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MODERN MARKETING TECHNOLOGIES AS A DRIVING FORCE FOR ENHANCING THE EFFICIENCY OF SMALL ENTERPRISES IN UKRAINE

СУЧАСНІ МАРКЕТИНГОВІ ТЕХНОЛОГІЇ ЯК РУШІЙНА СИЛА ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ МАЛОГО ПІДПРИЄМНИЦТВА В УКРАЇНІ

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Гавриш І.О., Сердюк С.В. Сучасні маркетингові технології як рушійна сила підвищення ефективності малого підприємництва в Україні. Оглядова стаття.

У статті досліджується впровадження сучасних маркетингових технологій у діяльність суб'єктів малого бізнесу. Обґрунтовано вплив ефективної маркетингової стратегії на виробничі процеси та прогнозування життєвого циклу товару. Проведено аналіз ключових цифрових інструментів, зокрема SMM, SEO, SEM, контент-маркетингу, а також технологій штучного інтелекту, таких як машинне навчання (ML) та Big Data. На прикладі діяльності українських компаній проілюстровано практичне застосування окремих інструментів у досягненні маркетингової ефективності. Зроблено висновки щодо доцільності інтеграції сучасних маркетингових технологій у виробничі процеси з метою оптимізації витрат, розширення ринкових можливостей і сприяння розвитку національної економіки.

Ключові слова: малі підприємства, цифровізація маркетингу, маркетингові технології, автоматизація бізнес-процесів, SEO, SMM

Gavrysh I.O., Serdiuk S.V. Modern Marketing Technologies as a Driving Force for Enhancing the Efficiency of Small Enterprises in Ukraine. Review article.

The article examines the implementation of modern marketing technologies in the activities of small business entities. The influence of effective marketing strategies on production processes and the forecasting of product life cycles is substantiated. Key digital tools are analyzed, including SMM, SEO, SEM, content marketing, as well as artificial intelligence technologies such as machine learning (ML) and Big Data. The practical application of selected tools in achieving marketing effectiveness is illustrated using examples of Ukrainian companies. Conclusions are drawn regarding the feasibility of integrating modern marketing technologies into production processes to optimize costs, expand market opportunities, and promote the development of the national economy.

Keywords: small enterprises, marketing digitalization, marketing technologies, business process automation, SEO, SMM

In the contemporary context, enhancing the efficiency of small businesses in Ukraine has become a pressing concern that demands urgent attention. This is attributable to unstable external and internal factors in connection with military operations in the country, as well as changes in climate conditions and the absence of a stable political and economic environment at the international level. The efficiency of small businesses can be improved by a number of factors, but one of the most important tools in this regard is marketing research of the enterprise, which will be considered here. Despite their diminutive stature, small businesses constitute a pivotal component within the micro-sector, assuming a leading role in the nation's economic landscape. These enterprises contribute significantly to Ukraine's gross domestic product (GDP), with their contributions being the primary drivers of the country's economic growth and development.

In this regard, there is a need for a deeper study of the mechanisms of influence of marketing research on the efficiency of small enterprises, in particular in the context of digitalisation of the economy and rapid changes in consumer preferences. The insufficient use of modern marketing tools limited financial and human resources, and low awareness of strategic approaches to market analysis significantly complicate the process of making effective management decisions in small businesses. Therefore, there is an urgent need to develop practical recommendations for improving the marketing activities of small enterprises to increase their competitiveness and sustainability in the face of modern challenges.

Analysis of recent research and publications

The relevance of this topic is to study the impact of digitalisation and automation of marketing processes

on changing the efficiency of small enterprises not only at the level of a single unit, but also at the level of the entire small business sector and its impact on the national economy. This topic was studied by such authors as: Ilyashenko N.S. [1], Bytsiv M.M. [5], Zozulov O.V. [10], Karpenko N.V. [11, 12], Karpenko Y.M. [3], Suvorova S.G. [3], Kalycheva N.E. [13] and others.

