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THE USE OF DIGITAL TECHNOLOGY IN MARKETING

©*Nabieva N.*, ORCID: 0000-0002-2833-3689, Ph.D., Fergana Polytechnic Institute,
Fergana, Uzbekistan, k.ivanovich@ferpi.uz

ИСПОЛЬЗОВАНИЕ ЦИФРОВЫХ ТЕХНОЛОГИЙ В МАРКЕТИНГЕ

©*Набиева Н. М.*, ORCID: 0000-0002-2833-3689, Ph.D., Ферганский политехнический
институт, г. Фергана, Узбекистан, k.ivanovich@ferpi.uz

Abstract. The transition to the digital economy is a necessary requirement of today. Digitalization of the economy allows people to ease many of the tasks associated with work, with the search for information, which they repeatedly face, wide opportunities digitalization opens for people in the development of business. The article attempts to consider the essence and purpose of digital marketing, to disclose the methods, channels and tools of digital marketing, to determine its strengths and weaknesses, to identify what is the strategy for the development of this new stage in the evolution of marketing.

Аннотация. Переход к цифровой экономике — необходимое требование сегодняшнего дня. Цифровизация экономики позволяет людям облегчить многие задачи, связанные с работой, с поиском информации, с которой они постоянно сталкиваются, широкие возможности цифровизация открывает для людей в развитии бизнеса. В статье предпринята попытка рассмотреть сущность и цель цифрового маркетинга, раскрыть методы, каналы и инструменты цифрового маркетинга, определить его сильные и слабые стороны, определить, какова стратегия развития этого нового этапа эволюции маркетинга.

Keywords: digital marketing, digital economy, social media, marketing strategy, management.

Ключевые слова: цифровой маркетинг, цифровая экономика, социальные сети, маркетинговая стратегия, менеджмент.

Introduction

Economic development is usually understood as an increase in national production, which leads to an increase in the average per capita gross national product (GNP) [1, 2]. The Concept of Social and Economic Development of the Republic of Uzbekistan until 2030 envisages ensuring macroeconomic stability and sustainability of economic growth, increasing the competitiveness, investment and export potential of economic sectors, creating favorable conditions for the development and protection of entrepreneurship, reducing tension in the labor market, increasing the population's income and reducing the poverty rate [3, 4].

Marketing as a functional discipline of business can be understood as a dynamic process of society through which business enterprise is productively integrated with the goals of society and human values. It is in marketing that the consumer satisfies individual and social values, needs, and desires. Marketing focuses on the customer, that is, the individual making decisions within a social

structure and within a system of personal and social values. Therefore, marketing is the process by which economics is integrated into society to meet human needs [5, 6].

While marketing cannot create purchasing power, it can unlock and channel what already exists. Increased economic activity leads to the expansion of markets, which creates economies of scale in distribution and production that may not have existed before. Marketing is also the most accessible multiplier for managers and entrepreneurs in a developing country [7].

Literature review

One of the biggest changes in human interaction is the recent spread of social media. The rapid growth of web-based platforms that facilitate social behavior on the Internet has significantly changed the nature of human activity, environment and interaction [8]. Real social relationships have been transferred to the virtual world, which has led to the creation of online communities of people from all over the world. This movement into the digital dimension allows people to share knowledge, entertain each other and promote dialogue between different cultures [9].

Digital marketing is based on online channels with the highest frequency of use, they are dynamic, they can change from year to year and are always influenced by market trends. In short, digital marketing constantly uses review, analysis, explanation, promotion process and helps to establish stronger brand-consumer relationships, helping to effectively identify consumer relationships and attract attention. The impact of this type of unconventional marketing has been great, affecting sales and the number of customers, dictating, at best, commercial tendencies [10].

If most clients interact with social media, firms should also interact with social media. In the past, marketers have used email, direct marketing, telemarketing, information websites, television, radio and other mechanisms to disseminate information related to the firm or its products. The World Wide Web has been used to present marketing messages through page views and advertising to reach large numbers of people in a short period of time. It served as an advertising tool that shaped surfer behavior [11].

