

Tetiana Sak*
Ihor Chulipa**

DIGITAL MARKETING: ANALYSIS OF CURRENT TRENDS IN UKRAINE AND WORLDWIDE

Marketing cyfrowy: analiza współczesnych trendów w Ukrainie i na świecie

*Ph.D. in Economics, Assoc. Prof., Head of the Department of Marketing, Lesya Ukrainka Volyn National University, Lutsk, Ukraine

**Ph.D. in Economics, Assoc. Prof., WSEI University in Lublin, Vice-Rector for Scientific and Pedagogical Work, Economic Development, and Project Activities, Lesya Ukrainka Volyn National University, Lutsk, Ukraine

Streszczenie

Artykuł przedstawia kompleksowy przegląd współczesnych trendów w marketingu cyfrowym. Badane są ogólne trendy w tej dziedzinie, obejmujące zarówno globalne praktyki, jak i specyfikę rynku ukraińskiego. Szczególną uwagę poświęcono marketingowi w mediach społecznościowych, gdzie analizowane są nowe platformy i innowacyjne metody angażowania odbiorców, a także identyfikowane są najnowsze trendy SMM. Znaczna część badań koncentruje się na rozwoju marketingu influencerów na poziomie międzynarodowym, podkreślając kluczowe czynniki sukcesu oraz główne wyzwania, przed którymi stoją marki współpracujące z influencerami. Artykuł analizuje także współczesne trendy w email marketingu, w tym nowe podejścia do automatyzacji i personalizacji komunikacji, które zwiększają efektywność kampanii. Artykuł kładzie nacisk na przyszłe perspektywy rozwoju marketingu cyfrowego, zwłaszcza na wschodzące technologie, takie jak sztuczna inteligencja i analiza dużych zbiorów danych. Stwierdzono, że skuteczne wdrażanie strategii marketingowych wymaga stałej adaptacji do zmieniających się warunków rynkowych i postępu technologicznego w dziedzinie cyfryzacji.

Słowa kluczowe: marketing cyfrowy, internet, marketing mediów społecznościowych, marketing influencerów, email marketing, analiza, trendy

Summary

The article provides a comprehensive overview of contemporary trends in digital marketing. It examines general trends in digital marketing, encompassing both global practices and the specifics of the Ukrainian market. Special attention is given to

social media marketing, where new platforms and innovative audience engagement methods are analyzed, and the latest SMM trends are identified. A significant amount of the research addresses the international development of influencer marketing, highlighting key success factors and the main challenges brands encounter when working with influencers. The study also analyzes and discusses current trends in email marketing, including innovative approaches to automation and personalization of communications, which enhance campaign effectiveness. The article emphasizes the future prospects of digital marketing, particularly on emerging technologies such as artificial intelligence and big data analytics. It is established that successful implementation of marketing strategies requires constant adaptation to changing market conditions and technological advancements in digitalization.

Key words: digital marketing, internet, social media marketing, influencer marketing, email marketing, analysis, trends

Introduction

In the context of rapid advancements in digital and information technologies, and the transition of modern organizations and business structures to the digital economy, there is a growing need to explore digital marketing tools in greater detail. New consumer interaction technologies are displacing traditional marketing approaches, which in the current environment are unable to deliver the expected high results for businesses. Today's customer is one who controls interactive online media, content, and communication processes. Technologies are altering the context and practice of marketing: marketers are required to work in a complex and dynamic environment where they no longer have full control over messaging. Customer behavior is also changing: customers are losing trust and becoming more critical, well-informed, and proactive. New knowledge, skills, and approaches are needed by today's and future marketers not only to understand the changing marketing environment supported by technology but also to understand and communicate with the new customer. Digital marketing serves as a fast tool for bridging the gap and achieving understanding between the brands and their audiences.

Digital marketing is becoming an integral part of the modern business environment both in Ukraine and worldwide. Amid the rapid development of technology and changes in consumer behavior, digital marketing offers unique opportunities for promoting products and services, enhancing campaign effectiveness, and creating competitive advantages.

Analysis of Digital Marketing in the World and Ukraine

Contemporary trends indicate the rapid growth of the digital component in every individual's life. It is now hard to imagine life without the Internet and the related digital tools. According to the United Nations, the Earth's population currently stands at 8,08 billion people. Since last year, the global population has increased by 74 million, which corresponds to an annual growth rate of 0,9 percent. Over 66 percent of all people on Earth now use the Internet, with the latest data showing a total of 5,35 billion users worldwide. Over the past 12 months, the number of Internet users has increased by 1,8 percent, due to 97 million new users since the beginning of 2023.

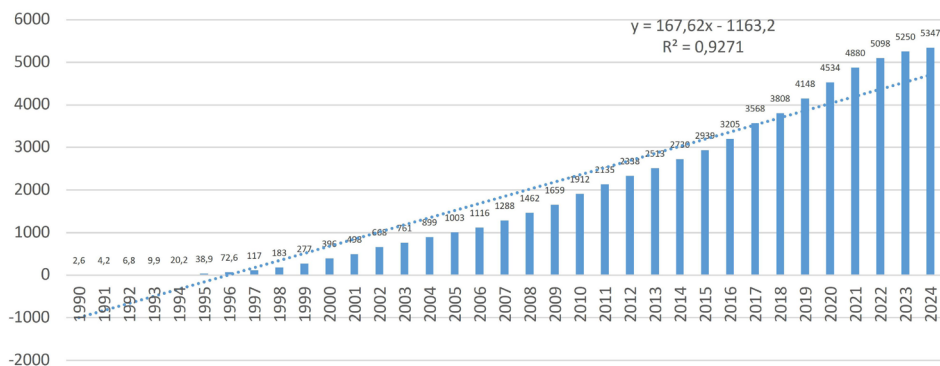


Figure 1. Number of Internet Users, in Millions

Source: compiled based on K. Simon, Digital 2024: Global Digital Overview. Online: <https://datareportal.com/reports/digital-2024-global-overview-report>

The number of active social media users has surpassed 5 billion, accounting for 62,3 percent of the global population. Over the past year, the total number increased by 266 million, resulting in an annual growth rate of 5,6 percent¹.

