

DOI: 10.15276/ETR.03.2026.10

DOI: 10.5281/zenodo.20723063

UDC: 339.138:004.738.5

JEL: M31, M14, O32, L26

Received: 2025-03-09, Revised: 2026-04-17, Accepted: 2026-04-27, Published: 2026-05-13

DIGITAL MARKETING TOOLS IN FORMING THE IMAGE OF SOCIALLY RESPONSIBLE INNOVATIVE ENTERPRISES AND STARTUPS

ІНСТРУМЕНТИ ЦИФРОВОГО МАРКЕТИНГУ В ФОРМУВАННІ ІМІДЖУ СОЦІАЛЬНО ВІДПОВІДАЛЬНИХ ІННОВАЦІЙНИХ ПІДПРИЄМСТВ ТА СТАРТАПІВ

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Татаринцева Ю.Л. Інструменти цифрового маркетингу в формуванні іміджу соціально відповідальних інноваційних підприємств та стартапів. Науково-методична стаття.

Обґрунтовано конвергенцію концепцій КСВ, ESG-комунікацій та цифрових інструментів в умовах економіки вражень. Систематизовано ключові інструменти позиціонування: контент-маркетинг, SMM, інфлюенс-маркетинг, SEO та нативну рекламу; проведено порівняльний аналіз їхньої ефективності для IT-сектору, GreenTech та соціальних підприємств. Наукова новизна полягає у розробці трирівневої моделі цифрового іміджу, заснованої на синергії ціннісного ядра (ESG-вектор). Практичні результати пропонують фреймворки для побудови автентичних цифрових стратегій, що підвищують довіру споживачів, сприяють залученню інвестицій та забезпечують сталий розвиток.

Ключові слова: цифровий маркетинг, корпоративна соціальна відповідальність, інноваційні підприємства, стартапи, імідж бренду, ESG-комунікації, економіка вражень, менеджмент інновацій, цифрові інструменти

Tatoryntseva Yu.L. Digital Marketing Tools in Forming the Image of Socially Responsible Innovative Enterprises and Startups. Scientific and methodical article.

This study investigates digital marketing's role in shaping the image of socially responsible startups and innovative enterprises. It substantiates the convergence of CSR, ESG communications, and digital tools within the experience economy. The research systematizes key positioning tools—content marketing, SMM, influencer marketing, SEO, and native advertising—conducting a comparative analysis of their effectiveness across IT, GreenTech, and social enterprises. The scientific novelty is a three-level digital image model based on the synergy of a value core (ESG vector). The practical results offer frameworks for building authentic digital strategies that enhance consumer trust, attract investment, and ensure sustainable development.

Keywords: digital marketing, corporate social responsibility, innovative enterprises, startups, brand image, ESG communications, experience economy, management of innovation, digital tools

Building a positive image in the contemporary digital environment has become one of the foremost strategic challenges for innovative enterprises and startups seeking to establish long-term, trust-based relationships with their audiences grounded in social responsibility. Corporate Social Responsibility (CSR) has undergone a profound metamorphosis: no longer the exclusive domain of large multinational corporations, it now constitutes a strategic competitiveness factor even for small companies at early development stages. According to Nielsen's Global Sustainability Report, 73% of global consumers declare readiness to alter their purchasing habits in favour of a positive social or environmental impact [1]. This signals that audiences increasingly evaluate innovative products and services through the prism of a company's social contribution.

Simultaneously, digital marketing is evolving from a purely advertising channel into a platform for bilateral dialogue between a brand and its community. Instruments such as content marketing, SMM, influencer marketing, SEO, email marketing, and native advertising furnish enterprises with unique capabilities to broadcast values, construct social responsibility narratives, and build a durable digital image. These tools acquire particular significance for startups and innovative enterprises, as the digital space constitutes their primary communication environment with stakeholders [2, 3].

The relevance of the study is further reinforced by mounting market demands for transparency in ESG activity (Environmental, Social, Governance), the proliferation of conscious consumerism, and intensifying competition for digital audience attention. The convergence of CSR strategy and digital marketing tools represents both an emerging research priority and a practical imperative for businesses operating in the experience economy – a context in which value creation increasingly depends on emotional engagement rather than functional product attributes alone.

