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METHODOLOGICAL PRINCIPLES OF FORMING A MARKETING GTM STRATEGY FOR AN IT PRODUCT IN THE DIGITAL ECONOMY

Purpose. To develop and substantiate the theoretical and methodological foundations and practical approaches for forming a Go-to-market (GTM) strategy for launching an IT product in the context of the digital economy. The research is aimed at identifying the key stages of GTM strategy implementation based on the analysis of existing methodological approaches, using a practical case study of a marketing GTM strategy for an innovative IT product.

Methodology. The method of formal analysis was used to determine the key stages of digital transformation and the factors that contributed to the development of marketing GTM strategies. The methodological basis of the research is grounded in a set of general philosophical and specialized methods, principles, and approaches, including: the system approach – for substantiating the evolution of digital transformation and the development of marketing GTM strategies; analysis and synthesis – for identifying trends in the formation of marketing GTM strategies and their differences from traditional marketing approaches; methods of theoretical generalization – for the development and determination of the stages of marketing GTM strategy evolution; terminological analysis – for clarifying key terms that reveal the essence of the stages of creating and implementing marketing GTM strategies under digital transformation conditions.

Findings. The article analyses the main stages of GTM strategy evolution, from models focused on mass advertising to personalized approaches utilizing AI, big data, and digital technologies. It demonstrates how digital transformation has changed classical marketing strategies, increasing the level of personalization and the effectiveness of consumer engagement. The importance of integrating digital technologies into GTM strategies, the necessity of process automation, and data analysis are emphasized. The conceptual differences between GTM strategies and traditional marketing approaches are identified and substantiated, with the key distinction being the ability to evaluate effectiveness at each stage of implementation, ensuring a high level of adaptability. A methodological approach for forming a marketing GTM strategy is proposed, along with its practical implementation for the IT product "CodeMentorSphere", taking into account the specifics of the digital economy and modern digital marketing tools.

Originality. It consists in improving and substantiating the methodological principles for the formation of a GTM marketing strategy in terms of determining the specific features of a GTM marketing strategy as a flexible, adaptive and experimental tool for bringing innovative IT products to the market. This approach involves assessing the effectiveness of each stage of implementing a GTM strategy in digital promotion channels, which fundamentally distinguishes it from the formation of traditional marketing strategies.

Practical value. The practical significance lies in the development of an applied approach to GTM strategy formation for an IT product, considering the specifics of the digital economy and digital tools.

Keywords: *marketing GTM strategy, digital economy, IT product, digital technologies*

Introduction. The rapid development of digital technologies and the increasing integration of IT solutions across various sectors of the economy are transforming traditional approaches to the creation and promotion of IT products. In the context of globalization and high competition, companies are compelled to seek effective market entry strategies to ensure sustainable growth and competitive advantages [1].

Amid the globalization and digitalization of business processes, a Go-to-Market (GTM) strategy becomes a key tool for the successful implementation of innovative IT products. A successful market entry for an IT product requires not only high-quality planning of stages and processes but also a well-founded marketing strategy. Traditional approaches to the commercialization of IT products no longer guarantee success, as the market environment is changing under the influence of digitalization, business process automation, and new consumer trends. Additionally, the increasing number of IT startups and the high level of competition complicate the tasks of product positioning and promotion. In this context, the Go-to-Market (GTM) strategy serves as a key instrument for effec-

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tive market entry and the achievement of competitive advantages.

The rapid development of information technologies and digital solutions has significantly transformed market conditions, fostering the emergence of new business models and changing approaches to product commercialization. The successful launch of an IT product in the market depends not only on its technological novelty but also on a comprehensive marketing GTM strategy that integrates target audience and competitive environment analysis and provides tools for utilizing effective distribution channels and marketing communications. A well-defined marketing GTM strategy enables risk minimization, product adaptation to consumer needs, and the ensuring of competitiveness in dynamic market conditions.

The implementation of a marketing GTM strategy has become a critically important element for technology companies, startups, and enterprises developing innovative IT products. At the same time, there is a limited number of comprehensive methodological approaches that consider the specifics of different types of IT products, their life cycle stages, and the characteristics of specific markets. Therefore, the relevance of this study lies in identifying the methodological foundations and practical approaches to the development of a marketing GTM strategy for IT product market entry.

This study analyzes theoretical and methodological approaches to the development and implementation of a marketing GTM strategy in the IT product market, investigates the evolution of scientific perspectives on market entry strategies, identifies the main components of a marketing GTM strategy, and compares different approaches to its development. Based on the conducted analysis, a marketing GTM strategy has been developed for a proposed IT product. Special attention is given to a practical case of GTM strategy development for the proposed IT product, which includes an analysis of the target audience, competitive environment, and the selection of effective promotion channels. Based on this analysis, a detailed marketing GTM strategy has been developed, taking into account the specifics of the IT product and the market, which facilitates successful market entry and the achievement of competitive advantages.

Today, the development of a marketing GTM strategy for IT product market entry is a key element of successful business launch and scaling, as it determines optimal approaches to positioning, consumer segmentation, and promotion channels. An effective GTM strategy contributes to brand awareness enhancement, the ensuring of competitive advantages, and rapid adaptation to dynamic market changes. Furthermore, it enables the optimization of marketing expenditures, increases the efficiency of user acquisition, and fosters the development of a sustainable business model capable of scaling within the digital economy.

Literature review. The marketing GTM (Go-To-Market) strategy, as a subject of scientific research, has been receiving increasing attention in scientific, marketing, and business literature, particularly in the context of the development of the digital economy. Various scholars propose diverse approaches to the formation and development of marketing GTM strategies, based on the analysis of market conditions, technological changes, and consumer behavior models.

Philip Kotler P. emphasizes that a successful marketing GTM strategy must be closely aligned with the company's long-term marketing strategy and based on a deep understanding of the market and customers [2].

Ries R., the founder of the Lean Startup methodology, proposes a GTM strategy model grounded in the principles of flexibility and continuous product improvement through market feedback [3].

The issues of digital marketing in the digital economy are explored by both Ukrainian and international scholars. Aspects of the digital transformation of marketing activities have been partially addressed in the works by domestic and foreign researchers. In particular, Bosovska M., Bovsh L., and Okhrimenko A. emphasize that under martial law in Ukraine, there has been active implementation of digital technologies to interact with target audiences, business partners, and government bodies. This supports the assessment of the current situation and the integration of corporate values into relationship strategies within digital marketing [4].

Rudenko M., Kyryliuk Y., and Khutorna M. have analyzed current trends in marketing and platforms for their implementation, considering the influence of digitalization processes on the economy. Their studies also outlined the main digital marketing tools, the use of which can ensure effective promotion of Ukrainian enterprises' products [5].

According to Vdovichena O., Diugowanets, O., and Chernova I., digital marketing, as a component of an enterprise's communication strategy, should be viewed as an integrated system of modern tools and technologies that support the maintenance of long-term and stable relationships between a company and its target audience – consumers of goods and services [6].

Oklander M., Oklander T., Yashkina O., and others have investigated leading technological innovations in digital marketing, which serves as a distinct form of marketing activity within the growing digitalization of society. They emphasize that a key direction in the development of this type of marketing is the focus on personalized communication with users. The study argues that a personalized approach to consumers is fundamental to modern marketing and determines its effectiveness. Additionally, it is proven that digital technologies for data collection and analysis are becoming a primary resource for enhancing the effectiveness of marketing strategies [7].

