Marketing Monitoring as a Tool for Building a Digital Marketing System and Competitiveness Management

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Abstract: Creating a digital marketing system requires the availability of reliable and specific information, marketing monitoring, transformation of the electronic circuit of the information system, including marketing, into a digital one. System analysis and automation of information support make it possible to carry out marketing design based on numerous data. The goals set and the tasks to be solved determine the choice of information support for marketing tools. Monitoring marketing problems and timely adoption of marketing decisions determines the need for proactive management. The implementation of a proactive approach creates the conditions for strategic planning and identification of development reserves. The implementation of marketing strategies based on the principles of a competency-based approach provides an innovative vector of development and increases the economic efficiency of the functioning of industrial companies. The study focuses on the need to assess the level of mastery of marketing competencies, the results of which will affect the quality of the development and implementation of proactive strategies and the competitiveness of industrial companies. Marketing monitoring determines possible development scenarios and further directions for ongoing marketing research.