

**Ministry of Education and Science of Ukraine**  
**Ukrainian-American Concordia University**  
*Department of International Economic Relations, Business & Management*

**Bachelor's Qualification Work**

Digital marketing tools for omniconsumers – new strategies of promotion in after  
pandemic realities

(on the basis of “PrivatBank”)

Bachelor’s student of

Field of Study 29 – International Relations

Specialty 292 – International Economic Relations

Educ.program – International Economic Relations

**Vladyslava Yemelianenkova**

*(First Name, Last Name)*

---

*(signature)*

Research supervisor

**Olena Bielova**

*(First Name, Last Name)*

PhD in Economics

*(academic degree, full name)*

---

*(signature)*

Kyiv – 2022

## Abstract:

In the twenty-first century, it's impossible to picture a business that doesn't use a variety of digital marketing tools, such as web marketing, social media, and so on. Digital marketing tools are a relatively "new" option for marketing managers to incorporate modern technologies into their companies. We live in a digital world, and the greatest way for businesses to communicate with their customers is through digital channels, which are where they spend the majority of their time. This work deeply analyzes digital marketing tools for omniconsumers from a theoretical perspective, studies "PrivatBank " digital marketing tools and strategic aspects and suggests ways of enhancement of banking digitalization and overcome weaknesses of digital marketing tools on the base of "PrivatBank".

Keywords: digitalization, digital marketing, digital marketing tools, digital channels, digital economy development.

У двадцять першому столітті неможливо уявити собі бізнес, який не використовує різноманітні інструменти цифрового маркетингу, такі як веб-маркетинг, соціальні мережі тощо. Інструменти цифрового маркетингу – це відносно «новий» варіант для менеджерів з маркетингу впроваджувати сучасні технології у свої компанії. Ми живемо в цифровому світі, і найкращий спосіб для компаній спілкуватися зі своїми клієнтами це цифрові канали, де вони проводять більшу частину свого часу. У цій роботі глибоко аналізуються інструменти цифрового маркетингу для всіх споживачів з теоретичної точки зору, вивчаються інструменти цифрового маркетингу «ПриватБанку» та стратегічні аспекти, а також пропонуються шляхи посилення цифровізації банківської

діяльності та подолання слабких місць інструментів цифрового маркетингу на прикладі «ПриватБанку».

Ключові слова: цифровізація, цифровий маркетинг, інструменти цифрового маркетингу, цифрові канали, розвиток цифрової економіки.

**PHEE-institute «Ukrainian-American Concordia University»**

**Faculty of management and business**

**Department of international economic relations, business and management**

Educational level: **bachelor degree**

Specialty: 292 “International Economic Relations”

Educational Program “International Economic Relations”

**APPROVED**

Head of Department \_\_\_\_\_

“ \_\_\_\_\_ ” \_\_\_\_\_ 202\_\_

**TASK  
FOR BACHELOR’S QUALIFICATION WORK**

*Vladyslava Yemelianenkova*

(Name, Surname)

1. Topic of the work

*Digital marketing tools for omniconsumers – new strategies of promotion in after pandemic realities  
(on the basis of “PrivatBank”)*

Supervisor of the work *Bielova Olena, PhD in Economics, Associate professor*

(surname, name, degree, academic rank)

Which approved by Order of University from “22” **December 2022 №22-12/2022- 1c**

2. Deadline for bachelor’s qualification work submission “19” **May 2022**




3. Data-out to the bachelor’s qualification work *materials from the official reporting of  
financial and economic activities of the enterprise, including the international aspect, were taken  
from open access on the Internet*

4. Contents of the explanatory note (list of issues to be developed) *There are three main  
aspects, that need to be developed by a student. First – theoretical aspects of digital marketing  
tools. Second – practical aspects of digital marketing tools for omniconsumers on the example of  
“PrivatBank”. Third – recommendations for improving digital marketing tools for omniconsumers and  
strategies of promotion in after pandemic realities for “PrivatBank”*

5. List of graphic material (with exact indication of any mandatory drawings)

Graphs and figures for analysis of economical and statistical information on the company and its development, characteristic of organizational structure of the company, visualization of mechanism of development etc.

6. Consultants for parts of the work

Part of the project	Surname, name, position	Signature, date	
		Given	Accepted
1	Bielova Olena		
2	Bielova Olena		
3	Bielova Olena		

7. Date of issue of the assignment

Time Schedule

No	The title of the parts of the bachelor's qualification work	Deadlines	Notes
1.	I chapter	14.02-13.03.2022	<i>in time</i>
2.	II chapter	14.03-10.04.2022	<i>in time</i>
3.	III chapter	11.04-24.04.2022	<i>in time</i>
4.	Introduction, conclusions, summary	25.04 – 01.05.2022	<i>in time</i>
5.	Pre-defense	07.06.2022	<i>in time</i>

Student \_\_\_\_\_

(signature)

Supervisor \_\_\_\_\_

(signature)

Conclusions: Bachelor graduate work is designed in accordance with the requirements. The paper contains theoretical aspects of the research topic, practical aspects and recommendations for improvement, including the international aspect. In terms of content and design, the work complies with the rules and is recommended for defense

Supervisor \_\_\_\_\_

(signature)

## CONTENT

<b>INTRODUCTION</b>	3
<b>CHAPTER 1. THEORETICAL ASPECTS OF DIGITAL MARKETING TOOLS</b>	5
1.1. Essence of digital marketing tools for omniconsumers.	5
1.2. New strategies of promotion in digital marketing tools for omniconsumers	11
1.3. New realities for digital marketing tools for omniconsumers.	17
<b>CHAPTER 2. ANALYSIS OF DIGITAL MARKETING TOOLS FOR OMNICONSUMERS ON THE EXAMPLE OF “PRIVATBANK”</b>	22
2.1. General characteristics and analysis of “PrivatBank”	22
2.2. Analysis of digital marketing tools for omniconsumers of “PrivatBank”	28
2.3. Strategic aspects and influence of new realities on digital marketing tools of “PrivatBank”	36
<b>CHAPTER 3. IMPROVING DIGITAL MARKETING TOOLS FOR OMNICONSUMERS AND STRATEGIES OF PROMOTION IN AFTER PANDEMIC REALITIES FOR “PRIVATBANK”</b>	44
3.1. Analysis of ways to overcome weaknesses of digital marketing tools enhancement	44
3.2. Program for improvement of digital marketing tools of “PrivatBank”	50
<b>CONCLUSIONS</b>	56

## INTRODUCTION

The **relevance of the topic** lies in the rapid expansion of relevant Internet promotion. This is due to two factors: a growth in the number of users and the development of interactive capabilities of digital technologies as a channel for information conveyance. Today, any firm that wants to get a foothold in the market or advance must put up or improve its marketing strategy for services and goods.

The Covid-19 pandemic is one of the most significant environmental concerns in modern marketing history, and it has the potential to have a significant impact on fundamental marketing philosophy. Because of the broad lockdown and application of social distancing restrictions around the world, Covid-19 had a clear and immediate effect.<sup>67</sup>

When the COVID-19 epidemic broke out in 2019, much of the world went online, speeding up a decades-long digital change. Many people began working from home, and a number of businesses implemented digital business models to retain operations and keep some income flows. Meanwhile, researchers used artificial intelligence (AI) to learn more about the virus and speed up the search for a vaccine, while mobile applications were developed to help "monitor and trace" the pandemic's progression. Internet traffic soared by much to 60% in some countries quickly after the epidemic (OECD, 2020a), demonstrating the pandemic's digital acceleration.

While these actions indicate the digital transformation's enormous promise, the epidemic has also highlighted the remaining inadequacies. While certain digital divides have closed dramatically in recent years, others have not, leaving some people behind in the COVID-induced digital acceleration. Furthermore, the rising reliance on digital solutions has heightened the urgency of privacy and digital security problems.

This poses a significant challenge to countries and businesses. It's unlikely that economies and society would revert to "pre-COVID" patterns; the crisis has clearly proved the power of digital technology, and certain changes may now be too profound to reverse. Faced with a future in which jobs, education, health, government services, and even social interactions may be more reliant on digital technologies than ever

before, failing to ensure widespread and reliable digital access and effective use risks escalating inequalities and impeding countries' efforts to recover from the pandemic.

The **purpose** of this work is to demonstrate the growing relevance of digital technology and communications infrastructures in our daily lives, as well as the fact that businesses are increasingly prioritizing digital strategy. As businesses respond to and recover from the COVID-19 crisis, now is the time to ensure that digital transformation is inclusive, with integrated and comprehensive policies that build resilience and bridge digital gaps in the post-COVID future. In accordance with this purpose a number a tasks were solved:

- study the essence of digital marketing tools
- discover the new strategies of promotion using digital marketing tools
- research the new realities for digital marketing
- analyze general characteristics of “PrivatBank”
- analyze digital marketing tools of financial sector on the basis of “PrivatBank”
- discover strategic aspects of “PrivatBank”
- analyze the ways to overcome weaknesses of digital marketing tools
- program formulation for improvement of digital marketing tools
- showing the effectiveness of proposals

The objectives are to analyze the ways to overcome weaknesses of digital marketing tools; program formulation for improvement of digital marketing tools and discuss the effectiveness of proposals.

**The subject** of this course paper is "**Privat Bank,**" which provides the materials for the investigation.

**Research methods.** This paper is based on analytical methods of textbooks, scientific articles and journals, official web of “PrivatBank”, periodicals, and blogs and articles published on websites and on other published sources.

**Structurally,** this work consists of introduction, three chapters, conclusion and list of references.



# CHAPTER 1. THEORETICAL ASPECTS OF DIGITAL MARKETING TOOLS

## *1.1. Essence of digital marketing tools for omniconsumers.*

A huge portion of the world's population is progressively using digital technologies in their daily lives. They have a major impact on people's lives since digital technology has affected practically every area of human life. We detect changes in corporate procedures, the pursuit of new talents, and new ways to spend free time in order to assess the influence on the business and overall way of life. Companies began to take advantage of the advantages of the new digital age over time, particularly when promoting their brands. Their business procedures and client relationships are centered on the use of digital technologies, allowing them to quickly learn about and contact them. Clients, on the other hand, can learn more about the firm and its activities, as well as compare their experiences and opinions on certain products and services.

Many channels and fields exist in digital marketing that assist us in advertising, presenting, and selling our products or services, as well as communicating with our (possible) customers. We must examine the features of each individual to determine which channel is appropriate and achieves the goal of increasing brand visibility, site visits, the number of sold products, or other kinds of conversion. We can communicate with potential customers via digital marketing, and the outcomes are measurable.

Digital marketing tools are a relatively "new" option for marketing managers to incorporate modern technologies into their companies. Failure to use digital marketing can also result in market leadership being "lost." Any company's goal cannot and must not be to fall behind the competition in terms of global, digital trends in its own operations. The question arises: why do marketing executives choose to follow specific digital trends, and what is the significance of doing so?

Digital trends have a huge impact on the overall operation of modern enterprises, particularly in the company's digital transformation as well as marketing as a business concept, activity, and function. The digital transformation of a firm is impossible to envision without the use of digital marketing tools at the same time. Companies that

consistently follow and apply modern digital trends can "make" the necessary adjustments to their own operations in comparison to their competitors because they are more flexible than other market players who do not follow or inappropriately "quickly" implement digital trends in their own work.

Companies are increasingly subject to external influences in the twenty-first century. The increasing degree of flexibility of the corporation reflects the impact of digital trends on business success. Marketing directly reflects a company's ability to effectively adopt "new" market trends in its own business, such as improvements in digital technologies. Successful operation in a digital market environment necessitates prompt adaptation of a company's marketing strategy to current digital developments. The marketing plan determines the digital marketing tools the organization will employ. The organization can opt to operate fully using digital marketing tools, or mix and match traditional and digital marketing resources.

In the twenty-first century, it's impossible to picture a business that doesn't use a variety of digital marketing tools, such as web marketing, social media, and so on. The extent to which one or more digital marketing tools are used in a company is determined by the digital literacy of decision-makers, strategists, and marketing managers, as well as the company's preferred method of communicating with its target market.

We live in a digital world, and the greatest way for businesses to communicate with their customers is through digital channels, which are where they spend the majority of their time.