Chuiko M. highlights the transformation of marketing strategies driven by the development of digital technologies and services, which significantly change approaches to consumer interaction and the management of marketing processes [8].

Voitovych N. and Tereshchuk O. explore the features of developing organizational marketing strategies under conditions of digital transformation [9].

Ardon L., Morelli D., Villani F., and Whitley D. analyze the current state of the digital marketing industry and focus on the shortcomings of existing models, which often contribute to unfair practices towards consumers and small businesses [10].

Khmenko I., Verbytska A., Babachenko L., and Lysenko I. have studied the stages of developing and implementing digital marketing strategies for IT startups. They have analyzed the key aspects influencing the effectiveness of marketing campaigns in the context of digital transformation and offered practical recommendations for startups on optimizing marketing processes and achieving competitive advantages in the market [11].

Satapathy S. and Nanda B. examine the impact of artificial intelligence (AI) on personalized marketing campaigns. The authors analyze how AI is transforming marketing approaches, particularly in creating individualized advertising strategies for consumers [12].

Dontireddi T. explores the possibilities of optimizing GTM strategies using modern data analysis methods and artificial intelligence, emphasizing how analytical tools and AI can enhance the effectiveness of launching new products in the market [13].

Brown L. analyzes the importance of GTM strategies for companies operating in competitive market conditions, exploring how effective GTM strategies can help businesses stand out among competitors, attract customers more quickly, and ensure sustainable growth, while examining the role of adapting GTM strategies to changing market conditions and technological innovations [14].

Mahendra A. examines the specific aspects of developing GTM strategies for startups in the field of artificial intelligence. The author provides practical guidance on product positioning, selecting target market segments, and optimizing sales channels, taking into account the specifics of AI technologies [15].

Scholarly approaches to the formation and development of marketing GTM strategies are diverse, reflecting a broad range of theories and models. From systems thinking to the innovative approach and Eric Ries's Lean methodology, these concepts highlight the importance of flexibility, integration of various methods, and adaptation to changes in the business environment. Each of these approaches offers unique tools and frameworks for market analysis, allowing companies to better understand consumer needs, respond more swiftly to changes, and implement their strategies more effectively.

Furthermore, the combination of different theories can provide a more comprehensive approach to GTM strategy development, helping companies not only avoid risks but also discover new opportunities for growth and innovation. In today's dynamic environment, where technologies and consumer preferences are constantly evolving, the ability to integrate these various approaches becomes a key success factor for businesses seeking to establish their presence in the market.

Unsolved aspects of the problem. The absence of a universal methodology for developing a marketing GTM (Go-to-Market) strategy for IT products is due to the fragmentation of scientific approaches, insufficient consideration of the product life cycle, and a high level of market uncertainty. Existing concepts, including Lean Startup, systems thinking, and marketing innovations, offer separate elements of a strategic approach but do not provide comprehensive integration for different stages of IT product development. As a result, marketing GTM strategies for MVPs and scalable products differ significantly, while traditional models are not adapted to the dynamic changes of the technological environment and consumer behavior. Consequently, there is a need to develop an adaptive methodology that would integrate various scientific approaches, take into account the stages of the product life cycle, and enable the minimization of market entry risks, optimization of marketing expenditures, and enhancement of the effectiveness of promoting innovative solutions.

The purpose of the article. The aim of this study is to improve and substantiate the theoretical and methodological foundations as well as the practical approaches to the development of a marketing GTM (Go-to-Market) strategy for launching an IT product onto the market, taking into account the specifics of the digital economy, the characteristics of the competitive environment, and modern marketing tools. The research is focused on identifying the key components of an effective GTM strategy, analyzing existing methodological approaches, and developing a practical case study on the application of a marketing GTM strategy for an innovative IT product.

Methods. Using the method of formal analysis during the writing of this article, the stages of digital transformation and the factors that contributed to the evolution of the marketing GTM strategy were identified.

The methodological basis of the research presented in this article comprises a set of general philosophical and specialized methods, principles, and techniques, including the main methodological approaches (systemic, process-based, and situational). General scientific methods applied include: the *system approach* – to substantiate the stages of digital transformation and the evolution of the marketing GTM strategy; *analysis and synthesis* – to determine the trends in the formation of the marketing GTM strategy and its differences from the traditional marketing strategy; *methods of theoretical generalization* – to develop and form the stages of the marketing GTM strategy; *terminological analysis* – to identify and clarify the terms that reveal the essence of the stages of formation and implementation of the marketing GTM strategy under conditions of digital transformation.

Main results. Under current conditions of digital transformation, profound changes are occurring in nearly all types of economic activity, driving a transition from traditional models of interaction to digital forms. The large-scale diffusion of information and communication technologies (ICT) into the socio-economic sphere has become a distinctive feature of the modern economy. As a result, business relationships have been fundamentally transformed into digital interactions carried out in electronic environments where digital data is continuously processed in real time. This transformation simplifies the processes of searching for and selecting market offerings, which are increasingly conducted through digital platforms. In this context, the popularity of new channels of communication between businesses and their customers is growing, becoming an important element of digital transformation.

The qualitative changes in the use of networked digital technologies and their penetration into the economy have led to the identification of corresponding stages of the digital revolution [16, 17] (Fig. 1).

Alongside the changes driven by the transition from traditional interaction models to digital forms, there is not only a transformation of business processes but also an evolution of marketing strategies, which now incorporate fundamentally new approaches to market entry.

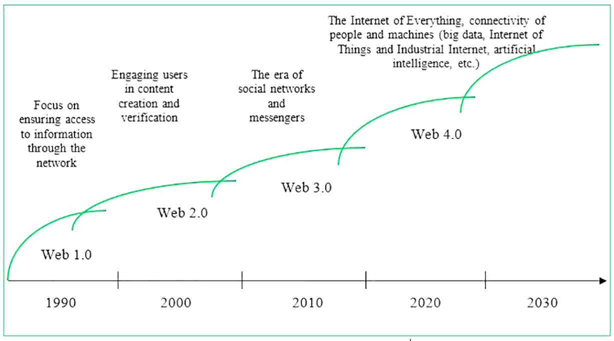

Fig 1. Stages of Digital Transformation

In this context, the marketing GTM (Go-To-Market) strategy gains particular significance, as the increasing importance of digital communication channels, analytical tools, and automation necessitates the adaptation of strategies to new conditions.

A marketing GTM strategy is a comprehensive plan that defines how a product or service enters the market and reaches its target audience [18, 19]. The marketing GTM strategy covers all stages, from market research to communication with potential consumers and sales. In the modern environment, characterized by the rapid development of information and communication technologies, digitalization, and globalization, the marketing GTM strategy plays a key role in ensuring the effective market entry of products and the integration of new technologies into company strategies.

Based on the stages of digital transformation, we can examine the evolution of marketing GTM strategy development. The transformation of marketing GTM strategy development in the digital era becomes an important tool for creating competitive advantages, as it enables companies to respond promptly to changes in market conditions, identify consumer needs more accurately, and adapt their offerings in line with new trends and technological opportunities.

