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MODERN TRENDS OF DIGITAL MARKETING DEVELOPMENT IN THE WORLD

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ABSTRACT:

The main theoretical aspects of the development of digital marketing in modern conditions are determined. An in-depth theoretical and methodological analysis of scientific research in the field of digital marketing and its key components was carried out, which made it possible to determine the relevance and conceptual need for the development of scientific and methodological foundations to determine modern trends in the development of digital marketing in the world. In view of the absence in the scientific literature of a unified approach and opinion on the definition of digital marketing and its constituent components, the author has formed a classification of the main digital marketing tools of organizations, which to highlight its main channels depending on the technology of use and application in business. The key components of digital marketing of organizations in the world are identified and the dynamics of their development and application in business are considered. It is substantiated that the global transformation processes of the world market determine the use of innovative technologies and tools to ensure profitability and efficiency of marketing activities.

The theoretical and methodological foundations have been developed for conducting economic and mathematical forecasting of modern trends in the development of digital marketing in the world in the context of the costs spent on its implementation and the income received as a result of implementation and their implementation in business. Using a trend analysis of the development of digital marketing in the world, a forecast for the next 5 years was made. The obtained results of economic and mathematical forecasting of modern trends in the development of digital marketing confirmed the theoretical foundations and made it possible to determine the development in the future. The main results can be applied in the practical activities of organizations when forming a development strategy taking into account its use of digital marketing tools.

INTRODUCTION

The global transformation of the business in accordance with the intensive development of digitalization processes in the global economy determine the constant changes and revisions of existing approaches and tools for managing organizations. The development and emergence of new innovative tools that significantly optimize work and increase efficiency are characterized by a high level of interest among top management of organizations in connection with the need to achieve strategic goals and strengthen competitive positions in the market. In the innovations of our time, digital technologies are highlighted, are widely used in various types of economic activities and act as a driver of intensive development.

The proposed technologies are gaining popularity in the field of marketing, as they can be used to optimize key processes. The use of digital technologies in business not only expands the possibilities of communication with the target audience, but also increases the level of conversion in general. The high level of competition in global markets determines the top management of organizations to search for the optimal combination of various digital tools for maximum results. Current trends in the functioning of the market are characterized by the need for constant monitoring of all innovations and innovative technologies with a view to introducing them in a timely manner to increase consumer loyalty, reaching a new level of positioning, and achieving strategic initiatives. Digital marketing is based on ever-growing and rapidly changing technologies.

Modern trends in the development of digital marketing in the world are characterized by the fact that innovations appear most often without any lengthy processes of promotion and positioning, which allows to significantly optimize the organization's expenses in a short period of time, as well as expand the channels for promoting goods and services using innovative tools and technologies. Since the intensive development of the digital economy leads to the transformational processes of the marketing mix, there is a conceptual need for a more in-depth analysis and study of modern trends in the development of digital marketing in the world

LITERATURE REVIEW AND HYPOTHESIS

Theoretical aspects of the development features of digital marketing

In modern conditions, processes are growing in the world that require new approaches and transformation of views on the management of organizations, including in marketing. The development of the information society, smart economy, and globalization processes necessitate the use of digital marketing, because consumers give preference to those brands that are more likely to master digital channels. Therefore, digital marketing aims to change the modification of communication activities. The study of the main theoretical aspects of the development of digital marketing is devoted to the work of a group of foreign scientists such as: (Girchenko & Ovsianikova, 2016;

Kissane, 2016; Vella & Kester, 2009; Naumov, 2015; Abbas et al., 202; Ahmad et al., 2018) that examine the development trends of digital marketing in various sectors of the global economy, but do not highlight the main specific features of its components of innovative tools, which requires a more in-depth study.

The features of the implementation of marketing strategies in modern conditions are given considerable attention in their research by a group of such scientists as: (Generalova & Mamontova, 2016; Kenzina & Mandzhiev, 2016; Oklander, 2016; Abbasi et al., 2020; Al-Kumaim et al., 2021; Arshad et al., 2020), which consider the process of forming marketing strategies taking into account the marketing mix based on the use of innovative tools and technologies, but do not take into account current trends in the development of digital marketing, which requires further study.

A study of the main aspects of marketing development using modern innovative Internet technologies is considered by scientists such as: (Kotler, 2015; Trunova, 2016; Yarlykov, 2019; Diffley, 2011; Kannan & Hongshuang, 2016; Weber, 2010; Ashraf et al., 2020; Jabarullah et al., 2019), which highlight in their scientific works one of the most important marketing tools is the use of Internet technologies. It is worth noting that this approach does not reveal the features of the functioning of this marketing strategy in modern conditions, does not highlight the key specific differences between Internet marketing and digital marketing, which will highlight the relevance of this research topic, as well as the need for an in-depth analysis of modern trends in the development of digital marketing in the world.

THE THEORETICAL ASPECTS OF MODERN TRENDS IN THE DEVELOPMENT OF DIGITAL MARKETING

The presented basic theoretical aspects of digital marketing allow us to state the fact that in the theory of marketing there is no single conceptual approach to determining the main features and trends of the development of digital marketing in the world. To substantiate the main specific features of digital marketing, one should consider its key components, taking into account modern trends in the development of the digital economy in the world. Justification of the main trends in the development of digital marketing is not possible without defining conceptual milestones in the development of marketing within the digitalization of the modern space, which in turn will highlight the differences between Internet marketing and digital marketing. The consolidation of all the key components of digital marketing will provide a process of substantiating the conceptual features and current trends in the development of digital marketing in the world. The transformational processes of the global economy significantly affect the marketing system as a whole,

including its containing elements and components that each organization determines for itself based on strategic goals and initiatives. It is worth noting that the intensive use of digital technologies in business quickly finds its application, which determines the urgency of this topic and the need for a more detailed study and analysis of modern development trends. The use of digital technologies is an integral part of the modern marketing strategy, which allows to optimize the costs of organizations, initiate the reengineering of existing business processes by maximizing digitalization. Since there is no single approach to the classification of the main phases of the development of digital marketing in modern marketing theory, its key components create a critical need for the development of basic theoretical and methodological approaches to the analysis and determination of modern trends in the development of digital marketing in the world and the determination of further trends and prospects (Fierre & Poozer, 2016; Balakrishnan et al., 2019; Khan et al., 2019).