*Table 1.1*

**Factors in the development of the digital economy**

<b>Factors</b>	<b>Influence</b>
COVID-19	Although the pandemic has hampered human development in general, it has hastened digitalization. Most people all over the world have been forced to work remotely, and the majority of the tools required to do so have already been developed.
Digital finance	Digitalization of the banking sector, online

	payments in e-commerce, e-transfers, e-bidding, e-government procurement, e-state budget, state social benefits, mobile money, digital currency, and so on.
Social networks	Economically viable interaction serves as a source of innovative ideas as well as a foundation for gathering and disseminating information, thereby assisting in the involvement of participants in political life and social change.
Digital identification	Use of a single electronic identity system for secure banking, voting, access to social services, utility bill payment, and other purposes.
The data revolution	The emphasis is on interconnected innovation, including big data and data discovery. Simultaneously, large data sets are analyzed to improve traffic flows, assess generalized macroeconomic indicators, and improve management processes.
Improving the competitive position	In the absence of an adequate and timely assessment of its own competitive potential, as well as the identification and analysis of factors directly affecting the company's competitive position, management makes it impossible to develop and implement a strategy for the organization's existence and functioning.
Investment attractiveness	The investment attractiveness of a company is determined by calculating its economic condition and using financial indicators. These are the indicators: liquidity, property status, business activity, financial dependence, and profitability.

Source: Article “Digital Economic Development and Its Impact on Economic Growth in China”

The goal is to recognize the need for a digital marketing plan as soon as possible after learning about the advantages of marketing through digital media. Digital marketing, as opposed to traditional marketing, provides ways and venues for understanding consumer behavior in real time.

This means that firms will be able to assess how well their marketing effort is performing and adjust accordingly. The following are some of the specific advantages of employing digital marketing:

- Results that can be measured. One of the main reasons why digital marketing has surpassed traditional marketing is that it provides demonstrable outcomes. We can't count how many people saw the billboard or read the brochure, but when we employ digital marketing, we can receive solid and accurate results that show us how many people clicked a specific link and read the site page. This will allow us to concentrate on the market sector from which our potential clients originate.
- Flexibility. Clients increasingly want customized experiences that meet their specific requirements. We can separate out digital marketing in this case since it allows us to capitalize on individual clients' interests and offer them a personalized marketing message. We may tailor communications to certain groups of customers, and this personalisation makes the customer feel unique since he receives the impression that the message was written specifically for him.
- A broader audience is available. We can reach a big and global audience through digital marketing because the internet is available in every country. Traditional marketing, on the other hand, confines us to a restricted geographic area.
- Increased accessibility. One of the most significant drawbacks of traditional marketing is that marketing strategies such as television commercials, billboards, and radio commercials are only available to larger organizations, and small businesses can rarely afford to pay for such advertising. This does not apply to digital marketing since, regardless of how good a firm is, it can reach the audience it requires through it.
- The number of conversions has increased. The client can be online in a matter of seconds. People are not required to visit our shop or come to us in order to become customers. They can now discover all of our company's information online and, if we contact them with the correct digital marketing strategies, they can become our clients practically while sitting at home.

The use of digital trends can give local governments more control and help to prepare this event for a successful business. Creativity is another trait that pertains to digital marketing.

The following are the most regularly utilized channels:

- Website. A functional web page that clients can quickly visit is one of the most powerful internet marketing communication tools. Each web page has its own URL, which serves as a basic network identifier for any resource linked to the internet. Websites must be useful, informative, have easy navigation, allow customers to shop easily, and be kept up to date.
- Social media sites. On the internet, social networks are places where people with common interests can engage with one another. Facebook, Twitter, Instagram, Flickr, MySpace, LinkedIn, and many others are among the top in this category, accounting for 90 percent of all internet activity. The number of people that visit social networks is just one approach to measure their impact. The ratings of the pages, the amount of time spent on them, the amount of attention paid to them, and the frequency with which they are visited. Today, social media platforms are transforming into multibillion-dollar corporations.
- Banners. Static ads, pop-up ads, and floating ads are all examples of banners. They vary in style and creativity, depending on how businesses believe the message should be delivered, but their goal is the same: to draw attention to a company's website or a specific page where a special deal may be found. Banners have the advantage of containing concise and clear information about a company's genuine services. Because it is required to draw clients from the competition, it is necessary to emphasize the good aspects of the product or service in comparison to the competition. Some animations that are representative of the company are required in order to be noticed by clients. The banner campaign is profitable since it gets a large number of visitors from the Internet population.
- Email marketing is a type of marketing that involves sending emails. Email marketing is an organized, systematic procedure that is one of the most effective

ways to reach out to your target audience with (relevant) marketing communications. We present ourselves to potential clients and try to pique their interest by sending emails. Customers may keep up with our most recent announcements, offers, and campaigns by visiting our website. In email marketing, the personal touch is equally as crucial, as we approach each client individually. This gives him the impression that the message and offer are tailored specifically for him. It is suggested that the email message be brief and to the point.

- Mobile marketing is a term that refers to the marketing of Consumers spending a significant amount of time on their cellphones, which is critical for maximizing the benefits of mobile phones. Advertising through applications, advertising based on location, search engine marketing, QR codes, SMS and MMS messaging are all examples of mobile marketing tactics.
- Search Engine Optimization (SEO) - SEO is the practice of improving websites so that they rank as high as possible in organic search engine rankings. In essence, optimization means that the web page becomes more expressive for searchers, making it easier to notice and, as a result, ranking among the first results in the list.
- PPC (pay per click) campaigns – pay per click campaigns are billed only after actual ad clicks. They stand out from the rest of the adverts and are found to the right of the search results. To begin using PPC, you must first register your website with one or more of the three major search engines. Of course, you must first develop ads before you can begin advertising. The keywords for which the ad will appear, as well as the maximum one-click fee, are then determined. A higher price equates to a higher ranking among other paid advertisements. With the exception of Google, most major search engines enable websites to pay for inclusion in their search results listings, and most of them have embraced a paid advertising strategy that includes advice on how to improve website visibility and other digital marketing channels.

## *1.2. New strategies of promotion in digital marketing tools for omniconsumers*

When creating a digital marketing strategy, we must keep the company's goals and vision in mind. We can uncover new market opportunities by researching the market, and we can measure the success of a new strategy by assessing the current status of the company.

First and foremost, the qualities of the clients must be determined:

- aims and values: figuring out what our client wants to accomplish and what values are most important to him;
- which sources of information will be used;
- demographic data: age, gender, marital status, income;
- concern: why would the customer decide not to buy our product or service;

We get to know the client better this way, and we gain a better sense of his personality and needs. We may contact him if we understand his needs; in fact, in digital marketing, the approach is crucial. Defining the client's personality aids us in generating engaging and relevant content for him, as well as creating advertisements and keeping our contact with him.

The approach should be tailored to the client's personality. We must ensure that we assist the client in overcoming the obstacles and persuade him, despite his doubts and hesitations, to purchase, reserve, or do anything else that advances our company's goals.

The response to the question "How does the client feel and what have we done for him?" is crucial to our business. The following phase, crafting the message we want to communicate to the client, is based on understanding the importance of our business.

The guidelines below will assist us in crafting the message:

- What message does my story convey to the target client?
- Why does my story pique his interest?
- What feelings does my tale elicit?
- How does my tale relate to the client's requirements?

- What kind of marketing campaign will this narrative lead to in terms of the product or service?

With this message, we hope to pique the client's curiosity and persuade him that our brand is exactly what he's looking for.

First and foremost, we wish to attract new clients' attention or introduce them to our tale. This indicates that we are sufficiently present in their daily lives for them to recognize our brand and comprehend our message. Potential purchasers are educated and aware that we are presenting a solution to their problem after this phase. The next step is to make contact with them. This can be accomplished by creative text writing, which entails creating valuable and entertaining content for the client that will elicit some form of engagement with the customer, ultimately leading to our aim.

We have a general sense of which platform the client utilizes based on the user's study that we did previously. When making a decision, we pay greater attention to the user's most popular platforms, or to our assessment or assumption of them, which aims for the broadest reach, because advertising on platforms with a small number of potential customers is not in our best interests.

We choose which channels we will use to promote our brand, and then we go on to the next phase: content creation. We attract the audience with the content we post, acquire their attention and confidence, and drive them to the final action (buy, transfer, and use of the mobile application) with the content we share.

For successful advertisement, content quality and adequacy are critical. The material must be created based on the target groups' characteristics, tailored to their interests, and tailored to their needs for answering questions or finding solutions to a specific problem. Textual, audio, and visual material are examples of diverse types and forms of content. Blog entries, social media posts, articles, digital magazines, e-books, images, videos, and audio recordings are all examples of how we distribute content.



The final goal of creative text writing is to create a text that will change untrustworthy clients into confidential and prepared for a certain campaign. The following five guidelines should be followed while constructing a call to action:

- Every page of the site has a call to action.
- Start with a command, such as "withdraw," "subscribe," or "share," and emphasize how simple and quick the action is to carry out, such as "reserve immediately."
- Use contrasting colors to make the call stand out and catch people's attention.
- We have to be careful not to give the idea that our offer is binding. Instead of "Buy now," it's better to use non-binding language like "Order a free sample."

Following the establishment of the company's presence on various platforms, the next step is to sustain it, which implies that we must be involved in the clients' experiences and everyday lives, in order for them to be included in ours, which will generate engagement and response from them. We'll maintain their attention with engaging posts and articles, as well as appealing promos, discounts, and offers. Because establishing and deploying digital marketing is a long and continuous process that does not have a set end date, it is critical to keep the complete marketing infrastructure in good working order. We must continue to expand our tale in order to achieve our initial aim, market the brand, and maintain the distinctiveness that drew clients to us in the first place.

We must track our progress and evaluate our performance over time in order to identify our strengths and flaws. This allows us to recognize and promote our positive attributes, as well as learn from our shortcomings and attempt to correct them. Measuring performance and evaluating progress allow us to make more informed decisions about how to improve the strategy and assure the digital marketing campaign's efficacy.

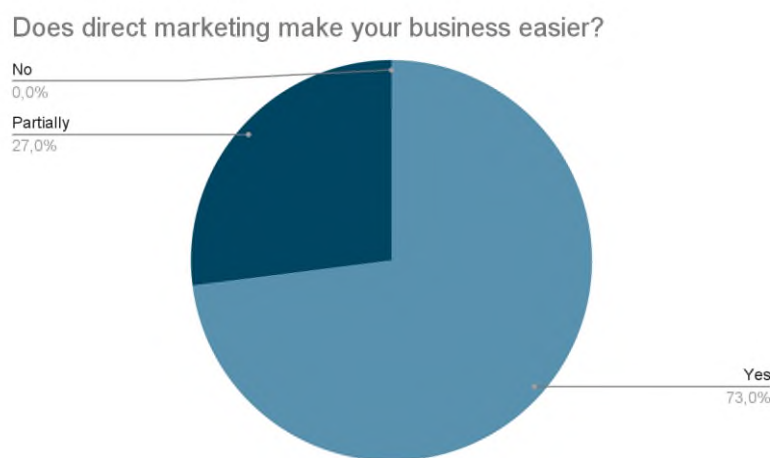
A study of 67 organizations (small and medium businesses) from various areas was done to better understand the influence and implementation of digital

marketing in business operations. The information was gathered via a survey questionnaire. The survey questionnaire was delivered to company executives, marketing directors, and public relations directors. Only a few of the most important questions for this study were selected from the survey.

One of the most important questions was: Does direct marketing make it easier for you to run your business? The following information was gathered based on the responses (Chart 2.1):

*Chart 2.1*

**A percentage overview of direct marketing's impact on business operations**

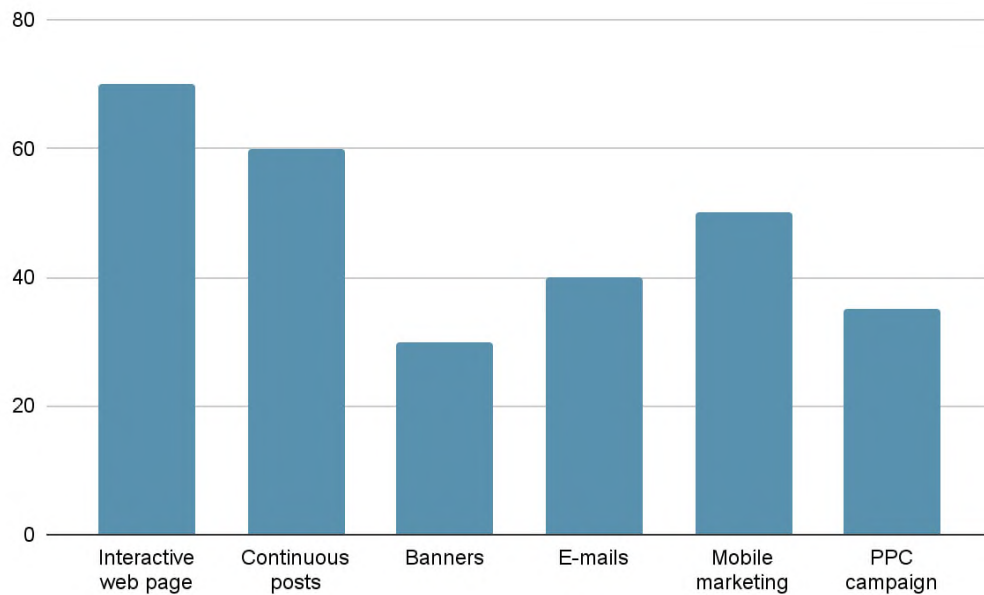


According to the collected data, 73 percent of respondents believe that direct marketing has a favorable impact on their business's positive results, while 27 percent believe it has a partial impact. This demonstrates that many respondents see the need of using digital marketing to improve their business and maintain constant touch with their clients.