In particular, Ilyashenko N.S. and Gaitina N.M. in their work focus on the use of innovative tools of communication policy for the development of small business. The necessity of implementing low-budget marketing strategies, such as guerrilla marketing, to increase the competitiveness of small businesses is emphasised [14].

Karpenko N.V. and Ivanikova M.M. study digital marketing technologies for small and medium-sized enterprises, in particular the role of social media marketing in business promotion. They note that the use of SMM contributes to brand building, increasing consumer confidence and the efficiency of enterprises [15].

In his work, O.V. Zozuliev examines marketing strategies in the cyber environment in the industrial market, focusing on the transformation of business processes under the influence of digital technologies. He emphasises the need to adapt marketing strategies to the requirements of the modern information environment [16].

Suvorova S.G. and Karpenko Y.M. in their article analyse the impact of digital marketing on increasing the competitiveness of domestic business. They determine that the effective use of digital marketing tools, such as content marketing, SEO, and social media marketing, contributes to improving the management system and establishing customer feedback [17].

At the international level, a significant contribution to the study of marketing digitalisation has been made by researchers such as F. Kotler, who in his works considers the impact of digital technologies on changes in consumer behaviour and the transformation of marketing strategies. The author emphasises the need to integrate digital channels for deeper customer engagement [18].

Chaffee and Ellis-Chadwick, in their fundamental work on digital marketing, systematically describe various strategies and technologies that are being implemented in small businesses. The authors discuss in detail digital marketing tools such as SEO, content marketing, email campaigns, and analytics, emphasising their impact on business efficiency and competitiveness [19].

Unsolved aspects of the problem

Notwithstanding the existence of scientific works on the issues of digitalisation and automation of marketing activities, it should be noted that the scientific study of this issue is not yet sufficiently complete and systematic. The majority of extant studies focus on the general aspects of digital business transformation or on large enterprises, paying little attention to the specifics of small businesses. Consequently, the topic is of particular pertinence

given the necessity for a more profound examination of the transformations of marketing processes in small businesses under the influence of digital technologies, as well as their impact on the efficiency of this sector and their role in the development of the national economy.

The aim of the article is to investigate the possibility of using modern marketing technologies to improve the efficiency of small business and to substantiate their role as one of the key factors of its development in a dynamic market environment.

The tasks of the work are described in accordance with the aim:

1. To find out the essence, functions of small enterprises and analyse their current state.
2. Identify marketing methods for assessing the effectiveness of enterprises.
3. To study modern marketing technologies in small business.
4. Identify barriers to the implementation and adaptation of these technologies in small business.
5. To assess the role of marketing innovations in the functioning of small businesses.

The article uses generally accepted methods of analysis and generalisation. The theoretical part is based on the study of works of well-known scholars in the field of marketing. The practical part includes a comparison of marketing strategies of different companies in order to assess their effectiveness. The data obtained allowed to draw conclusions about the feasibility of using certain strategies in the modern market.

The main part

The entrepreneurial sector plays a significant role in ensuring the functioning of the economy. As business units, small and medium-sized enterprises account for the bulk of GDP, so improving the efficiency of small businesses in Ukraine is a priority for attracting the resource potential of the national economy. Small enterprises (regardless of the form of ownership) are those in which the average number of employees for the reporting (financial) year does not exceed fifty people, and the amount of gross income from the sale of products (works, services) for this period does not exceed seventy million hryvnias [2]. The main objects of small entrepreneurship are commercial and non-commercial units operating in dynamic economic conditions. Therefore, given the purpose of the study, the article will consider modern marketing strategies of small business, which contribute to the effective functioning of such units in the conditions of martial law and instability of the political environment.

The primary functions of small businesses comprise the provision of employment and associated benefits to the population as a consequence of their operations, the promotion of economic growth and technological advancement, the generation of taxes, the stimulation of competition, and the subsequent reduction in the degree of monopolisation of production. Moreover, the operation of small enterprises is conducive to the generation of profit for

the producer and the facilitation of the realisation of entrepreneurial potential. The primary qualitative benefit of small enterprises is their flexibility relative to other large companies, which helps to ensure a higher level of organisational and functional processes, as well as increased mobility due to significantly lower production volumes. Simultaneously, the simplicity of organisation based on the shopfloor structure methodology allows for optimised management and reduced risks of errors at various stages of production.