The development of marketing GTM strategies reflects changes in economic conditions, technologies, and consumer trends. From the early *20th* century to the present, the strategic approach to market entry has undergone significant transformations, and this process continues under the influence of the digital revolution, globalization, and other contemporary factors. The main stages of GTM strategy evolution can be outlined as follows:

Stage 1. Traditional Model (1900–1980). In the initial stages of marketing strategy development, the emphasis was on mass advertising and large distribution channels. Companies used standard approaches to enter the market, including mass marketing and direct sales. The primary distribution methods were traditional retail outlets and wholesale channels. Advertising campaigns often lacked a clear target audience and focused on broad coverage.

Stage 2. Development of Segmentation and Personalization Strategies (1990–2000). In the 1990s, there emerged a need to adapt strategies to specific consumer groups. Market segmentation and the development of personalized strategies became important stages in the evolution of marketing strategies, including GTM strategies. This period saw the emergence of new distribution channels, including retail networks, specialized stores, and online channels.

Stage 3. Digitalization and the Use of the Internet (2000–2010). With the development of the Internet in the mid-2000s, market entry strategies underwent significant changes. The Internet became the main tool for communication and sales. A new type of marketing emerged – Internet marketing, followed by digital marketing, which included the use of social media, email marketing, SEO, and contextual advertising. This allowed companies to reduce traditional advertising costs and achieve more precise targeting. The rise of social media introduced a new type of communication with audiences through bloggers, influencers, and thought leaders.

Stage 4. Globalization and Innovations in Analytics (2010–2020). In the 2010s, technology reached a new level, and globalization and data analysis became key drivers in the development of GTM strategies. A new era in market analysis emerged, where data from various sources allowed for more accurate forecasting of consumer needs, competitive situations, and trends. Companies were no longer limited to local markets but actively expanded globally, using digital channels to launch products in different countries. With the development of smartphones and mobile applications, companies began creating strategies focused on mobile platforms and services.

Stage 5. Digital Transformation and Artificial Intelligence (2020 and beyond). Currently, marketing GTM strategies have entered a new stage of evolution, focusing on the integration of advanced technologies such as artificial intelligence (AI), automation, and other innovations. The use of AI and machine learning enables the creation of even more personalized strategies for each consumer, predicting their needs and automatically adjusting marketing campaigns [1]. Automation systems allow for the integration and management of marketing campaigns across various platforms (online and offline) through unified interfaces. Online platforms for consumer interaction (from social media to specialized online marketplaces) have become the foundation for the formation and implementation of market entry strategies.

The evolution of marketing GTM strategies reflects changes in technology, market conditions, and consumer preferences. From an initial focus on mass marketing to today's digital and personalized approaches, GTM strategies have become more adaptive and oriented toward the specific needs of consumers.

At the current stage of digital transformation, which encompasses all areas of business and the economy, the process of developing and implementing marketing GTM strategies is undergoing significant changes. Technologies including artificial intelligence (AI), big data, automation, mobile platforms, and digital channels not only support business processes but also provide new opportunities for shaping marketing strategies [20].

The influence of the digital transformation process on the development of marketing GTM strategies can be examined in more detail:

Digital transformation leads to a significant increase in the use of artificial intelligence within GTM strategies. Machine learning algorithms and deep learning enable companies to conduct deeper data analysis, predict consumer behavior, and automatically adapt advertising campaigns and sales strategies in real time. AI makes it possible to create personalized offers for each customer by using their purchase history, preferences, and even emotional responses. This enables companies to optimize offerings, communication, and advertising materials to best meet customer needs. Through the automation of marketing and communication processes such as email campaigns, inquiry processing, and social media activity, companies can significantly reduce costs and focus on strategic aspects. Automation also improves customer service efficiency by accelerating response times and preventing errors.

Use of Big Data. The ability to effectively collect, analyze, and utilize large volumes of data (Big Data) has become one of the key tools of digital transformation within marketing GTM strategies. Data from various sources (website analytics, social media, CRM systems, user transactions, etc.) provide a more accurate picture of consumer needs and habits. Through data analytics, companies can identify new market trends and adjust their strategies according to constantly changing consumer demands. Big Data enables the prediction of which products or services will be popular in the future, allowing for optimization of assortments and production planning.

Mobile technologies have become an important component of digital transformation, significantly influencing GTM strategies and making them more individualized. The use of smartphones and mobile applications for interacting with brands has become standard for many consumers. Applications allow not only purchases but also the delivery of personalized offers through push notifications and specialized features. In particular, mobile advertising on social networks has great potential for targeting audiences most likely to engage with a company's products.

Digital transformation has actively changed the way audiences are engaged through social media and digital platforms. Platforms such as Facebook, Instagram, LinkedIn, TikTok, as well as specialized online marketplaces (Amazon, eBay, etc.) have become primary channels for launching and promoting products. Companies use social media not only for advertising but also for direct sales through platforms like Instagram Shopping and Facebook Marketplace. Collaboration with influencers is one of the most effective methods for companies to build trust in their brand and attract new customers. Given influencers' large audiences, brands gain access to a wide range of consumers, actively engaging with them through social platforms.

Thus, alongside the individualization of consumer relationships, social media enables the mass implementation effect of marketing strategies.

Digital technologies are transforming not only the methods of communication but also the very nature of marketing strategies. Interactive marketing and content strategy are gaining increasing importance as marketing tools within GTM strategies.

Video content, along with interactive advertising campaigns such as online games or viral challenges, have become essential tools for capturing consumer attention and increasing their engagement. GTM strategies now often include the creation of diverse content for different platforms to maximize audience interaction on each of them (videos for TikTok, articles for LinkedIn, photos for Instagram, etc.).

Globalization and the development of online communications have become key drivers of this process. Through digital channels, companies can launch products in global markets using localized digital campaigns, which not only helps to reduce marketing costs but also allows adaptation to the specific requirements of different countries.

Although the marketing GTM strategy and the classical marketing strategy are often equated, there are significant differences between them. A GTM strategy is a market entry strategy that is part of the overall marketing strategy, but it has a specific focus within the context of digitalization. The GTM strategy is more flexible and adaptive, which is particularly important for IT products, digital products, and digital services that rapidly evolve according to market demands. In contrast, the traditional marketing strategy is oriented toward long-term implementation using conventional marketing tools.

The development of digital technologies and changes in consumer behavior have led to the transformation of marketing strategies. The GTM strategy focuses on the rapid market launch of a product and its adaptation based on consumer feedback. In this regard, the GTM strategy employs performance metrics to monitor each stage of its implementation, allowing for further adjustments depending on the goals achieved, ensuring feedback and high flexibility. This aspect is precisely what distinguishes the GTM strategy from the traditional marketing strategy. The traditional approach to forming and implementing a marketing strategy involves monitoring its implementation only at the final stage.

In contrast, the GTM strategy allows for control and evaluation of the effectiveness at each stage of strategy implementation. The differences between these approaches and their practical application are illustrated in Fig. 2.

The conceptual differences between the GTM strategy and the traditional marketing strategy lie in the ability to assess the effectiveness of its implementation at each stage, thereby ensuring a high degree of flexibility. Additionally, the GTM strategy utilizes digital tools for the implementation of each stage of the strategy. This approach allows for modifications and the formation of product functionalities promoted through digital channels, enables testing of products with different functionalities, and facilitates the evaluation of marketing activities at each stage using marketing metrics.

