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## KEY TRENDS IN MARKETING DEVELOPMENT

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**Annotation:** Marketing emerged with the advent of the market and the demand for goods, as the growth of trade required methods to promote sales. Modern marketing has evolved from simple sales and advertising methods to a complex marketing management system focused on the needs and preferences of customers.

**Keywords:** trends in marketing, digital technologies, computer vision

The main stages in the development of marketing theory are
Stage 1 "Production improvement";
Stage 2 "Product improvement";
Stage 3 "Focus on product sales";
Stage 4 "Consumer concept";
stage 5 "Social and ethical marketing".
These stages demonstrate the evolution of marketing from focusing on products to meeting customer needs and building long-term relationships with them. Currently, there are several key trends in marketing development: digitalization, personalization, the use of artificial intelligence, sustainability and responsibility, and the influence of social media.

Digital marketing and Internet marketing: is there a difference? Yes, there is a difference. Digital marketing is a set of marketing activities aimed at promoting a brand, product or service using digital technologies and the Internet. And Internet marketing is a subspecies of digital marketing that focuses on promoting a brand, product, or service using the Internet. Internet marketing is a part of digital marketing, and digital marketing includes all types of marketing based on digital technologies, including Internet marketing. Digital technologies are technologies that are used to process, store, and transmit information in digital form. They cover a wide range of fields, including communications, information technology, media, marketing, e-commerce, and many others. What digital technologies can be used in digital marketing? Digital marketing uses various digital technologies to attract the attention of consumers, improve interaction with them and increase the effectiveness of marketing campaigns.

Digital marketing is constantly evolving and includes many methods and technologies. For example, The role of personalization, automation, and analytics in the effectiveness of marketing strategies is increasing.; there is an increasing influence of mobile marketing and mobile applications on consumer behavior, as people receive the necessary information about the product while in transport, in cafes, in queues, etc.; the importance of video content and streaming platforms in marketing is increasing; Voice search is growing in popularity and content is being optimized for it.; the popularity of visual presentation of information is growing (for example, visualization of online mailing lists); Experience marketing, which aims to create and promote unique and exciting experiences for consumers through interactive and emotionally intense events, promotions, campaigns, and concepts, is growing in popularity.

What methods and technologies of digital marketing can be considered innovative? Innovative digital marketing technologies include a wide range of tools and platforms. Some of the key innovative technologies in digital marketing are listed below. Artificial intelligence and machine learning make it possible to automate the processes of analytics, personalization of content, forecasting consumer behavior and improving the user experience.

Blockchain provides transparency and security in the field of advertising, allowing you to track traffic, verify the authenticity of ads and ensure an honest relationship between advertisers and publishers. Augmented reality (AR) and virtual reality (VR) are used to create immersive and interactive user experiences, for example, through AR apps or VR object tours. The Internet of Things (IoT) allows you to collect and analyze data about consumers and their behavior, which helps organizations to improve personalization and offer more relevant offers.

These innovative technologies allow us to create more effective and personalized marketing campaigns, attract new customers and improve interaction with existing consumers.

2. Personalization in marketing Personalization is a marketing strategy aimed at creating a unique and individualized experience for each consumer based on their preferences, behaviors, and characteristics. By collecting and analyzing consumer data, organizations can create personalized content, offers, and services that best meet customer needs and expectations. Personalization is the main trend in the development of marketing, which is felt by consumers and responded to by marketers. Modern consumers expect personalized and customized approaches; personalized and engaging experiences from brands. Modern marketers are increasingly using data and analytics to create unique customer experiences; individual communication and interaction with clients through various channels. Personalization allows organizations to improve customer relationships, increase loyalty and increase conversions, make brand interactions more meaningful and relevant to every consumer, and increase the effectiveness of marketing campaigns.

Customer orientation and customer centricity: what is it and what is the difference? Customer orientation and customer centricity are two different approaches to doing business.: a customer–oriented business is a business where the customer and customer satisfaction play a major role; such a business requires a minimum of customer service (so that the customer does not go to competitors), and the main metric here is customer churn; A customer–centric business is a business that will literally make a customer richer, more successful, healthier, smarter, and so on. The most important financial asset here is the client himself, who pays the money, and if the client gets richer, he brings even more money.