The following information was received when asked what you would do to expand the usage of digital marketing in customer communication (Chart 2.2):

*Chart 2.2*

**Increased use of digital marketing in consumer communication as a percentage**

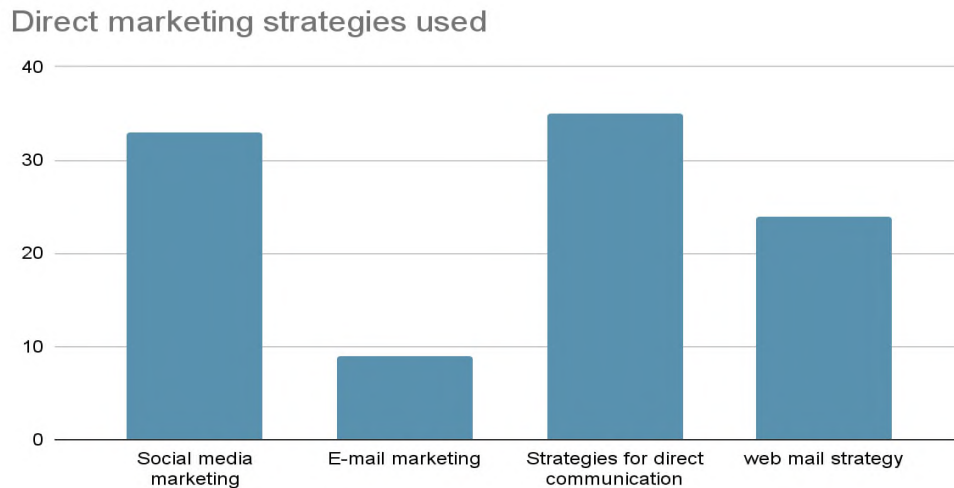


According to the data collected, 75% of respondents believe that the use of digital marketing will increase as a result of an interactive website, 68 percent believe that it will increase as a result of continuous posting on social media, 54% believe it will increase as a result of mobile marketing, 38% believe it will increase as a result of a PPC campaign, and 35% believe it will increase as a result of email marketing. This demonstrates that businesses are aware of how to keep in touch with customers, and that this can be accomplished not only through an interactive website and constant posting on social media, but also through the use of mobile marketing.

When asked which direct marketing tactics your company employs, the following information was gathered (Chart 2.3):

*Chart 2.3*

**A percentage breakdown of the most commonly utilized direct marketing tactics.**



According to the information gathered, 35% of respondents utilize direct communication, 32% use social media, 24% use an interactive website, and 9% use email.

To summarize, an interactive website and constant posting on social media are required to boost the usage of digital marketing and to develop continuous engagement with clients. PPC campaigns and mobile marketing should not be overlooked, as clients spend a significant amount of time on their smartphones, which is critical when utilizing the benefits of mobile marketing to promote your business.

One of the most powerful marketing communication tools is the corporate website. It must be functioning, and customers must be able to locate it quickly. Websites must be useful and provide information about items or services, including prices and promotions, as well as offer online sales that will benefit the organization. Companies favor direct consumer communication, but they recognize that it must be supplemented with digital communication.

To sum up, organizations employ digital marketing and are continually present on social networks, the majority of which are on Facebook, but they are still not completely utilizing digital marketing to aggressively penetrate the market. According to the findings, it is advised that digital strategies be developed and implemented in order to improve communication with the company's customers

and, as a result, improve business results. Every business should develop a strategy that incorporates both old and current communication channels.

### ***1.3. New realities for digital marketing tools for omniconsumers.***

The Covid-19, also known as the "2019 coronavirus disease," initially surfaced in Wuhan, China. The virus spreads extremely quickly between people all over the world, infecting hundreds of millions of people in just a few months. The Covid 19 outbreak sparked concern because of how it is hurting the global economy and markets around the world. As a result of this circumstance, prominent banks and organizations have lowered their global economic estimates, and according to a new OECD analysis, all countries' 2020 growth forecasts have been cut. The global economic process had a share of 2.9 percent in early 2020, but that number has already dropped to 2.4 percent.

China's condition has been critical to the global economy, according to a report by the United Nations Conference on Trade and Development. China is not only a major player in the global economy because of its manufacturing industry and exporter of consumer goods, but it is also the world's largest supplier of intermediate goods (raw materials and semi-finished items). China now produces roughly 20% of all intermediate items in the global trade manufacturing industry.

Many businesses are being compelled to respond to numerous fronts at once, including the safety of their employees as well as the viability of their operations, as many of them are encountering supply chain issues. In reaction to Covid-19, businesses must take a number of quick actions, including maximizing production and delivery capacity and re-evaluating realistic final-customer demand. Because of the travel restrictions and lockdowns, some businesses may face inventory shortages, so it's necessary to plan ahead for these potential consequences.

Influence on marketing strategy. Organizations were pushed to demonstrate strategic agility pre-, during, and after the pandemic due to changes in the marketing environment and landscape. While strategists have long advocated for

agility in strategy development, the devastating rapidity with which Covid-19 spread forced firms to build entrepreneurial agility on the basis of flexibility for the sake of response.

While inventive academics argued that strategic agility was required to create new markets and reach new customers, the epidemic inspired and compelled managers to develop systems, operations, and tactics to reach customers. Scholars of marketing strategy will want to investigate this new agility and consider it in their strategic procedures. Exploring, describing, and advocating such methods should be fruitful and educational.

Answering the question what will the marketing plan post-Covid-19 entail, we can assume that to cope with the changes in consumers and rivals, organizations reflecting on the post-pandemic environment will have to re-evaluate their visions, missions, and ambitions. Long-term survival, strategic agility, and meaningful social responsibility, maybe centered on a societal marketing orientation, are all very conceivable goals and objectives.

It will be interesting to see how market-oriented businesses reacted more effectively and efficiently than production-oriented firms. Governments and agencies quickly embraced market-driven tactics to teach, control, and manage key services, demand–supply, and public behavior throughout the middle of the pandemic. Following the pandemic, post-pandemic research will focus on how different strategy orientations aided or hindered organizational actions (particularly in terms of responsive timeliness).

Organizations who are able to obtain first mover advantage will benefit from post-pandemic competition advantage. The market has changed since Covid-19. The rising use of online communication is an important factor. Industries that used to rely on face-to-face connection must now figure out how to interact (and survive) online. Another fascinating aspect is globalization's semi-collapse, partial failure, and, at the very least, pause.

Impact of Covid-19 On Digital Marketing. Due to lockout, the widespread use of Covid-19 had a significant negative influence on on-field marketing operations.

However, as individuals migrated to digital media at a faster rate than expected, this opened the way for digital marketing. The impact of covid-19 on digital marketing and advertising is explained in the following paragraphs.

- Increased Social Media Engagement Led to Increased Social Media Marketing: As a result of the Covid-19 epidemic, which resulted in lockdown and work from home, people had a lot of spare time, which they largely spent on social media. As a result, marketers will be able to leverage on and better engage with their customers through various Social Media sites such as Facebook, Twitter, Instagram, and others.
- Shift from K.P.I. expectations to lifetime value: Traditionally, digital marketing initiatives have been evaluated using analytics and Key Performance Indicators (K.P.I.). However, since the Corona Virus outbreak, the importance of, and attention on, K.P. I's has waned, whereas Customer Lifetime Value has grown in prominence.
- Increased demand for video and micro-video content: While Reliance Jio's internet revolution made the internet more affordable, the introduction of Covid-19 liberated people to the point where they suddenly had a lot of free time. As a result, video content demand on video streaming sites such as YouTube has skyrocketed. Similarly, there has been a significant surge in demand for micro video content platforms. These factors allowed marketers to use video and micro video content to advertise and promote their goods and services.
- Companies deployed A.I. based Chat-bots, which would provide essential help to consumers through a pre-programmed chat room, as people's internet activity surged during quarantine and the majority of the workforce was on work-from-home status. Consumers' liking for these types of chat-bots has developed unexpectedly as a result of their use, and as a result, these chat-bots have become virtual assistants for customers.
- Emphasis on Experiential Marketing: Because people are spending more time online during this lockdown, marketers must focus on making the

customers' online experience engaging; otherwise, the customer may become bored quickly if the webpage, landing page, or virtual environment does not provide a good experience. As a result, marketers are putting a lot of attention on making the consumers' online experience as pleasant as possible whether they visit the website, attend a webinar, visit a curated content hub, or visit landing pages, among other things.

- Demand for O.T.T. Content Hubs soars: During the Covid-19 lockdown phase, demand for and viewership of Over-The-Top Content Hubs like Netflix and Amazon Prime soars. The spike in demand for these O.T.T platforms presents an opportunity for digital marketers to advertise and market their products and services through these platforms.
- Increased Product Research by Customers: Over the previous few months, individuals have been spending more time online researching products and services. As a result, it is driving brands and marketers to successfully manage their online reputations and be attentive to customer evaluations and demands in order to minimize any potential backlash.

There is no doubt that Covid-19 has had a beneficial impact on digital marketing for the most part, but going ahead in the post-Covid age, marketers must preserve or rather improve on current digital opportunities in order to retain the consumer base that was earned during the Covid time.

Being socially responsible on social media: While corporations have garnered a significant amount of customer involvement on various social media platforms, companies must sustain this connection while ensuring that they act responsibly in the future.

Maintaining Online Reputation: As customers spend more time online and engage in more social media activities, any mistakes made by brands or companies can lead to rapid spread of negative information and a severe backlash. As a result, preserving an internet reputation will be challenging yet necessary.

Managing web traffic: After Covid, as individuals return to their regular lives and routines, the challenge for marketers will be to maintain the same volume and



quality of web traffic on their websites and landing pages. Even after Covid, marketers must continue to provide interesting digital content and a virtual environment to manage and maintain online traffic.

Investment in A.I. based Chat-bots: As the use of chat-bots increases during the lockdown period, and customers find it to be a useful service, marketers will be obligated to invest more in such A.I. Based technology in the future, while ensuring that the U.I. and UX are good and that there aren't many technical issues.

To summarize, digital is at the heart of all businesses today, and digital marketing is a critical instrument in the hands of brands and marketers for implementing marketing plans during the pandemic time. While the industry of marketing as a whole has been severely hit, the branch of digital marketing has witnessed a significant increase. Digital marketing has been put on a fast track by Covid-19, paving the door for further development and enhancement of digital marketing efforts.

## **CHAPTER 2. ANALYSIS OF DIGITAL MARKETING TOOLS FOR OMNICONSUMERS ON THE EXAMPLE OF “PRIVATBANK”**

### ***2.1. General characteristics and analysis of “PrivatBank”***

Ukraine's largest bank is “PrivatBank”. A bank is a financial organization that has been granted the authority to hold and lend money. Checking and savings accounts, credit cards, mortgages, vehicle loans, personal loans, small business loans, and more are all available.

PrivatBank's services have been utilized by more than 20 million people at least once in their lives, accounting for half of all banking customers in Ukraine, ranging from individuals to businesses and entrepreneurs. Almost 18 million Ukrainians utilize PrivatBank's services on a regular basis, while 13.5 million people work for Privat24's digital bank.

PrivatBank demonstrates that a government-owned business can and should be lucrative and efficient. PrivatBank expects a net profit of UAH 24.3 billion in 2020. This represents 61.2 percent of all Ukrainian banks' earnings for the year. After nationalization, the bank paid the budget UAH 55.4 billion in dividends.

Privatbank Commercial Bank was created in the form of a limited liability company called PrivatBank Commercial Bank and registered by the National Bank of Ukraine on March 19, 1992, in compliance with the Articles of Association of February 7, 1992. On December 18, 2016, the state joined in the withdrawal of JSC CB "PrivatBank" from the market through nationalization in order to prevent the situation in Ukraine's banking system from becoming unstable, and because of the bank's systemic importance.

And nowadays the state, represented by the Cabinet of Ministers of Ukraine, is the Bank's single stakeholder, owning 100 percent of the bank's shares.

The Bank's owner, the state exerts its rights, and the Bank's governing bodies follow optimal corporate governance standards, including the OECD Guidelines on Corporate Governance of State-Owned Enterprises. The Basel Committee on Banking Supervision has issued corporate governance standards for banks, as well

as the European Banking Authority's Guidelines on Internal Governance, which apply to the degree that they do not contradict Ukraine's present legislation.