The present state of small business is characterised by a decline in performance since the advent of martial law. A study conducted by Advanter, which surveyed over 500 SME managers and owners, found that as of the end of 2023, 9.6% of businesses had either suspended operations or were operating at a minimal level [4]. In recent years, small businesses have encountered various challenges, including power outages, warehouse destruction due to missile attacks, production stoppages caused by air raids, employee mobilisation, and reduced production resulting from diminished revenues or cash hoarding. Nevertheless, businesses persist in their operations, despite the challenges they face. In Q2 of 2024, the country's GDP exhibited a 3.7% expansion, signifying a partial recovery in economic activity [6]. Furthermore, with effect from 1 January 2025, amendments were made to the legislation surrounding the taxation of small businesses. Notably, a military fee was introduced for sole proprietorships, the payment of the Single Social Contribution (SSC) was reinstated, and tax audits were resumed, encompassing tax reporting, number of employees, and compliance with the income limit according to the group of sole proprietorships.

The general criteria that can be utilised for the evaluation of the performance of small enterprises include the capacity for expansion, technological development, and the introduction of innovations. These factors are indicative of the enterprise's capacity to adapt to changes in the market environment, to seize new opportunities and to ensure sustainable competitive advantage. The assessment of such criteria is usually carried out through statistical research and analysis of changes in both quantitative (production volume, profit, profitability, labour productivity) and qualitative (customer satisfaction, brand awareness, degree of digital transformation) indicators of the enterprise compared to the baseline period or other business units of a similar type.

It is imperative to note that other significant methodologies encompass the determination of the enterprise's value and the analysis of its strategic potential. This encompasses the assessment of intangible assets, financial stability, marketing reserves, and innovation resources. This approach facilitates the identification of internal growth reserves, potential risks and points of support for further development.

In particular, marketing evaluation methods involve the use of a system of indicators that provide information on the degree of achievement of strategic marketing goals. This includes indicators such as market share, customer loyalty, audience engagement

in digital channels, conversion rates, brand awareness, and the effectiveness of advertising campaigns. Since different approaches focus on different objects – from consumer preferences to product positioning – the indicators are analysed in a comprehensive manner, taking into account the strategic and operational goals of the company. Such a comprehensive analysis allows not only to assess the current effectiveness of marketing activities, but also to formulate a sound marketing strategy for the future.

The primary outcome of any activity is the generation of a product, and the assessment of this product is regarded as the extent of its utility for the consumer, an indicator of achieving production objectives, as well as the ratio of profit to costs, i.e. profitability. The primary indicator of effective business marketing activity is profit growth. A more precise and informative indicator is profit per unit of output, and in the case of evaluating a marketing strategy, the increase in profit per unit of output as a result of such activities. Marketing research costs are an indicator of two things: firstly, the level of economic costs of the enterprise, and secondly, the degree of sales growth rate with the same factors of production.

Following the initial advertisement's release, the company 'conditionally' receives feedback from the target audience, and the level of engagement of potential consumers, along with their reaction, i.e. the action they would wish to take after viewing the advertisement, serve as pivotal indicators of effective marketing activities. In contrast to large corporations, which are often regarded as market leaders, small businesses possess a sales network and a developed infrastructure. Consequently, they typically require a comparable level of investment, particularly in the domain of marketing research. This phenomenon can be attributed to the predominance of monopolistic competition in the Ukrainian market, where a significant proportion of small-scale enterprises find themselves operating. Consequently, to enhance sales, it is imperative for business units to differentiate themselves from competitors. This necessitates the provision of not only distinctive products, but also the creation of a unique consumption experience that surpasses customer expectations.