As of early 2024, the number of unique mobile phone users stands at 5,61 billion. Recent data from GSMA Intelligence shows that 69,4 percent of the global population now uses mobile devices, with the global total increasing by 138 million (+2,5 percent) since the beginning of 2023.

Kepios analysis indicates that active social media users have exceeded 5 billion, with this number representing 62,3 percent of the world's population. Over the past year, the total number increased by 266 million, leading to an annual growth rate of 5,6 percent².

At the beginning of 2023, it was established that over 62% of people worldwide have access to the Internet, which is 1,8% more than at the beginning of 2022 (table 1).

¹ Digital Economy Compass, Statista, 2024, p. 246.

² K. Simon, Digital 2024: Global Digital Overview. Online: <https://datareportal.com/reports/digital-2024-global-overview-report>.

Table 1. Overview of the Number of Internet Users

Year	2020	2021	2022	2023
World				
Total Population, billion people	7,75	7,83	7,91	8,08
Share of People Aged 16 to 64, %	64,90	64,87	64,88	64,89
Number of Internet Users, billion people	4,57	4,66	4,94	5,35
Share of Internet Users, %	59	59,5	62,5	66,2
Growth Rate of Internet Users, %	-	+0,5	+3	+1,8
Ukraine				
Total Population, million people	43,9	43,6	43,3	36,07
Number of People Aged 16 to 64, %	66	65,9	64,5	62,1
Number of Internet Users, million people	27,66	29,47	31,1	28,57
Number of Internet Users, %	63	67,6	71,8	79,2
Growth Rate of Internet Users, %	-	2	1,6	-16,8

Source: calculated by the authors based on data from *Digital Economy Compass... op. cit.*; K. Simon, *Digital 2023: Ukraine*. Online: <https://datareportal.com/reports/digital-2023-ukraine>; K. Simon, *Digital 2024... op. cit.*

In January 2023, there were 28,57 million internet users in Ukraine. The Internet coverage rate in Ukraine at the beginning of 2023 was 79,2% of the total population³. From 2022 to 2023, the number of internet users in Ukraine decreased by 5,8 million (-16,8 percent). In Ukraine, the percentage of people with internet access is 71,8%, which is higher than the global average. However, this figure is lower than that in European countries, where it exceeds 85%⁴. Based on this, it can be said that Ukraine is actively developing in the direction of digitalization, but the challenges of digitalizing

³ K. Simon, *Digital 2023: Ukraine*. Online: <https://datareportal.com/reports/digital-2023-ukraine>.

⁴ S. S. Poliakh, *The Essence, Tools, and Methods of Digital Marketing in Modern Business*, „Strategy of Economic Development of Ukraine” 2020; 46: 55-65.

economic and management processes remain relevant. Recent data shows that in 2023, Internet adoption continued to grow, although the pace was somewhat slower than what we have seen in recent years. The real growth of Internet users in 2024 is expected to be higher than 1,8 percent⁵. It is also important to note that among the reasons for using the Internet, 46,4% of people indicated that it is a means of searching for new products and learning about latest brands. Therefore, it is necessary to consider digital marketing when developing a strategy for promoting new products and brands (figure 2).

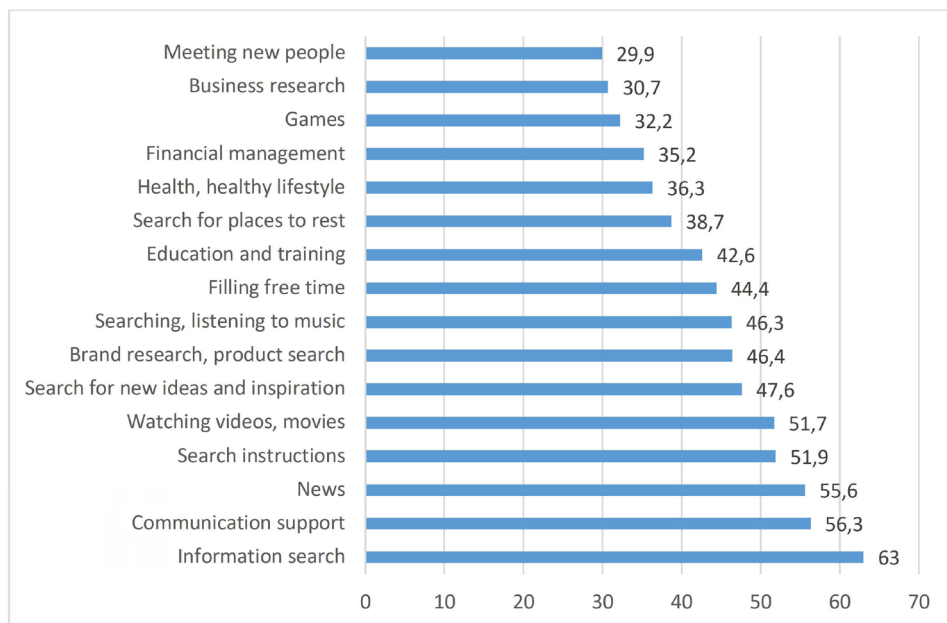


Figure 2. Main reasons for using the Internet by people aged 16 to 64.