The connection to scientific and practical tasks is evident: on the one hand, there is a theoretical need to develop integrated frameworks that combine CSR, ESG communication, and digital marketing into a coherent conceptual model; on the other hand, practitioners require evidence-based tool selection guidance calibrated to enterprise type, development stage, and stakeholder profile. This article addresses both dimensions simultaneously.

Analysis of recent publications on the problem

The theoretical foundation of this study draws on scholarship in digital marketing, CSR, and innovation management. The integration of socially responsible practices into marketing strategy was substantiated by Kotler, Kartajaya, and Setiawan [4], who developed the concept of Marketing 5.0 as the synergy of technology and humanistic values – a framework that explicitly positions social purpose as a competitive advantage rather than a philanthropic addendum. Pine and Gilmore [5] elucidated the potential of the experience economy as a basis for forging an emotional connection between a brand and its audience, demonstrating that experiences, not products, are the primary unit of value in contemporary markets.

Tataryntseva [6] investigated marketing-communication policy in the experience economy, specifically examining tools for improving enterprise efficiency and digital strategies for promoting innovative products. The author substantiates the rationale for comprehensive application of digital tools in the context of emotional experience production as a key brand resource. In a subsequent study [7], low-budget digital marketing tools for startup promotion in the experience economy are analysed, directly relevant to the present article – particularly from the perspective of accessible socially oriented digital strategies for early-stage companies. Marchenko, Kryvobok, Tataryntseva, and Lapuzina [8] studied the commercialisation of NTU "KhPI" innovations through digital marketing tools in the experience economy, confirming the practical value of digital instruments for advancing innovative developments and forming institutional image.

The analysis of ESG communications in the digital environment was carried out in the works of Blanco-Encomienda, F. et al.[9], who demonstrated that effective transmission of CSR initiatives raises consumer loyalty and reduces price sensitivity. Researchers associated with MIT Sloan confirmed that companies which systematically communicate their social responsibility through digital channels achieve up to 20% higher consumer trust compared to those that do not [10]. For the startup segment, Blank and Dorf [11] showed that contemporary startups treat social impact as a core component of their value proposition and a mechanism for attracting investors and early adopters.

Chaffey and Ellis-Chadwick [2] provide a comprehensive strategic framework for digital marketing implementation, including segmentation, targeting, and measurement – all of which are directly

applicable to CSR-oriented communication design. Ryan [3] offers a practitioner-oriented perspective on engaging digital audiences through authentic storytelling, which aligns closely with the demands of socially responsible brand building. The Edelman Trust Barometer [12] consistently documents the centrality of trust as a driver of stakeholder relationships, reinforcing the argument that CSR digital communications must prioritise authenticity over spectacle. Harvard Business Review Analytic Services [13] confirm that companies with a clear social mission achieve significantly higher audience engagement in social networks. Sprout Social [14], Cone Communications [15], and Sustainable Brands [16] contribute empirical data on content effectiveness, consumer willingness to pay premiums for responsible brands, and growing scepticism toward CSR claims respectively.

Identification of previously unresolved parts of the general problem

Despite the substantial body of research in related fields, several aspects remain insufficiently developed in the scholarly literature. First, there is an absence of systematic comparative studies on the effectiveness of individual digital tools specifically in the context of CSR image formation for startups and innovative enterprises. Most existing work either focuses on large corporations or treats digital marketing and CSR as separate strategies without their organic integration.

Second, there is no integrated model of digital image formation for socially responsible innovative businesses that accounts for the specificity of different enterprise types (startups, technology companies, social enterprises) and different digital communication channels. Existing frameworks tend to be either tool-agnostic (addressing CSR strategy in general) or channel-specific (focusing on social media or SEO in isolation) rather than offering a unified architecture that connects values, instruments, and stakeholder perceptions.

Third, the differentiation of digital tool priorities based on enterprise maturity stage – from pre-seed startups to scale-ups – has not been rigorously studied. The optimal digital marketing mix evolves substantially as an enterprise grows from a founding team relying on founders' personal networks to an organisation requiring systematic B2B stakeholder communication. This dynamic dimension is absent from current literature.

Fourth, the risk dimension – particularly the threat of greenwashing and its detection by increasingly sophisticated consumers – has not been integrated into actionable digital marketing models. Understanding how to design authentic CSR communications that withstand scrutiny, rather than merely optimising message delivery, represents an important frontier. The present article aims to fill these gaps.

