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TRANSFORMATION OF A DIGITAL STRATEGY TO ENHANCE COMPETITIVE ADVANTAGES OF AN ENTERPRISE

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Digital strategy, Big Data, CRM, KPI, ROI, Google Analytics, , SEO positions, content marketing, infographics, email-marketing, contextual advertising, retargeting.

This article is dedicated to the study and development of methods for transforming digital strategies to enhance the competitive advantages of enterprises. The paper identifies the primary objectives that a business should achieve through digital channels. It emphasizes the importance of integrating social media into the marketing communication strategy to enable real-time customer interaction. Specifically, it examines SEO rankings, content marketing strategies (e.g., providing valuable content regularly, balancing content types, and utilizing infographics).

The article also highlights the importance of employing personalized email marketing, contextual advertising, and retargeting as effective methods for engaging target audiences. Attention is given to the integration of analytical tools, such as Google Analytics, into the strategy. These tools allow modern businesses to track key performance indicators (KPI), website traffic, conversion rates, social media engagement levels, and the return on investment (ROI) of advertising campaigns. It is established that continuous data analysis enables companies to adapt their approaches to market changes and audience preferences, thereby maintaining high performance levels.

The article explores the implementation of artificial intelligence (AI) technologies as a crucial component of the strategy. It also stresses the significance of CRM systems, Big Data analytics, chatbot integration, automated customer support services, and the development of omnichannel communication as indispensable elements of a modern digital strategy.

The study formulates pathways for transforming the digital strategies of contemporary enterprises to strengthen their competitive advantages, outlines evaluation stages, and proposes a methodological approach to assessing the effectiveness of digital strategies.

ТРАНСФОРМАЦІЯ DIGITAL-СТРАТЕГІЇ ДЛЯ ПІДВИЩЕННЯ КОНКУРЕНТНИХ ПЕРЕВАГ ПІДПРИЄМСТВА

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діджитал стратегія, Big Data, CRM, KPI, ROI, Google аналітика, SEO, контент маркетинг, інфографіка, email-маркетинг, контекстна реклама, ретаргетинг.

Стаття присвячена дослідженню і розробці шляхів трансформації Digital-стратегії для підвищення конкурентних переваг підприємства. В статті визначено основні цілі, які має досягти підприємство за допомогою Digital-каналів. Зазначено важливість впровадження у маркетингову комунікаційну стратегію соціальних мереж, які дозволяють взаємодіяти з клієнтами в реальному часі, зокрема, досліджено SEO-позиції, контент-маркетинг: регулярне надання цінного контенту, балансування контенту, інфографіка. Також акцентовано увагу на важливості застосування персоналізованого email-маркетингу, контекстної реклами, ретаргетингу, що є ефективним методом для залучення цільової аудиторії.

У статті приділена увага інтеграції аналітичних інструментів (таких як Google Analytics) у стратегію, що дозволяє сучасному підприємству відстежувати ключові показники ефективності (KPI), відвідуваність сайту, конверсії, рівень залучення в соцмережах та ROI рекламних кампаній. Встановлено, що постійний аналіз даних дає змогу компанії адаптувати свої підходи до змін на ринку та вподобань аудиторії, що сприяє підтримці високої результативності.

Розглянуто особливості впровадження технологій штучного інтелекту (ШІ) що є ефективною частиною стратегії. Також зазначено, що невід'ємною частиною сучасної Digital-стратегії є використання CRM-систем, використання методів аналізу великих даних (Big Data), інтеграція чат-ботів та автоматизованих сервісів підтримки, розробка омніканальної комунікації.

Сформовано шляхи трансформації Digital-стратегії сучасного підприємства для підвищення конкурентних переваг, етапи оцінки та методичний підхід до оцінки ефективності Digital-стратегії.

Problem statement

In the modern terms of high competition environment and rapid technological changes, enterprise run into the necessity of permanent adaptation of the strategies to the new challenges. One of the most actual directions for the achievement of competitive edges there are introduction and transformation of Digital-strategy.

However, without regard to the presence of large potential, not all enterprises successfully adapt oneself to the digital changes, that results in the loss of efficiency and lack of expression at the market.

Transformation of *діджитал-стратегії* needs complex approach, that embraces not only technological innovations but also cultural and organizational changes into an enterprise. A basic problem is insufficient ability of many companies to integrate digital technologies in the strategy thus, that they really promoted competitive edges. There are different barriers on a way to successful transformation: from insufficient qualification of personnel to difficulties in the change of corporate culture and management structure. As a result, without the proper introduction to *діджитал-стратегії* of enterprise risk to remain behind the competitors that actively invest in new technologies and innovative approaches.