In contrast, the traditional toolkit for forming and implementing a classical marketing strategy allows the assessment of its effectiveness only at the final stages of its implementation control. Unlike the traditional approach, the GTM strategy offers a broader functionality and appropriate tools for evaluating the effectiveness of each stage of its implementation, ensuring its adaptability and flexibility within digital promotion channels.

Taking into account market specifics, consumer behavior characteristics, the level of digitalization, and the competitive environment, this study proposes a methodological approach to the development of a marketing GTM strategy that enables the optimization of the IT product market entry process, minimizes risks, and enhances its commercial effectiveness.

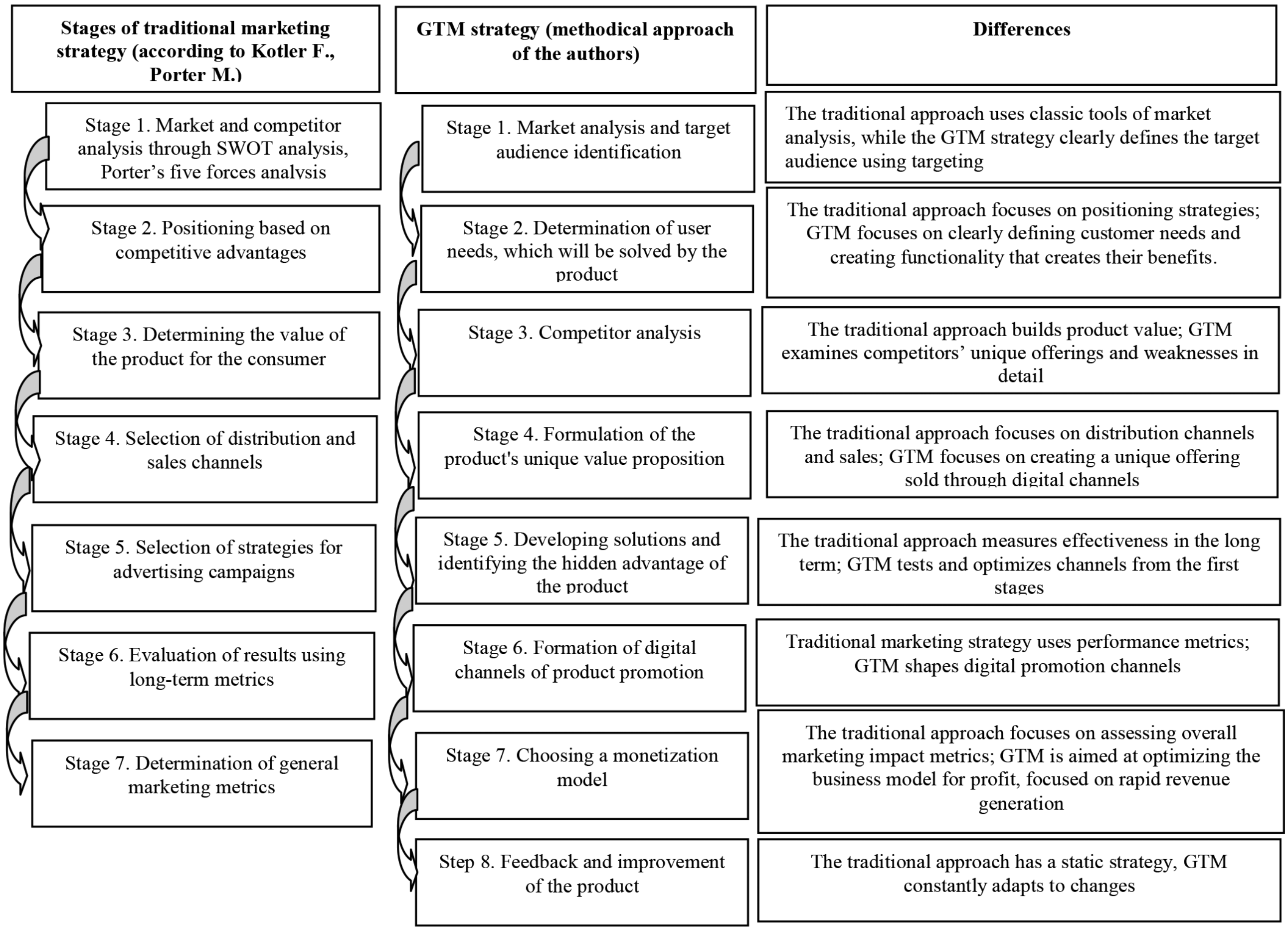

Fig. 2. Comparative analysis of the stages of a traditional marketing strategy and a GTM strategy

The practical significance of the proposed methodological approach is demonstrated in the following case. Using the example of the innovative IT product "CodeMentorSphere", a methodological approach for developing a marketing GTM strategy was formed and implemented, which is realized through the following stages.

Preparatory Stage. Description and Analysis of the Proposed IT Product. At this stage, the mission of the IT product CodeMentorSphere is formulated, which is to create accessible and effective opportunities for learning programming, emphasizing an individual approach and innovative methods.

The main functionality of "CodeMentorSphere" is a set of online learning tools for programming in the form of a structured course. The IT product "CodeMentorSphere" enables users to receive personal mentorship through individual consultations and gain practical experience in real projects. The product's functionality includes discussion and mutual assistance in the format of a forum and community building, adaptive design, career support, and a reporting system for tracking progress.

The unique value proposition of "CodeMentorSphere" is aimed at creating an individualized environment capable of developing new competencies in both the learner and the mentor.

The Tone of Voice of the "CodeMentorSphere" brand is aligned with the following attributes: gratitude and enthusiasm; support and empathy; optimism and positivity; friendliness and collectiveness; professionalism and seriousness; individuality and adaptability; emotional openness.

The format of "CodeMentorSphere" is presented as an application for Android, iOS, and a website.

Target markets: the USA, Europe, and Ukraine.

Monetization model: for the mobile application – Freemium; for the website – integration-based model.

At the preparatory stage of developing the marketing GTM strategy for launching "CodeMentorSphere" on the market, a SWOT analysis was conducted (Table 1).

The SWOT analysis serves as a tool to identify the key aspects to consider when developing the go-to-market strategy and further developing the IT product CodeMentorSphere.

We will consider the implementation of the marketing GTM strategy for "CodeMentorSphere" step by step.

Stage 1. Market Analysis and Target Audience Identification for "CodeMentorSphere". The main consumer segments for CodeMentorSphere are as follows:

1. Beginner programmers: individuals who are just starting their programming journey.
2. Students and learners (aged 18–25): seeking additional resources for learning programming.
3. IT professionals (aged 25–40): developers and engineers requiring continuous skill development.
4. Freelancers and entrepreneurs (aged 25–45): seeking resources to optimize real projects.
5. Career switchers: individuals transitioning to programming from other fields.

6. Technology enthusiasts: seeking deeper understanding of technologies and practical skills.

Based on the identification of these primary consumer groups, the weaknesses within the target audience include:

- for beginners: information overload, lack of mentorship;
- for students: limited time, need for assistance;
- for IT professionals: relevance of knowledge, specificity of technical issues;
- for career switchers: preparation for interviews, practical experience;
- for freelancers: time pressure, diversity of requirements.