PrivatBank became the first of the three state-owned banks to have its Supervisory Board approved by the NBU, consisting of nine members, in accordance with Art. 7 of the Law "On Banks and Banking Activities." The National Bank recently approved the nominations of seven new members of the council, as well as the nominations of two permanent members.

According to Ukraine's Cabinet of Ministers Resolution No. 267 of March 27, 2019, the majority of members of state-owned bank supervisory boards - 6 out of 9 - must be independent and chosen through foreign recruiting businesses and under international supervision. In April of this year, a rigorous and competitive selection process began. On July 17, 2019, the government accepted the candidacies of independent members of PrivatBank's Supervisory Board, who were chosen from a pool of candidates following a competitive selection process. Chairman of the Board Sharon Iski, Deputy Chairman Artem Shevalov, Eran Klein, Yulia Metzger, Sergey Alekseenko, Nadir Sheikh, Sebastian Shionaykh-Karolat, Roman Sulzhik, and Olga Tomash make up the bank's Supervisory Board.

Rights and responsibilities of businesses. The Bank is a private law entity that was formed in line with the legislation. The Bank, as a legal body, has its own property, an independent balance sheet, and its own seals, stamps, letterheads, and other features. It also has its own accounts with the National Bank and other institutions.

The Bank has the authority to acquire property and personal non-property rights on its own behalf, including transactions (agreements, contracts), and to participate in litigation (plaintiff, defendant) in courts, arbitration courts, the Chamber of Commerce Ukraine's International Commercial Arbitration Court, and international courts. The Bank's property (property rights) gained as a result of succession is its property.

The Bank owns, uses, and disposes of its property and finances in accordance with this Statute's purpose and subject of its activities. The Bank will be

responsible for any accidental loss or damage to its property. The Bank's property rights are safeguarded in accordance with the law. The Bank is guided by the Constitution of Ukraine, the Civil Code of Ukraine, the Commercial Code of Ukraine, the Laws of Ukraine "On Banks and Banking," "On the National Bank of Ukraine," "On Joint Stock Companies," "On Deposit Guarantee System for Individuals," and other laws of Ukraine, as well as normative legal acts adopted by the President of Ukraine, the Cabinet of Ministers of Ukraine, the National Bank, and other state bodies in accordance with their statutory competence to condense information.

In the event of a change in the law or a discrepancy between the provisions of this Statute and the law's standards, the section of the statute that does not contradict the law is applied. In accordance with the law, the Bank is solely responsible for all of its assets and funds. Except as stipulated by law or contract, the Bank is not responsible for the state's commitments, and the state is not responsible for the Bank's responsibilities.

Unless otherwise established by law or contract, the Bank is not responsible for the National Bank's responsibilities, and the National Bank is not responsible for the Bank's duties.

In decisions and actions connected to its operating activities, the Bank is financially autonomous and entirely independent of state authorities and local governments.

The Bank operates on a commercial basis, acquiring, owning, using, and disposing of property such as buildings, structures, equipment, inventories, assets, and funds it possesses in line with the law.

The Bank is allowed to own real estate with a total value of no more than 25% of its capital. This restriction does not apply to: 1) premises that provide technological performance of banking functions; 2) property transferred to the Bank on the basis of the pledgee's rights being realized in accordance with the terms of the pledge agreement; and 3) property acquired by the Bank for the

purpose of preventing losses, provided that such property is alienated by the Bank within one year of acquisition of ownership.

The Bank is a universal institution that is a part of Ukraine's banking system. The Bank invests its funds in a legal manner. The Bank devises and implements legal safeguards for its interests, as well as financial, economic, and information security, as well as the protection of its assets and cash. The Bank has its own letterhead, which includes the Bank's name and other information, as well as a basic round seal with its entire name and additional round seals. On the primary and supplemental seals, the Bank's identifying code must be indicated.

The Bank's purpose (objectives) is to undertake banking activities with the goal of creating a profit for their own development and in the owner's best interests. The Bank's activities include the supply of banking and other financial services in both national and international currencies, as well as the performance of other legal activities.

Banking services include: 1) attracting deposits and bank metals from an unlimited number of legal entities and individuals; 2) opening and maintaining current (correspondent) customer accounts, including bank metals accounts, and escrow accounts; and 3) placing borrowed funds (deposits) on its own behalf, on its own terms, and at its own risk.

The Bank's governing bodies are: 1) the Bank's top governing body (hence referred to as the highest body); 2) the Bank's Supervisory Board (hereinafter referred to as the Supervisory Board); and 3) the Bank's Management Board (hereinafter referred to as the Management Board).

The separation of responsibilities among the Bank's governing bodies should result in an effective governance and internal control structure.

Members of the Supervisory Board and Management Board, as well as the Head of Internal Audit and other Bank management, must meet the qualifications for goodwill and professional suitability.

Managers of the Bank must be diligent in their work and loyal to the Bank in accordance with the legislation.

The Supervisory Board keeps a close eye on the Bank's managers and the head of the internal audit department to ensure that they are following the law's requirements. At least once a year, the Bank examines the Bank's management, the Head of the Bank's Internal Audit Department, and independent members of the Supervisory Board for compliance with qualification standards, and reports the results to the National Bank in writing. The results of the verification of conformity with the Supervisory Board members' independence standards are also reported to the higher authority.

"PrivatBank" is the largest Ukrainian bank by assets and the leader of the retail banking market of Ukraine, registered on March 19, 1992. The initiator of the bank, its first chairman, was Ukrainian businessman and politician Serhiy Tigipko.

As of January 1, 2018, PrivatBank's net assets amounted to UAH 259 billion (19.3% of the assets of all banks in Ukraine). PrivatBank has the second-largest branch network and the largest network of ATMs and terminals among Ukrainian banks. At the beginning of 2018, the network had about 7.2 thousand ATMs, 13.3 thousand payment terminals, and 141 thousand commercial POS terminals. PrivatBank's national banking network has about 2,240 branches. PrivatBank is the largest issuer and acquirer of payment cards in Ukraine. At the beginning of 2018, the bank issued more than 30 million cards, which is more than half of the total number of payment cards issued by Ukrainian banks. The bank owns the PrivatMoney money transfer system and is the most popular in Ukraine's Internet banking and payment system Privat24. The bank is also the acquirer of the electronic payment system LiqPay.

In 2021, Privatbank earned a profit of UAH 35.050 billion. (Table 1.1.)

*Table 1.1*

<b>Year</b>	<b>Total assets, UAH billion (at the end of the year)</b>	<b>Net profit, UAH million (in a year)</b>
2021	376 577	21,212,000 (as of September)

2020	334 570	24 302,000
2019	281 637	32,609,000
2018	256 100	12,520,000

*Source: According to the official data of the National Bank of Ukraine*

JSC CB Privatbank is the largest Ukrainian universal commercial bank operating under the license of the National Bank of Ukraine № 22 dated October 5, 2011, focused on serving individuals and corporate clients of all forms of ownership, is included in the list of systemic banks Ukraine, has one of the largest volumes of capital and net assets. According to experts from Euromoney and Global Finance magazines, in 1999 JSC CB Privatbank was recognized as the best Ukrainian bank in the nomination of the best banks in emerging markets. In the banking system of Ukraine, Privatbank belongs to the group of new commercial banks, the so-called "second wave" banks, in contrast to the state banks of the first wave. During the eight years of its existence, the bank has achieved a leading position in the banking services market of Ukraine by increasing market share, increasing efficiency, continuously improving reliability, and increasing the competitiveness and complexity of providing banking products to its customers.

PrivatBank is known for its innovations. Yes, back in the early 2000s. (after the launch of the Privat24 system in 2001), the bank was one of the first in the world to use one-time dynamic SMS passwords. Among the latest innovations of Internet banking is the ability to log in via QR-code, and by the end of 2014 PrivatBank planned for the first time in the world to introduce login via voice identification.

In early May 2014, at the FinovateSpring 2014 Banking Innovation Forum in San Jose, California, the PrivatBank team presented the world's first contactless Android ATM. The new ATM allows you to use a smartphone or Google Glass instead of the standard keyboard to withdraw money. Following the jury's vote, PrivatBank's topless ATM was declared the winner of FinovateSpring 2014, and its original presentation won the Best of Show award.

In May 2014, PrivatBank transferred all its customer service employees to the iPad. According to the bank, more than 8,000 iPads with special financial applications of the bank work in the branches. The use of mobile tablets will allow you to serve customers more quickly and without queues.

PrivatBank is one of the largest developers of mobile payment applications in Ukraine. In addition to Privat24, there are various other applications, including iPay (which allows you to accept Visa and MasterCard cards from a mobile phone, tablet, and personal computer), SendMoney (an application for quick transfer of money to cards with voice control and automatic memorization of templates ), "PhotoCashier" (application for paying bills with a phone camera) and others.

In August 2015, PrivatBank became the first Ukrainian bank to be registered in the new .bank domain zone.

In 2016, PrivatBank took first place in the ranking of innovative companies in Ukraine according to the site [forbes.net.ua](http://forbes.net.ua).

On May 15, 2018, together with Apple, it introduced the NFC payment system "Apple Pay", and before that with Google - "Google Pay".

To summarize, PrivatBank is the leader of the country's banking market and the largest bank with Ukrainian capital. The bank's strategy is aimed at the transition from service in bank branches to the ideology of teaching customers to use remote banking tools. In 2015, MasterCard named PrivatBank the largest bank in Eastern Europe in terms of the number of Maestro / MasterCard cards issued.

## ***2.2. Analysis of digital marketing tools for omniconsumers of "PrivatBank"***

PrivatBank is all about innovation! The PrivatBank team is working hard to make banking services as convenient and secure as possible for clients. They provide more than 176 digital and remote services. Payment cards are easy for PrivatBank clients; however, during the COVID-19 pandemic, we ensured complete contactless-ness by issuing virtual cards quickly using the Privat24 app on a smartphone.



PrivatBank is Ukraine's finest retail bank and offers the greatest digital banking service, according to specialists from FinClub's annual national ranking of "50 Leading Banks." According to the findings of the survey, which was conducted by an expert council composed of financial analysts and top bankers, the country's largest bank won the nominations for Services to Individuals and Internet Banking.

At the FinAwards-2018, specialists named the finest products in the local banking sector, Privat24 was voted the best Internet bank in Ukraine. PrivatBank was named the best in three categories at the same time: Internet banking, the best mass debit card, and the best hryvnia deposit. "PrivatBank has always been and will continue to be a creative organization," stated Christina Karmazina, PrivatBank's Deputy Head of E-commerce. "This is a well-deserved acknowledgement of the entire retail business team's commitment to the bank's success and development, as well as our clients who trust us with their money and our competitors who motivate us to improve even quicker." Privat24 is Ukraine's undisputed leader in digital banking services, with over 9 million users, including over 6 million who use the Privat24 app. PrivatBank will shortly open Privat24 to all bank clients so that as many Ukrainians as possible can benefit from the greatest service.

The bank has a money transfer system "PrivatMoney" and the most popular in Ukraine Internet banking and payment system "Privat24". The bank is also the acquirer of the electronic payment system. LiqPay. PrivatBank was the first in Ukraine to connect Apple Pay.

The company has an integrated product advertising approach on the Internet network. This method enables for the most rapid, precise, and flexible response to any market developments, as well as adjusting marketing actions to improve efficiency and forecasting financial results.

Websites and promotional sites; electronic bulletin boards; call centers; internet advertising; email marketing; online practice in Privatbank; official Privatbank pages in social networks; online banking; chatbots; SMS-informing,

and others are among the main channels through which the Bank promotes its services.

The website of PrivatBank is well-designed and maintained. He is always up to date. According to Kantar Ukraine (a representative of the world leader in marketing research - Kantar), the PrivatBank website joined the TOP 10 most visited sites in Ukraine in January 2021, taking 7th place after Google, Youtube, Facebook, and other sites. This reflects PrivatBank's superior positions in terms of site quality, strategic potential, online and offline customer service, marketing mix perfection, and level of interactive marketing implementation.

On PrivatBank's online tools, you'll discover the following: Clients can also choose a communication channel (Viber or Telegram) and a currency converter, as well as access to the bank's mobile applications. On the official pages of social networks "Facebook," "Instagram," and Twitter, visitors can go straight to the bank's "hotline" for short number 3700. You can read the bank's news, exchange rates, and other important information about the bank, its services, and interactive payment methods such as QR codes, Apple Pay, Google Pay, and Face Pay24 if desired.

The analysis of the site privatbank.ua using the web platform PR-CY for the following parameters: traffic, traffic source, audience geography, speed of launch and Google search, and so on.