Source: systematized by the authors based on data from S. Solntsev, Z. Zhigalkevich, R. Zalutsky, *Trends in Digital Marketing Development*, "Journal of Strategic Economic Studies" 2022; 6(11): 131-141

The growth of digital technologies has significantly influenced how modern consumers discover the latest brands. According to a survey conducted among the Internet users aged 16 to 64, several key communication channels stand out through which they learn about the new brands (table 2). Search engines are ranked first among the sources of information about the new brands, with a rate of 31,7%. This indicates that users actively search for information online before making a purchase decision. Television advertising takes second place with a slight lag, at 31,1%. While television remains an important source for brand discovery, its influence increasingly

⁵ K. Simon, *Digital 2024...* op. cit.

competes with digital channels. Recommendations from friends and family are the third most popular source at 28,1%. This emphasizes the importance of “word of mouth” in building brand trust. Other channels include social media advertising (27,6%), brand websites (25,9%), retail websites (23,9%), and online advertising (23,8%). These channels highlight the importance of a brand’s online presence and the active use of digital platforms to attract consumer attention. Recommendations or comments on social media (22,8%) and consumer review sites (22,5%) also play a significant role, indicating the substantial impact of social proof and reviews in the purchasing decision process. Other less popular channels include phone or tablet advertising (21,5%), websites for comparing products from varied brands (19,7%), advertising before online video clips (18,3%), free product trials (17,3%), and brand social media news (16,5%).

Table 2. Ways of discovering new brands among Internet users aged 16 to 64

Communication Channel	%
Search Engines	31,7
Television Advertising	31,1
Recommendations from Friends and Family	28,1
Social Media Advertising	27,6
Brand Websites	25,9
Retail Websites	23,9
Website Advertising	23,8
TV Shows and Movies	23,6
Recommendations or Comments on Social Media	22,8
Consumer Review Sites	22,5
Phone or Tablet Advertising	21,5
Websites for Comparing Products from Different Brands	19,7
Pre-Roll Online Video Advertising	18,3
Free Product Trials	17,3
Brand Social Media News	16,5

Source: compiled by the authors based on data from *Digital Economy Compass... op. cit.*;
S. Solntsev, Z. Zhigalkevich, R. Zalutsky, *Trends in... op. cit.*

From the presented data, several key conclusions can be drawn:

1. Digital communication channels dominate the brand discovery process. Internet users actively search for information through search engines and use various online resources, highlighting the importance of a brand's digital presence.
2. Television remains an important marketing communication tool, although its influence is gradually decreasing in favor of digital media.
3. The power of personal recommendations and user reviews should not be underestimated as they play a crucial role in building trust in brands.
4. Social media is becoming an increasingly important channel for brand discovery, both through official pages and through user comments and recommendations.

Today, search engines are already a more popular tool for finding and discovering new brands than television advertising. It is important to highlight the development of tools such as the voice search. According to the research group GlobalWebIndex, more than 25% of Internet users worldwide now use voice search functions, and this percentage is increasing every year. Social media advertising ranks fourth, with 27,6% of the Internet users finding information about new products through social media advertising, indicating the effectiveness of tools like SMM.

Diagnosis and Current Trends in Social Media Marketing

Social media marketing (SMM) is a set of specific online marketing activities aimed at influencing a target audience through social platforms to achieve marketing goals, such as increasing the quality or quantity of the target audience, changing consumer habits, promoting a brand, product, or company, and attracting new customers. In recent years, SMM has become one of the most popular and successful forms of digital marketing, which can be explained by the enormous user base of social networks like Facebook and Instagram.

These platforms allow advertisers to reach billions of potential customers, contributing to the increased popularity of brands and products as well as the traffic growth on websites. In Ukraine, over 28 million users, accounting for more than 64% of the population, actively use social networks in their daily lives. This creates significant opportunities for the advertisers to find their target audience through SMM.

Social media has made it easier to obtain the information about the customers and their preferences, but it has also introduced new challenges, including the need to process substantial amounts of data and ensure privacy. In response to these challenges, tools like artificial intelligence (AI) and machine learning (ML) have been actively developed. AI and ML are being used to optimize and personalize digital marketing strategies, particularly in search engine optimization (SEO), content creation, and advertising, enabling companies to achieve their marketing goals more effectively.

Social media channels are no longer just a means of communication. On these platforms, users maintain accounts to express their views, actively comment on posts,

and share opinions on global events. Additionally, a new group of people known as “influencers” has emerged, who, through their statements, can influence the opinions of others, i.e. their audience. Social networks have evolved from merely being a space for personal communication to becoming a powerful tool for business development and product promotion.

The number of active social media users surpassed 5 billion at the beginning of 2024, representing 62,3% of the world’s population. In 2023, the total number of users increased by 266 million, resulting in an annual growth rate of 5,6% (figure 3).

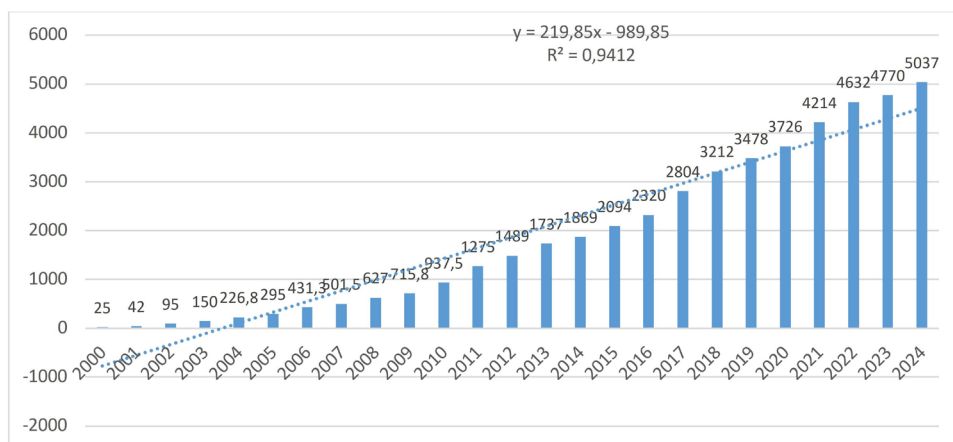


Figure 3. Social Media Users, Millions of People

Source: compiled based on Digital Economy Compass... op. cit.; K. Simon, Digital 2024... op. cit.