While large enterprises, for example, corporations, also attract significant amounts of investment in marketing, in most cases in the Ukrainian market such enterprises are monopolies or oligopolies, where the brand begins to work as advertising. Therefore, the marketing method of performance evaluation is based on a thorough analysis of the behaviour of a potential consumer not only in terms of reaction to their own company, but also actions aimed at competitive products, which can be summarised by the product positioning indicator.

The rational selection of an advertising campaign and product promotion tools is key to micro-entrepreneurship. During a hearing at the Committee on Economic Development on the topic 'Priorities and Challenges for Small and Medium-Sized Businesses in 2025', Dmytro Natalukha said: "Small and medium-sized businesses account for 90% of all businesses and

72% of sales in Ukraine. During the war, it became the basis of the structure of the Ukrainian economy" [7]. Therefore, the small business market is focused on consumers and improving its reputation among competitors.

In the context of Industry 4.0, businesses are significantly automating production, sales, and digitalising marketing research in order to achieve faster, more structured and accurate results. The small business market is characterised by its competitive nature, which is a factor that encourages manufacturers to engage in constant research and development of marketing strategies with a view to attracting new customers and outperforming the strategies of competitors. The prevailing tendency among contemporary commercial entities to employ Internet-based instruments for the promotion of their products and services is indicative of a predominant paradigm within contemporary marketing strategy. Social Media Marketing (SMM) is a contemporary approach to product promotion that has gained significant popularity. Research conducted with small firms in Ukraine has indicated that SMM is indeed an effective strategy for promoting products and services. On social media platforms such as TikTok and Instagram, it is common to encounter advertising content for various products as one navigates through the feed. Following the initial release of an advertisement, the company 'conditionally' receives feedback from the target audience, which includes metrics such as the level of engagement and potential consumers' reactions. These factors serve as crucial indicators of the effectiveness of marketing activities. In contrast to large corporations, which are often regarded as market leaders, small businesses possess a sales network and a developed infrastructure. Consequently, they typically require a comparable level of investment, particularly in the domain of marketing research. This phenomenon can be attributed to the predominance of monopolistic competition in the Ukrainian market, where a significant proportion of small-scale enterprises find themselves operating. Consequently, to enhance sales, it is imperative for business units to differentiate themselves from competitors. This necessitates the provision of not only distinctive products, but also the creation of a unique consumption experience that surpasses customer expectations.

The goal of SMM (Social Media Marketing) specialists is to create a unique, individualised brand promotion strategy that would clearly stand out among competitors and meet the needs of the target audience to the maximum extent possible. It seems that such a strategy might involve a number of different things, including regular posting of attractive content, careful planning of an information campaign, selection of relevant communication channels, use of targeting tools, collaboration with opinion leaders (influencers) and interactive interaction with subscribers. The main goal is to 'hook' a potential consumer, form a positive attitude towards the brand, evoke an emotional reaction or interest that will motivate them to go to the company's website, call, write a direct message or

comment, or directly get acquainted with the products and make a purchase.

It is becoming increasingly common for online stores to adopt this strategy, as it provides a means of communicating with their audience in a timely and effective manner, tailoring content to meet their needs and preferences. The effectiveness of SMM lies not only in reaching a large number of potential customers, but also in the fact that information received from social media is perceived by users as more reliable and closer. This is particularly evident in the context of advertising that takes the form of personal recommendations from prominent figures, such as celebrities, bloggers, or experts whose opinions are held in high regard. If I may say so, I do believe that, in comparison to more traditional forms of communication, such as flyers, billboard advertising or print media, SMM has the potential to facilitate two-way communication and provide immediate feedback from your audience.

Furthermore, a significant benefit of social media marketing is its cost-effectiveness. In comparison to the substantial financial investments demanded by large-scale advertising campaigns, the engagement of qualified SMM specialists represents a significantly more cost-effective option. Concurrently, the judicious utilisation of analytical tools on social media platforms enables the evaluation of the efficacy of each advertising step, the real-time adjustment of one's strategy, and the attainment of optimal return on investment (ROI).

