

As a result of the study, it can be concluded that in our time, development trends are of high importance for the current economy. It has to adapt to the constant improvement of technology, which gives more chances for sustainable growth. Research shows that the introduction of new trends into the world economy will develop in the coming years.

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ONLINE MARKETING IN A SCIENTIFIC CONTEXT: CHARACTERISTICS AND SIGNIFICANCE IN THE MODERN ECONOMY

Онлайн-маркетинг в научном контексте: характерные черты и значение в современной экономике

Online marketing: a universal tool for business and the engine of the global economy. With ubiquitous Internet access, it provides effective reach to a global audience, allowing companies from all industries (from IT to sales) to spread information about their products and attract customers. This type of marketing has a significant impact on the global economy, stimulating sales growth, innovation and competition at the international level.

The purpose of the study is to underline the features of online marketing tools and their impact on the global economy.

According to B. Khojamgulyeva [1] there are basic online marketing tools which can be highlighted and applied to meet consumer's needs. These tools are understanding the target audience, PPC campaigns, analytics, customer retention, network marketing, local marketing.

Understanding the target audience: Effective marketing requires knowing the target audience, and companies can do this by analyzing demographic, psychographic, and behavioral traits to create personalized offers and communication that will boost customer engagement and loyalty.

PPC Campaigns: By efficiently utilizing keywords and targeting strategies, as well as analyzing results, costs can be optimized.

Analytics: Utilizing tools like Google Analytics to monitor traffic, user behavior, and conversions provides valuable insights for refining strategies and developing new products.

Customer Retention: Implementing loyalty programs, offering personalized deals, and maintaining regular communication can boost customer loyalty while reducing the costs associated with acquiring new clients.

Network Marketing: Collaborating with bloggers and influencers to promote products through their channels can enhance trust and drive sales.

Local Marketing: This approach targets customers in specific geographic areas through geotargeting, local SEO, and advertising in regional media, fostering community connections and increasing brand loyalty.

Based on the information described above, the advantages of these tools are global reach, the ability to enter international markets without significant investments, effective targeting of marketing efforts to specific consumer groups, high measurability of results using analytical tools, lower financial investments compared to traditional methods, creating new jobs through the development of digital professions where qualified specialists are needed.

To draw the bottom line, the digital marketing provides the market with many opportunities for growth due to its globalization. A high level of competition stimulates companies to come up with innovative ideas and encourages the blue-sky thinking contributing to the growth of individual companies and the current economy as a whole. In a rapidly changing digital landscape, companies that actively implement new business models and use Internet marketing resources have every chance of success and sustainable growth.

Reference

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THE CONCEPT OF THE «GOLDEN BILLION» IN INTERNATIONAL RELATIONS

Концепция «золотого миллиарда» в международных отношениях

The concept of the «golden billion» is one of the key topics in the field of international relations and global economics. It describes the idea that only a small portion of the world's population (approximately one billion people) has access to high living standards and resources, while the remaining billions live in poverty and have limited access to basic goods. In this paper, we will explore the historical roots of this concept, its influence on international relations and possible future scenarios.

The idea of the golden billion originated in the post-war period when it became clear that the world population was growing while resources were distributed unevenly. In 1970s, as global economic issues began to intensify, scholars and politicians started