In 2023, Internet coverage continued to grow, although at a slightly slower pace than in previous years. Over the past 12 months, the number of the Internet users increased by 1,8 percent, with 97 million new users bringing the total to 5,35 billion at the beginning of 2024. The number of social media users grew by 5,6 percent over the past year, adding 266 million new users who started using the social media for the first time. On average, there were 8,4 new social media users per second globally in 2023⁶.

⁶ Digital Economy Compass... op. cit.

Table 3. Overview of Social Media Users

Year	2020	2021	2022	2023
Global				
Number of Social Media Users, billion people*	3,80	4,20	4,62	5,04
Growth Compared to the Previous Year, %	-	10,5	10	9,1
Social Media Users as a Percentage of Total Population, %	49	53,6	58,4	62,4
Ukraine				
Number of Social Media Users, million people*	19	25,7	28	26,7
Growth Compared to the Previous Year, %	-	35,2	8,9	-4,64
Social Media Users as a Percentage of Total Population, %	43	58,9	64,6	74%

*The number of users may not reflect the number of unique individuals

Source: calculated by the authors based on data from Digital Economy Compass... op. cit.; K. Simon, Digital 2023... op. cit.; K. Simon, Digital 2024... op. cit.

However, the adoption and usage of social media still vary significantly depending on the country (figure 4).

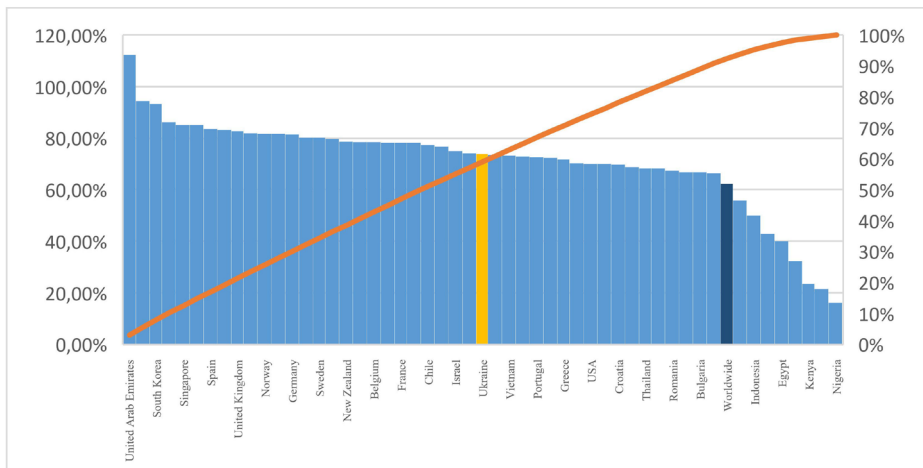


Figure 4. Social media usage by country

Source: compiled based on Digital Economy Compass... op. cit.; K. Simon, Digital 2024... op. cit.; The Statistical Portal, Social Media Advertising Spend Worldwide 2019-2029. Online: <https://www.statista.com/forecasts/1418549/social-media-ad-spend-worldwide>.

Based on the data on social media usage by country presented in Figure 4, several key conclusions can be drawn:

1. Regional Differences – in Arab countries, such as the United Arab Emirates (112,3%) and Saudi Arabia (94,3%), the highest levels of social media coverage are observed. This may be attributed to the high level of digitalization and the popularity of mobile technologies in these regions.
2. High Usage in Asia – Asian countries like South Korea (93,4%), Hong Kong (86,2%), and Singapore (85%) demonstrate elevated levels of social media activity. This indicates the importance of social media as a key channel for communication and entertainment in this region.
3. Europe and the Americas – in the European countries such as the Netherlands (85%), Spain (83,6%), and the United Kingdom (82,8%), social media is also actively employed, highlighting its significance for both personal and professional communication. In the United States (70,1%), social media usage is also high but falls behind many other countries.
4. Lower Coverage in African and Asian Countries – in African countries such as Nigeria (16,2%) and Kenya (23,5%), as well as in India (32,2%), the level of social media coverage is significantly lower. This could be due to the economic factors, Internet access, and the level of infrastructure development.

On average, the global level of social media usage is 62,3%, reflecting the global importance of this communication channel, though there are significant regional differences.

Another crucial factor influencing the development of marketing strategies in SMM is the amount of time people spend on the Internet and social media daily (figure 5).

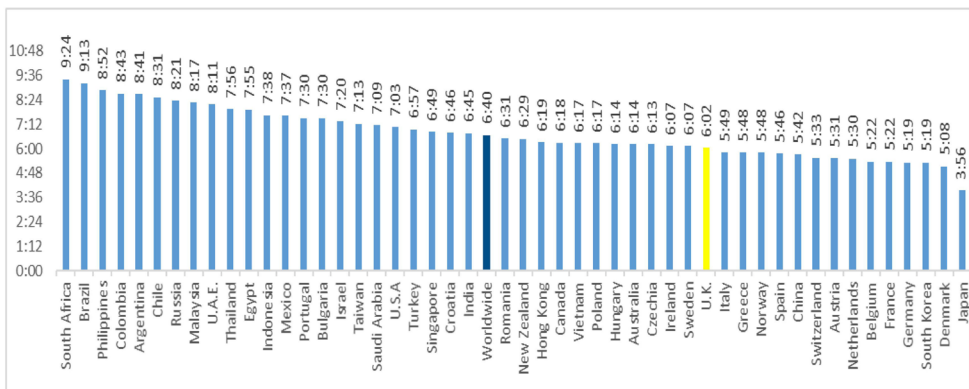


Figure 5. Average time users from different countries spend online and on social media daily

Source: compiled from K. Simon, *Digital 2024... op. cit.*

At the beginning of 2024, people spent an average of about 6 hours and 40 minutes online each day, with approximately 35% of this time devoted to social media use. During this relatively extended period, individuals can consume a significant amount of content and, consequently, encounter multiple advertisements.