The purpose of the study is the substantiation of theoretical aspects and the development of methodological foundations to determine the main trends in digital marketing in the world and further trends and prospects for its development. Based on the goal of the study, the main tasks are identified: analysis of the theoretical aspects of the development of digital marketing and its containing components; periodization of the main phases of the development of digital marketing in the world, taking into account current trends in the development of digitalization processes of the global economy; classification of innovative components of digital marketing and analysis of current trends in business applications; economic and statistical analysis of the use of digital technologies in the marketing of organizations in the world to determine prospects and development trends.

RESEARCH METHODOLOGY METHOD AND DATA

The implementation of the research objectives is impossible without the use of key research methods and materials, namely: analysis and synthesis of the main theoretical aspects of the development of digital marketing; system analysis of the key components of digital marketing and their application in business; a retrospective and economic-statistical analysis of the main trends and trends in the development of digital technologies in the world and their application in business, as well as determining the main prospects for the development of digital technologies in marketing. The information platform for this study was the key data from scientific works, monographs and analytical studies of both domestic and foreign scientists in the field of marketing, data from online marketing portals and individual online platforms for promoting and implementing digital marketing in business.

Specific Features Of Digital Marketing Organizations In Modern Conditions

To attract and retain customers, companies in modern conditions use both traditional marketing strategies and digital marketing tools. The intensive development of electronic equipment and specialized software makes it possible to implement digital marketing strategies in online and offline environments. In modern marketing activities, the concept of integrated marketing communications prevails today, which provides for the planning of marketing communications based on the need to assess the strategic role of each of its elements (advertising, sales promotion, PR, personal selling, exhibitions, packaging, direct marketing, etc.) in the promotion strategy, searching for their optimal combination to ensure the effective impact of the company's communication programs for brand promotion. An integral part of the modern complex of integrated marketing communications is digital marketing and its components, which are designed to attract all possible forms of digital channels for brand promotion. Digital marketing in the modern world is an influential area, and there is no other trend that would affect the business world as quickly and powerfully as digital technology. The transformational processes of the global economy necessitate the transition from traditional aggressive marketing tools for promoting and positioning goods and services to “native adds” and “earned media”, which allow expanding the boundaries for increasing customer loyalty through dialogue, offering them a truly valuable product. It is worth noting that according to the scientist (Yatsyuk, 2015), digital marketing (interactive marketing) from the point of view of marketing communications involves the use of all possible forms of digital channels to promote the brand. Based on this, it is worth identifying the specific features of digital marketing organizations in modern conditions, which are presented in Fig. 1.

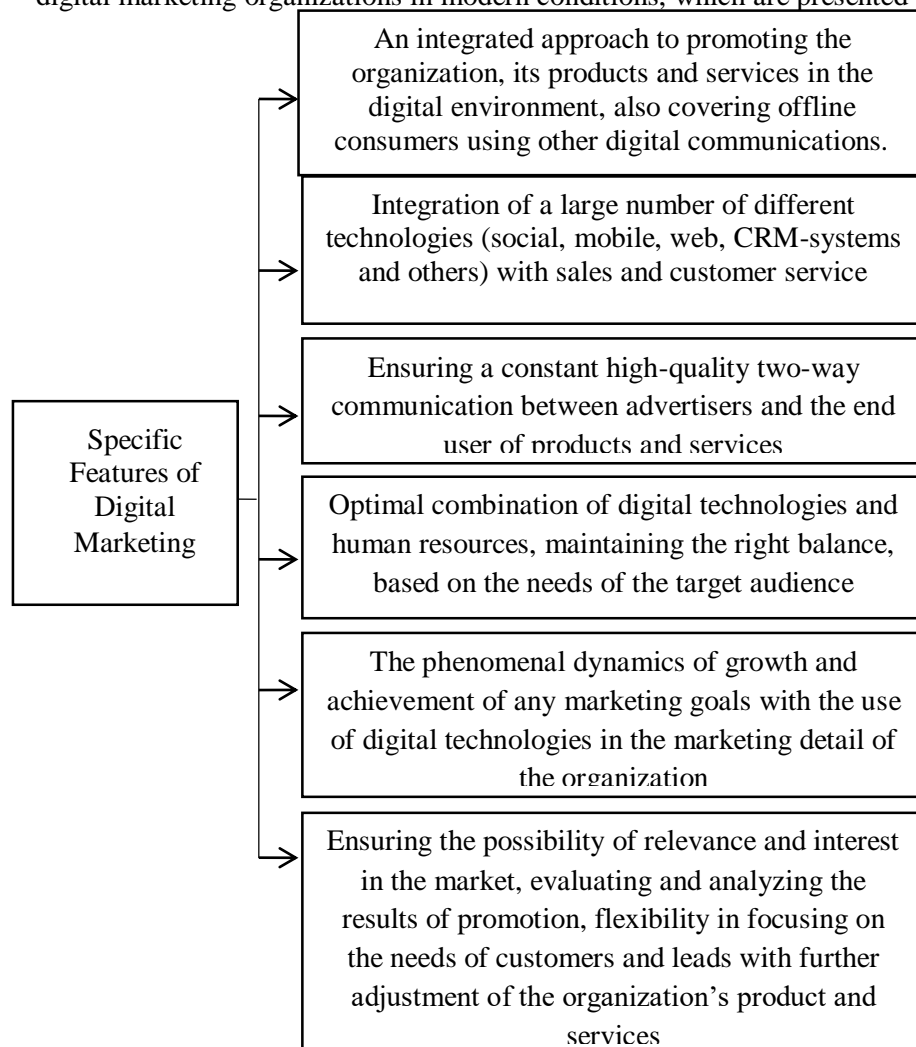


Figure 1 Specific features of digital marketing organizations in modern conditions

Communication in digital marketing allows you to reach your target audience in an offline environment (using applications on phones, sms / mms, advertising displays on the streets, etc.). The composition of digital media, in addition to the Internet, includes: digital television, radio, monitors, display and other digital communications. Digital technologies in the modern conditions of the functioning of organizations are a decisive factor for success and an instrument of promotion in each business field, which ensure the gaining of competitive positions, increasing the share of loyal customers, increasing sales and achieving strategic goals. Considering the main aspects of the development of digital marketing (Gritsenko, 2015), he emphasizes that digital marketing does not include promotion through such traditional channels as newspaper ads, flyers, TV ads, billboards.