Formulation of research objectives (task setting)

The aim of the article is to systematise digital marketing tools in the context of image formation for socially responsible innovative businesses, determine their comparative effectiveness, and propose an

original model of digital image building. The following specific research tasks are formulated to achieve this goal:

(1) to analyse the theoretical convergence of CSR, ESG communications, and digital marketing concepts as an interdisciplinary foundation for the study; (2) to systematise and classify key digital marketing tools by their role in CSR image formation, cost characteristics, and effectiveness indicators; (3) to conduct a comparative analysis of tool effectiveness across different types of socially responsible enterprises – IT startups, social enterprises, innovative scale-ups, and GreenTech/CleanTech companies; (4) to develop an original three-level model of digital image formation for socially responsible innovative enterprises and startups; (5) to assess greenwashing risks and formulate recommendations for authentic CSR digital communication; (6) to compare the return on investment (ROI) of digital channels across B2B and B2C business models, providing actionable guidance for budget allocation.

Materials and methods

The methodological foundation of the study combines theoretical and empirical research methods. The theoretical base includes a systematic review of academic literature in marketing, CSR, and innovation management, as well as analysis of conceptual frameworks developed in Marketing 5.0 [4], the experience economy [5], and digital marketing strategy [2, 3].

The empirical basis comprises quantitative and qualitative data from leading research agencies. Primary statistical sources include the Nielsen Global Sustainability Report [1], Edelman Trust Barometer 2024 [12], Sprout Social Index 2024 [14], Cone/Porter Novelli Purpose Premium Index 2023 [15], Sustainable

Brands Global Consumer Study 2024 [16], LinkedIn B2B Institute research [17], McKinsey ESG performance analysis [18], and Harvard Business Review Analytic Services [13].

The research employs the following methods: (1) systematic literature analysis and synthesis to construct the theoretical framework; (2) comparative analysis to evaluate tool effectiveness across enterprise types and business models; (3) classification and typologisation to develop the three-level image formation model; (4) graphical and tabular modelling to present comparative data on ROI and tool effectiveness; (5) inductive reasoning to derive practical recommendations from empirical data.

The selection of sources was guided by three criteria: recency (priority given to sources from 2020–2025), methodological rigour (preference for peer-reviewed studies and reports by recognised research organisations), and relevance to the research focus (CSR, digital marketing, and innovation management at the intersection). The combination of conceptual frameworks with current empirical data enables both theoretical contributions and practically applicable conclusions.

Presentation of main results and their justification

In the contemporary business environment, digital marketing has become the primary platform for transmitting socially responsible positioning. According to the Edelman Trust Barometer 2024, 81% of consumers believe brands must "do good" and solve social problems – and they expect to receive this information through digital channels [12]. Table 1 presents a comparative characterisation of the main digital marketing tools for socially responsible enterprises and startups.

Table 1. Comparative characteristics of digital marketing tools for socially responsible business image formation

Tool	CSR Image Role	Startup Advantages	Cost Level	Effectiveness Indicator
Content Marketing	Conveying mission, values, social impact cases	Low cost, organic reach	Low / Medium	Dwell time, shares, conversion
SMM (Social Media)	Community dialogue, CSR initiative coverage	Direct audience access, viral potential	Low / Medium	Engagement, reach, follower growth
Influencer Marketing	Authentic CSR endorsement via opinion leaders	Fast niche audience reach	Medium / High	Reach, trust, referral conversion
SEO / Content-SEO	CSR narrative visibility in search engines	Long-term organic growth	Low (time resource)	Rankings, organic traffic, DR
Email Marketing	Personalized CSR achievement communication with stakeholders	Direct contact with loyal audience	Low	Open rate, CTR, audience LTV
Native Advertising	CSR messages integrated in relevant content context	Not perceived as advertising, higher trust	Medium	CTR, view time, conversion

Source: elaborated by the author based on [2, 6, 7, 8, 13]

As evident from Table 1, content marketing and SMM are the most accessible tools for startups due to their relatively low financial costs and significant reach

potential. Influencer marketing enables rapid access to niche audiences and builds trust through authentic recommendations, though it requires larger invest-

ments. SEO and email marketing demonstrate the highest long-term return on investment. Crucially, for socially responsible positioning, the synergy between these tools plays a special role: isolated use of any single instrument significantly reduces image-building effectiveness. For innovative enterprises and startups that lack substantial advertising budgets, digital marketing becomes the only scalable image-building instrument available. The key distinction of socially responsible digital marketing lies in a communicative shift from product attributes to company values and mission. Research by Harvard Business Review Analytic Services shows that companies with a clear social mission achieve 40% higher audience engagement on social networks compared to product-focused companies [13].