In 2023, the “typical” social media user spent 2 hours and 23 minutes per day on social networks.

The time spent online varies by country. South African users spend the most time online, with a typical user reporting an average of 9 hours and 24 minutes per day. Brazilians rank second for daily Internet usage, with network users spending an average of 9 hours and 13 minutes per day online. Japanese users spend the least amount of time online, averaging less than 4 hours a day, which is one hour less than the global average⁷.

Despite the turbulent global events of 2023, e-commerce still accounts for the largest share of the digital economy (over 67%). The structure of the major markets of the digital economy by revenue in 2023 is presented in figure 6.

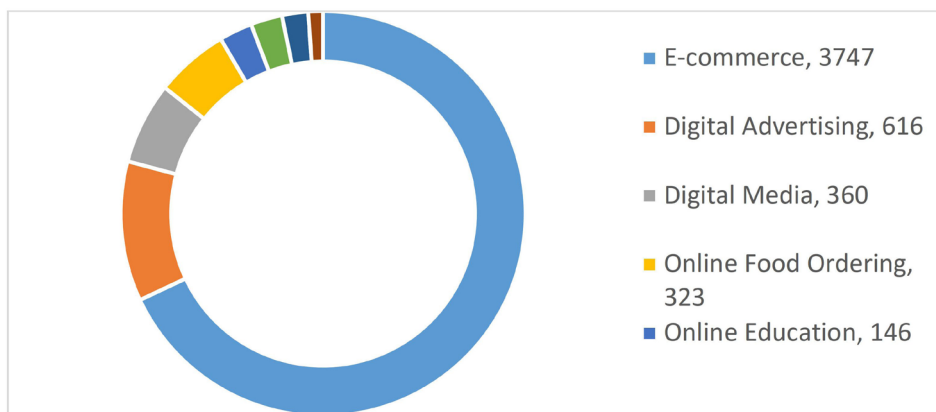


Figure 6. Revenues of selected digital economy markets in 2023, billion US dollars

Source: compiled from *Digital Economy Compass... op. cit.*

Digital advertising constitutes 11% of the economic structure, and its share continues to grow annually. The marketing and advertising sectors have always supported each other. Market analysis indicates that the global advertising industry will grow by 5,3% in 2024, showing resilience despite the current economic slowdown. As of 2023, companies spent 9,5% of their revenue on marketing, nearly matching pre-pandemic expenditure levels.

Online advertising expenses have already surpassed those of other media, including television advertising. According to market forecasts, online investment will

⁷ The Statistical Portal. The Most Popular Social Networks Worldwide as of July 2023 by Monthly Active Users. Online: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>.

continue to increase, a trend further amplified by changes in consumer behavior following the coronavirus pandemic.

Over the past seven years, the online marketing market has grown several times – global spending on online marketing increased approximately 2,8 times in 2023 compared to 2017⁸.

Further growth in online marketing expenditure is anticipated, reflecting the overall development of the online marketing market. As illustrated, the largest share of expenditure is allocated to search advertising (306,7 billion USD in 2024), with spending on search advertising expected to rise to 389,8 billion USD by 2027, an increase of over 27%. Significant expenditures are also seen in banner and video advertising (174,4 and 191,3 billion USD respectively in 2024). Expenditures on these online marketing tools are expected to increase by over 18% and over 20% respectively in three years⁹.

With the large number of social media users, various applications are developing (table 3): Facebook and Telegram as platforms for convenient and fast communication; Instagram and TikTok as options for viewing media content; LinkedIn as a channel for connecting potential employees with employers; Twitter as a platform for exchanging thoughts with a broad public through text posts, and so on.

Table 3. List of the most popular social networks in the world at the beginning of 2024

Platform Name	Main Characteristic	Monthly Active Users (millions)	Country of Origin
Facebook	Social network for communication and content sharing	3049	USA
YouTube	Platform for video sharing and viewing	2491	USA
WhatsApp	Messenger for messaging and calls	2000	USA
Instagram	Social network for sharing photos	2000	USA
TikTok	Platform for short videos	1562	China
WeChat	Messenger and social network with payment features	1336	China
FB Messenger	Messenger for messaging and calls	979	USA
Telegram	Messenger with secure messaging	800	Russia (UK)

⁸ The Statistical Portal, The Most Popular Social Networks... op. cit.

⁹ Ibidem.

Douyin	Application for creating and sharing video files and live streaming	752	China
Snapchat	Social network for sharing disappearing images	750	USA
Kuaishou	Platform for short videos	685	China
X (Twitter)	Social network for short text messages	619	USA
Sina Weibo	Social network for microblogging	605	China
QQ	Messenger and content-sharing platform	558	China
Pinterest	Platform for saving ideas through images	482	USA

Source: compiled by the authors based on *The Statistical Portal. The Most Popular Social Networks Worldwide as of July 2023 by Monthly Active Users*. Online: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

The list presented in Table 3 is not universal for all countries, as preferences for social networks vary by region. The main factor influencing the popularity of a social network, primarily for communication, is its place of origin. For example, in America and Canada, the most popular app is Facebook. In Japan, it is Line; in European countries, it is WhatsApp; and in China, it is TikTok and WeChat.