Current Trends In The Development Of Digital Marketing In The World And Its Key Components

Digital marketing is the second phase of marketing development in the context of informatization of society. Digital channels provide almost instant distribution of information, become the main carrier of communicative messages and a mechanism for interacting with a client (Chen & Hui, 2010). Therefore, the presence of an organization in these digital channels is important. It has unique properties that are due to the hypermedia nature.

Audiovisual digital methods allow effective emotional, cognitive, psychological impact on the target audience, access to information without restrictions the location of the computer (web and wap-resources), to overcome territorial barriers to the implementation of marketing activities, reduce time spent on access to product catalogs, adapt responsively to the needs and wishes of customers and business partners, manage events in real time (Grohovskij & Ivanov, 2015). Based on this, to determine the modern trends in the development of digital marketing in the world, it is worth identifying the conceptual differences between digital marketing and Internet marketing.

The main advantages of digital marketing are the following: 1) digital marketing allows you to reach both online and offline consumers who use tablets and mobile phones, play games, download applications. So the brand of any organization can appeal to a wider audience, without Internet restrictions;

2) the ability to collect clear and detailed data. Almost all user actions in a digital environment are captured by analytical systems. These tools allow you to make accurate conclusions about the effectiveness of various promotion channels, as well as make an accurate portrait of the buyer; 3) a flexible approach - digital marketing allows you to attract an offline audience to the online market, and vice versa. For example, using the QR code on the flyer, you can direct the user to the site. And at the same time, thanks to the e-mail newsletter, you can invite to subscribe. It is worth noting that digital marketing currently occupies about 25% of the total marketing budgets of organizations in the world.

Organizations that use all available digital channels and communication tools are on average 25% more profitable than other organizations on the market (Yarlykov, 2019). Based on this, it should be noted that in modern conditions, marketers must first of all have competencies in the field of digital marketing in order to implement a successful marketing strategy that ensures the achievement of all strategic goals and maximization of financial results.

The intensive development of electronic equipment and specialized software makes it possible to implement digital marketing strategies in online and offline environments. In the current business environment in each organization, the set of tools can be different, some organizations can use the tools and develop successfully, while other organizations will only bring losses to these organizations or, at best, be ineffective. It is worth noting that the transformation processes of the world market and the digitalization of the economy determine the top management of organizations to work out all the channels of digital marketing and choose the most effective set of tools. For a more in-depth analysis of current trends in the development of digital marketing in the world, it is worth considering the main channels of digital marketing, which are presented in Fig. 2.

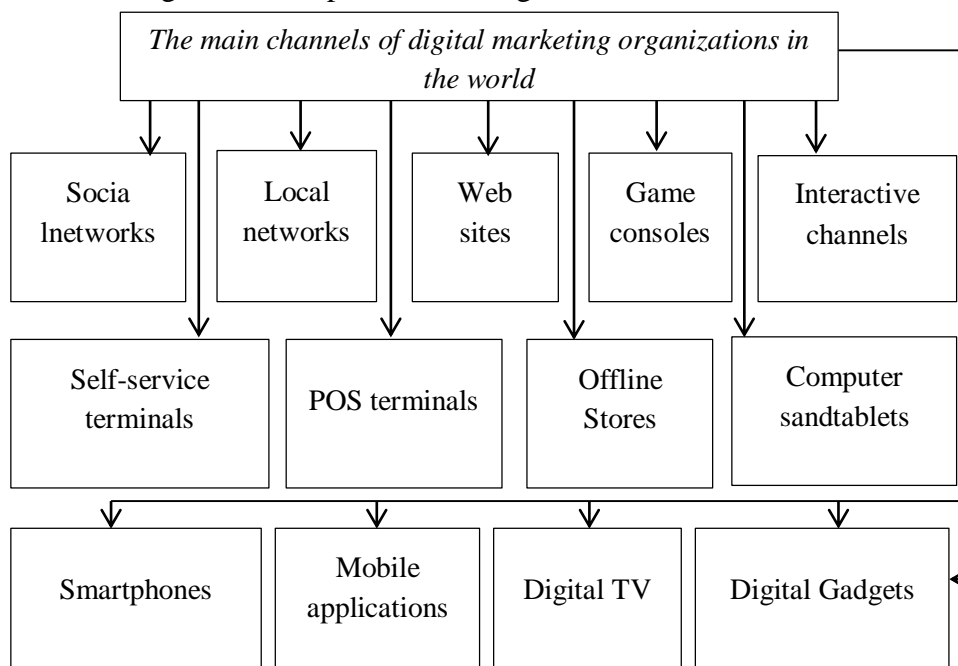


Figure 3 The main channels of digital marketing organizations in the world

Source: Compiled by the author based on (Kannan, P., and Hongshuang, L., 2016)

Organizations mainly use digital marketing tools that are sold on the Internet or those based on these technologies. Thus, it is worth noting that Internet marketing is part of digital marketing, because it uses only the Internet for communication, and digital marketing involves the use of more communication networks, including gsm, gps, gprs, Bluetooth, Wi-Fi and the Internet. In addition, digital marketing is beginning to penetrate into traditional forms of communication, the main task of which is to capture more and more target audience for its further pull into the digital world. For a more detailed in-depth and identification of key trends in the development of digital marketing in the world, it is worth considering the basic tools of digital marketing, which are presented in Table 1.