Analysis of recent research and publications

Digital marketing is actively studied by both domestic and international scholars, including O. Onofriychuk O. [4], S. Blyzniuk [4], K. Lukhanyina [8], F. Kotler, D. Chaffey, E. A. Hart, D. Dubrovina, L. G. Balabanova, N. D. Kolosova, L. N. Saprykina, A. Yu. Popova, among others. However, debates continue regarding the most effective approaches to implementing digital strategies in highly competitive markets, particularly in manufacturing enterprises, where the importance of customer communication is steadily increasing.

Moreover, the scientific literature lacks comprehensive studies on the integration of digital tools into an enterprise's overall marketing strategy. This gap highlights the relevance of the topic for in-depth exploration, especially given the growing role of digital transformation in achieving strategic business objectives.

Identification of unresolved aspects of the overall problem presentation of the main study material

When choosing a digital strategy to enhance an enterprise's competitive advantages, it is crucial to consider key aspects that influence the brand's appeal to the target audience, the effectiveness of communications, and the company's ability to quickly adapt to market changes. A digital strategy should focus on achieving specific business goals and maintaining a stable connection with customers at every stage of their interaction with the brand.

The first step in selecting a strategy is to define the primary objectives the enterprise aims to achieve through digital channels. Key priorities for a business may include:

- Increasing brand awareness by creating high-quality and informative content.
- Enhancing audience engagement through interactive communication methods, particularly via social media and retargeting campaigns.

– Attracting new customers and retaining existing ones through personalized email campaigns, contextual advertising, and SEO optimization.

– Boosting conversion rates by thoroughly analyzing user behavior data and implementing A/B testing to optimize marketing materials.

A digital strategy for a business should employ a comprehensive approach that integrates various tools and channels to strengthen competitive advantages. One of the most effective strategies is content marketing, which focuses on regularly delivering valuable content to the target audience. Creating useful articles, video materials, and infographics enables a company to not only attract new customers but also establish itself as an expert in its field, fostering trust in the brand. Informative content also improves the website's SEO rankings, increasing the brand's visibility in search engines.

SEO optimization is a critical element that ensures consistent organic traffic to the company's website, offering a cost-effective and sustainable outcome. It involves the use of relevant keywords, improved website structure, and enhanced loading speed. High rankings in search engines allow a company to remain competitive, as users tend to trust websites that appear on the first pages of search results.

Social media plays a vital role in fostering audience interaction and building a community around the brand. Modern businesses can benefit greatly from platforms that enable them to showcase their products visually, provide tips, and share company news. Social media facilitates real-time interaction with customers, addressing questions, conducting polls, and enhancing customer experience and loyalty.

Personalized email marketing is a key component of the strategy, allowing businesses to send tailored offers that meet the specific needs of individual customers. Through database segmentation and automated campaigns, companies can maintain regular communication with clients, informing them about updates, promotions, and personalized discounts. Email marketing not only helps retain existing customers but also attracts new ones, offering a cost-effective way to maintain audience engagement.

Contextual advertising and retargeting are effective methods for attracting a target audience that is already interested in the company's products. By precisely adjusting advertising campaigns, specific market segments can be targeted, and retargeting helps bring back users who previously visited the website but did not complete desired actions. This approach increases the conversion rate by minimizing advertising costs and enhancing its effectiveness [1].

The integration of analytical tools (such as Google Analytics) into the strategy allows a modern company to track key performance indicators (KPIs), including website traffic, conversions, social media engagement, and ROI of advertising campaigns. Continuous data analysis enables the company to adapt its approaches to market changes and audience preferences, helping maintain high performance.

Overall, the chosen digital strategy for the company should provide a comprehensive approach to attracting and retaining customers, integrating various tools to achieve the maximum result. This will allow the company to strengthen its competitive advantages, ensuring sustainable growth and reinforcing its market position.

In the current market environment, choosing an effective digital strategy becomes one of the key factors that allows a company to stand out among competitors and achieve stable growth. A modern business should focus on a strategic approach that combines targeted audience engagement, building long-term customer relationships, and flexible responses to changes in consumer behavior.

One of the key components is the use of an omnichannel approach, which involves integrating all communication channels into a unified system. This ensures a seamless customer experience, regardless of which channel the customer uses to interact with the brand. For example, customers can start their interaction with the company via social media, continue on the website, and receive support through email. Omnichannel communication not only enhances convenience for customers but also increases the effectiveness of marketing communications.

The implementation of Artificial Intelligence (AI) technologies can also become an effective part of the strategy. AI allows for the analysis of large volumes of data, automatically adjusting advertising based on user preferences, and enhancing the level of communication personalization. For example, AI algorithms can suggest the most effective offers for each audience segment and adapt advertising campaigns in real-time. This increases the likelihood of marketing success and helps optimize costs.