Facebook remains the most popular social network with 3.049 billion active users per month. This indicates its global dominance despite competition from other platforms. YouTube ranks second with 2,491 billion users, confirming the high demand for video content and its position as a leader in this field. WhatsApp and Instagram each have 2,000 billion active users. This shows that both platforms have a stable user base and are popular for both communication and visual content consumption. TikTok, with 1,562 billion active users per month, continues to grow rapidly and maintain its position among the leaders due to the popularity of short-form video content. FB Messenger and Telegram hold their positions as major messaging platforms, with 979 million and 800 million users, respectively. WeChat (1,336 billion), Douyin (752 million), Kuaishou (685 million), Sina Weibo (605 million), and QQ (558 million) are Chinese platforms that show significant influence within their country and demonstrate that domestic platforms can compete with international giants, reflecting the substantial impact of Chinese platforms on the global market.

Advertising spending on social media continues to rise as brands and companies increasingly invest in this channel to reach their audience. Statista reports that social media ad spending increased by 9,3% in 2023 compared to 2022, reaching \$207 billion¹⁰. This growth is driven by both the increasing number of social media users and the rising demand for targeted advertising.

The largest share of spending goes to platforms like Facebook (Meta), Instagram, YouTube, TikTok, Twitter (X), LinkedIn, and Snapchat. Facebook and Instagram

¹⁰ Ibidem.

(under Meta) remain the leaders in advertising spending due to their broad audience and targeting capabilities.

Key types of advertising include display ads, video ads, stories, and feed ads. Video advertising is becoming increasingly popular, especially on platforms such as YouTube and TikTok, where video content is the primary format. TikTok has become one of the biggest new players in advertising, offering innovative formats like ad challenges and sponsored hashtags. This attracts a particularly younger audience, making TikTok appealing to brands targeting Generation Z.

Social networks offer brands the unique opportunities for targeted advertising based on user behavior data, interests, and demographics. Personalized ads have significantly higher effectiveness compared to the traditional formats.

Advertising expenses vary significantly by market. For instance, the USA and China are two of the largest markets, but rapid growth is also observed in regions like India and Southeast Asia. Advertising spending on social media is expected to continue to grow as digital transformation and business digitization intensify, with more companies moving to online marketing to attract customers. Between 2024 and 2029, global spending on social media advertising is projected to grow continuously by \$111,6 billion (+47,66%)¹¹.

In addition to social media advertising, companies also need to maintain their own social media accounts and post information about their updates¹². According to the data in table 2, 16,5% of the Internet users reported discovering new brands through the presence of such pages and relevant content.

The Development of Influencer Marketing Worldwide

The popularity of social media has laid the foundation for the emergence of a highly innovative marketing approach: “influencer marketing”.

Influencer marketing involves partnering with influential individuals on social media to promote products or services to their followers¹³. In 2022, influencer marketing grew to \$16,4 billion. Businesses achieve a return on investment of \$5,20 for every \$1 spent on influencer marketing. Since 2016, the searches for the term “influencer marketing” on Google alone have increased by 465%. 90% of respondents consider influencer marketing to be an effective form of marketing. 67% of brands use Instagram for influencer marketing¹⁴.

Influencer marketing has become one of the most popular and effective forms of online marketing. Given that millions of the Internet users browse social media

¹¹ Ibidem.

¹² S. Solntsev, Z. Zhigalkevich, R. Zalutsky, Trends in Digital Marketing Development, “Journal of Strategic Economic Studies” 2022; 6(11): 131-141.

¹³ A. M. Yakivchenko, The mechanism of innovative marketing of an industrial enterprise in the post-war period, „Entrepreneurship and Innovation” 2023; 26: 63-69.

¹⁴ Influencer Marketing Hub. Online: <https://influencermarketinghub.com/influencer-marketing/>.

platforms daily for entertainment, inspiration, and product recommendations, it is no surprise that marketers harness the power of the most recognizable social media persons for promotion. As of 2023, the global market value of influencer marketing stood at \$21,1 billion, more than tripling since 2019. As influencer endorsements continue to evolve as an industry, the size and value of influencer marketing platforms also continue to grow each year, making collaborations between brands and creators more advantageous than ever¹⁵.

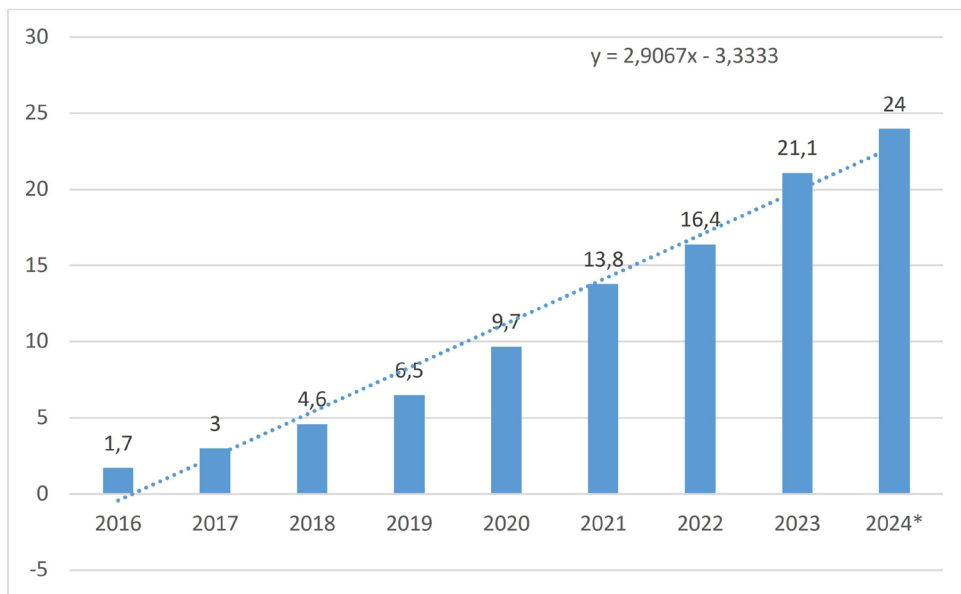


Figure 7. Global Influencer Marketing Market Size in 2016–2024 (in billions of USD)
Source: created by the authors based on The Statistical Portal. Influencer Marketing Worldwide - Statistics and Facts. Online: <https://www.statista.com/topics/2496/influence-marketing/>

The popularity of influencer marketing continues to rise as brands collaborate with the influencers on social media platforms such as Instagram, TikTok, and YouTube to promote their products or services. Influencers, through their online presence, enhance public awareness on various issues related to health and the environment. As consumer awareness of environmental sustainability increases, companies are compelled to incorporate sustainable practices into their digital marketing strategies.