Stage 2: Identifying User Needs Addressed by "CodeMentorSphere". The primary user needs include:

1. Uncertainty among beginners.
2. Lack of personal mentorship.
3. Instability for career switchers.
4. Desire for deeper understanding among technology enthusiasts.

Identifying these user needs enables the creation of a value matrix, which serves as a crucial tool in developing the GTM strategy. The value matrix helps clearly define the values that the IT product offers to various user segments while analyzing their weaknesses. This facilitates the creation of key messages for communication with potential customers, emphasizing how the product addresses their problems (Table 2).

Stage 3. Competitor Analysis of the IT Product "CodeMentorSphere". At this stage, an analysis of competitors' strengths and weaknesses was conducted and is presented in Table 3.

The evaluation of the strengths and weaknesses of direct and indirect competitors of the IT product CodeMentorSphere was carried out based on a comprehensive analysis of open sources. Information gathering included studying official websites, social media publications, user reviews, as well as analyzing marketing campaigns and pricing plans. The presented conclusions are the result of summarizing the collected data and analytical assessment.

The conducted analysis of competitors' strengths and weaknesses identified the direct competitors of "CodeMentorSphere" as:

1. MentorCruise: a platform that connects mentors with programmers of various levels for personalized mentorship.
2. Codementor: a platform where programmers receive help from experts in real time.
3. Superpeer: a video conferencing and mentorship platform assisting programmers and professionals across various fields.

The indirect competitors of "CodeMentorSphere" are educational platforms offering online courses without personalized mentorship, such as Udemy, Coursera, Codecademy, and LinkedIn Learning.

In addition to direct and indirect competitors, there are numerous platforms providing educational resources in the fields of programming and mentorship.

The competitor analysis made it possible to identify the competitive advantages of "CodeMentorSphere", which include:

1. Flexibility in learning: the option to choose both synchronous and asynchronous consultations.
2. Individualized mentorship programs: long-term interaction with mentors to achieve specific career goals or learn new technologies.
3. Gamification of learning: the implementation of gamification elements to increase participant motivation.

Table 1

SWOT Analysis of the IT Product "CodeMentorSphere"

Strengths	Weaknesses
Personalized mentoring: availability of experienced mentors providing tailored support, which enhances learning quality. Limited brand awareness: as a new *product, CodeMentorSphere may face insufficient market recognition*. *Practical orientation*: focus on real projects and practical tasks that help users acquire applied skills. Dependence on mentors: learning quality depends on mentor competence and availability, which may vary. *Flexible access model*: use of a freemium model for the app attracts new users with the option to upgrade to paid features. *Community*: a dedicated community that facilitates experience and knowledge sharing among users	*Limited brand awareness*: as a new product, CodeMentorSphere may face insufficient market recognition. *Dependence on mentors*: learning quality depends on mentor competence and availability, which may vary. *Competition*: strong competition from major platforms such as Udemy, Coursera, and Codecademy, which have greater resources and brand recognition. *Cost*: the price of premium subscriptions may be a barrier for some users, especially beginners
Opportunities	**Threats**
Growing demand for IT education: increased interest in programming and technology creates new opportunities to attract users. *Expansion into new markets*: possibility to enter international markets and broaden offerings. *Partnerships*: collaboration with educational institutions, IT companies, and professional associations to expand the audience. *Innovative technologies*: use of cutting-edge technologies such as artificial intelligence to improve learning processes and personalization	*Competition*: the growing number of new platforms and startups in the field of online education may reduce market share. *Changing consumer needs*: rapid shifts in users' preferences and demands may require constant product adaptation. *Economic fluctuations*: economic downturns may decrease users' willingness to invest in education. *Technological changes*: the need for continuous updates of technologies and content can pose a challenge to maintaining competitiveness

4. Wide selection of mentors: mentors from various fields, allowing the involvement of specialists across different programming domains.

5. Accessibility and transparency: the ability to view reviews, ratings, and service prices of mentors before starting cooperation.

Identifying these competitive advantages is a crucial step in formulating a unique value proposition for effective positioning of "CodeMentorSphere".

Stage 4. Formulation of the Unique Value Proposition for the IT Product "CodeMentorSphere". The unique value proposition for "CodeMentorSphere" is expressed in the following:

1. Personalized mentorship with experienced professionals.
2. Practical assignments and work on real projects.
3. Community creation for experience sharing.
4. Personalized support for career development.

Stage 5. Development of Solutions and Identification of the Hidden Advantage of the IT Product "CodeMentorSphere". Formulating the value proposition enables the definition of the advantages of the IT product and the solutions it offers to its target audience. For this case, the main solutions provided by CodeMentorSphere include:

1. Utilizing machine learning algorithms to automatically match users with mentors not only based on technical skills but also on psychological compatibility, communication style, and time zones.
2. Incorporating additional micro-tasks and simulations between core learning modules to maintain engagement, with adaptive difficulty levels.
3. Allowing users with a certain knowledge level to act not only as learners but also as "peer mentors", facilitating deeper knowledge assimilation and community development.
4. Creating a personal "Skill Map" with visualization of achievements, suggested next steps, and recommendations based on progress dynamics.
5. Introducing an internal achievement system, where achievements can be exchanged for additional consultations, discounts, or premium access, stimulating engagement without excessive reliance on financial incentives.

These solutions are aimed at addressing the primary needs of the target audience while ensuring a high level of service and flexibility in the functionality of "CodeMentorSphere".

Step 6. Establishing Promotion Channels for the IT Product "CodeMentorSphere". At this stage, promotion

Table 2

Value Matrix for the IT Product "CodeMentorSphere"

Users	User Pain Points	Product Values	Key Messages
Kateryna Petrova, 30 years old, professional developer	Needs to improve skills, difficulty finding effective learning resources	Mentorship, practical tasks, community, active support	With CodeMentorSphere, you gain not only practical tasks and mentorship but also the ability to engage with a community of highly skilled developers
Alexander Ivanov, 20 years old, student	Wants to deepen knowledge in a chosen field, lacks practical experience	High-quality mentorship, practical tasks, real projects	With CodeMentorSphere, learn in depth and develop your skills through practice under the guidance of top industry experts
Lyudmyla Sydorenko, 28 years old, IT beginner	Needs support in choosing an individual development path, lacks real-world experience	Personal mentor, individualized learning, community	With CodeMentorSphere, you won't be alone on your IT journey. Receive the support every beginner needs

Table 3

Analysis of Strengths and Weaknesses of Competitors of the IT Product "CodeMentorSphere"

Competitors	Strengths	Weaknesses
Direct Competitors		
MentorCruise	Large mentor base, user-friendly interface, affordable pricing	Less focus on a personalized approach for each user segment
Codementor	Fast real-time assistance, wide selection of experts	No long-term mentorship programs, focus only on solving specific tasks
Superpeer	Integrated video platform for consultations, extensive interaction capabilities	Relatively high cost for individual sessions, limited opportunities for self-learning
Indirect Competitors		
Udemy	Wide course selection, affordable pricing due to frequent discounts, flexible learning at one's own pace	Variable course quality due to lack of strict content control, no mentorship or personalized approach
Coursera	High-quality content from top universities and corporations, recognized certificates, interactive courses	High certification costs, fixed deadlines for some courses, which may not suit busy users
Codecademy	Interactive coding learning with practical tasks, free access to basic courses, programming-focused	Limited learning topics (only technical skills), lack of live mentorship, advanced features and certification only available in the Pro version

channels for the IT product are established through digital marketing channels and social media marketing (SMM).

