

**THE MAIN DIRECTIONS OF INTRODUCTION OF DIGITAL
MARKETING TECHNOLOGIES INTO THE ACTIVITIES OF SERVICE
PROVIDERS**

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ABSTRACT

This article focuses on the main directions and approaches to the introduction of digital marketing technologies in the activities of service providers, based on the importance of digital platforms and the model of their introduction. Scientists of our country have also conducted a number of studies on this issue, most of which claim that the result of the transformation of marketing technologies under the influence of IT development is the basis for the formation of "Internet marketing" or "digital marketing".

KEYWORDS: *Digital Environment, Digital Technology, Digital Marketing, Relationship Marketing, Digital Marketing Technology, ROI, Social Network, Digital Platform.*

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