Consider the numbers of people that viewed and visited PrivatBank's website between May 2020 and March 2021. The total number of downloads for the examined time is 146,130,000, and the total number of visitors is 19,400,000. The most users were seen in August 2020, with 778,000, and in January 2021, with 773,000. The lowest number of visitors was 658,000 in February 2021.

The average time spent on the site by a user is 9 minutes. This is the period between the visit's first and last action. Views, linking to external links, downloading data, and fulfilling goals, such as calling the operator chat, are among the actions.

34 percent of people arrive at the site via a direct link, 14 percent via search engines, 49 percent via links on other sites, 1% via social media, and 2% via mailings.

Ukrainians make up 57.5 percent of the target audience for March-April 2021, followed by residents of the Netherlands (13.6 percent), the United Kingdom (10.6%), and other nations (18.3%).

By the intersection of steel traffic, the following sites compete with JSC CB "PrivatBank": PrivatBank's online banking site - privat24.ua, Ukraine's largest marketplace - prom.ua, online store rozetka.com.ua, Ukrainian finance and investment portal - minfin.com.ua, and service ads - olx.ua.

The site download speed is 0.8 seconds on a computer and 3 seconds on a mobile device, which is the industry standard for loading pages.

The site has a variety of content kinds, including text information, graphics, scripts, and other features. All of this is downloaded to a single page in the browser. The site is mobile-friendly, and it accomplishes two goals: it gives consumers a pleasant viewing experience on any device, and it improves search engine rankings.

JSC CB "PrivatBank" has a good search engine optimization setup. The following are some of the most popular Google search terms: privat-24, privat-24, privatbank, privat, privat, and others. Yes, 606 requests are in the TOP 3 (the first three spots in the list of search engines), 705, TOP-10, 971, TOP-20, 2 112, and TOP-50, 8 839 requests.

A promotional site is one that advertises products, services, promotions, events, and other such things. Privatbank creates such sites primarily to promote specific promotions.

Privatbank makes use of popular platforms, such as internet bulletin boards, in addition to its own promotional sites. The usage of online marketing tools like advertising and electronic bulletin boards prevents the bank's website from being cluttered with short-term material and complicates the perception of the website's fundamental information.

PrivatBank uses CPA channels, which are defined by payment for actual shopping, to market your products on the Internet. PrivatBank joined the Admitad network in 2016 and created an affiliate program.

PrivatBank makes extensive use of Internet resources, including as contextual advertising and contextual projects, financial showcases, and social networks, to market its goods and enhance sales. Email marketing to customers is provided as one of PrivatBank's interactive marketing solutions.

PrivatBank's online practice promotes the brand, expands the bank's agents and partners, and expands the bank's customer base. The online practice program is divided into two parts: theory (10 modules) and practice (5 practical problems). All completed activities have a maximum score of 100 points. The student receives a certificate at the end of the internship that reflects the internship program's outcomes. Students who obtain at least 90 points as a consequence of practice are placed in the personnel reserve.

Social networks address long-term marketing tasks for big business (banks and finance structures, developers, retail chains, network brands in the service sector, and so on) by increasing brand loyalty and products, raising audience awareness, and tracking the mood of its representatives toward the company in general and its products in particular.

PrivatBank has official pages on Instagram, Facebook, Twitter, and Telegram, which are the most prominent social media platforms in Ukraine. This enables for informal engagement with current and new consumers while keeping a consistent image and socially beneficial financial organization. The advertising of the bank's products and services on social media, as well as the battle against fraud in the banking sector, receive a lot of attention.

All Motion Group, a marketing agency, won the tender for PrivatBank's social media marketing support in 2020. The marketing agency's work is geared toward active audience interaction. Among the most critical SMM responsibilities are system training for all sorts of material for PrivatBank's social media pages -

graphics, video, copyright, and, most crucially, the installation of a new communication style.

The pages of JSC CB "PrivatBank" were evaluated in the following social networks: "Facebook," "Instagram," "Twitter," and "YouTube" in the period from March 8, 2021 to April 6, 2021, using the online service of content analytics of Popsters social networks.

Facebook and Instagram have the most active pages. Their ERpost (coefficient of involvement of people from the publication), which is - 0.164 percent in "Facebook" and 1.877 percent on Instagram, and ERday (engagement rate for the selected period) are similarly higher than odds in other social networks.

Only YouTube can determine the ERview coefficient (involvement factor by views) - 4,320 percent. The importance of ERview is that it demonstrates how people were drawn to the quantity of video views.

These metrics enable you to go deeper into the audience and their activity by day, post, and search results.

Regardless of whether the audience is B2C or B2B, the data reveal that the ideal afternoon for publication is Tuesday. From 9:00 a.m. to 12:00 p.m., stable interaction can be expected throughout the working week. If the morning is quite active, the involvement drops until the conclusion of the working day, when it reaches its lowest point after 18:00 daily.

We can state that the work with PrivatBank's clients on social networks is established qualitatively, and the bank is sensitive to new channels of customer support, based on the degree of user coverage.

The mobile banking market is quickly expanding, with annual volume exceeding 100 billion hryvnias. This banking sector's orientation is advantageous to both clients and financial institutions.

"Privat24" - uses the self-service method to provide services, i.e., customers can perform operations on their own, independently manage a set of services and templates on the home screen, and even create personal ecosystems, such as

"Health," "Pets," "Fitness," and so on, using a computer or a smartphone that is connected to a network Internet.

More than 6.3 million people use Privat24's services. Every day, the number of customers increases. Work is continuously being done to improve service and expand the number of services available.

PrivatBank has shown to be a market leader in Ukraine, launching a service without precedent. This is an opportunity to send SWIFT transfers in any of the world's 120 currencies using the Privat24 mobile application for iOS and Android. A SWIFT transfer can be sent from a currency account or a hryvnias account.

Chatbots from PrivatBank can assist you top up your mobile account, transfer money from one card to another, apply for a loan, and get exchange rates and other information. You'll need to download Facebook Messenger, Telegram, or Viber, which may be used to conduct money transactions in a matter of seconds. To begin working with the chatbot, you must first enter your phone number and complete the authorisation process.

"PrivatBank" (money transfer from card to card); "Bonus Plus" (current information on the program "Bonus Plus"); and "Instant installments" (cash loan on the map) are the three bank chatbots available on Viber.

The chatbots from PrivatBank are not intended to be a replacement for the mobile app. Messages from The bank is an additional channel of communication, as well as a way to innovate in user communication in order to attract new clients.

Informing via SMS texts - informing is received in the event of activities exceeding 1000 UAH. If the program is idle or no message is sent successfully on the initial try to send a message in Viber, an SMS is sent. Privat24 allows you to change channels at any time.

PrivatBank, as an innovative bank, welcomes the "DIIA" application, which allows users to share financial services.

Banking services that are shared:

- When you need to confirm data in a bank branch, you should update your data.

- When receiving a money transfer from PrivatBank, a bank staff validates your identity by scanning a QR code from your digital passport.

Peter Krumhanzl, Chairman of the Board of PrivatBank, stated that the bank "actively supports" the "DIIA" initiative, which "allows us to develop a dream Ukraine based on modern technologies." Through the application of state services "DIIA," PrivatBank's clients can complete the legally required verification or modification of their personal data in two clicks.

The client merely needs to open the document in "Diia" and turn it to the side with the barcode to update the data in PrivatBank from now on. When the bank manager scans the required code, "DIIA" asks for permission and creates a digital copy of the document with an electronic signature, which it then sends to the bank. Clients of PrivatBank can now submit a digital passport instead of the physical passport. A bank staffer uses a QR code to verify the document from "DIIA."

The Ministry of Digital Transformation, in collaboration with PrivatBank, introduced the mobile application "DIIA" in December 2019. The state's digital services are available to 12 million Privat24 subscribers without the need for extra registrations or connections. Almost 70 percent of all "DIA" users are now authorized through Privat24.

To sum up, PrivatBank operators conduct direct marketing by calling consumers in the desired category and informing them of new service offerings and their characteristics. JSC CB "PrivatBank," which is adopting an integrated product promotion strategy on the Internet, is continually evolving, gaining new competitive advantages, and overtaking its key competitors. As a result, each potential customer has a wide range of options, which enhances consumer interest and loyalty to the bank.

However, at any stage of a banking institution's life cycle, the diversification of digital marketing tools and their improved implementation, as well as the selection of the most cost-effective tools, are relevant.

### ***2.3. Strategic aspects and influence of new realities on digital marketing tools of “PrivatBank”***

Even with the most stringent quarantine restrictions, Privat24 continues to service consumers. For the year, the number of clients using Privat24 climbed by 3.4 million. This is a world-record-breaking achievement! PrivatBank's services have been utilized by more than 20 million people at least once in their lives, accounting for half of all banking customers in Ukraine, ranging from individuals to businesses and entrepreneurs. PrivatBank is used by about 18 million Ukrainians on a daily basis. The number of active clients climbed by 600,000 throughout the course of the year; six Olympic NSCs will not be enough to bring them all together!

I eventually persuaded Ukrainians last year that digital banking is both safer and more convenient than cash. Customers of PrivatBank aggressively switched from branches to online in 2020. During the year, Ukrainians used Privat24 to make 29% more payments and transfers. In addition, branch visitation dropped by 30%. Payment cards are easy for PrivatBank customers, but in the year of COVID-19, the bank has offered consumers with complete contactlessness through virtual cards, which are issued quickly using the Privat24 app on a smartphone.

Small business services are provided by a national leader. PrivatBank specializes in working with small and medium-sized enterprises. PrivatBank aided entrepreneurs in the aftermath of the 2020 corona crisis. During the most severe quarantine restrictions, the bank eliminated payment for several services for firms. In addition, he lowered credit rates for 60 thousand entrepreneurs and instituted credit vacations for 6.5 thousand. As a result, the number of active clients-entrepreneurs at PrivatBank has increased by 116 thousand in a year. Despite the COVID-19 outbreak, PrivatBank continued to lend to businesses. PrivatBank provided lending support to small and medium-sized firms in the amount of UAH 8.9 billion in 2020. Loans were given to 24.8 thousand enterprises.



Privatbank is leader of the state program "Affordable loans 5-7-9 percent" on a national level. Privatbank granted more than 2,500 affordable loans from the start of the Affordable Loans 5-7-9 percent program on February 1 and the end of 2020, outnumbering other banks by more than 1,000 loan agreements. The bank is the one that lends the most to "alive" small business growth projects. The investment loan program financed more than half of the loans.

Customers and staff can feel safe banking here. Even in the midst of a harsh lockdown, life goes on. As a result, the PrivatBank team ensured that the bank's service was safe for both customers and workers. All of the bank's services are now available online. Digital money and online services were taught to Ukrainians. Bank introduced the ability to pay for municipal services by phoning 3700, as well as FacePay24 face payment and other services. PrivatBank's branches operated on a flexible schedule. Protective materials and sanitation of 1,668 branches and 7,395 ATMs cost the bank UAH 132 million.

The phrase "Beremo and robimo" is Private Bank's slogan (We take and do). During the analysis of all the services provided by the bank, the creative agency "Banda" came to a similar conclusion. PrivatBank, according to the agency's creatives, accomplishes more than others but does not mention it. "The bank that does the most" is the bank's communication approach. Doing is always more difficult than telling brilliantly; doing is more difficult than promising, and more difficult than pretending. And this has always been PrivatBank's strength: he knew how to run a business. It was because of his ability to "do" that he became the country's most important and largest bank.

The Cabinet of Ministers of Ukraine approved without discussion the strategy for the development of the state-owned PrivatBank (Kyiv) until 2024. According to the explanatory note to the order, the main objectives of the strategy update are to create an operationally strong and competitive bank capable of financial stability and dividends, as well as an attractive and viable bank for investment.

It is noted that the main purpose of updating the document is to determine the strategy of a "good bank" suitable for sale and the approach to its privatization.

The strategy envisages the creation of a leading bank in the retail segment of the market, which has a strong position in small and medium-sized businesses (SMEs) with a strong payment and card business, which will ensure the availability of attractive privatization options.

PrivatBank's business model envisages a focus on SMEs, including a 150% increase in lending to the SME segment (including support for the government program "Affordable Loans 5-7-9%"), as well as further growth of the acquiring business, which will lead to strong revenue growth. UAH 8.5 billion

In addition, the updated business model envisages expanding the product offer instead of attracting new customers in the retail business, which will provide additional growth in lending from UAH 44 billion to UAH 82 billion, including mortgage lending under the state program and maintaining existing leadership in the card business. based on the availability of physical and digital channels.

At the same time, it is envisaged to create a progressive model of the bank by 2024 with a leading level of efficiency and readiness to reduce margins, as well as leadership in innovation through digital technologies.

According to the document, PrivatBank will continue measures to optimize costs and improve the organizational structure, in particular by further optimizing the regional branch network and banking infrastructure. The strategy also envisages maximum recovery of the old portfolio of non-performing assets, operational efficiency and a stable level of profitability of the bank.