Social media marketing is one of the key channels for promoting the IT product "CodeMentorSphere". SMM provides the necessary tools to significantly increase awareness of "CodeMentorSphere", attract new users, and build an active target audience (Table 4).

The specificity and uniqueness of the SMM strategy for "CodeMentorSphere" compared to competitors are as follows:

- a high level of interactivity based on continuous engagement with the target audience through communication channels such as AMA sessions with mentors, polls, "debug the code" challenges, and collaborative projects among subscribers;
- integration of artificial intelligence for content personalization. Implementing AI to analyze trending topics among followers (based on reactions and comments) and adapting content accordingly is an innovation within the SMM strategy;
- focus on micro-communities by creating closed groups or channels for experience exchange and thematic discussions (e.g., a separate community for frontend beginners, another for QA mentors);
- a multimodal content approach integrating short TikTok videos, Instagram infographics, professional insights on LinkedIn, and news discussions on Twitter into a unified content ecosystem that guides the user across channels toward the core product;
- cross-platform storytelling, achieved by leveraging all social media platforms to deliver layered content. For example, a user story may begin with a short TikTok video, continue with a detailed post on Facebook, and conclude as a professional case study on LinkedIn, creating an immersive brand narrative.

Thus, the SMM strategy for "CodeMentorSphere" is not just about platform selection but a comprehensive, cross-platform, personalized content approach tailored to the specific needs, expectations, and motivations of its target audience, including both beginners and experienced mentors.

Additionally, the promotion of "CodeMentorSphere" will utilize SEO (Search Engine Optimization), ASO (App Store Optimization), and influencer collaborations:

SEO is an important channel for "CodeMentorSphere" as it improves website visibility in search engines, attracts organic traffic, and enhances brand recognition. SEO activities include keyword research, content optimization, technical optimization, and link-building. SEO is a long-term strategy that can significantly increase visibility, attract the target audience, and ensure consistent organic traffic to the website (Table 5).

Table 4

SMM Strategy for the IT Product "CodeMentorSphere"

Category	Facebook	Instagram	Twitter (X)	LinkedIn	TikTok
Target Content Plan	Educational posts: learning hacks, mentor quotes, career tips, live sessions with experts	Visual mentee stories: "before and after", reels showing the mentoring process, carousel posts with tips	Reactions to IT trends, short mentor tips, "how it works" style posts	Case studies, professional mentee success stories, project announcements, job postings, partnerships	Behind-the-scenes stories of CodeMentorSphere, "Solve Like Me" challenges, humorous sketches from IT life
Strategy Personalization	Personalized ad campaigns segmented by career goals (Junior, Switcher, Mid-level)	Content created with real mentees and mentors, individual stories	Using user tweets in platform posts, direct replies to user mentions	Segmented posts for HR, developers, designers; using personalized recommendation features	Content selection algorithm based on user behavior (video type, learning style)
Recurring Messages	"Grow with a mentor", "Your career is our Priority"	"Find your learning style", "You are at the center of the learning process"	"Speaking the industry's language", "Trends that work for you"	"Grow professionally together", "Your network is your strength"	"Learn while playing", "Code is fun"
Key Content Categories	"Mentor Talks" series, podcasts, course reviews, learning hacks	"A Day with a Mentee" stories, user progress reels, "Tool of the Week"	Thematic threads, IT memes, polls	Success stories, "Job of the Day", platform updates	#MentorChallenge challenges, trend reactions, learning situation sketches
Business Goals of the Platform	Building trust and authority, user retention, retargeting	Creating emotional connection, increasing brand awareness	Thought leadership, rapid response to changes	Attracting B2B partners, building the HR brand	Viral reach among younger audiences, attracting users to product demos
Effectiveness Metrics	Engagement rate, reach, video view depth, CTR	Engagement rate, story views, comments, saves	Engagement rate, retweets, mentions, discussions	Engagement rate, number of demo/trial conversions, profile views	Engagement rate, video reach, challenge participation, view depth

ASO involves optimizing the "CodeMentorSphere" app to improve its visibility in app stores such as Google Play and Apple App Store, aiming to increase downloads and attract new users, thus supporting a successful market launch (Table 6).

Influencer collaborations help reach a broad audience through trusted individuals within their communities. Working with influencers not only helps achieve the promotional objectives of "CodeMentorSphere" but also builds a positive brand image, attracting new users and increasing their loyalty (Table 7).

All these digital promotion tools are designed to address different tasks within the product's distribution system.

Given the complex target audience of "CodeMentorSphere", which includes professional mentors, educators, corporate partners, and representatives from the EdTech and tech industries, it is necessary to utilize not only digital communication channels to fully cover all key segments.

Therefore, the strategy is complemented by offline components, including:

1. Participation in industry conferences, forums, exhibitions, and roundtables, ensuring direct contact with potential partners, investors, corporate clients, and educational institutions.
2. Partnerships with universities through the integration of "CodeMentorSphere" into educational processes, engaging mentors among faculty and alumni.
3. Organization of proprietary offline events, creating a community around the product, gathering feedback, and promoting the mission of "CodeMentorSphere".
4. Corporate training and integration into internal company learning by promoting "CodeMentorSphere" as an HR solution for internal mentoring, onboarding, and upskilling.

These activities strengthen trust, enable personalized communication, and reduce the decision-making cycle.

Stage 7. Monetization Model for the IT Product "CodeMentorSphere". This stage is one of the most important components of the pricing strategy for the IT product "CodeMentorSphere", as it directly enables the commercialization goals of the product. Pricing is implemented through monetization models. For the mobile application, the Freemium model is selected, while for the website, an Integration model is applied.

The Freemium monetization model for the "CodeMentorSphere" app includes two directions:

1. Providing free basic access, which includes core functionalities and limited access to courses.
2. A premium subscription offering unlimited access to courses and consultations, microtransaction capabilities, additional exercises, consultations and certificates, and the ability to invite friends to receive bonuses.

The Integration model for the website involves implementing a partnership-based monetization model, specifically:

1. Collaboration with partners to access resources.
2. Paid additional modules
3. Learning new technologies and using additional features.
4. Corporate partnerships.
5. The possibility of obtaining customized solutions for businesses and teams.

