

To successfully implement digital transformation, companies are taking some steps. The first is assessment of the current situation. The following is strategic planning, technology selection, team involvement, implementation of changes, impact evaluation. To describe in more detail, companies evaluate current processes and technology to identify weaknesses. If it needs to be improved, companies formulate new goals and strategy of digital transformation. The goals can be directed to any area in the work. After setting objectives, organization choose technologies that will most effectively achieve the goals. The success of digital transformation largely depends on employee engagement. It is crucially important to have a team that is ready to create something new. Then the change implementation phase begins. This process is usually long and requires enough attention to make minimal mistakes. After the creation of new technologies, it is necessary to assess their effectiveness and make timely improvements if needed.

Today, artificial intelligence and machine learning are actively developing. Enterprises began to adapt quickly to changes and integration of new technologies. The most popular achievements of digital transformation: cashless payment, online shopping, technology selection, all of which demonstrate how deeply digital technologies have been integrated into everyday life. The results of the study demonstrate how much digital transformation changes our lives. The analysis reveals that more changed the work of companies with the introduction of digital devices. It will affect our activities more and more every year.

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## **THE IMPACT OF DIGITAL TECHNOLOGY ON ADVERTISING MANAGEMENT**

### **Влияние цифровых технологий на управление рекламной деятельностью**

In the context of global digital transformation, which affects all institutions of modern society, fundamental changes are occurring in business processes, including advertising management. The development of the Internet, mobile technologies, artificial intelligence, and data analytics has not only facilitated the emergence of new tools but also created a new environment for audience engagement.

The purpose of this study is to analyze the impact of digital technologies on the transformation of key processes and tools in advertising management.

With the transition from traditional to digital marketing, the principles of advertising campaigns have changed. Key changes include the shift from the 4P concept to the 4C

model, focused on the consumer; the increasing importance of data and analytics in decision making; and the personalization of advertising messages [1].

Modern advertising management utilizes a variety of digital tools to achieve its goals. These include the following:

- Social media. They have become a key channel for interacting with clients. Companies such as Nike and Starbucks successfully employ audience engagement strategies through social media, creating communities around their products.

- Content Marketing. High-quality and relevant content (articles, videos, podcasts) helps build brand trust and increase audience engagement.

- Search Engine Optimization (SEO). Website optimization helps companies attract organic traffic, improving search engine visibility.

- Email Marketing. Personalized newsletters allow you to maintain contact with customers, inform them about new products, and encourage repeat purchases.

- Analytics and Big Data. Collecting and analyzing large volumes of consumer behavior data allows companies to adapt strategies and improve the effectiveness of advertising campaigns [2].

The digital transformation of advertising plays a vital role in the economic development of society, ensuring improved consumer awareness; increased sales and company revenues; the development of small and medium-sized businesses through accessible advertising platforms; and increased tax revenues.

The digital transformation of society has fundamentally changed advertising management, making it more efficient, personalized, and data-driven. Companies that adapt to these new conditions are gaining a significant competitive advantage. The continued development of artificial intelligence, data analytics, and new advertising formats will continue to transform the advertising industry, opening up new opportunities for engaging with consumers and improving business efficiency.

## References

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