It is noted that the bank will strive to achieve a projected net profit of more than UAH 30 billion return on equity of more than 40% and the ratio of costs to income of less than 45%. According to the strategy, PrivatBank will improve the risk management system, improve the practice of credit underwriting and optimize credit processes.

The document stipulates that the bank will implement innovative products and services, develop and adapt IT to the requirements of international standards and regulatory requirements. It is planned that PrivatBank will place special emphasis

on the importance of returning funds related to ex-owners and restore the old portfolio of non-performing assets.

The document provides for the introduction of a strict strategy for the management of non-performing assets, so that the bank must regulate the level of non-performing assets and consistently reduce their share to less than 20%. The strategy identifies three possible privatization options, including private placement of the entire bank, private placement of a "good bank" and initial placement of "good bank" shares.

On December 18, 2016, the Government of Ukraine, referring to the proposal of the National Bank and former shareholders of PrivatBank, decided to nationalize this largest financial institution in the Ukrainian market and poured over UAH 155 billion into its capital.

According to the statistics of the National Bank of Ukraine, as of June 1, 2021, PrivatBank ranked 1st in terms of total assets (UAH 550.58 billion) among 73 banks operating in the country.

Any organization, including a bank, operates in a dynamic environment that defines its surroundings. This environment's analysis is limited to observing changes in the macroenvironment. Market analysis is used to learn about new market opportunities as well as potential problems and threats that the bank may face. As a result, the internal and external environments of PJSC CB "PrivatBank" must be analyzed using the SWOT analysis method. The SWOT analysis is shown in Table 3.1

*Table 3.1*

<b>Strengths (S)</b>	<b>Opportunities (O)</b>
<ol style="list-style-type: none"> <li>1. Positions of leadership in the banking industry.</li> <li>2. Industry experience.</li> <li>3. Highly qualified personnel</li> <li>4. A wide range of services are available.</li> <li>5. Excellent banking service.</li> <li>6. Extensive branch network in Ukraine and abroad.</li> <li>7. E-mail and website communication are</li> </ol>	<ol style="list-style-type: none"> <li>1. Maintaining close relationships with other organizations.</li> <li>2. Competitor deterioration</li> <li>3. Expanding market share</li> <li>4. Positive ratings from international rating agencies.</li> </ol>

available. 8th. The bank has its own software. 9. System of employee training	
<b>Weaknesses (W)</b>	<b>Threats (T)</b>
1. Low-level employee turnover. 2. Lack of interest among ordinary employees in the bank's development. 3. High cost of attracting resources for mortgage lending and low attractiveness of lending to low-income people due to loan costs.	1. The population's insolvency. 2. Consumers of banking services are experiencing a decline in economic activity. 3. Cost increases and decreased demand for banking services. 4. New competitors entering the market. 5. Improving competitors' market position 6. Rising inflation and loan and deposit interest rates exacerbate the financial crisis. 7. Regional bank expansion. 8. Rapid growth in both volume lending and the riskiness of data operations.

We can see what are the possible options for using strengths and capabilities in development bank strategies, as well as neutralizing weaknesses and external threats, based on the data obtained, which are shown in table 3.1.

According to Table 3.1, the SO field requires enterprise support and development strategy strengths in the direction of realizing external environment opportunities, namely:

- PrivatBank has a large number of partners and has established itself in the market and among customers. As a result, holding various events to promote the bank among young people, i.e. consumer segments aged 6 to 17 (Junior Card users) and consumer segments aged 18 to 25 years, will not be unnecessary.
- It is necessary to devise a strategy to increase customer loyalty by providing better terms than direct competitors. This can be accomplished through both price and non-price changes.
- PrivatBank has its own app, "Privat 24." This application allows you to hold digitized micro-events and inform customers about new offers or services from PrivatBank.

According to Table 3.1, Field ST provides a strategy for leveraging the enterprise's strengths to mitigate environmental threats, namely:

- Although PrivatBank has a sufficient number of experienced employees, all knowledge must be updated. As a result, updating the knowledge of the bank's employees on a regular basis is necessary in order to improve the customer service process and work out new objections to the sale.
- The economic activity of the bank's customers may decrease from time to time. We propose introducing measures to stimulate economic activity, such as raising deposit rates and optimizing the cash-back system, as additional incentives.
- To retain customers, it is necessary to maintain a competitive market position as well as develop scripts to work out objections to the bank's termination of cooperation.

Field WO (according to table 3.1) calls for the development of a strategy to overcome the enterprise's weaknesses using the capabilities of the external environment, specifically:

- Implementation and optimization of the bank's intangible incentive system, including the organization of corporate events, the provision of an expanded social package, and the integration of a bonus and other material incentive system.
- The high cost of attracting resources for mortgage lending indicates inefficient market segmentation and positioning. As a result, additional research is required, and the results will be used to reposition and resegment this service in the market.

According to Table 3.1, the WT field allows for the development of a strategy for overcoming threats and eliminating enterprise weaknesses, namely:

- Unfortunately, even a large corporation cannot be fully protected against all external threats. That is why, particularly in light of the global COVID-19 pandemic and the unfinished business in the East, a clear plan and algorithm

for repositioning, restructuring, revising personnel, assortment, and pricing policies is required.

The Bank's Development Strategy adopted by the Government has the following key components:

- business model: a leading bank in the retail segment of the market, which has a strong position in small and medium-sized businesses;
- operating model: progressive with a leading level of efficiency and willingness to reduce margins;
- financial stability: efficient work with the portfolio of non-performing assets, operational efficiency and sustainable level of profitability of the Bank;
- the bank's targets for 2024: projected net profit > UAH 30 billion, return on capital > 40% and cost-to-income ratio.

Thus, the update of Privatbank's Strategy will release the real value of the core business while maximizing dividends and privatization potential, which includes:

- creating a strong competitive bank;
- ensuring the ability to pay dividends and financial stability;
- transformation of the bank into an attractive object of investment.

Banks are attempting to expand the complete spectrum of their services utilizing digital technology throughout the crisis and the coronavirus outbreak. The bank's assortment policy in the banking market products can be optimized to assist them become more competitive and sell more banking products.

Bank assortment policies are dictated by nomenclature positions, each of which has a set number of product kinds. The majority of Ukrainian banks establish and maintain the group assortment nomenclature that defines their product profile.

The product profile's diversification is determined by the stage of the banking product's life cycle. The in-depth range of goods and services, the saturation of particular product groups, and the focus on addressing the personal and corporate needs of the population distinguish JSC CB "Privatbank" from other banks when it

comes to the implementation of assortment policy. Among other Ukrainian banks, the current structure of the range is the best.

Privatbank has introduced a new service that allows you to withdraw cash at the grocery checkout without using ATMs. This service is especially important in light of the coronavirus pandemic, which contributes to shorter ATM lines and increased distance between people.

At the same time, the shortcomings of JSC CB "Privatbank assortment" 's policy can be attributed to the following: it is necessary to optimize the range of payments 173 cards and bank services that are unprofitable or do not use enough demand; the need to introduce innovations and innovations into the range structure has given new digital solutions; and the need to introduce innovations and innovations into the range structure has given new digital solutions.

Given these flaws, promising areas for JSC CB Privatbank include: an assortment policy that can meet the most demanding needs of consumers; ensuring the fastest turnover of funds; optimizing the range structure that is acceptable to consumers; and implementing innovative digital solutions and mobile applications (P2P transfer service via mobile phone, electronic bracelet, fingerprint technology finger and retina scan).

In addition, in light of the COVID19 epidemic, the bank must look after its staff and establish financial well-being, mental health, awareness, sleep, healthy food, fitness, and stress management programs.

To sum up, JSC CB "PrivatBank assortment" 's policy focuses on the introduction of new banking services to the Ukrainian market, giving customers a wide range of financial management options. The bank is open 24 hours a day, seven days a week, and offers consumers the ability to purchase banking products using cutting-edge technology.

## **CHAPTER 3. IMPROVING DIGITAL MARKETING TOOLS FOR OMNICONSUMERS AND STRATEGIES OF PROMOTION IN AFTER PANDEMIC REALITIES FOR “PRIVATBANK”**

### *3.1. Analysis of ways to overcome weaknesses of digital marketing tools enhancement*

The primary obstacles in digital marketing include financial challenges and unclear roles in marketing management, yet the challenges alter every year with technical improvement in a digital platform. In addition, the rapid growth of digital networks and platforms has created a slew of new issues.

To begin, digital marketers must compete and maintain their understanding of how digital marketing networks/platforms work, how customers use them, and how networks promote their products or services.

Second, digital marketers must keep an eye on data mining in order to analyze and obtain feedback on customers or to target people's behavior in order to increase market share and create new customer demand.

Third, digital marketing necessitates a customer-centric approach to marketing, which may include a corporation analyzing new types of consumer behavior, such as employing website heatmaps to better understand the customer journey.

Fourth, because of the ever-changing nature of the digital market, the digital advertiser must be continually aware of the need to learn something new in order to build competence. In digital marketing, finding dependable and skilled partners is equally difficult.

On the other side, data security theft is the most significant threat to digitization, with substantial risks of data loss and privacy breaches. Data mining is the foundation of digital marketing, but it also poses a concern because it may be hacked by bugs or viruses. In the digital environment, branding is also seen as the most difficult challenge. Reframe and refresh technology is used to keep brands current. The digital platform's quick reach and easy accessibility are



sometimes considered as a threat, as customers leave open evaluations that are seen by the masses, affecting the brand's sales growth.

In a nutshell, the challenges of digital marketing are as follows: the company must keep its offering flawless and maintain a positive image in the market as news or messages spread extremely quickly with the help of these technologies; extremely tough competition; companies of all sizes use the 17 digital marketing techniques, making it harder to attract customers' attention, and customers miss out on a lot of relevant data.

Technological advancements have surely altered worldwide marketing automation. These technological advancements in marketing have resulted in digital marketing. Combining old technologies with the creation of new technology for personalizing and converting marketing strategies is critical for digital marketing opportunities. It immediately reaches a large number of customers. It helps the company save money. Consumer preferences and responses to numerous items, services, and brands are all documented.

As a result, technological advancement is a fantastic opportunity for digital marketing in and of itself. Artificial intelligence (AI) in digital marketing is one such technology that may be used to mine data and evaluate consumer behavior. Consumers were more powerful as a result of digital marketing because they had a range of options to choose from on vast digital platforms, and they felt the most competition due to pricing transparency and globalization.

People are becoming increasingly digital as internet usage increases. As a result, the growth of internet users is inextricably tied to digitalization. By the end of 2019, 38 percent of Bangladeshi families had internet connectivity at home, and 53 percent of people had active mobile broadband subscriptions. By the end of 2019, 13% of Bangladesh's total population has access to the internet. In Finland, on the other hand, by the end of 2020, 89 percent of households had internet connectivity at home, and 90 percent of total adults had used the internet. As internet usage grows, people are becoming increasingly digital. As a result, the rise of internet users and digitization are inextricably linked.

By the end of 2019, 63.4 percent of all mobile users in the world will have used their phones to access the internet, with that percentage expected to rise to 80 percent by 2025. A digital gadget was used by 66% of internet users to make purchase decisions. In 2019. By the end of 2019, global B2B e-commerce sales will have surpassed \$12 trillion, and by the end of 2025, that figure is predicted to have risen to \$24.3 trillion. Digital marketing accounted for more than half of the marketing spend for 34% of organizations globally.

The trend shows a movement from a price-conscious to a value-conscious market, and the digital market is constantly evolving to generate and advertise the value of the product rather than just the price, making it the most sought-after marketplace and growing rapidly as a result of this shift. Seeing is believing, and as a result of this concept, digitization is growing. As the economy's demand for entrepreneurs and start-ups grows, more businesses enter the market, and their ambition to reach a larger audience in a short amount of time makes digital marketing the only and best option. Artificial intelligence (AI) is a new digital marketing trend.

Data has become a valuable commodity in today's world, and digital marketing is the ideal platform for gathering and analyzing various types of data, helping firms to better define their products and validating the notion that "digital is the future." Correct analysis paired with creativity leads to erroneous business judgments, resulting in a higher return on investment for the company (ROI). This is the accurate analysis based on data that can be obtained in the digital marketing trend. As can be seen, the aforementioned characteristics act as a catalyst for the digital platform to continue to thrive perpetually.

Recognizing that change is inevitable, digital platforms continue to introduce new categories and marketing channels to keep customers interested in the digital marketplace. Every day, something new is added to the platform, keeping users engaged on social and internet platforms. This will be accomplished by combining previous successful technologies with a growing need to personalize and customize the needs of individuals. It was a totally different world five years ago

than it is now. This has happened as a result of changes in human behavior and their infatuation with technology. Every company now wants to be more productive and profitable in the shortest amount of time possible.