Table 5

SEO (Search Engine Optimization) for the IT Product "CodeMentorSphere"

Category	Information
Website URL	codementorsphere.com
Title (for search engine display) – up to 60 characters	CodeMentorSphere – Online Platform for Learning and Developer Growth
Meta Description (for search engine display) – up to 155 characters	Enhance your coding skills with CodeMentorSphere. Mentorship, practical tasks, community. Start your journey to advanced programming!
Social Media Title	Learn, Practice, Grow: Achieve Programming Excellence with CodeMentorSphere!
Social Media Description	CodeMentorSphere – your personal mentor in the programming world. Practical tasks, real projects, expert community
Keywords	online coding education, IT mentorship, developer growth, practical coding tasks, programmer community

Table 6

ASO (App Store Optimization for the IT Product "CodeMentorSphere"

Category	Metadata
App Name	CodeMentorSphere
Short App Description	Your personal mentor in the world of programming. Learning, mentorship, and practical tasks made easy!
Long App Description	CodeMentorSphere is an innovative platform for learning and developing programmers of all levels. Gain access to high-quality video tutorials, practical coding tasks, and personalized mentorship from industry experts. Enhance your programming skills, engage with the community, and work on real projects. Start your journey toward a high level in IT today!
Keywords	Online programming learning, IT mentorship, programmer development, video tutorials, practical coding tasks, programmer community, learning app, online mentor, learning programming languages

Table 7

Collaboration with Influencers for Promoting the IT Product "CodeMentorSphere"

Category	Influencer 1	Influencer 2	Influencer 3	Influencer 4	Influencer 5
Username & Link	James Coder https://www.instagram.com/jamescoder	Katy Coderka https://www.youtube.com/c/katycoderka	Max Techie https://twitter.com/MaxTechie	Lily Programmer https://www.lilyprogrammer.com/	David Codezilla https://www.twitch.tv/codzilla
Influencer Type	Macro-influencer	Micro-influencer	Mega-influencer	Micro-influencer	Nano-influencer
Platform	Instagram	YouTube	Twitter	Blog	Twitch
Content Theme	Programming & Tech News	Programming tutorials, reviews of tech tools	Tech news, reviews, programming tips	Success stories, personal learning experiences in programming	Gaming and live programming
Followers	150,000	20,000	500,000	5,000 monthly	1,000
Number of Posts	500	200	5000	50	100
Reach	50,000	10,000	100,000	1,000 monthly	500 unique viewers per stream
ER (Engagement Rate)	5 %	8 %	10 %	12 %	15 %
Geography	Global	USA, Canada, Europe	Global	USA, UK	Global
Demographics	Youth aged 18-35 with IT education	Students and beginner programmers	IT professionals, developers, tech enthusiasts	Beginner programmers, students, individuals seeking motivation to learn	Gamers interested in gamification and programming
Potential Collaboration Format	Fixed payment	Mixed	Mixed	Fixed payment	CPA
Ad Format	Post	YouTube video	Podcast	Podcast	Podcast
Potential Success Metrics	Number of clicks to CodeMentorSphere, registrations via unique links	Number of website clicks, registrations via unique links	Number of CodeMentorSphere mentions in tweets, follower growth	Number of website clicks, blog comments	Number of website clicks during streams, viewer comments
Other Relevant Comments (Why this influencer is suitable for your product)	James is an active and influential programmer with significant impact in the programming community. His audience actively seeks learning and self-development opportunities	Katy is popular among beginners; her videos inspire learning and growth in programming	Max is a prominent figure in the tech space, and his opinion is influential among professionals	Lily is a trusted figure for beginners, and her opinion is important for those just starting their programming journey	David has an active gaming audience that may be interested in learning programming through CodeMentorSphere

6. Payment gateways.
7. Convenient payment options for premium services.

Both monetization streams for the app and the website are based on two approaches: payment for a basic model with limited functionality, and payment for a model with extended functionality.

Stage 8. Feedback and Improvement for the IT Product "CodeMentorSphere". Feedback and improvement are critically important for ensuring the continuous development of the "CodeMentorSphere" IT product, optimizing the user experience, and increasing customer satisfaction. This stage involves systematic feedback collection, analysis of marketing metrics, and product enhancement based on the collected data.

1. *Feedback Directions:*

- user Surveys: Regular user surveys help identify the product's strengths and weaknesses. Questions may cover user satisfaction, learning experience, platform functionality, and suggestions for improvement;
- interviews and Focus Groups: Conducting in-depth interviews with representatives of the target audience provides valuable insights into user needs and expectations;

- review Analysis: Collecting and analyzing user reviews across platforms where users share their feedback (social media, review sites).

2. *Marketing Metrics*. Selecting appropriate marketing metrics for product development is key to understanding the effectiveness of strategies and achieving business goals. A core advantage of the GTM strategy is its ability to utilize various marketing metrics at all stages of strategy development and product evolution, ensuring a high level of control, performance assessment, and adaptability to market changes.

Table 8 presents the marketing metrics for different marketing channels for the "CodeMentorSphere" IT product, illustrating how the effectiveness of the GTM strategy can be measured. This approach significantly differs from traditional marketing strategies, where effectiveness evaluation typically occurs only after all implementation stages are completed.

3. *Marketing Funnels*. Marketing funnels are a powerful tool for understanding the customer journey, allowing informed decisions within the GTM strategy. By using marketing funnels, the company can better engage with potential customers and increase the effectiveness of marketing campaigns for "CodeMentorSphere".

A marketing funnel is a model illustrating the stages potential customers go through from awareness to purchase and continued loyalty. The marketing funnels for "CodeMentorSphere" are presented in Table 9. Utilizing marketing funnels allows the selection of the most effective strategic approach for product development and market positioning.

4. *Product Improvement*. Based on the collected data, it is essential to conduct regular analyses, which may include interface updates, adding new features, and enhancing educational materials and mentoring.

Implementing changes according to user priorities will improve the overall user experience, which may include personalizing the learning process and creating new courses based on user requests. Developing loyalty or rewards programs for active users can also help increase retention.

Limitations of the Proposed Approach. The proposed GTM strategy for the IT product CodeMentorSphere combines online and offline promotion tools, taking into account the specifics of the target audience oriented towards career development, mentoring, and interaction within the educational environment. However, the universality of this approach is relative, necessitating a critical analysis of its relevance for other types of IT products. In this context, it is important to outline the main limitations of the developed strategy, which justify the following directions:

1. Specificity of the B2B Segment. For IT products targeting business clients (B2B), the decision-making process is significantly more complex, often requiring multi-level evaluation, lengthy negotiation cycles, and the involvement of multiple stakeholders influencing decisions. In such cases, mechanisms such as account-based marketing, personalized presentations, participation in closed industry events, and deep expertise in solving specific business problems take priority. At the same time, traditional digital marketing channels (such as social media or influencer marketing) play a supplementary rather than a determining role.

2. SaaS Products. For Software-as-a-Service (SaaS) solutions targeting niche markets (e.g., medical information systems, analytical tools for the financial sector), the effectiveness of the GTM strategy is determined by the accuracy of positioning, the presence of professional expertise, and compliance with industry regulatory requirements. Under these conditions, the strategy should be based on promotion through highly specialized channels, industry publications, use cases, certifications, and participation in relevant professional communities.