The statistical evidence on ESG communications effectiveness in the digital environment is compelling.

According to the Sprout Social Index 2024, publications with a clear social or environmental message generate 57% more organic shares compared to product content. Moreover, video formats narrating a company's social impact achieve 89% higher view-through rates compared to advertising videos [14]. These data confirm that socially oriented content is not merely an ethically sound choice but a commercially justified strategy.

The identified patterns confirm that successful digitalisation of social responsibility requires not only the selection of channels but also a clear structuring of the value transmission process. A systematic approach prevents fragmented perception and ensures consistency of ethical messages across all levels of digital presence. Figure 1 presents the author's original model of digital image formation for a socially responsible innovative enterprise or startup.

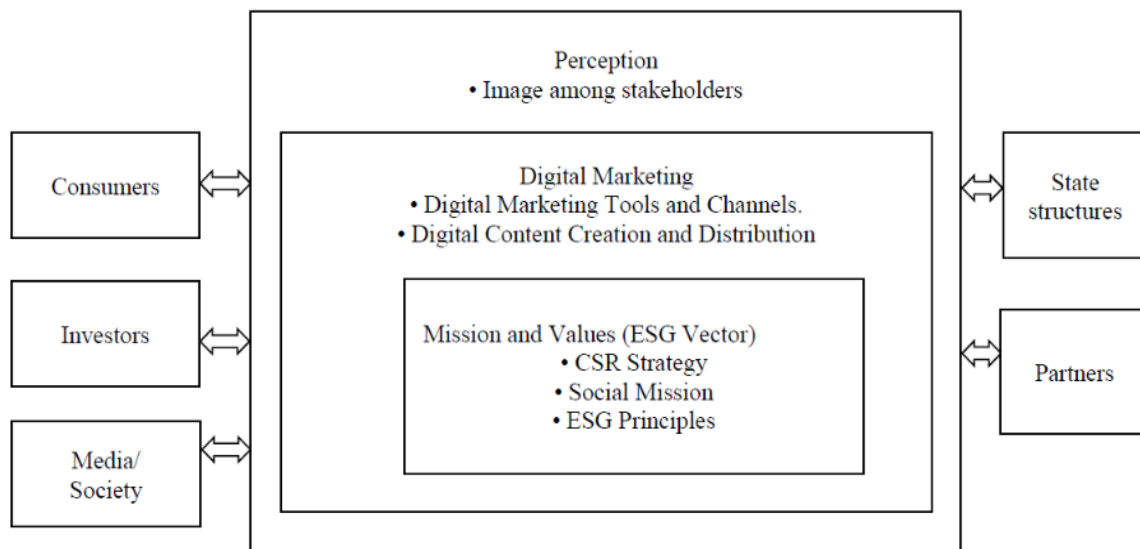


Figure 1. Model of Digital Image Formation for a Socially Responsible Innovative Enterprise / Startup

Source: author's own elaboration

The model is based on three concentric levels: the core consists of the enterprise's values and mission (ESG vector); the middle level comprises the system of digital tools transmitting these values; the outer level represents the perception of the image by different stakeholder groups – consumers, investors, media/society, government structures, and partners. A feedback mechanism operates between the levels, ensuring continuous adjustment of the communication strategy in response to audience reactions.

For innovative enterprises, as distinct from startups, the model envisages a higher degree of institutionalisation of CSR communications: dedicated sections on corporate websites, regular ESG reports, and systematic PR campaigns. Startups, by contrast, can achieve comparable effects through a more personal and authentic approach – for example, through genuine "founder" narratives on LinkedIn or Instagram that reflect the team's personal mission.

Research by Cone Communications 2023 demonstrates striking results: 87% of consumers will purchase a product if a company advocates a social or environmental cause close to their hearts, while 76%

will refuse to buy if they learn of unethical company behaviour [15]. This reveals the asymmetry of risks: reputational losses from discovered inconsistency between declared values and actual actions significantly exceed the investment required to build a genuine CSR communication strategy.