Table 1 Classification Basic Digital Marketing Tools

Digital marketing tools	Characteristic	Key Features
Content	The process of filling the media space with information about a product and service in order to attract and expand the target audience.	Content creation is the foundation of in bound marketing, and its quality plays a key role.
SMM	Social marketing is aimed at getting traffic and increasing audience attention through social networks.	The activity of the audience on social networks is used as part of maintaining the brand, and to expand the audience and even for active sales.
Landing pages	A page / website that describes the features of a product and its benefits.	Landing is the main tool for obtaining users (leads), its conversion is the main indicator of the effectiveness of your site.
Appstore	Application store where the application / game is presented, but this tool does not allow you to manage this resource.	Application store shave the iron promotion mechanisms: ratings, reviews, popularity, phishing.
SEO	The process of obtaining traffic from "free", "organic", or "editorial" search results in search engines.	SEO is a slow and long-term tool aimed at optimizing the site architecture, working with HTML and links, as well as with content.
Work with the press	Managing the dissemination of information through electronic and traditional media	Working with the press has a lot to do with creating content, but here you need to

		fully control product information.
User support	The provision of services to customers before, during and after the purchase of a product.	The users should feel the care and desire to improve their product and for this they will be ready to endure inconvenience.
UX	User experience - human-product interactions, including interface, graphics, design, content, physical interaction	If the product is not unique in the market, then UX will be one of the main indicators affecting the choice of the user.
Strategic partnership	Mutually beneficial relationships	Increasing brand awareness, expanding the audience through cooperation with other organizations.
Marketing channel	Product promotion by other marketing companies	The organization carries minimal risks and pays for a specific result.
E-mail	Email production for motion to a group of recipients.	With proper customer segmentation, an email sales channel can be quite effective.

To determine the current trends in the development of digital marketing in the world on (Quarterly Digital Intelligence Briefing, 2019), it is worth considering the priority areas for the use of digital marketing by organizations in the world that are presented in Fig. 3.

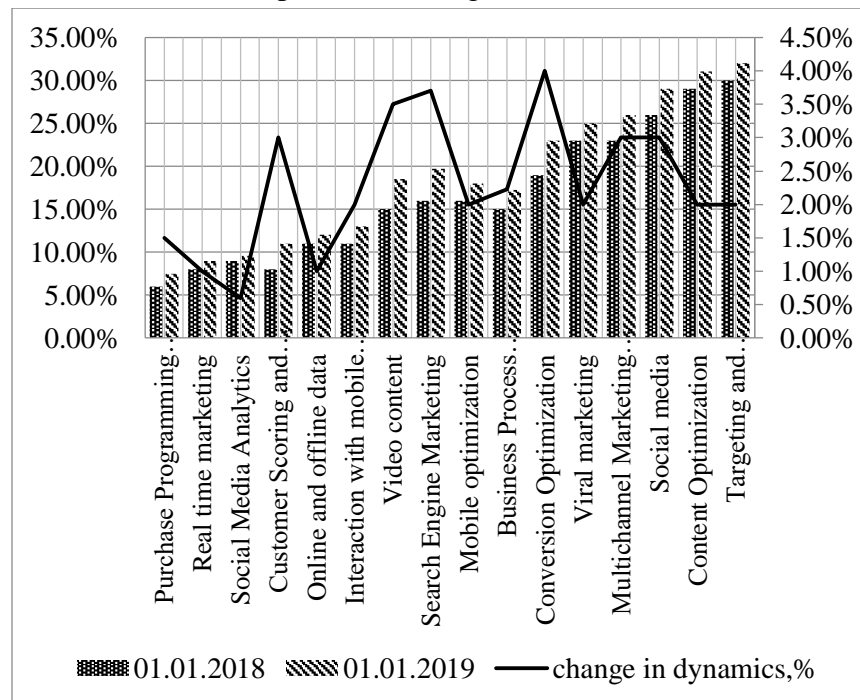


Figure 4 Priority areas for the use of digital marketing by organizations in the world

The presented priority areas cover all areas of marketing and its key components, which are aimed both at promotion, advertising, PR and at increasing the share of loyal customers, thereby ensuring an increase in the share of sales of the organization's products and services. It should be noted that for a more in-depth definition of modern trends in the development of digital marketing, it is worth considering its main trends in the world.

Digital marketing is one of the fastest growing segments of today's market, which has the greatest customer focus, which contributes to intensive development trends. Digital marketing is aimed at mobile phones and applications, as well as the Internet, a huge emphasis is placed on the development and interaction of artificial intelligence. General trends in the development and use of digital technologies in marketing are presented in Fig. 4.