The approach to process automation is also an integral part of a modern digital strategy. The use of CRM systems to automate customer interactions, such as handling inquiries, managing orders, and storing customer information, significantly reduces time costs and improves service quality. Automating marketing campaigns, such as email newsletters or targeted advertising, also helps to respond more quickly to customer needs and provides relevant offers for each segment [2].

Thus, the strategic choice of digital tools should be based on a combined approach that integrates omnichannel communication, artificial intelligence, video and interactive content, automation, and regular market analysis. This comprehensive approach will allow the business to not only strengthen its competitive positions but also create an effective customer interaction model that is flexible to changes and capable of ensuring sustainable business growth.

To achieve competitive advantages in the digital environment, a company should focus on implementing modern approaches to data analysis and enhancing the personalization of marketing messages. A personalized approach enables the company to better understand the needs of individual customers and tailor its offers for each audience segment, which increases the likelihood of conversion and strengthens trust in the brand.

Special attention should be paid to customer behavior analytics. Using Big Data analysis methods helps to gain deeper insights into how users interact with websites, social media, and other digital channels. Building customer loyalty is another strategic direction that should be part of a comprehensive digital strategy. Loyal customers provide stability for the company, even in a competitive environment, as they are willing to make repeat purchases and recommend products to others. To achieve this, a company can

implement loyalty programs, personalized discounts, perks for regular customers, as well as organize special events and webinars where customers can receive consultations from company experts. These initiatives not only support customer retention but also increase their satisfaction and willingness to engage in long-term cooperation [1, 3].

Integrating chatbots and automated support services can significantly enhance the efficiency of customer interactions. Chatbots allow for quick responses to the most common user queries, ensuring prompt service, especially during off-hours. This increases customer satisfaction, as they receive answers to their questions without delays. Additionally, the use of chatbots frees up resources in the support department, allowing the team to focus on more complex inquiries that require a personalized approach.

Mobile optimization is a crucial component of a Digital strategy, given the growing demand for mobile devices. Optimizing the website and all content for mobile platforms enhances the user experience and allows users to easily navigate the site and interact with the brand from any device. Studies show that mobile traffic continues to rise, and websites that are not optimized for mobile devices may lose a significant portion of potential customers.

This table reflects the key areas of the Digital Strategy, each of which contributes to strengthening the company's competitive position and improving customer interaction on digital platforms.

Thus, the choice of a Digital Strategy for a business should be based on a flexible and comprehensive approach that integrates various promotion tools and methods aimed at strengthening the connection with the audience. Through personalization, omnichannel strategies, interactive services, and content optimization, the business will be able to not only maintain market relevance but also create sustainable competitive advantages, fostering long-term brand development.

We have also developed a scientific and methodological approach to evaluating the effectiveness of a digital strategy for a business, which combines the return on investment (ROI), conversion rate, and audience engagement metrics. This approach is an important tool for comprehensive monitoring of the strategy's performance and adaptability. It allows for assessing not only the financial benefit of investments but also the effectiveness of interaction with the target audience and their behavioral responses to the implemented strategies.

Description of indicators:

1. Return on Investment (ROI) – this financial metric measures the benefit of investments in the digital strategy. ROI shows how effectively investments have been used and is calculated as the ratio of net income to marketing expenses. It provides insight into the overall effectiveness of the spending.

2. Conversion Rate – reflects the effectiveness of converting potential clients or users into active ones. For example, this could be the percentage of website visitors who made a purchase or subscribed to a service. It allows for assessing how well the digital strategy works in driving the desired action.

3. Audience Engagement – assesses the level of user interaction with the content shared by the company

Table 1 – Directions for transforming the digital strategy of a modern enterprise to enhance competitive advantages
(compiled by the author [1-4])

Strategic Direction	Description	Expected result
Omnichannel communication	Integration of all channels (social media, email, website) into a unified system	Consistent customer experience, improved communication with customers
Personalization and Big Data	Use of analytics to tailor individualized offers	Increasing conversion and audience loyalty
Implementation of AI and Automation	Using AI for automating advertising campaigns and analytics	Optimization of costs and enhancement of marketing activities' efficiency
Content marketing and video content	Creating informative articles, videos, and case studies	Increasing engagement and building the image of an expert
Interactive content	Surveys, quizzes, and polls for audience engagement	Increasing user engagement and gaining a deeper understanding of needs
Loyalty programs	Implementation of discounts and bonuses for loyal customers	Increasing customer satisfaction and retention
Mobile optimization	Website and content mobile optimization	Improving user convenience, increasing mobile traffic
Influencer marketing	Cooperation with bloggers for product promotion	Attracting new audience, increasing brand awareness
Using chatbots	Customer support automation for quick response to inquiries	Improving service, freeing up resources for more complex tasks
Adaptability to market changes	Regular competitor monitoring and implementation of new approaches	Maintaining relevance and competitiveness

through digital channels. This can include metrics such as the number of likes, comments, shares, time spent on the site, or interaction with campaigns through social media. Engagement is a key factor in identifying the real interest of the audience and their readiness for further actions.