Deserving particular attention is the phenomenon of "greenwashing" – the simulation of socially responsible positioning without genuine impact. According to the Sustainable Brands Global Consumer Study 2024, 57% of consumers are sceptical of companies' ESG claims, and 42% consider most corporate CSR initiatives to be a marketing technique [16]. This underscores the necessity of authenticity in socially responsible digital marketing and highlights content marketing – through educational case studies – as the primary instrument for mitigating greenwashing perceptions.

The differentiation of tool effectiveness across enterprise types represents a further original contribution. Table 2 presents the results of a comparative effectiveness analysis for different types of socially responsible enterprises.

Table 2. Effectiveness of Digital Marketing Tools for Different Types of Socially Responsible Enterprises

Tool	IT Startup	Social Enterprise	Innovative Scale-up	GreenTech / CleanTech
Content Marketing	High (tech cases + mission)	Very High (image foundation)	High (industry expertise)	High (educational impact content)
SMM	High (LinkedIn, X/Twitter)	Very High (Instagram, Facebook)	Medium (corporate tone)	High (YouTube, Instagram)
Influencer Marketing	Medium (micro-influencers)	High (activists, bloggers)	Low (mismatch risk)	High (eco-communities)
SEO	High (tech queries)	Medium (niche queries)	High (B2B queries)	Very High (environmental queries)
Email Marketing	Medium (investor newsletters)	High (donors, partners)	Very High (B2B comms)	High (stakeholders, partners)
Native Advertising	Medium	Low / Medium	High (industry media)	High (eco-media)

Source: elaborated by the author based on [6, 7, 8, 14, 15]

The analysis of Table 2 reveals substantial differentiation in tool priorities depending on enterprise type. IT startups most effectively use content marketing and SMM on LinkedIn and X/Twitter to form an image of a technologically responsible business. Social enterprises rely primarily on content and SMM in visual networks (Instagram, Facebook), where personal stories about social impact generate the highest engagement levels. GreenTech/CleanTech companies obtain the greatest effect from SEO (through growing organic demand for environmental topics) and YouTube content. Notably, email marketing maintains consistently high effectiveness across all enterprise types in communicating with B2B stakeholders and investors.

LinkedIn's own research confirms that company publications related to social responsibility receive 50% more comments and three times more reshares compared to product publications. Furthermore, 92% of millennial investors consider ESG factors in investment decisions [17], underscoring the strategic significance of the digital image of a socially responsible business for capital attraction. This investor dimension is especially consequential for startups in fundraising mode.

An analysis of the financial effectiveness of digital tool implementation permits identification of priority channels for image formation under resource constraints [7, 11]. The choice of specific instruments depends substantially on the audience interaction model – B2B or B2C – which determines differences in social content perception and return-on-investment timelines [2, 17]. Email marketing remains the leader in return on investment in both segments, but in the B2C sector it is recognised as most effective by 8% more specialists than in B2B (22% vs 14% respectively). This confirms the thesis about the high conversion rate of personalised communication in the digital economy [3, 8]. Meanwhile, in the B2B segment, the combination of website, SEO, and blogs plays a key role (22%), underscoring the importance of expert content for sustainable business development [17, 18].

The effectiveness level of SMM and video content is illustrative: in B2C marketing it demonstrates high performance (20%), while in B2B this figure is only 12%. This dynamic correlates with data on the virality

of socially oriented content, which achieves the highest response precisely in short video formats [14]. The narrowest gap between models is observed in the use of content marketing (14–16%), confirming its universality as a foundational instrument for transmitting social responsibility values and forming holistic brand perception regardless of audience type [6, 13].

Integrating the findings from both tables and the ROI analysis, it is possible to articulate a practical decision framework for digital CSR strategy. Startups with limited resources should prioritise SMM and micro-influencer partnerships for rapid audience development, while systematically building content marketing assets that establish long-term organic reach. As enterprises mature to scale-up stage, the emphasis should shift toward SEO optimisation and structured email marketing programmes that support B2B relationship development. Across all stages, the three-level model – values-instruments-perception – provides the architectural logic that ensures coherence and authenticity in digital CSR communication.