Recognizing that change is inevitable, digital platforms continue to introduce new categories and marketing channels to keep customers interested in the digital marketplace. Every day, something new is added to the platform, keeping users engaged on social and internet platforms. This will be accomplished by combining previous successful technologies with a growing need to personalize and customize the needs of individuals. It was a totally different world five years ago than it is now. This has happened as a result of changes in human behavior and their infatuation with technology. Every company now wants to be more productive and profitable in the shortest amount of time possible.

Campaigns on the internet can be copied: One of the risks of Internet marketing is that a rival can easily mimic a mission without going to great lengths, and many have done so with complete disregard for the legal ramifications of their actions. Brand names or logos can be utilized to deceive customers and rob you of a significant portion of the general market. Not only that, but these can also be used to spread false and inaccurate information about your brand, product, or organization, harming your online reputation and diverting attention away from customers.

Too much online ad clutter can make internet marketing drown: the internet is overflowing with heaps of online garbage, with both genuine firms and shady components like savages, spammers, and tricksters present in the digital marketplace. It would be extremely difficult for Internet sponsors to reach their target audience. A small percentage of customers will now neglect Internet marketing, resulting in significant traffic and revenue losses for legitimate businesses.

If internet marketing is not done professionally, it will be dismissed: Business owners and digital sponsors should concentrate on improving their Internet marketing skills; else, they will lose sight of their clients. Early presentations

matter whether you use traditional or Internet marketing and publicizing channels, so it's in your best interest to stay consistent and excellent in whichever channel you choose for your objectives.

It's possible that internet marketing isn't right for your product: A few brands, products, or services have targeted audiences that may not be reached through Internet marketing means. A couple of products and administrations are geared toward the more experienced, and a couple of rates are technically savvy and will likely avoid or have no idea how to obtain online. If this is the case, you may be sitting around wasting time and resources selling your products or services via the Internet.

Internet marketing has an excessive amount of competition: similar to the proliferation of online promotions, Internet marketing is put to an unusually high level of competitiveness. Digital publicists are trying to better their position for optimal perceivability for their marketing and promotion activities, and the presence of several competitors will make standing out sufficiently to be seen by concentrated crowds even more difficult and expensive.

Negative feedback can harm your online marketing reputation: Digital marketing devices are prone to the long-standing issue of negative criticism, which can harm your online reputation. A single post or tweet that scrutinizes or makes false claims and harsh criticism about your items or services can scar and destroy your online reputation for a long time.

Internet marketing is heavily reliant on technology, which can lead to mistakes: Technology is used and relied upon heavily in digital marketing. In some circumstances, technology might segregate and offer erroneous results, which can have a significant influence on your Internet marketing efforts. Non-working links to important presentation pages, broken pay fasteners, and other related issues can destroy your grasp on crowds and cause you to lose a lot of money.

Absence of trust: Closely related to the issues of safety and assurance is the issue of consumer distrust, which has been viewed as an unusual test on the approach for improving internet marketing. Furthermore, it is the reason why

online trust is becoming increasingly important as a research topic and its impact on internet marketing systems is growing.

Internet marketing is not yet widely accepted: Finally, not everyone has taken advantage of the Internet marketing opportunity, preferring to select or value products that they can contact before making a purchase. Many people are anxious and have legitimate concerns about the security of online transactions, and they are hesitant to use them for business purposes. Concentrating solely on Internet marketing will prevent you from connecting with targeted crowds in this category, which can still be quite big in terms of numbers.

Digital marketing has two sides to it. While there are numerous benefits, there are a few drawbacks. Certain drawbacks, such as copyright, internet penetration, virtual experience, lack of trust, not being accepted by everyone, and a strong reliance on technology, are real and could limit the marketing strategy.

The argument between digital and traditional marketing should lead to a mixed approach that addresses each other's shortcomings. When both marketing methods are accessible, there is no need to devote 100% of one's focus to one. The technological landscape is rapidly changing, and digital approaches may become more common in the future. Given its popularity and promise, the constraints must be solved in order to fully realize the benefits.

To summarize, the internet has transformed every part of life, including business and marketing. This study has shed light on the opportunities and difficulties of the Internet by introducing important approaches and methods of online marketing. The main benefit of the internet is its.

Empowering effect, removal of geographical barriers, target reaching, immediate results, cost-effective, reaching a larger or international audience, measurable result, can be tailored, relationship building, 24 hour / 7 day availability However, using the Internet for marketing purposes has a number of drawbacks, including copying, excessive clutter, a lack of seriousness in perception, non-conformity with the product, excessive competition, damage from

negative feedback, technology dependence that is not shared by everyone, and a lack of trust.

New Internet marketing technologies will develop as the Internet continues to evolve, defining how products and services will be advertised in the near future. Understanding the power of Internet marketing by taking a thorough look at its benefits and drawbacks will better prepare business owners and digital marketers for the years ahead.

### ***3.2. Program for improvement of digital marketing tools of “PrivatBank”***

Under the influence of informational and socio-cultural forces, people's consciousness and lifestyle are changing dramatically at this stage of development. To encourage the use of marketing tactics such as ordinary advertising is no longer sufficient for a product or brand, sales promotion, and so on, because they do not alter consumer consciousness and do not always produce the best results.

In today's environment, marketing efforts are built on the concept of integrated marketing communications. This concept entails the planning of marketing communications, which necessitates an evaluation of the role of each of its elements (advertising, public relations, personal sales, sales promotion, exhibitions, packaging, direct marketing, and so on) in promotion strategies, as well as determining the best combination of these elements to provide effective influence of the company's communication programs to promote the brand.

Digital marketing is an important aspect of today's integrated marketing communications, and its tools are meant to promote the brand across all digital platforms. Digital marketing is a powerful field nowadays, and digital technologies are having the greatest impact on global companies. Digital marketing now accounts for around 25% of major corporations' marketing budgets, and its importance is only increasing. Businesses that communicate using all available digital channels and tools are on average 25% more profitable than their

competitors. As a result, modern marketers must first and foremost possess digital marketing expertise.

In today's environment, digital marketing entails more than just selling information products and physical things; it also includes trading in software, advertising space, business methods, and a variety of other goods and services. New companies like Google and Bing have taken the online advertising market to a whole new level, allowing small and medium-sized enterprises to focus their ads on local clients. This form of marketing is the foundation of today's business paradigm, allowing any company, regardless of size, to reach the broadest potential target audience.

As a result, businesses must pay attention to information technology advances and incorporate them into their marketing strategies.

There are some fascinating figures in the Digital Trends Report 2019, which is based on a survey of 7,000 marketers in 2018. Here are a few examples: 60 percent of businesses with a corporate blog gain more clients; 55 percent of Internet users watch online videos every day; and 54 percent of B2B businesses utilize social media to discover new consumers.

Consumers interact in social networks, forming groups whose communication component influences goods consumption. These communities talk about brands and their manufacturers, product features, and service quality. Before purchasing a product, many people listen to recommendations and feedback.

This emphasizes the importance of manufacturers participating in social networks and implementing the essential communication and feedback. We anticipate a considerable improvement in earnings when we implement an Internet marketing subsystem into our system business due to increased sales of relevant goods. In 2018, the cost of Internet advertising surpassed the cost of television advertising for the first time, with \$ 205 billion and \$ 192 billion, respectively.

The Internet has become a fundamental part of people's daily life, according to the Digital 2020 report. The Internet is used by more than 4.5 billion individuals,

while social network users have surpassed 3.8 billion. The Internet is already accessible to 60% of the world's population.

It should be mentioned that the results of the Internet consumer behavior study suggest a considerable growth in the amount of time people spend online, particularly on social media sites. YouTube (80 percent), Facebook (76 percent), and Instagram are the most popular among the global online audience (47 percent). According to a survey done by R&B Group in early 2020 in Ukraine, Facebook (58%) was the most popular social network, followed by YouTube (41%), and Instagram (41%). (28 percent).

Reviews of other users' purchasing experiences can often serve to actualize the demand for future customers, as well as reassess how significant specific qualities are to their goods and urge purchase. As a result, information available on the Internet and social media has a direct impact on the purchasing process.

According to data from Ukraine's Ministry of Finance on the national rating of banks, which is based on feedback from Ministry of Finance visitors on the quality of service in banks, Monobank ranks first with a rating of 26.9, while JSC CB "PrivatBank" ranks ninth with a rating of 17.4.

Improving bank digitalization management is the implementation of the bank's concept of "digital DNA," which is based on a comprehensive system of digitalization process management and provides:

- Revision of the bank's business model and operating model - aims to increase the level of product digitization in order to improve the bank's performance.
- Creating a partnership ecosystem with companies to ensure the creation of new digital innovations.
- Modernization of customer interaction, which entails shifting to a customer-oriented approach in the development of services and focusing on integrated customer service rather than the sale of individual products.
- Development of the bank's data architecture across all divisions to ensure their flexibility and multifunctional use.



At this stage of digital economy development, the NBU and the Ministry of Digital Transformation are collaborating to digitize Ukraine's banking system. This collaboration has resulted in world-class online services that provide new opportunities for both banks and their customers.

The Ukrainian Ministry of Digital Transformation was among the first in the world to launch a service for digital document transfer (or sharing). Transfer of e-passports in the DIIA (State and I) application is a service that allows citizens to identify their identity in the bank and provide their documents in digital format to open a bank account without leaving their home.

The service is available through both the bank's online resources (mobile application or website) and its physical branches. Over 25 million Ukrainians can already use bank services via digital documents. Approximately 4,000 new client registration applications were received through "DIIA" during the first week of work. Banks will be able to improve their processes, reduce bureaucratic procedures, implement modern services, and increase their competitiveness.

During a pandemic, the reduction of social contacts provided by the introduction of online services is also important. In the future plans of the NBU and Ukraine's Ministry of Digital Transformation, other financial institutions such as insurance and credit companies will be digitized.

Although Internet banks are becoming increasingly popular in the world and in Ukraine due to a number of advantages over traditional banks, they also have a number of disadvantages, the main ones being: high costs for developing and implementing specialized services and programs; significant costs for developing and implementing reliable protection against Internet fraud and cyber viruses; the need for large investments in the development of neobanks; and a low level of security.

As a result, in order to achieve the development of digitalization of Ukrainian banks, it is necessary to pay attention to the main components of modern digital bank management, namely:

- Banking via multiple channels. Each channel requires its own set of workflows, content, screen design, and other assistance tools. The work is repeated many times, and the end result is distributed through unconnected channels. Instead of developing digital business functions for each channel, developing one and distributing it across all channels via a central hub becomes relevant. To interact with customers through any point of contact, a centralized multi-channel digital banking platform is required.
- Modular banking. Banks can evolve quickly and in response to client needs because of the modular architecture. The bank's modular architecture allows it to do more than react to market realities; it also allows it to actively create them with the client.
- Banking in an open environment. Banks must make their software interfaces available to the public. It can help them improve their products and services if used correctly. Access to connections; distributed labor; single production; shared meaning; wealth management are all features of open banking.
- Smart banking. Data from diverse sources is collected and analyzed to provide useful statistics for segmentation, targeting, and tracking.

Through the most relevant channel or selection channels, each consumer obtains a product or service suited to their own needs. Customer satisfaction is managed using this strategy, which adapts both the product and the sales channel to the customer's needs at any moment. Each of these four elements is a vital algorithm for future banking sector management success in the digital economy.

To summarize, the primary focus of the digital economy is the use of digital, communication, and information technologies in the virtual world, which contributes to the improvement of the country's economy and investment attractiveness. The emergence of "neo-banks" as a new type of banking is associated with the significant development of Internet technology and the emergence of a new generation of consumers who actively use smartphones in everyday life and prefer total remote control of their own finances. As a result, it is

recommended that the bank implement the concept of "digital DNA," which is based on a comprehensive management system of digitization processes, which includes: revising the bank's business model and operational model, building a partnership ecosystem, modernizing customer interaction, and developing the bank's data architecture.

In an era of active digitalization, modern clients evaluating a financial institution no longer compare different banks, but rather compare experience. Although Internet banks are becoming more popular around the world and in Ukraine due to a number of advantages over traditional banks, they also have a number of drawbacks. As a result, in order to achieve the digitalization of other Ukrainian banks, the main components of modern digital banking management, namely multi-channel banking, modular banking, open banking, and smart banking, must be introduced. Each of these four components is a fundamental algorithm for successful management in the future banking industry's digital economy.

## CONCLUSIONS

If traditional marketing generates demand, digital marketing generates demand by leveraging the Internet's power as an interactive environment that allows currency exchange and, more importantly, value exchange. The consumer can provide value in the form of time, attention, and support to an Internet business. Value can be added to the user in the form of entertainment and utility. The transaction's reciprocity is critical here; in other words, the exchange is a two-way street that benefits both parties at the same time. The Internet has altered the world in which transactions are completed and realized. It is more than just a new marketing channel; it represents a new paradigm for how consumers interact with brands and with one another.

