

## **ТЕНДЕНЦІЇ РОЗВИТКУ МАРКЕТИНГУ В ЦИФРОВОМУ СЕРЕДОВИЩІ**

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### **REVITALIZING THE POINT OF SALE CHALLENGES AND OPPORTUNITIES IN AT-RETAIL MARKETING**

Introduction. Marketing is undergoing a significant transformation due to digitalization, impacting various platforms like e-commerce and mobile apps [6]. However, a crucial evolution is also happening at the point of sale, where retail spaces are emerging as key components of marketing strategies. This shift is driven by the expansion of large retail stores that provide immersive shopping experiences, transcending traditional retail models. These stores have become destinations that offer more than just products, engaging customers deeply and reflecting changing consumer expectations [8; 10].

Stores are now dynamic media points, extending marketers' reach by serving as platforms for brand messaging and engagement through in-store displays and digital signage [7]. This evolution transforms retail spaces into social communities, where interaction and shared experiences add value, fostering a sense of belonging among customers.

Additionally, the integration of GPS technology and mobile marketing introduces a new sophistication in consumer interaction, delivering targeted messages and promotions directly to consumers' smartphones. This enhances the shopping experience with personalized offers and enables marketers to gather insights into consumer behaviour.

These developments redefine the point of sale's role in the marketing ecosystem, turning retail spaces into multifaceted platforms that merge products with experiences, media, and technology. This transformation highlights the physical retail

environment's growing significance in digital marketing, emphasizing the point of sale's potential as a central element in modern marketing strategies.

Shaping the Future of Interactive Marketing and Communication. As we progress into the second decade of the 21st century, Digital Signage increasingly establishes itself as a fundamental pillar in companies' communication and marketing strategies. In a world where digitization has transformed nearly every aspect of our lives, the way brands communicate with their audience cannot be left behind [5]. Digital Signage, with its ability to deliver dynamic, interactive, and highly personalized content, positions itself at the forefront of this transformation, capturing consumer attention in innovative and effective ways [10].

Technological evolution has been a driving force behind the expansion and sophistication of Digital Signage [3]. Screens have become brighter, lighter, and more energy-efficient. Moreover, advances in connectivity and processing capability now allow for the delivery of real-time content, tailored not only to the consumer's profile but also to the specific context they are in. This means that a campaign can vary its content depending on the time of day, weather, or even real-time local events, making communication much more relevant and engaging.

Integration with mobile devices and the use of data for personalization take Digital Signage to a new level. Through technologies such as NFC (Near Field Communication) and QR codes, it's possible to create a direct bridge between the digital signage and the user's smartphone, facilitating immediate interaction, whether to obtain more information about a product, take advantage of a promotion, or even make a purchase. This interactivity not only enriches the consumer experience but also provides companies with valuable data on their audience's preferences and behaviours.

Furthermore, Digital Signage is becoming an essential element in creating immersive environments, whether in physical stores, events, or public spaces. The ability to transform a common space into an immersive experience through video walls, mapped projections, and augmented reality, for example, offers brands a powerful tool to create deep emotional connections with their consumers [4].

However, the rise of Digital Signage also brings challenges, particularly regarding privacy and data security [2]. As personalization becomes more prevalent, brands must carefully navigate consumer concerns about how their information is collected and

used. Additionally, the increasing sophistication of cyberattacks requires companies to adopt robust measures to protect their networks and customer data [1].

Looking to the future, Digital Signage promises to continue its innovation trajectory. With the advent of artificial intelligence and machine learning, the possibilities for creating even more personalized and adaptive content are virtually limitless. At the same time, the development of sustainable and low-energy technologies will be crucial to mitigating the environmental impact of this increasingly prevalent tool in our daily lives [8, 10].

Digital Signage represents a convergence between technology, marketing, and experience design; offering brands an unprecedented opportunity to connect with their audience effectively and memorably. As we move forward, it will be fascinating to observe how this tool evolves and continues to shape the landscape of marketing and communication in the digital world [9].

Conclusion. In conclusion, the marketing landscape is significantly evolving due to digitalization, particularly at the point of sale, where retail spaces are becoming crucial elements in marketing strategies. This evolution, driven by the need for immersive shopping experiences, reflects changing consumer expectations and transforms retail spaces into dynamic platforms for brand engagement. The integration of technologies like GPS and mobile marketing further enhances consumer interaction, offering personalized experiences and valuable insights into consumer behaviour. As a result, the role of the point of sale in the marketing ecosystem is being redefined, highlighting its growing significance in a digital-first marketing world and underscoring its potential as a central element in contemporary marketing strategies.

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### **PROSPECTS FOR THE USE OF ARTIFICIAL INTELLIGENCE IN ENTERPRISES**

In the recent epoch, the swift progression of artificial intelligence (AI) has emerged as a pivotal force instigating transformative shifts within the entrepreneurial milieu [4]. The assimilation of AI technologies across diverse domains of business activities has heralded a nascent epoch characterized by innovation, efficacy, and strategic deliberations. The widespread adoption of AI has reconceptualised conventional paradigms of entrepreneurship, thereby engendering unparalleled prospects for expansion, perturbation, and distinctiveness. Businessmen's spanning the spectrum from fledgling start-ups to sprawling enterprises, are leveraging the proficiencies endowed by AI to navigate intricate quandaries and exploit nascent avenues within the dynamic contours of the global marketplace. Artificial Intelligence is playing an increasing role in the evolution of the digital economy [6] and the life cycles of society [5] and healthcare [3], serving as an important catalyst for innovation and sustainability.