However, in modern marketing technologies, SMM has been interpreted as a broader concept that combines cooperation with other manufacturers, contact with consumers, analytical development of a business promotion strategy and the targeting process. SEM (Search Engine Marketing) is another strategy for promoting small business products that consumers do not always consciously notice. This approach is implemented by influencing the consumer's mind by promoting products through search engines. This increases brand awareness and strengthens the company's image, which allows it to attract customers in an environmentally friendly way, without intrusive advertising. As well as SEO (Search Engine Optimisation), which is more focused on increasing the necessary advertising based on the search query of users who are already interested in a certain type of product and choose among those available on the market. This allows you to increase sales and position yourself above your competitors. A thorough research requires analysing a large number of companies, which means a large amount of data. Therefore, the best way to do this is to use artificial intelligence technologies.

In particular, machine learning, an artificial intelligence technology that allows you to optimise research processes with large amounts of information to produce structured statistical results, will be useful in marketing research. Machine learning reduces the tedious task of reviewing piles of unstructured data. It provides valuable insights from the same data that brands can use in their marketing campaigns, especially in advertising [8]. Another optimisation tool

can be Big Data technology. With its help, modern businesses will regularly receive massive amounts of information about consumer behaviour. This leads to a transition to personalised customer service with automatic generation of an individual marketing programme for each consumer [9].

The use of modern marketing technologies will be considered on the example of GUNIA Project. GUNIA Project is a brand of things that specialises in the production of clothing, tableware, jewellery and candles based on Ukrainian ethnic cultures. The company positions itself as a brand of exceptional items, so it focuses on the target audience that appreciates such products. After analysing the company's marketing tools, it was determined that the brand uses an SMM strategy, as it uses Instagram and Facebook pages to present products, announce new products, and interact with the audience. Instagram is a key platform for attracting consumers, thanks to its attractive and stylish page design and tasteful content. With the help of Reels, the brand presents its products, leaving pleasant emotions and excitement among the audience. Another example of the use of content marketing is the provision of information about the connection between products and historical events, which creates a special value for consumers who appreciate Ukrainian culture and distinguish seemingly ordinary products from competitors' products. In addition, the production of goods using ancient Ukrainian crafts technologies, which competitors do not have, fascinates customers and works as a unique marketing strategy.

Another example is the Honey confectionery chain in Kyiv, which offers a wide range of main dishes, drinks and desserts. The company uses product marketing technologies, as desserts are not only attractive in appearance but also in taste. It also actively uses SMM, again due to the uniqueness of its desserts, which are presented on the official website and Instagram. Honey has a high-quality SEO system: when searching online, several links to the restaurant's website are displayed at once, and the website itself provides all the necessary information for potential guests. In addition, the business actively uses PR (Public Relations), conducting consumer surveys about visits to establishments and creating loyalty programmes, which helps to increase customer loyalty.

Another prime example of an effective marketing approach is EcoWave, a Ukrainian manufacturer of environmentally friendly products. The company stands out for its active use of integrated marketing strategies, including product marketing, SMM, as well as content marketing and active work with bloggers promoting an eco-friendly lifestyle. EcoWave regularly runs online campaigns on social media to inform the audience about the benefits of eco-friendly products and stimulate interest in sustainable consumption. In addition, the company has optimised its website through SEO, which ensures high positions in search engines for thematic queries. An important part of their strategy is to hold educational webinars and participate in exhibitions, which not only attracts

new customers but also builds a positive brand image in the community.

Thus, the example of the companies under consideration shows that each of them, at first glance, uses relatively similar promotion tools through the media and digital channels. However, the uniqueness and peculiarity of their products, together with a properly built product marketing strategy, allow them to differentiate themselves in the market, increase customer loyalty and ensure stable growth in profits and overall efficiency of the enterprise. Such product differentiation and an integrated approach to marketing are key factors in the successful development of small businesses in a highly competitive environment.