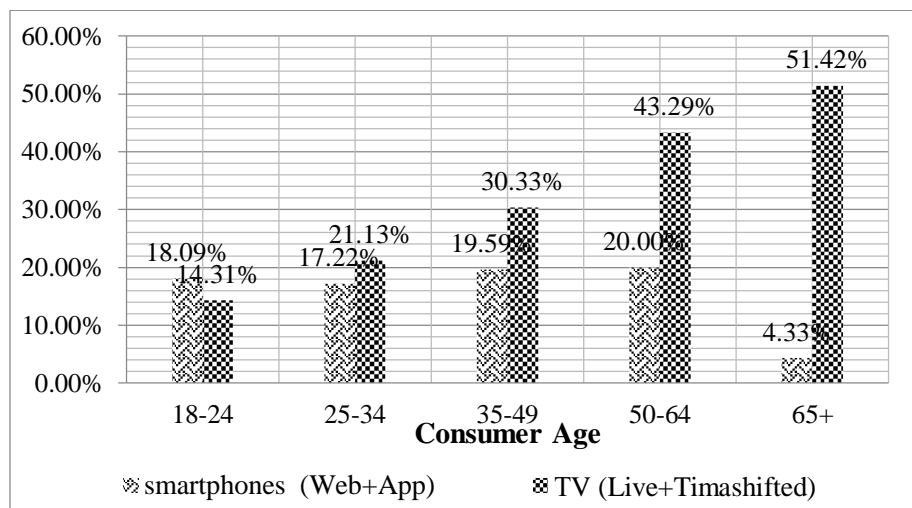
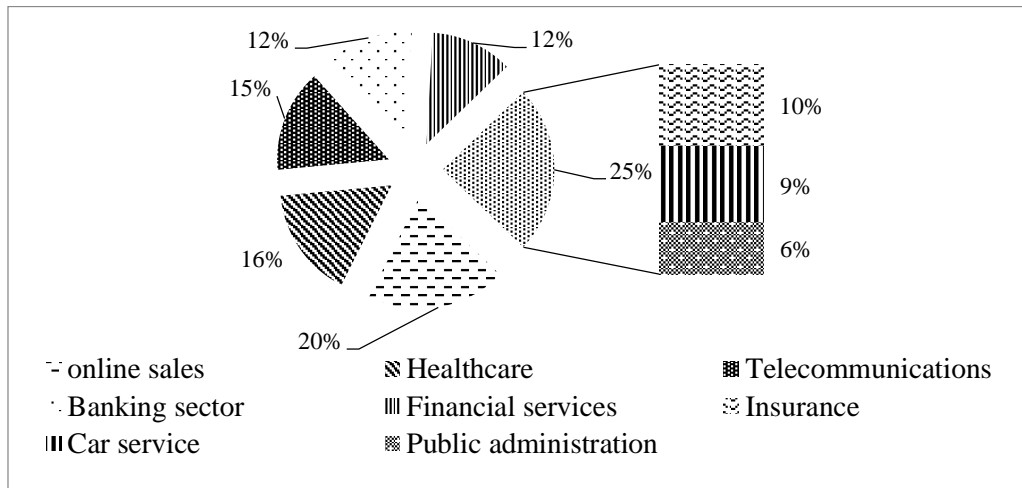
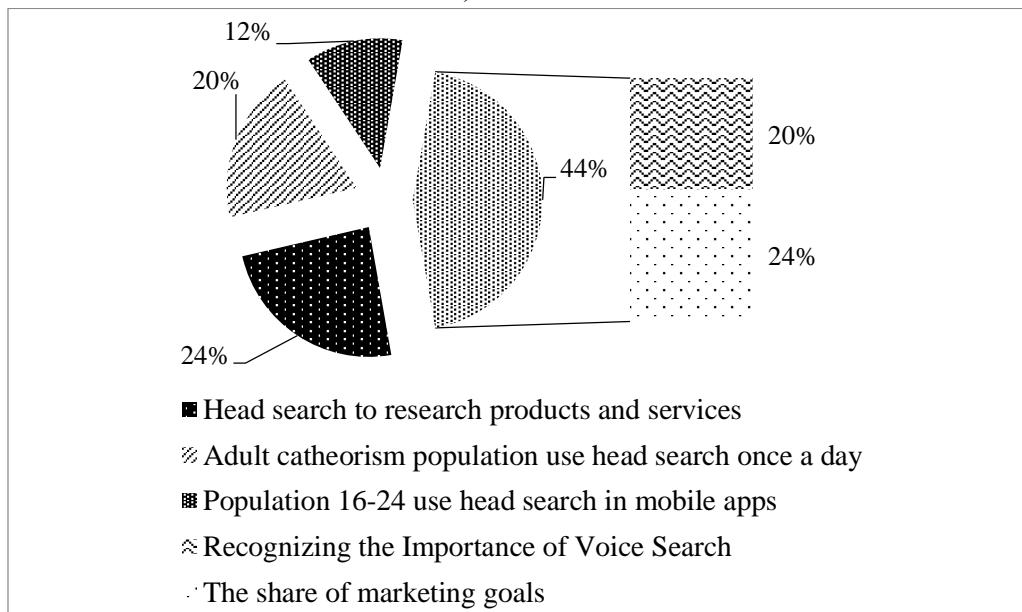


Figure 4 General trends in the development and use of digital technologies in the marketing of organizations in the world

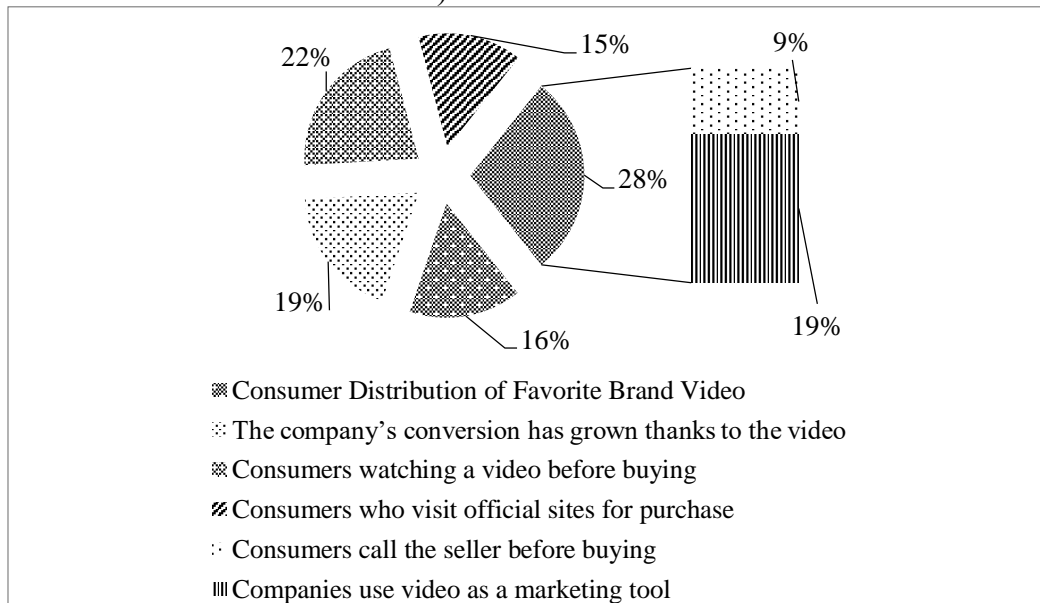
In connection with the development of digital technologies in the world, the way people interact with the Internet is changing. The main trends in the development of digital marketing in the world are the development and application of such tools as: 1) chat bots and artificial intelligence; 2) influencers and native advertising; 3) video marketing; 4) head search; 5) mobile search and micro-moments; 6) social networks; 7) protection of personal data. In today's business environment, using digital technology has become one of the most effective. Modern trends in the development of digital marketing in the world are presented in Fig. 5.