Analysis and Current Trends in Email Marketing

Email marketing remains one of the most popular channels of digital marketing worldwide. Over 80% of industry experts reported using email newsletters as part of

¹⁵ The Statistical Portal. Influencer Marketing Worldwide - Statistics and Facts. Online: <https://www.statista.com/topics/2496/influence-marketing/>.

their marketing strategies in 2023, and they employed various metrics to assess the campaign success.

According to 2023 data, over 347 billion emails were sent globally in a single day (figure 8). As the number of email users continues to grow each year, email has become a primary format for digital marketing for companies around the world. In 2023, revenue from email marketing was estimated at over \$10 billion USD¹⁶.

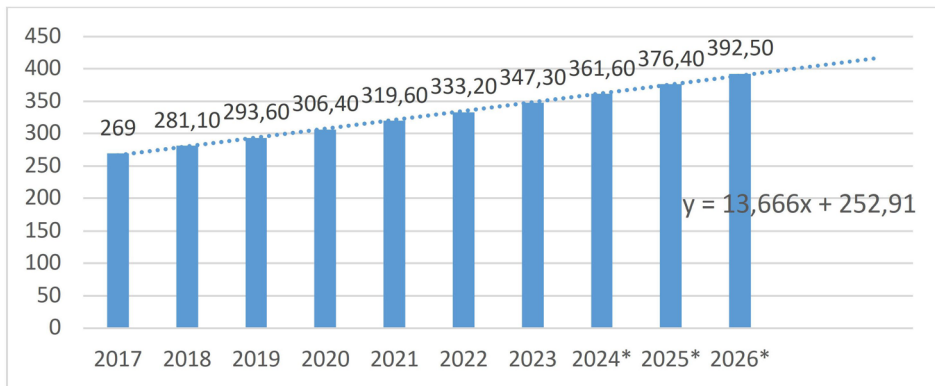


Figure 8. Number of Sent and Received Emails per Day Worldwide from 2017 to 2026 (in billions)

Source: created by the authors based on *The Statistical Portal. Number of E-Mails per Day Worldwide 2017-2026*. Online: <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>

Despite the rise and popularity of mobile messengers and chat apps, email remains an integral part of daily online life. In 2022, the number of email users worldwide was 4,26 billion, and it is expected to grow to 4,73 billion users by 2026.

With the increasing availability of the Internet, the number of emails sent and received worldwide has been growing annually since 2017. In 2022, approximately 333 billion emails were sent and received globally each day. This figure is expected to rise to 392,5 billion emails per day by 2026¹⁷.

Despite the growing popularity of messengers, chat apps, and social networks, email remains an essential element of digital communication and continues to gain popularity. By 2025, the number of email users worldwide is expected to reach 4,6 billion, which is about 600,000 more than the 4 billion in 2020. Moreover, email advertising has higher click-through rates compared to the social networks. In Belgium

¹⁶ The Statistical Portal. Number of E-Mails per Day Worldwide 2017-2026. Online: <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>.

¹⁷ T. Sak, *Startup Marketing: Features, Digital Tools, and Promotion Channels*, „Marketing and Digital Technologies” 2023; 7(1): 107-119.

and Germany, these rates were 5,5% and 4,3%, respectively, compared to the global average CTR for social networks of 1,3% during the same period¹⁸.

Launched in April 2004, Gmail by Google has become one of the most popular free email services worldwide. According to a 2019 survey, its popularity worldwide was only slightly less than Apple's built-in Mail app, with 26% of all email openings occurring on this platform. The youth in the UK listed Gmail among the top five most important mobile apps, and a similar survey in Sweden showed that Gmail matched WhatsApp in popularity among mobile apps across the country.

Current trends in email marketing include:

1. Personalization and Segmentation – personalization is becoming crucial for achieving high results in email marketing. It is important not only to use the recipient's name but also to provide content that matches their interests and behavior. Segmenting mailing lists based on demographics, purchase history, and user behavior allows for more relevant and effective campaigns.
2. Automation – automated campaigns ensure emails are sent at specific times based on certain triggers, such as user behavior or events (e.g. abandoned carts, birthdays, thank-yous for purchases). This helps reduce campaign management costs and increase effectiveness.
3. Mobile Optimization – with the growing use of mobile devices, mobile optimization has become a necessity. This includes creating responsive templates that display correctly on all devices, as well as a simple and user-friendly interface for mobile phone users.
4. Interactive Content – including interactive content such as surveys, quizzes, and interactive buttons helps increase engagement and interaction with emails. This can boost click rates and time spent on content.
5. AI and Machine Learning – artificial intelligence and machine learning are used to predict user behavior, optimize send times, create personalized content, and automate processes. AI helps improve targeting strategies and analyze large volumes of data.
6. Privacy Protection – with new regulations like GDPR, data and privacy protection are becoming critical aspects. Companies need to be transparent about data collection and provide recipients with a straightforward way to unsubscribe.
7. Analysis and Tracking of Results – analyzing campaign results is becoming increasingly important. It is essential to track key performance indicators (KPIs) such as email open rates, click-through rates, conversions, and feedback for continuous improvement of strategies.
8. Cross-Channel Integration – integration with other marketing channels, such as social networks and websites, ensures a more consistent message and a seamless user experience. This helps create a unified strategy for audience engagement.