Despite the high level of welfare that these technologies provide by optimising processes and increasing the efficiency of production and sales, as discussed earlier, Ukrainian enterprises face a number of difficulties in implementing them. The following factors must be considered when analysing this phenomenon:

1. Ineffective marketing policy. Ineffective research, for example, misidentification of the target audience, which does not provide information on the level of consumer income, their lifestyle and behavioural patterns. Lack of in-depth analysis of the competitive environment can lead to an incorrect assessment of one's own market opportunities. The manufacturer will not be able to obtain data that will be used to make decisions regarding the company's activities, such as the need to reduce the cost of products, increase production volumes or even cease operations. Another problem with modern marketing research is the inaccurate interpretation of consumer reactions to changes in product technology, which leads to a lack of understanding of the results of investment expenditures and capital investments by the manufacturer.

2. Insufficient funding for marketing research. The low level of funding is often associated with a limited company budget, when the company cannot invest a large amount of resources in marketing research. Thus, manufacturers try to conduct certain research or analysis of the marketing environment on their own with minimal costs. As a result, the manufacturer cannot obtain a high-quality objective analysis of the market, consumers and competitors for its activities.

3. Homogeneity of marketing. The uniqueness of an individual business lies not only in its differentiated product, packaging or service, but also in its marketing approaches. Any modern small business uses social media as a means of marketing, advertising, or interaction with consumers. The challenge of uniqueness is to find new advertising models that are different from competitors and in line with trends and modern developments. Therefore, it is important for marketers to analyse the so-called 'marketing market' to create new content. It is difficult to encourage a consumer to buy a product or service with the help of ads they see every day, for example, on TikTok. Marketing tools, like the company's products, must be unique to increase efficiency and achieve production goals.

4. Barriers associated with the shadowing of production by some enterprises. The lack of enterprise registration, reporting or tax evasion creates difficulties for market researchers as it hinders the obtaining of accurate official results of small enterprises, especially competitive ones. These barriers create constraints for the producer and cause the enterprise to spend a lot of money on experiments to find the optimal sales volumes and appropriate target consumers.

5. Difficulties in finding qualified specialists. With limited funding for marketing research, producers face difficulties in finding a specialist. Manufacturers are forced to be cautious in choosing market research contractors because of the risk of insufficient qualifications or dishonest performance, which can lead to inefficient use of limited funds and loss of confidence in further investments in marketing.

6. Influence of external factors. In an uncertain political situation caused by elections, international conflicts, military actions, economic disputes, as well as global crises (including energy, environmental and food crises), manufacturers are afraid to invest in innovative technologies due to unpredictable changes in consumer behaviour and logistics, which is related to the occupation of certain regions of Ukraine and export restrictions imposed by foreign countries. Another important uncertainty for the manufacturer is currency fluctuations – the company may suffer significant losses in the event of inflation, currency fluctuations or irrational allocation of financial resources. In addition, weather conditions have a significant impact on the decisions of entrepreneurs, especially in the areas of agricultural production and seasonal business. Thus, producers try to invest in business development mainly to improve the efficiency of available resources, ensure stable sales of products and minimise the risks associated with external challenges.

Conclusion

The main advantage of innovative marketing is the reduction of production costs. Modern marketing technologies reduce costs at different stages of the product life cycle, which means that the cost of production is reduced. This becomes an opportunity for manufacturers to maximise profits and reduce the cost of goods, which helps to increase demand.

Modern marketing strategies open up new opportunities to expand markets. Thanks to digital communication channels, advertising content can be quickly distributed globally, reaching audiences with diverse consumer preferences. This creates the conditions for entering the international market without the need for significant additional investments in physical presence or localised infrastructure.

Another result is improved interaction with consumers and the ability to better understand their

needs. The use of modern technologies will allow you to gain flexibility in decision-making and allow you to respond more quickly to market changes in the event of various factors. Online targeting and SMM tools make it possible to adapt advertising to trends even in the face of rapid change.

The company will also be able to cut costs by reducing the number of employees involved in marketing. With automated technologies, it is possible to hire fewer people. Thus, the manufacturer reduces costs by reducing the number of employees and invests in additional research or product improvement.