The advantages of this approach include, first of all, comprehensive monitoring, which combines multiple metrics to provide a broader view of the strategy's effectiveness and adaptability. The adaptability of the strategy to changes in audience behavior and the market can be identified through these metrics, allowing for quicker adjustments to the strategy, forecasting future results, and real-time adjustment of marketing expenses. Thus, the evaluation of the effectiveness of the digital strategy is reflected in the comprehensive approach in Fig. 1.

Figure 1 allows us to determine how each indicator affects the overall effectiveness of the digital strategy and enables more accurate monitoring and adjustments to the strategy based on the data obtained.

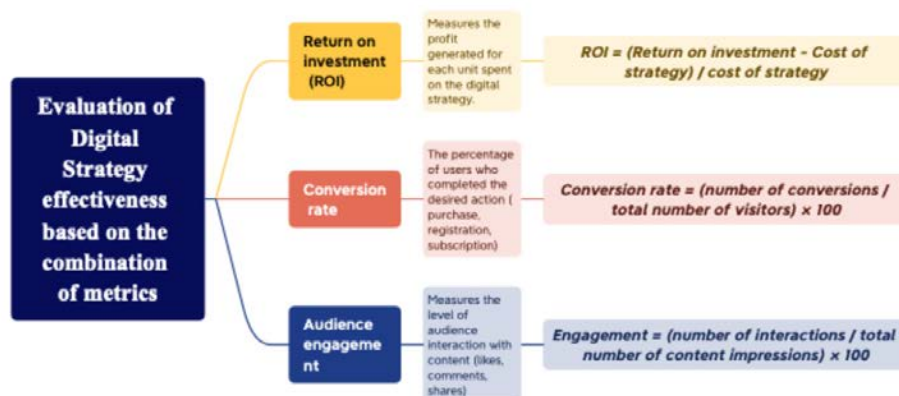
For the further development of a scientific-methodological approach to assessing the effectiveness of the digital strategy, which combines the indicators of Return on Investment (ROI), conversion rate, and audience engagement, it is important to consider the following stages:

Stages of assessing the effectiveness of a digital strategy:

1. Data Collection: In the first stage, it is essential to gather baseline data on digital marketing expenses, interactions, visits, and other important metrics from all platforms and channels through which the strategy is implemented.

2. Return on Investment (ROI) Analysis: With the available data, calculate the ROI for each individual campaign, as well as for the overall strategy. This will help determine whether the strategy is financially effective and if the costs are justified by the results.

3. Conversion Rate Analysis: After analyzing ROI, it is important to evaluate the effectiveness of user engagement. Conversion rate assessment helps understand how many visitors or users became active clients or completed a target action.

Fig. 1 – Evaluation of Digital Strategy effectiveness based on the combination of metrics
(compiled by the author [1-8])

4. Audience Engagement Analysis: The next stage involves evaluating the level of audience interest and loyalty. It is necessary to measure how actively users interact with content. This may include not only traditional metrics (likes, comments) but also deeper engagement indicators, such as average time spent on a page or frequency of return visits to the website.

5. Strategy Adaptation: based on the monitoring results, if any part of the strategy proves ineffective, it should be adjusted. For example, if ROI is low, costs can be reduced for certain channels or advertising campaigns can be modified.

6. Strategy Testing: if engagement or conversion rates are low, changes should be made to the content, advertisements, or design—adjusting the strategy accordingly.

This approach is particularly useful when digital strategies require flexibility and adaptation, such as in campaigns on rapidly changing markets or for small and medium-sized enterprises.

Conclusions

The conclusions confirm the high effectiveness of a comprehensive approach to implementing digital tools to enhance competitive positions. Research and program

development showed that the integration of digital channels allows businesses to achieve strategic goals, attract new clients, and maintain the loyalty of existing audiences. The effectiveness of the program, assessed through key indicators such as ROI, conversion rate, and audience engagement, demonstrates the validity of investing in digital marketing.

The implementation of individual tools, such as SEO, content marketing, email campaigns, retargeting, influencer marketing, and chatbots, contributes to the creation of multichannel communication with customers, improving service quality and strengthening the company's image. The use of CRM systems and marketing process automation helps reduce customer query management costs, optimizes administrative expenses, and creates a personalized approach for each client.

Overall, the implementation of a transformed digital marketing program is an important step towards strengthening competitiveness and ensuring sustainable growth. The adoption of digital tools not only optimizes marketing processes but also creates an effective customer interaction system, contributing to the long-term growth of the company.

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