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DIGITAL MARKETING TOOLS IN SHOPPING AND ENTERTAINMENT CENTERS

Shopping and entertainment centers are facing increasing competition from online retail and changing consumer preferences. Digital marketing is becoming a key tool for retaining an audience, increasing loyalty, and monetizing the space. In 2023, 78% of shopping malls in Eastern Europe increased their budgets for digital technologies [1].

Digitalization in retail implies a comprehensive rethinking of traditional business models using modern digital technologies to improve customer experience, optimize business processes and, of course, increase efficiency.

At the moment, the following key trends in retail digitalization are highlighted:

– Personalization - companies increasingly rely on unique offers for each customer, based on data analysis, for example, customer purchase history and, based on this data, offers individual discounts and promotions.

– The use of artificial intelligence and data analytics. Machine learning technologies help us understand customer preferences, predict demand, and manage inventory.

– Online presence. Even traditional stores are now striving for a strong online presence to attract new customers and retain old ones [2].

Table 1. *Examines digital marketing tools in shopping and entertainment centers*.

	Tools:	Functional	Cases

	Social media and Content marketing	– Instagram and TikTok - visual content (store reviews, event videos, challenges) – Telegram channels share announcements, exclusive discounts – Stories and Reels limited time offers	Zamok Shopping and Entertainment Center (Minsk) has launched the hashtag #ZamokLeto, which has collected 50K user posts. Attendance increased by 20%
	Mobile applications and geolocation services	– Shopping mall navigation. – Push notifications about promotions. – Loyalty system (points for visits).	The mall "Galleria Minsk" distributed geolocation coupons within a radius of 1 km from the center. The conversion rate per visit increased by 15%.
	Big Data and personalization	– Analysis of Wi-Fi tracking data to study the routes of visitors. – CRM systems for audience segmentation. – Targeted advertising on social networks.	The Europa Shopping Center (Minsk) uses purchase data to send personal offers. The ROI of email campaigns was 300%.
	Virtual and augmented reality (VR/AR)	– Virtual tours of the shopping center. – AR games for children (search for "treasures" in stores). – Fitting clothes through apps.	RIO Shopping and Entertainment Center (Moscow) launched the AR-quest "Find a symbol" — 10 thousand people participated in a month.
	Online booking and hybrid events	– Restaurant reservations via the website. – Event broadcasts (concerts, workshops).	The Dana Mall shopping center (Minsk) held an online festival with a prize draw - reaching 100,000 users.
	SEO and contextual advertising	– Website optimization for the queries "entertainment for children", "restaurants nearby". – Google Ads and Yandex.Direct to attract a local audience.	Stolitsa Shopping and Entertainment Center (Minsk) increased website traffic by 40% after switching to the semantic core.

Source: the author's own development based on the data [3, 4, 5]

Thus, digital tools allow shopping malls to create personalized experiences, increase engagement, and compete with online platforms.

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VIRTUAL AND AUGEMENT REALITY IN ADVERTISING

Currently, a modern person constantly uses his mobile phone during the day to communicate in different ways: with the help of photos or videos, text or voice. This behaviour opens up a completely new method of interaction with consumers - an interactive approach in which the advertiser is a participant in an activity, and not a company that annoyingly sends messages, reminding of itself. Interactive advertising is one of the forms of media technologies that brand designers use to interact with consumers, encouraging them to act instead of passively viewing or completely ignoring it. Interactivity helps brands tell "their own story", improve personalisation and make a sustainable impression on the audience. It can be used in any industry to: increase brand awareness; attract potential customers; increase sales; get information about customers; increase social exchange.

In our research we explore the growing importance of virtual (VR) and augmented reality(AR) in the marketing industry. We will find out the benefits of using these technologies in marketing campaigns, share examples of successful campaigns, and analyse the challenges and limitations of using these technologies.

First of all, the advantages of using VR and AR in advertising are:

• increased consumer engagement through interactive and immersive experiences;

• improved personalization of advertising, which allows you to adapt the content to the preferences of the target audience;