Furthermore, it is imperative to consider the impact of contemporary marketing strategies on the product lifecycle, given their significant influence on the cost and reputation of the brand. Marketing research is integral to each phase of the product lifecycle. In the development stage, for instance, innovations have been shown to have a positive effect by significantly reducing the time and money spent on creating a product model, developing sales strategies, and conducting necessary marketing research. This facilitates a more expeditious transition to the sales stage in comparison to competitors. In the context of homogeneous technologies, the digitalisation of processes facilitates a proactive response and the adaptation of products during the production stage. Secondly, innovation is instrumental in ensuring a prolonged product life during the period of growth, while concurrently postponing the onset of decline due to the perpetual nature of change and adaptability. Consequently, contemporary approaches engender conditions conducive to the establishment of more protracted and lucrative phases. It has been demonstrated that this, in turn, has a positive effect on productivity and profitability.

Consequently, contemporary marketing technologies have emerged as a pivotal catalyst for enhancing the operational efficiency of small businesses within the Ukrainian context. The utilisation of these tools has been demonstrated to facilitate the augmentation of production volumes, the optimisation of costs, the reduction of time and resources allocated to marketing research, the enhancement of research outcomes, and the refinement of research methodologies to ensure greater depth and structure. Furthermore, contemporary strategies have been developed to facilitate improved interaction with the audience, thereby enabling the understanding of their preferences and consumer patterns. Such technologies have been demonstrated to facilitate the establishment of flexible and elastic production and sales processes. Consequently, despite the obstacles to the integration of these technologies, innovations must be introduced in each individual production unit to ensure the stability and resilience of the national economy under martial law.

Abstract

The article explores the specific features of implementing modern marketing technologies in small enterprises and to identify the main barriers to their adoption. The key objectives include clarifying the nature, functions, and current state of small business in Ukraine; determining marketing-based methods for assessing performance;

identifying the major challenges in technology integration into business activities; examining these technologies through the lens of well-known companies; and evaluating the role of marketing digitalization in the functioning of enterprises and the Ukrainian economy overall.

The methodological approach of the study involves the analysis and comparison of works by prominent scholars, along with the presentation of original research findings based on expert judgment, conducted experiments, and the comparative assessment of marketing strategies.

The article considers that in addition to quantitative and qualitative indicators, marketing performance criteria allow for the evaluation of production status and enable analytical forecasting of a product's development across various stages of its life cycle. The study concludes that the main indicators of an effective marketing strategy include, firstly, the increase in profit per unit of production; secondly, the cost-to-profit ratio; and thirdly, consumer response to advertising in comparison with competitors' efforts.

The research confirms the predominance of internet-based strategies over traditional marketing approaches. In particular, social media marketing (SMM) has proven to be an effective and widespread tool used by many modern Ukrainian companies. Its effectiveness lies in how consumers perceive information, as most users react to advertising on platforms such as TikTok, Instagram, and Facebook. SMM campaigns are generally more cost-effective than some traditional advertising formats, contributing to increased profitability. Moreover, the study reveals that other common tools of modern marketing include SEM, content marketing, SEO, as well as artificial intelligence technologies – namely, machine learning (ML) and Big Data. These technologies aim to enhance brand recognition, differentiate businesses from competitors, improve audience communication, and ensure rapid processing of large volumes of data.

The study concludes with an evaluation of the role of marketing innovations in the functioning of small businesses. Digitalization is identified as a driving force behind cost reduction through lower marketing expenses and potential staff downsizing. Positive outcomes also include the expansion of sales markets and improved consumer interaction through internet-based targeting tools. In addition, automated marketing strategies influence various stages of the product life cycle, shortening the development phase and delaying the decline stage.

In conclusion, modern marketing technologies have the potential to enhance the efficiency of small businesses and contribute to the stability of the national economy. However, during the implementation of such strategies, producers may encounter significant barriers that influence decision-making regarding the appropriateness of these innovations. Despite the challenges, the effectiveness of these strategies in Ukraine has been demonstrated through the experiences of numerous companies.

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