The Internet does not alter the optics of efficiency principles in designing and conducting business in the digital environment. To that end, users who enjoy their products or services help brands build loyalty. Users fall in love with products and services that cater to their needs rather than serving the brand. Digital marketing is more measurable than any other type of marketing. This enables the brand to create optimized profile experiences tailored specifically to consumers.

The current digital marketing practices benefit both the advertiser and the consumer. Under these conditions, the advertiser typically gains the consumer's time, attention, and support, which can be converted into value in the form of tangible benefits. Obviously, the Internet has dramatically altered the traditional sale process and how both the buyer and seller interact with one another. Customers now have a plethora of options, influence, and real power over the Internet, as brands are promoted through electronic transactions in potential markets. As a result, traditional marketing firms have had to adapt to new practices and expand their digital marketing operations.

Thus, the most important mission for digital marketers is to promote and trade brands while also building customer loyalty. It is well known that in today's increasingly turbulent world, people are far too saturated with the massive wave of

daily advertising in the online environment. This creates new challenges for digital marketing, which must now, more than ever, satisfy online consumers.

Today, marketing systems are increasingly focused on understanding how consumer decisions are formed, while maintaining their functionality tools and actively changing and evolving. Because people spend so much time in the digital world, marketers must work in it just as effectively as they do in traditional media.

At the moment, digital marketing is an impulsive, chaotic, and quite changeable field of activity, making it difficult for most domestic producers to keep up with technology and the changing market environment.

Most business decisions boil down to striking a balance: if the company can identify current trends, justify effective strategies, and make the necessary decisions to move forward, the company will be successful in a short period of time. To achieve this balance, you must be able to assess trends that will create a digital environment for today's consumers and sellers now and in the near future.

When applied in marketing activities, modern information technologies and information systems based on them generate potential effects. Visibility, messaging speed, and dependability open up entirely new avenues for acquiring and disseminating information.

Digital marketing tools broaden the enterprise's information support capabilities during market research and the search for new niches, while also increasing the effectiveness of consumer interaction.

It should be noted that during the COVID-19 pandemic, ordering food, medicine, or other goods with home delivery became a very popular event among citizens all over the world, particularly in Ukraine. The popularity of paying for utilities through banking services must be mentioned here.

As a result, all of the above is the foundation for decreasing the popularity of cash payments and increasing demand for non-cash payments made through the banking system and digital banking tools. During the pandemic, this significantly increased the average number of banking transactions in Privatbank.

According to research on the subject, implementing digital marketing strategies for business subjects requires: organizing the management of complex relationships with customers through various channels - digital and traditional; meeting the dynamics of information technology, which in turn will initiate the necessary interaction with clients; and analyzing large data sets to make the right decisions faster.

## REFERENCES

1. Digital Transformation in the Age of COVID-19. OECD, 2020  
<https://www.oecd.org/digital/digital-economy-outlook-covid.pdf>
2. Official site of JSC CB "PrivatBank", <https://privatbank.ua/>
3. Digital Marketing Guide, Tammy Cook, 2019  
<https://sbtcd.org/pdf/digitalmarketingguide.pdf>
4. THE IMPACT OF DIGITAL TRENDS ON MARKETING, 2020  
[https://www.utmsjoe.mk/files/Vol.11.No.1/UTMSJOE-2020-1101-5.THE\\_IMPACT\\_OF\\_DIGITAL\\_TRENDS\\_ON\\_MARKETING.pdf](https://www.utmsjoe.mk/files/Vol.11.No.1/UTMSJOE-2020-1101-5.THE_IMPACT_OF_DIGITAL_TRENDS_ON_MARKETING.pdf)
5. A STUDY ON IMPACT OF COVID-19 ON DIGITAL MARKETING, G. K. Ayush, R. Gowda, 2020  
[https://www.researchgate.net/publication/346647663\\_A\\_STUDY\\_ON\\_IMPACT\\_OF\\_COVID-19\\_ON\\_DIGITAL\\_MARKETING](https://www.researchgate.net/publication/346647663_A_STUDY_ON_IMPACT_OF_COVID-19_ON_DIGITAL_MARKETING)
6. THE IMPACT OF COVID-19 PANDEMIC ON MARKETING PHILOSOPHY, Ahmed E. Kamel, 2021  
[https://dusj.journals.ekb.eg/article\\_205892\\_5244be4663ba0fe5a3b9f0e04d43b23f.pdf](https://dusj.journals.ekb.eg/article_205892_5244be4663ba0fe5a3b9f0e04d43b23f.pdf)
7. ANALYSIS OF CHANNELS OF PROMOTION OF PRODUCTS ON THE INTERNET, Dronova Tetiana, Pipkina Anastasiia, 2021
8. DIGITALIZATION PROCESSES AS AN INTEGRAL COMPONENT OF MODERN BANKING MANAGEMENT, Kasych Alla, Naumkina Iliina, 2021  
<https://economyandsociety.in.ua/index.php/journal/article/view/473/455>
9. Digital 2020: Global Digital Overview , Simon Kemp , 2020,  
<https://datareportal.com/reports/digital-2020-global-digital-overview>
10. Bashmakov A.V. Analysis of consumers' preferences of banking services and development of recommendations for improving service, 2021  
<http://ir.duan.edu.ua/bitstream/123456789/3525/1/%D0%91%D0%B0%D1>

[%88%D0%BC%D0%B0%D0%BA%D0%BE%D0%B2\\_%D0%90\\_%D0%9C%D0%93\\_17.pdf](#)

11. THE IMPORTANCE OF DIGITAL MARKETING DURING AND AFTER COVID-19,  
<https://www.tritoncommerce.com/blog/articleid/190/the-importance-of-digital-marketing-during-and-after-covid-19>
12. 10 Truths About Marketing After the Pandemic, Janet Balis, 2021,  
<https://www.wagento.com/the-importance-of-marketing-automation-in-a-post-covid-19-era/>
13. The Future Of Digital Marketing Agencies In A Post-Covid World, Aaron AgiusForbes Councils Member, 2021  
<https://www.forbes.com/sites/forbesagencycouncil/2021/05/04/the-future-of-digital-marketing-agencies-in-a-post-covid-world/?sh=5072c47f4eaa>
14. A REVIEW OF DIGITAL MARKETING TOOLS, 2018,  
[https://www.researchgate.net/publication/325012687\\_A\\_REVIEW\\_OF\\_DIGITAL\\_MARKETING\\_TOOLS](https://www.researchgate.net/publication/325012687_A_REVIEW_OF_DIGITAL_MARKETING_TOOLS)
15. <https://www.statista.com/markets/424/topic/537/demographics-use/#overview>
16. Free competition in the post-pandemic digital era. The impact on SMEs., Filipe Da Silva, Georgina Núñez, 2021,  
[https://repositorio.cepal.org/bitstream/handle/11362/46661/3/S2100019\\_en.pdf](https://repositorio.cepal.org/bitstream/handle/11362/46661/3/S2100019_en.pdf)
17. COVID-19 AND E-COMMERCE, 2020,  
[https://unctad.org/system/files/official-document/dtlstictinf2020d2\\_en.pdf](https://unctad.org/system/files/official-document/dtlstictinf2020d2_en.pdf)
18. POST COVID-19 MARKET TRENDS, 2020,  
<https://www.luxinnovation.lu/wp-content/uploads/sites/3/2020/07/post-covid-19-market-trends.pdf>
19. The Impact of COVID-19 on Your Advertising and Marketing Campaigns, 2020, <https://www.hklaw.com/en/insights/publications/2020/04/the-impact-of-covid19-on-your-advertising-and-marketing-campaigns>



20. Strategy of JSC CB “PRIVATBANK” until 2022,  
[https://static.privatbank.ua/files/PrivatBank%20Strategy\\_short%20version\\_eng\\_22.pdf](https://static.privatbank.ua/files/PrivatBank%20Strategy_short%20version_eng_22.pdf)
21. National Bank of Ukraine, <https://bank.gov.ua/>
22. OPPORTUNITIES AND CHALLENGES IN DIGITAL MARKETING,  
Ashraful Alam, 2021,  
[https://www.theseus.fi/bitstream/handle/10024/505922/Ashraful\\_Alam.pdf?sequence=2&isAllowed=y](https://www.theseus.fi/bitstream/handle/10024/505922/Ashraful_Alam.pdf?sequence=2&isAllowed=y)
23. Characteristics of the digital marketing advantages and disadvantages,  
2020,  
[https://www.researchgate.net/publication/346136268\\_Characteristics\\_of\\_the\\_digital\\_marketing\\_advantages\\_and\\_disadvantages](https://www.researchgate.net/publication/346136268_Characteristics_of_the_digital_marketing_advantages_and_disadvantages)
24. UNDERSTANDING THE LIMITATIONS OF DIGITAL MARKETING,  
2021,  
[https://www.researchgate.net/publication/354651384\\_UNDERSTANDING\\_THE\\_LIMITATIONS\\_OF\\_DIGITAL\\_MARKETING](https://www.researchgate.net/publication/354651384_UNDERSTANDING_THE_LIMITATIONS_OF_DIGITAL_MARKETING)
25. Approaches to the Modern Concept of Digital Marketing, 2018,  
[https://www.researchgate.net/publication/326651398\\_Approaches\\_to\\_the\\_Modern\\_Concept\\_of\\_Digital\\_Marketing](https://www.researchgate.net/publication/326651398_Approaches_to_the_Modern_Concept_of_Digital_Marketing)
26. Review of Digital Marketing with Latest Tools and its Effect on Business Models, 2020,  
[https://www.researchgate.net/publication/341941360\\_Review\\_of\\_Digital\\_Marketing\\_with\\_Latest\\_Tools\\_and\\_its\\_Effect\\_on\\_Business\\_Models](https://www.researchgate.net/publication/341941360_Review_of_Digital_Marketing_with_Latest_Tools_and_its_Effect_on_Business_Models)
27. FEATURES AND CURRENT TRENDS IN THE APPLICATION OF DIGITAL MARKETING SYSTEM IN THE ENTERPRISE, 2020,  
[http://www.economy.nayka.com.ua/pdf/12\\_2020/95.pdf](http://www.economy.nayka.com.ua/pdf/12_2020/95.pdf)
28. Digital marketing as a component of a promising direction of industry development 4.0, 2019,  
[https://www.researchgate.net/publication/334703507\\_DIGITAL\\_MARKET](https://www.researchgate.net/publication/334703507_DIGITAL_MARKET)

ING AS A CONSTITUENT OF THE PROMISING DIRECTION OF  
INDUSTRY 4.0 DEVELOPMENT

29. Digitalization is an innovative direction of banks' development, Kloba L.G., 2018, <http://www.economy.nayka.com.ua/?op=1&z=6741>
30. Ministry of Finance of Ukraine, <https://minfin.com.ua/ua/banks/top/2021-05-24>
31. Order on approval of the Concept of development of the digital economy and society of Ukraine for 2018–2020 and approval of the action plan for its implementation, 2021, <https://zakon.rada.gov.ua/laws/show/67-2018-%25D1%2580>
32. Digitalization of PrivatBank in "DIIA"  
<https://financeworld.com.ua/didzhitalizaciya-privatbanku-v-di%D1%97/>
33. PrivatBank launched a revolutionary service: "There are no others in Ukraine...", 2021 <https://gsminfo.com.ua/39929-pryvatbank-zapustyl-revoljucyonnuyu-uslugu-drugyh-v-ukrayne-net.html>
34. Electronic database of practice from PrivatBank  
<https://practice.privatbank.ua/>
35. Official facebook page of PrivatBank  
<https://www.facebook.com/privatbank/>
36. Official instagram page of PrivatBank  
[https://www.instagram.com/privatbank\\_original/](https://www.instagram.com/privatbank_original/)
37. Marketing research in Ukraine  
<https://www.marketing-ua.com/>
38. FINANCIAL AND CREDIT SYSTEM OF UKRAINE IN THE CONDITIONS OF INTEGRATION AND GLOBALIZATION PROCESSES [https://cibs.ubs.edu.ua/wp-content/uploads/2021/06/materialy\\_fks\\_28042021.pdf](https://cibs.ubs.edu.ua/wp-content/uploads/2021/06/materialy_fks_28042021.pdf)
39. 10 Truths About Marketing After the Pandemic? by Janet Balis, 2021  
<https://hbr.org/2021/03/10-truths-about-marketing-after-the-pandemic>

#### 40. Digital Marketing in the Post COVID-19 Era

<https://www.webconsulting.ie/blog/digital-marketing/future-of-digital-marketing-in-the-post-covid-19-era/>