trust and authority; increasing the conversion of targeted traffic.

2. *Social media* has opened up the largest channel of communication with the audience for companies and has become an important element of any marketing strategy. The key factors of the importance of social media in marketing are: increased visibility and audience engagement; engagement and feedback: consumers can comment, like and share the company's content on social media; branding and positioning: creating

content that reflects the company's values and mission; advertising and sponsored publications; analytics and measurement of results.

3. Combining *data analysis with personalized marketing* opens up many opportunities for customer acquisition and retention. The importance of data analysis for understanding customer behavior is revealed through: increased customer awareness; audience segmentation; behavior prediction. Personalized marketing manifests itself through: individualized offers; personalized promotional messages, emails or recommendations based on previous purchases; increasing loyalty, improving relations with customers.

4. *Mobile marketing and marketing applications* open up many opportunities for companies to attract and retain customers. These trends are transforming the marketing industry through: mobile optimization of websites; mobile applications; geolocation marketing; notifications and messages; video marketing on mobile devices.

5. A powerful means of promotion in marketing is the use of *streaming platforms*. The influence of streaming platforms is manifested through global access: YouTube, Netflix, Amazon Prime and others provide global access to large audiences; targeted advertising; cooperation with influential persons - can help companies attract new customers.

6. *Blockchain marketing* – using forecasts and trends that can reshape the advertising industry. One key trend is the rise of decentralized ad networks, which will give advertisers more control and reduce dependence on large platforms like Google and Facebook. Another important direction of the future of blockchain marketing is the use of artificial intelligence (AI) in combination with blockchain. This will allow you to create more accurate and personalized advertising campaigns, as well as improve analytics and predict results.

Hence, adapting to digital trends is a key factor for success in marketing, and learning plays an important role in this process. New tools and strategies are always emerging, and those who are willing to learn and implement such technologies in a timely manner are always at the forefront of their field.

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## **ФОРМУВАННЯ НОВІТНЬОЇ ПАРАДИГМИ ПОДАТКОВОЇ СИСТЕМИ У КРАЇНАХ ЄС**

Формування новітньої парадигми податкової системи у країнах Європейського Союзу (ЄС) включає ряд ключових аспектів, що відображають вплив глобальних тенденцій, економічних потреб і технологічних інновацій. Країни ЄС вдосконалюють свої податкові системи, використовуючи цифрові технології та інструменти штучного інтелекту, що дозволяє зробити процес вирахування податків більш ефективним і мінімізувати можливі помилки. За допомогою новітніх технологій створюються системи моніторингу та аналізу фінансових операцій, що допомагають у виявленні порушень податкового законодавства та ухилення від сплати податків. Деякі країни впроваджують програми зі спрощення податкової системи для підприємств та фізичних осіб, щоб зробити її більш зрозумілою та прозорою, використовують податкові стимули для привертання