¹⁸ The Statistical Portal. Daily Number of Emails Sent Worldwide as of April 2023, by Country. Online: <https://www.statista.com/statistics/1270459/daily-emails-sent-by-country/>.

Directions of Digital Marketing Development

Based on the analysis of digital marketing trends, 10 key trends have been identified that need to be considered when managing digital marketing at a company:

1. Artificial Intelligence (AI) and Machine Learning (ML) – AI and ML are increasingly used to optimize and personalize digital marketing efforts, including areas such as search engine optimization (SEO), content creation, and advertising.
2. Voice Search Optimization – with the rise of smart speakers and voice assistants, optimizing for voice search has become an important trend in digital marketing. This involves optimizing content and keywords to achieve higher rankings in voice search results.
3. Influencer Marketing – the popularity of influencer marketing continues to grow as brands collaborate with influential figures on social media platforms like Instagram, TikTok, and YouTube to promote their products or services.
4. Social Media Stories – stories on social media, which allow users to post temporary content that disappears after 24 hours, have become an important part of digital marketing strategies, especially on platforms like Instagram and Snapchat.
5. Interactive Content – interactive content such as quizzes, polls, and interactive videos is becoming increasingly popular as a way to engage with audiences and provide a more immersive digital marketing experience.
6. Privacy and Data Protection – with the growing volume of data, the importance of privacy and data protection has also increased. Brands are focusing more on obtaining clear consent from users and ensuring the security of their data.
7. Video Marketing – video marketing remains a significant trend due to the rise of platforms like TikTok and the increasing popularity of live streaming on platforms like Facebook and Instagram.
8. E-Commerce – the COVID-19 pandemic and other factors have driven more consumers to shop online, making e-commerce an increasingly important part of digital marketing strategies. Brands are focusing on creating seamless e-commerce experiences, including personalized recommendations and streamlined checkout processes.
9. Personalization – personalization is becoming more critical in digital marketing, with brands using data and AI to create personalized experiences for their customers, from tailored content to personalized product recommendations.
10. Sustainability – as consumer awareness of environmental sustainability and climate change grows, brands are placing greater emphasis on their sustainability efforts and incorporating messages about sustainable practices into their digital marketing campaigns.

To enhance the effectiveness of digital marketing, it is essential to create high-quality content that provides genuine value to your audience. The content should be relevant, useful, and aligned with consumer interests. Personalizing messages is also crucial to create a more targeted and engaging experience. It is important to consider individual interests, behaviors, and preferences to increase interaction levels. Utilizing

emerging technologies, such as Artificial Intelligence, virtual and augmented reality, and voice search, aids to stay ahead of competitors by offering innovative solutions and keeping up with the latest technological trends. Investing in developing a social media presence is necessary to effectively engage with the target audience. Social media platforms allow brands to share their stories in a compelling and authentic way, strengthening connections with customers. Using data for informed marketing decisions and optimizing campaigns is vital. Data analysis enables better understanding of the audience and to refine the strategies for improved results. Building genuine relationships with customers and fostering a culture of trust and transparency within the organization is important. Authentic interactions with customers contribute to creating loyalty and a positive brand image. Ensuring integration across various marketing channels is essential to deliver a cohesive and consistent message to users. Coordinating campaigns through websites, social media, email marketing, and other platforms facilitates in achieving better results.

Conclusions

In light of the current digital marketing trends, it can be concluded that digital marketing is becoming increasingly integrated and essential to company strategies worldwide. Global trends indicate a growing emphasis on personalization and analytics, which help companies better understand and meet customer needs. In Ukraine, as in many other countries, there is heightened attention to the new communication channels and innovative approaches such as video marketing and marketing automation.

Social media continues to play a key role in brand image formation and audience engagement. Successful campaigns are increasingly focused on native advertising and interactive content, allowing for deeper and more lasting connections with users. The growth of influencer marketing also shows significant potential for enhancing brand trust and visibility in the market.

Email marketing remains a vital tool for maintaining customer relationships; however, achieving optimal results requires implementing innovative technologies and approaches such as segmentation and automation.

The future of digital marketing promises even greater integration with modern technologies, such as AI and machine learning, opening the new horizons for companies striving to maintain competitiveness in the global market.

Bibliography

Digital Economy Compass, Statista, 2024.

Influencer Marketing Hub. Online: <https://influencermarketinghub.com/influencer-marketing/>.

Poliakh S. S., The Essence, Tools, and Methods of Digital Marketing in Modern Business, „Strategy of Economic Development of Ukraine” 2020; 46: 55-65.

Sak T., Startup Marketing: Features, Digital Tools, and Promotion Channels, „Marketing and Digital Technologies” 2023; 7(1): 107-119.

Simon K., Digital 2024: Global Digital Overview. Online: <https://datareportal.com/reports/digital-2024-global-overview-report>.

Simon K., Digital 2023: Ukraine. Online: <https://datareportal.com/reports/digital-2023-ukraine>.

Solntsev S., Zhigalkevich Z., Zalutsky R., Trends in Digital Marketing Development, “Journal of Strategic Economic Studies” 2022; 6(11): 131-141.

The Statistical Portal. Daily Number of Emails Sent Worldwide as of April 2023, by Country. Online: <https://www.statista.com/statistics/1270459/daily-emails-sent-by-country/>.

The Statistical Portal. Influencer Marketing Worldwide - Statistics and Facts. Online: <https://www.statista.com/topics/2496/influence-marketing/>.

The Statistical Portal. Number of E-Mails per Day Worldwide 2017-2026. Online: <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>.

The Statistical Portal. The Most Popular Social Networks Worldwide as of July 2023 by Monthly Active Users. Online: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>.

Yakivchenko A. M., The mechanism of innovative marketing of an industrial enterprise in the post-war period, „Entrepreneurship and Innovation” 2023; 26: 63-69.