Building upon the established three-level model and the analysis of digital tool effectiveness, the following sections further expand the discourse on CSR communication strategies. A critical facet of the digital strategy involves proactive reputation management within the context of risk asymmetry. Since a vast majority of consumers are prepared to boycott brands following unethical revelations, digital tools must function as early-warning systems rather than just promotional channels. For maturing innovative enterprises, this necessitates the implementation of sophisticated social listening frameworks to identify shifts in stakeholder sentiment. By addressing inconsistencies transparently before they escalate, companies can transform potential reputational threats into demonstrations of corporate accountability, thereby strengthening the outer level of the model – stakeholder perception. The integration of advanced analytics and data processing offers a pathway to personalize social responsibility narratives without sacrificing authenticity. For environmental technology firms, this enables a shift toward dynamic content marketing where individual stakeholder contributions to sustainability goals are highlighted through verified data. By translating abstract corporate

missions into tangible, evidence-based results for the user, enterprises can effectively dismantle the skepticism associated with greenwashing. This approach ensures that the core values of the enterprise are not just declared but are demonstrably woven into the user experience. The evolution of digital CSR strategy also relies on the synergy between enterprises and broader digital platforms. Social ventures can amplify their impact by aligning with global marketplaces that prioritize ethical sourcing and environmental standards. This integration creates a seamless bridge between niche search visibility and direct engagement through personalized communication. In this framework, digital marketing transcends traditional promotion; it becomes a distribution channel for social change, where every digital interaction serves as a verified endorsement of the company's underlying mission and values. The transition from founder-led narratives to institutionalized corporate identity is vital for long-term sustainability. While early-stage ventures rely heavily on personal storytelling to attract initial capital and talent, maturing organizations must transfer this charismatic authority to the broader internal culture. Developing expert-led content from diverse teams fosters a sense of collective purpose that survives leadership transitions. This shift ensures that the communication strategy remains coherent and grounded in the enterprise's core mission, maintaining the integrity of the three-level architecture as the business scales and evolves.

Beyond the structural and institutional aspects of digital CSR, the emergence of immersive technologies offers a new frontier for stakeholder engagement. Virtual and augmented reality tools allow innovative enterprises to provide stakeholders with a "first-hand" view of their social and environmental impact. For instance, a CleanTech company can use immersive digital tours to show the tangible results of their carbon-capture projects, moving beyond flat reports to experiential evidence. This high-sensory approach bridges the gap between the core mission and external perception, making the enterprise's values feel more immediate and undeniable.

The democratization of content through user-generated advocacy represents another vital shift in the digital image-building process. Rather than relying solely on corporate-controlled channels, enterprises are increasingly empowering their employees and customers to act as brand ambassadors. This organic layer of communication carries a higher degree of trust, as peer-to-peer validation is often viewed as more authentic than official PR campaigns. By fostering a community where stakeholders feel a sense of ownership over the mission, the enterprise creates a self-sustaining feedback loop that reinforces its reputation across diverse social networks.

Furthermore, the concept of "digital accessibility" is becoming a core component of a responsible digital image. A truly socially responsible business ensures that its digital tools – ranging from websites to mobile applications – are designed to be inclusive for all users, including those with disabilities. Integrating

accessibility as a fundamental design principle reflects a commitment to social equity that transcends marketing slogans. When digital infrastructure is built with inclusivity in mind, it serves as a silent but powerful communicator of the enterprise's core ethical standards.

The role of blockchain and decentralized ledgers also warrants attention as a tool for radical transparency. By recording supply chain movements or the allocation of social funds on a public ledger, enterprises can offer an unprecedented level of accountability. For social enterprises, this tech-driven transparency acts as a definitive shield against greenwashing, providing a "single source of truth" that stakeholders can verify independently. This layer of technological trust simplifies the feedback mechanism, as stakeholders no longer need to rely on faith but can base their perceptions on immutable digital evidence.

Finally, as digital ecosystems become more cluttered, the principle of "digital sobriety" or ethical data usage is emerging as a competitive advantage. Enterprises that prioritize data privacy and minimize their own digital carbon footprint demonstrate a holistic commitment to the ESG vector. By optimizing website efficiency and being selective with data collection, a business aligns its digital operations with its environmental values. This consistency between the "how" of digital marketing and the "what" of social responsibility creates a cohesive brand image that resonates with the increasingly conscious and tech-savvy global audience.

Conclusions and prospects for further research

The conducted research permits the following conclusions. First, digital marketing tools are not merely communication channels but strategic mechanisms for forming and maintaining the image of a socially responsible innovative enterprise and startup. Their effectiveness increases substantially when applied synergistically within a unified CSR communication strategy, rather than in isolation.