3. Enterprise-Class Products. Products designed for the large-scale corporate sector (enterprise solutions) are characterized by a high level of complexity,

Table 8

Marketing Metrics for Different Marketing Channels of the IT Product "CodeMentorSphere"

Marketing Channel	Metrics for Evaluating Effectiveness
SEO	Organic traffic, CTR (Click-Through Rate), search engine rankings, conversions from search queries, time on page
ASO	App rating, number of installs, conversions from App Store/Google Play, app search rankings
Affiliate Marketing & Media Buying	CPL (Cost per Lead), ROI (Return on Investment), CPA (Cost per Acquisition), number of referral sales, CTR
PR	Media publications, number of mentions, sentiment of mentions, reach, leads generated (contacts or inquiries)
Influence Marketing	Engagement rate, reach, number of mentions, number of followers/interactions, CPA, sales/traffic growth
Instagram	Engagement rate, reach, number of interactions (likes, comments, shares), conversions, number of followers
TikTok	Video views, likes, comments, content conversions, engagement rate, follower growth
Twitter	Retweets, likes, follower growth, number of mentions, CTR, website traffic, conversions
Facebook	Engagement rate, reach, interactions (likes, comments), CTR, website traffic, conversions
YouTube	Engagement rate, video views, watch time, likes/dislikes, comments, follower growth, CTR, conversions
Email & Push Marketing	Open rate, CTR, conversions, unsubscribe rate, clicks on push notifications, conversions from push

Table 9

Marketing Funnels for the IT Product "CodeMentorSphere"

Stages and User Reach	User Acquisition Funnel from Partner Website to Annual Subscription Payment in the App	User Acquisition Funnel from Facebook Ad to Paid Service Purchase on the Website
Stage 1	Users saw the ad on the partner website	Users saw the ad on the official Facebook page
Number of users	18,000	20,000
Stage 2	Users clicked the link and navigated to the app	Users clicked the link and navigated to the website
Number of users	8,200	11,000
Conversion to stage, %	45.5	55
Stage 3	Users downloaded the app and completed onboarding	Users opened the website and completed onboarding
Number of users	3,400	5,100
Conversion to stage, %	41.5	46.4
Stage 4	Users explored the demo version of the app's functionality for free	Users navigated to the additional paid services section
Number of users	1,900	2,000
Conversion to stage, %	55.9	39.3
Stage 5	Users submitted a request	Users reviewed additional services and their pricing
Number of users	700	900
Conversion to stage, %	36.8	45
Stage 6	Users completed and paid for the subscription	Users ordered and paid for the service
Number of users	610	670
Conversion to stage, %	87.2	74. 4

integration with existing enterprise IT infrastructure, and require the adaptation of the GTM strategy to structured processes. For such solutions, effective tools include strategic partnerships with system integrators, participation in professional business events, dissemination of white papers, product demonstrations within the client's environment, among others. The proposed strategy, oriented towards the educational and career development segment, does not fully take these aspects into account.

The proposed GTM strategy proves to be most effective for IT products targeting individual users (B2C) or hybrid models with B2B elements, where the product is used by end consumers with the support or initiative of educational, corporate, or community organizations. It is particularly relevant for solutions aimed at personal development, learning, and mentoring, as well as in cases with short to medium-term decision-making cycles.

At the same time, for products targeting exclusively the corporate segment (B2B), SaaS products, or large-scale enterprise systems, the effectiveness of this model will be limited without additional adaptation. In these cases, it is necessary to adjust the GTM strategy, taking into account the industry specifics, the level of complexity of the IT product, the length of the sales cycle, and the typical models of customer interaction.

Conclusions. The article examines the specific features of forming a marketing GTM strategy under conditions of digital transformation and the emergence of the digital economy. The main stages in the evolution of GTM strategy in the context of digital transformation are identified: from traditional models focused on mass advertising to more personalized strategies, particularly those employing artificial intelligence, big data, and mobile digital technologies.

It has been established that the formation of the digital economy has facilitated the transformation of approaches to the development of marketing strategies, particularly in terms of companies' adaptation to new conditions through innovations in analytics, interactive marketing, and mobile applications. This has deepened the individualization of relationships with consumers and transformed marketing strategies and marketing tools within the digital economy. The article emphasizes the importance of integrating digital technologies into marketing GTM strategies and highlights the necessity of personalizing marketing campaigns through data analytics and automation.

Theoretical and methodological foundations and practical approaches to forming the marketing GTM strategy for the IT product "CodeMentorSphere" have been substantiated, taking into account the specifics of the digital economy, the characteristics of the competitive environment, and digital marketing tools. Conceptual differences between the GTM strategy and the traditional marketing strategy have been defined, which lie in the ability to assess the effectiveness of its implementation at each stage, thereby ensuring a high degree of flexibility.

Further research should focus on studying the mechanisms of adapting marketing GTM strategies to rapid changes in the technological environment, particularly through the use of artificial intelligence and big data to predict consumer behavior. It is also important to investigate the integration of omnichannel strategies within the digital economy and their impact on the effectiveness of interaction with end consumers. Additionally, further substantiation is needed regarding the use of digital technologies and platforms in shaping new models of consumer behavior and the effectiveness of applying AR/VR technologies in the context of implementing marketing strategies.

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Методичні засади формування маркетингової GTM-стратегії IT-продукту в цифровій економіці

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Мета. Розробка й обґрунтування теоретико-методологічних засад і практичних підходів щодо формування GTM-стратегії виходу IT-продукту на ринок в умовах цифрової економіки. Дослідження спрямоване на ідентифікацію ключових етапів реалізації GTM-стратегії, на основі аналізу існуючих методологічних підходів на прикладі практичного кейсу маркетингової GTM-стратегії для інноваційного IT-продукту.

Методика. За допомогою методу формального аналізу були визначені ключові етапи цифрової трансформації й чинники, що сприяли розвитку маркетингової GTM-стратегії. Методологічна основа дослідження базується на сукупності загальнофілософських і спеціалізованих методів, принципів і підходів, серед яких: системний підхід – для обґрунтування еволюції цифрової трансформації та розвитку маркетингової GTM-стратегії; аналіз і синтез – для виявлення тенденцій формування маркетингової GTM-стратегії та її відмінностей від традиційних маркетингових підходів; методи теоретичного узагальнення – для розробки й визначення етапів розвитку маркетингової GTM-стратегії; термінологічний аналіз – для уточнення ключових термінів, що розкривають сутність етапів створення й впровадження маркетингової GTM-стратегії в умовах цифрової трансформації.

Результати. Проаналізовані основні етапи еволюції GTM-стратегії – від моделей, орієнтованих на масову рекламу, до персоналізованих підходів із використанням ШІ, великих масивів даних і цифрових технологій. Показано, як цифрова трансформація змінила класичні маркетингові стратегії, підвищивши рівень персоналізації й ефективність взаємодії зі споживачами. Підкреслене значення інтеграції цифрових технологій у GTM-стратегії, необхідність автоматизації процесів і аналізу даних. Виявлена й обґрунтована концептуальна різниця між GTM-стратегією та традиційним маркетинговим підходом. Ключовою відмінністю GTM-

стратегії є здатність оцінювати результативність на кожному кроці впровадження, що гарантує високий рівень адаптивності. Запропоновано методичний підхід щодо формування маркетингової GTM-стратегії та його практичну реалізацію для IT-продукту «CodeMentorSphere» з урахуванням специфіки цифрової економіки та сучасних цифрових маркетингових інструментів.

Наукова новизна. Полягає у вдосконаленні й обґрунтуванні методичних засад формування маркетингової GTM-стратегії в частині визначення її специфічних ознак як гнучкого, адаптивного й експериментального інструменту виведення на ринок інноваційних IT-продуктів. Такий підхід передбачає оцінку ефективності кожного етапу реалізації GTM-стратегії в цифрових каналах просування, що кардинально відрізняє його від формування традиційних маркетингових стратегій.

Практична значимість. Полягає у розробці прикладного підходу до GTM-стратегії для IT-продукту з урахуванням специфіки цифрової економіки та цифрових інструментів.

Ключові слова: *маркетингова GTM-стратегія, цифрова економіка, IT-продукт, цифрові технології*

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