

# A Study on the Digital Trend in Marketing and Advertising Activities

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**Abstract:** *New business opportunities are presented by the speed and scale of digitalization in the global information society of today. In addition, they present new marketing challenges for business owners and managers. Considering this reality, the motivation behind the review was to present the effect of digitalization on the showcasing action of the endeavor in the field of administrations by promoting the utilization of online deals by means of electronic conveyance channels, interpersonal organizations, and mobile applications. As evidence of this impact, a comparative method for estimating the parameters of the influence of digitalization on the company's marketing activity was proposed.*

*The dynamics of the digitalization of services were projected on the basis of the developed "tree of goals," and the prospects for the growth of this industry were outlined. For testing the proposed methodology, the rail route traveler transportation organization (JSC "Ukrzaliznytsia") was chosen as the object of the examination. The following research methods were used in the study: 1) data collection; 2) A SWOT analysis 3) systematization, similar, and underlying powerful examination; also (4) a specialist review. The number of recommendations regarding the development of digitalization of electronic ticket sales services and their accounting for businesses dealing with railway passenger transportation were proposed after revealing the impact of individual digitalization elements on the level of marketing activity.*

**Keywords:** digitalization; marketing efforts; management; digital tickets; "Ukrzaliznytsia," a joint stock company; channels for electronic distribution; introduction to sales activity

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