Second, the selection of an optimal set of digital instruments is determined by enterprise type, development stage, and target audience. IT startups most effectively leverage content marketing and SMM on specialist platforms; GreenTech companies – SEO and YouTube; social enterprises – visual social networks and influencer marketing through specialist activists. For all types, email marketing maintains consistently high effectiveness in stakeholder and investor communication.

Third, authenticity is the critical success factor in socially responsible digital marketing. Consumers demonstrate a growing capacity to identify greenwashing and penalise companies for inconsistency between declared values and actual actions. The asymmetry of reputational risks – where losses from detected inauthenticity exceed the cost of genuine CSR communication – makes authenticity not merely an ethical imperative but a commercial necessity.

Fourth, the proposed three-level digital image model (mission – instruments – perception) with a continuous feedback mechanism provides a systematic

approach to managing the socially responsible image in the digital environment. This framework differentiates between enterprise types and maturity stages, offering adaptable guidance rather than a one-size-fits-all prescription.

Fifth, the ROI analysis confirms that content marketing is the most universal instrument across B2B

and B2C contexts, while email marketing consistently delivers the highest financial return. Video content and SMM demonstrate strong effectiveness in B2C contexts and are particularly suited for consumer-facing social impact narratives.

Abstract

The increasing importance of Corporate Social Responsibility (CSR) in the digital economy has transformed it into a key factor of competitiveness for innovative enterprises and startups, particularly within the experience economy. In this context, digital marketing tools serve as the primary platform for communicating brand values and shaping a socially responsible image in the digital environment.

The purpose of the article is to systematize digital marketing tools in the context of forming the image of socially responsible innovative enterprises and startups, to determine their comparative effectiveness, and to develop an integrated model of digital image formation. The research objectives include analysing the convergence of CSR, ESG communications, and digital marketing; classifying key digital tools according to their role and effectiveness; comparing their application across different types of enterprises (IT startups, social enterprises, innovative scale-ups, and GreenTech/CleanTech companies); and assessing risks related to greenwashing.

The methodological basis of the study includes methods of system analysis, comparison, generalization, classification, and synthesis. The research is grounded in the analysis of contemporary academic literature and empirical data from international analytical reports, including Nielsen, Edelman, Sprout Social, LinkedIn, and McKinsey.

The results demonstrate that digital marketing has evolved into a strategic mechanism for transmitting socially responsible positioning. The study systematizes key tools—content marketing, social media marketing (SMM), influencer marketing, search engine optimization (SEO), email marketing, and native advertising—and proves that their effectiveness depends on enterprise type, development stage, and business model (B2B vs. B2C). It is established that content-oriented and value-based communication significantly increases audience engagement, trust, and brand loyalty. The research also reveals the asymmetry of reputational risks associated with greenwashing and emphasizes the importance of authenticity in CSR communication.

The scientific novelty lies in the development of an original three-level model of digital image formation based on the synergy of the ESG value core, digital communication tools, and stakeholder perception, supported by a continuous feedback mechanism. The study also provides a differentiation of priority digital channels depending on enterprise maturity and sector specificity.

The conclusions confirm that the effectiveness of digital marketing tools increases significantly when they are applied in an integrated manner within a unified CSR communication strategy. Practical implications include recommendations for building authentic digital strategies that enhance consumer trust, attract investment, and ensure sustainable development of innovative businesses.

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Посилання на статтю:

Tataryntseva Yu.L. *Digital Marketing Tools in Forming the Image of Socially Responsible Innovative Enterprises and Startups* / Yu.L. Tataryntseva // *Економіка: реалії часу. Науковий журнал*. – 2026. – № 3 (85). – С. 97-104. – Режим доступу: <https://etr.economics.net.ua/files/archive/2026/No3/97.pdf>. <https://doi.org/10.15276/ETR.03.2026.10>. <https://zenodo.org/records/20723063>.

Reference a Journal Article:

Tataryntseva Yu.L. *Digital Marketing Tools in Forming the Image of Socially Responsible Innovative Enterprises and Startups* / Yu.L. Tataryntseva // *Economics: time realities. Scientific journal*. – 2026. – № 3 (85). – P. 97-104. – Retrieved from: <https://etr.economics.net.ua/files/archive/2026/No3/97.pdf>. <https://doi.org/10.15276/ETR.03.2026.10>. <https://zenodo.org/records/20723063>.



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