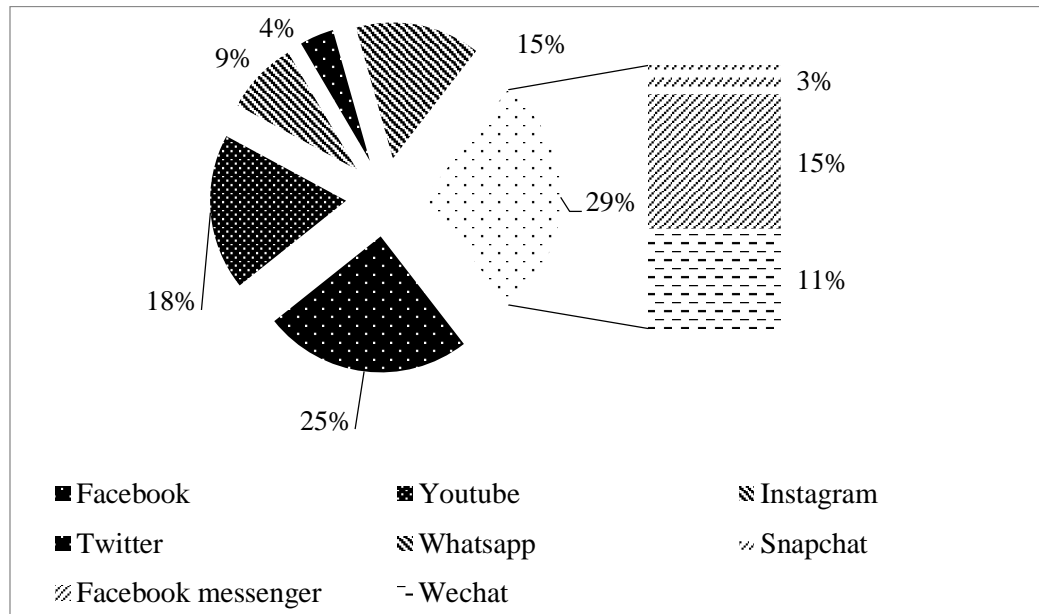
A) chat bots



B) voice search



C) Video



d) social networks

Figure 5 Modern trends in the development of digital marketing in the world

Based on the main trends in the development of digital marketing in the world presented above, it is worth noting that the intensive development of digital technologies has a positive effect on the development of remote services and customer service channels, which in turn reduces the share of costs for standard marketing components by optimizing the business processes of organizations and a high contribution in the development of digitalization of business (Verkhovtseva, 2014). The development of chat bots in the field of customer service is expanding its volume, which allows to implement an individual approach to the client, increase loyalty and increase the volume of online sales, improve the quality of service and service. From the presented analysis of modern trends in the development of digital marketing in the world in Fig. 5.

It should be noted that one of the main milestones in the development of digital marketing in the world belongs to voice search and its widespread use in business. Most services successfully handle speech-defective queries or even fuzzy consumer voice search words. Voice input is more practical and convenient, and therefore it is gaining more relevance and its application in business. Many marketing experts believe that in the future there will be a fairly intensive development of this service and its widespread use in all sectors of the global economy. As the trends in digital marketing change quite often, many trends still occupy the first positions in business use. A beautiful picture a priori attracts attention faster than text, and if it is a high-quality video, then there is a desire to watch it. One of the key trends in the development of digital marketing is the use of video content, which helps to increase online sales, increase customer loyalty and trust. According to the presented research in Fig. 6, it is worth noting that 70% of users are making a new video a trusted and favorite brand. Only about 87% of organizations that

use the use of video marketing tools in their activities, which increases their conversion by 83%.

RESULT & DISCUSSION

A significant share in the development of digital marketing is occupied by social networks. Social networks take up a significant part of the time, but nothing can be done with these. At the age of 20-35, on average, users spend an hour and a half a day checking all their social networks (Trends of digital marketing, 2019). If we turn to the numbers, then one and a half million users show positive dynamics using Facebook, and about 2 million messages are sent between buyers and sellers via Facebook. Social networks are among the four most used marketing tools in shaping the digital marketing strategy of organizations in the world. To determine the main trends in the development of digital marketing in the world, one cannot do without the use of economic and mathematical tools that will ensure the reliability of the result and will allow to identify promising areas of development by using forecasting tools (Kononov, 2016). To substantiate the scientific and methodological approaches and determine the main trends in the development of digital marketing, the key indicators for the forecast will be: marketing costs and digital marketing income. The use of economic and mathematical forecasting tools on the basis of trending models is determined by substituting the selected indicator (n) and time value (t) in the equation, which corresponds to the observation period:

$$t = n + 1; t = n + 2 \quad (1)$$

Calculation of confidence intervals depends on the standard error of the indicator estimate, which is predicted and the lead-time of the forecast, the number of levels in the time series and the level of significance (error) of the forecast. The standard means quart error of the assessment of economic and mathematical forecasting for indicators of development dynamics and features of the functioning of digital marketing is determined by the formula:

$$S_y = \sqrt{\frac{\sum (y_i - \hat{y}_i)^2}{n - k}} \quad (2)$$

where, y_i - is the actual value of the dynamics of indicators of the development of digital marketing in the world; \hat{y}_i - calculated estimation of the dynamics of digital marketing in the world according to the model; n - the number of levels of dynamics of digital marketing in the world; k - is the number of parameters of the model (Panarina, 2014). The quality and reliability of the obtained economic-mathematical model is determined on the basis of:

$$R^2 = \frac{\sum_{i=1}^n (y - \bar{y})^2}{\sum_{i=1}^n (y_i - \bar{y})^2} \quad (3)$$