Artificial intelligence (AI) is a computer program capable of performing tasks that require human intelligence, or a system capable of learning and reasoning. Artificial intelligence systems can include machine learning methods, neural networks, natural language processing, computer vision, and other technologies that allow programs to "think" and make decisions based on the data provided. It will be possible to make a customer-centric product with the help of artificial intelligence, which will read all books and studies, listen to all podcasts and will know everything about what suits a particular person. In the near future, every inhabitant of the planet will have his own individual assistant – artificial intelligence. The AI will know everything about a particular person and will help a particular person in solving many problems, and for a small subscription fee. The AI will not respond to ads because its task is to meet the needs of a specific person. But what about marketing? Will artificial intelligence destroy it? Yes, Marketing in its CURRENT form will not be effective. Obviously, marketing needs to be rebuilt and adapted to the realities. Artificial intelligence (AI) plays an important role in

marketing, helping to analyze data, predict consumer behavior, improve personalization, and automate a number of processes. The use of artificial intelligence in marketing allows organizations to increase the effectiveness of their marketing efforts, improve customer engagement, and achieve better results.

Sustainability and social responsibility of marketing are concepts that mean that organizations must consider the impact of their marketing actions on the environment, society, and consumers. In other words, businesses should strive to create sustainable and ethical marketing strategies and campaigns that do not harm the environment, do not violate consumer rights, and are consistent with societal values. It is important that businesses take into account the social and environmental aspects of their activities and create long-term relationships with consumers and society as a whole [3]. In addition, sustainable and socially responsible marketing includes the use of social and ethical practices, support for social and environmental initiatives, the creation of a positive public image and sustainable relationships with consumers and society as a whole. Environmental marketing is currently gaining popularity. This is an approach that focuses on environmental issues and sustainable development. In the near future, environmental marketing will become even more relevant, as consumers increasingly focus on organizations that care about the environment, create environmentally friendly products, use sustainable materials, and bear active social responsibility. Marketing focused on sustainability and social responsibility will become increasingly important for consumers and organizations. Sustainable and socially responsible marketing activities may include various practices.

It should be remembered that the development of environmental and social marketing strategies occurred in response to changes in public consciousness. Consumers are increasingly paying attention to the social responsibility of organizations and their sustainable environmental impact.

5. The impact of social media on marketing Social media is an online platform and application that allows users to share and share information, content, and opinions with others. On social media, people can create profiles, add friends, subscribe to other users' content, and communicate through comments, likes, reposts, and other forms of interaction. On social media platforms, users can share photos, videos, articles, news, opinions, information about their lives, interests, and more. Interacting with the audience through social media allows organizations to establish closer contact with customers, increase brand awareness, attract new customers, and strengthen the loyalty of existing ones. Social platforms play a key role in shaping consumer opinion and behavior, which is why social media is actively used in marketing to promote products and brands, interact with consumers, conduct advertising campaigns, collect feedback, and manage reputation [5]. Of particular note is the increasing role of micro-influencers in brand promotion. Micro-influencers have a relatively small audience on social media, but they have a lot of influence on their followers. In the future, micro influencers will become even more important for marketing, as they help create more personalized marketing campaigns and increase customer loyalty.

Organizations that effectively use social media in their marketing strategies can gain a significant advantage over competitors and strengthen their market position. Conclusion The market is constantly changing under the influence of new technologies, trends and changes in consumer behavior. Following marketing trends allows businesses to adapt to new conditions and compete effectively in the market. Digital marketing, personalization, and the use of data and analytics can significantly improve the effectiveness of marketing campaigns. Consumers are constantly changing their preferences and expectations of products and services. Modern

marketing helps businesses understand the needs of their target audience and adapt their products and marketing strategies to meet new requirements. Responding quickly to changes in marketing and using the latest tools and techniques helps businesses stand out from competitors, attract the attention of their target audience, and strengthen their market position.

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