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COMPETITIVE DEVELOPMENT MODELS AND DIGITAL BUSINESS ADAPTATION

Digital adaptation is important for business in our time, as digital technologies are changing the way we communicate and do business. Digital adaptation marketing strategies will help businesses attract new customers and save existing ones. Management competitive strategies that can be useful.

Creating a virtual presence is the creation of a website and establishing presence on social networks allows customers to find an enterprise and find out more about its products and services. Launching e-commerce is the creation of an online store allows businesses to offer their products and services through the Internet, which can lead to an increase in sales and income. The use of social media - advertising and communication with consumers through social networks allows businesses to attract new customers and retain existing ones, as well as increase their popularity. Mobile Strategy Development - Mobile Application Development allows businesses to attract customers who use mobile devices and increase the convenience and availability of their services. The use of interactive content is to create interactive content, such as video and game content, can attract the attention of new customers and increase the involvement of existing ones [1-2].

The basic idea of modern market activity is the use of analytics and metrics, the transition to digital space and the transformation of management systems of market activity [4]. The main digital tools of market activity are the following:

- Email Marketing (using e-mail to send commercial offers, advertising messages, news and newsletters);
- social media (use of social networks for advertising, brand promotion, communication with clients and receiving feedback);
- search optimization (SEO) (optimization of web pages so that they appear in the first place in the search results, which increases the number of visitors to the site);
- content marketing (creation and distribution of useful and interesting content to attract the attention of the target audience and increase the consciousness of the brand);
- PPC advertising (paid advertising on search engines and social media to promote the brand and increase traffic to the site);
- video marketing (creation and distribution of video content to increase the consciousness of the brand, promotion of goods and services);

- mobile marketing (use of mobile devices for promotion of goods and services, including SMS advertising, mobile advertising and mobile applications);

- analytics and web analytics (use of data collection and analysis tools to understand the behavior of site visitors and the effectiveness of marketing campaigns) [3-5].

The implementation of digital transformation will allow companies to find adaptive models of access to a new level of market activity [6]. Introduction of modern digital content by creating a prerequisite for enhancing market activity. The outlined areas of development are one of the priority, given the basic conditions and opportunities of Ukrainian business.

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