Where, y – theoretical values of indicators of the dynamics of digital marketing in the world; \bar{y} – is the total average of actual data of indicators of dynamics; y_i – actual individual values of indicators of the dynamics of digital marketing in the world (Hollensen, 2010). To determine all the main trends in the development of digital marketing in the world, it is worth considering the dynamics of key indicators such as: the costs of digital marketing and the revenues that organizations bring using digital marketing tools (Trends of digital marketing, 2019), which are presented in Fig. 6

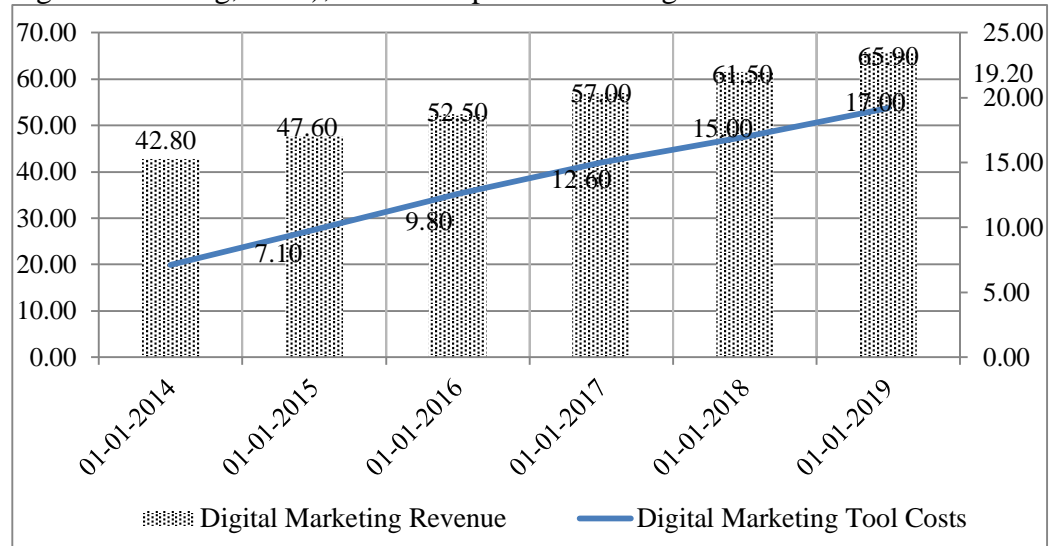


Figure 6. Dynamics of expenses on digital marketing tools and their profitability (billion US dollars)

Source: Compiled by the author based on (Trends of digital marketing, 2019).

The presented dynamics of costs for digital marketing tools and x profitability indicates that these two indicators are quite significant and interrelated. The positive dynamics of the presented indicators indicates an increase in the share of digital technologies and their application in business. So from 2014 to 2019, the costs of the application and development of digital marketing tools almost doubled and amounted to 19.2 billion dollars. USA. This level of costs for the development and implementation of digital marketing in business is quite justified, which is justified by the growth of profitability of these tools. For the studied period from 2014 to 2019, the level of profitability increased almost 2 times and amounts to 65.9 billion dollars. The United States, which 70% covers the costs of organizing the process of introducing these tools into practice. It should be emphasized that the development of digital marketing and its key components such as: advertising, SEO, RSS, video, head search, personalization of data and the use of the Internet show positive dynamics and growth in general across all sectors of the global economy. To justify further trends and prospects according to the studied trends in the development of digital marketing in the world, a forecast for the next 5 years should be made using the tools of economic and mathematical forecasting. The main results of economic and mathematical forecasting of modern trends in the development of digital marketing in the world are presented in Fig. 7.

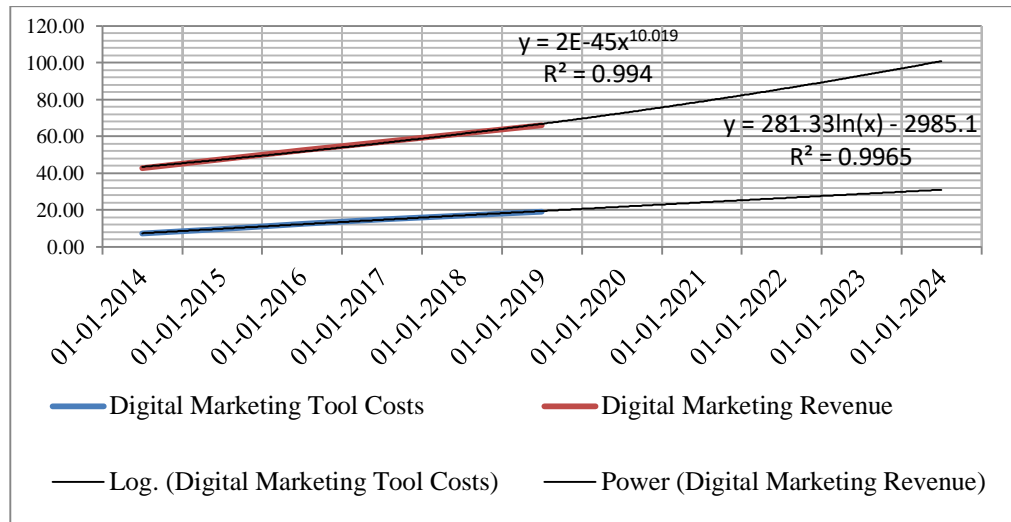


Figure 6. The main results of economic and mathematical forecasting of modern trends in the development of digital marketing in the world (billion US dollars))

Source: Compiled by the author based on (Trends of digital marketing, 2019).

From the presented results of economic and mathematical forecasting of modern trends in the development of digital marketing, it is worth noting that the theoretical justification presented at the beginning of the study is confirmed by the main results of the forecast, namely the reliability of trend models (Tikhonova, E., 2014; Tolstyakov, R., and Kuznetsova, E., 2015; Trunova, A., 2016). The standard error of the economic and mathematical forecast for the target indicator of the dynamics of costs for digital marketing tools is 0.14, and for digital marketing revenues it is 0.11, which is in line with expectations. Trends in increasing the share of expenses and revenues of digital marketing in the world indicate that these tools are a strategic guideline for the development of many companies and organizations that provide optimization of the level of expenses, increasing loyalty and customer satisfaction.

The reliability of the obtained trend models confirms the relevance of these trends for the next 5 years until 2024. The confidence level of forecasts is 99%. The main forecast values of the development indicators of digital marketing in the world are presented in Fig. 8.

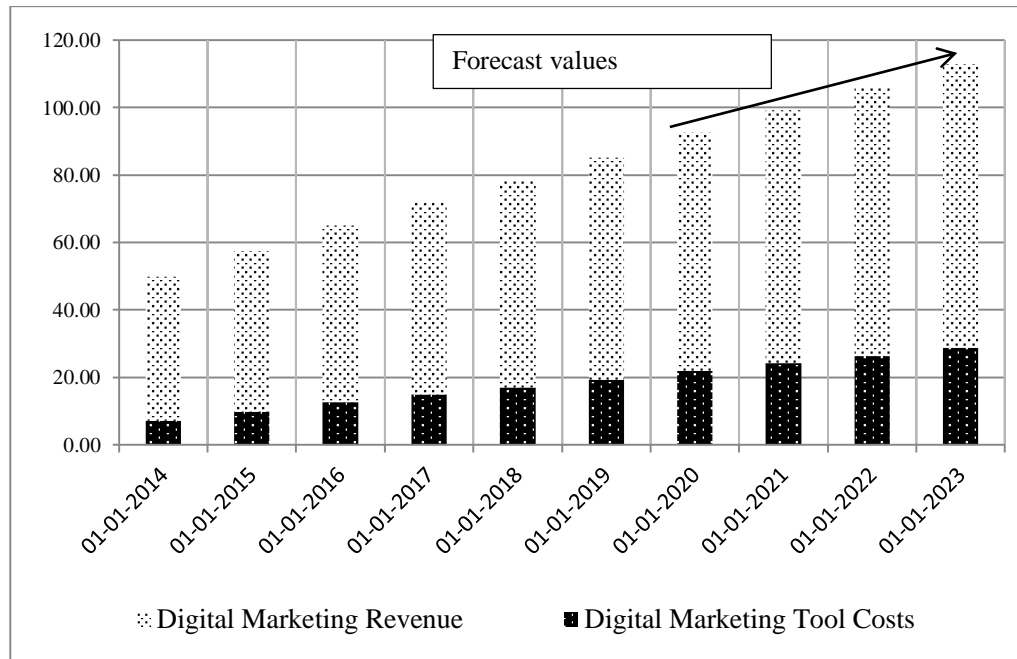


Figure 8 The main forecast values of digital marketing development indicators in the world (billion US dollars)

Source: Compiled by the author based on (Trends of digital marketing, 2019).

The predicted values of the development indicators of digital marketing in the world, namely the costs of their use and their further profitability, indicate intensive growth and their global application in business. It is worth noting that the main trend in the development of digital marketing in the world is artificial intelligence. Understanding future trends and their skillful use makes digital marketing the main tool for promoting a brand, and hence business.

CONCLUSION AND RECOMMENDATION

CONCLUSION

In the study, the author examined the main theoretical aspects of the development of digital marketing in modern conditions. An in-depth theoretical and methodological analysis of scientific research in the field of digital marketing and its key components was carried out, which made it possible to determine the relevance and conceptual need for the development of scientific and methodological foundations for determining current trends in the development of digital marketing in the world. Since the lack of a unified approach to determining the key components of digital marketing and its lack in the scientific literature, the author has developed a classification of the main tools of digital marketing organizations. The classification of the main tools of digital marketing of organizations in the world made it possible to identify its main channels depending on the technology of use and application in business. To justify the methodological modern trends in the development of digital marketing, its key components are identified and the dynamics of their development and application in business is considered. It is proved that the transformation processes of the world market determine the use of innovative technologies and tools to ensure profitability and the effectiveness of marketing activities, which in turn increase the volume of online sales and increase the level of customer loyalty and satisfaction. Theoretical and

methodological foundations for economic and mathematical forecasting of modern trends in the development of digital marketing in the world have been developed in terms of the costs spent on its implementation and the revenue received as a result of implementation and implementation in business. Based on the trending models, a forecast is made of promising trends in the development of digital marketing for the next 5 years. The results of economic and mathematical forecasting of modern trends in the development of digital marketing have confirmed the theoretical justifications and made it possible to determine from future development.

RECOMMENDATION

The globalization of global markets requires continuous improvement of existing marketing tools. The process of management and managerial decision-making should ensure the effectiveness of the organization. A deep theoretical and methodological analysis of scientific research in the field of digital marketing development made it possible to highlight the lack of a unified approach in the scientific literature to determining the main trends of its development, which determines the relevance of this research topic in modern conditions. A methodology has been developed and proposed to determine the current trends and trends in the development of digital marketing using the tools of economic and mathematical forecasting.

The developed methodological approach to determining the conceptual trends in the development of digital marketing in the world, in contrast to the existing ones, is based on the use of a forecasting methodology, which is characterized by the reliability of the results obtained, which can be used in the formation of the organization's strategy. An assessment of the current digital marketing trends in the world was carried out, the dynamics of the constituent components of marketing was analyzed, its main channels and types were examined for the period from 01.01.2009 to 01.01.2019. It is proved that in order to obtain reliable data and reliable results for assessing modern trends in the development of digital marketing, it is necessary to use the basic tools of economic and mathematical forecasting. The developed methodological approaches to determining the main trends in the development of digital marketing in the world, which take into account the transformation processes of the global economy, will allow organizations of any form of ownership and type of activity to use this technique in practice to formulate their strategic initiatives.

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