Living in the digital age, when everyone has access to the Internet, it is logical to switch to this type of marketing and intensive use of companies (Figure 1).

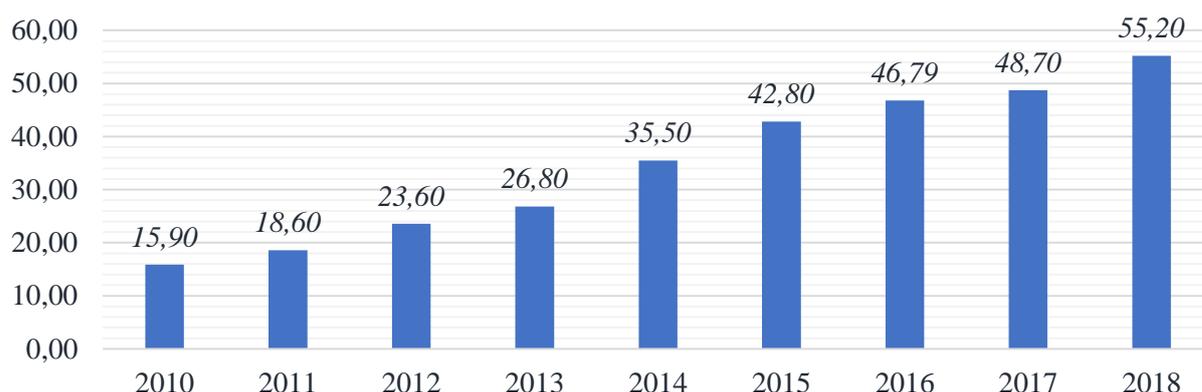


Figure 1. Percentage of individuals using the Internet in Uzbekistan

Source: Measuring digital development Facts and figures 2020 <https://clck.ru/VRoL7>

The emphasis is on the following factors: reputation management, which consists in making a decision based on customer feedback, which is evaluated by the company and then assimilated; full presentation of services, the consumer is initially attracted by the type of bait, the next step will be to present him a full set of specific source of search information; communication is a key element,

as a specific monologue of the campaign initiated by the company is removed and the dialogue is established through social platforms; brand recognition [12]

The Institute of Digital Marketing (DMI) defines digital marketing as “the use of digital technology to create integrated, targeted and measurable communication that helps to acquire and retain customers in building deeper relationships with them” [13]. Simply Digital Marketing defines the term as follows “Digital marketing is a sub-sector of traditional marketing and uses modern digital channels to host products, such as downloadable music, and primarily to communicate with stakeholders, such as customers and investors, about the brand, products and business progress” [14].

Results and discussion

Digital marketers are in charge of driving brand awareness and lead generation through all the digital channels – both free and paid -- at company’s disposal. These channels include social media, the company’s own website, search engine rankings, email, display advertising, and the company’s blog. The digital marketer focuses on different key performance indicator (KPI) for each channel so they can properly measure the company’s performance across each one. Digital marketing is carried out across many marketing roles today. In small companies, one generalist might own many of the digital marketing tactics described above at the same time. In larger companies, these tactics have multiple specialists that each focus on just one or two of the brand’s digital channels. Here are some examples of these specialists [15, 16]:

The best digital marketers have clear picture of how each digital marketing campaign supports their overarching goals. And depending on goals of their marketing strategy, marketers can support larger campaign through free and paid channels at their disposal. A content marketer, for ex ample, can create series of blog posts that serve to generate leads from a new eBook the business recently created. The company’s social media marketer might then help promote these blog posts through paid and organic posts on the business’s social media accounts. Perhaps the email marketer creates an email campaign to send those who download the eBook more information on company. Following are some of most common digital marketing tactics and the channels involved (Figure 2).

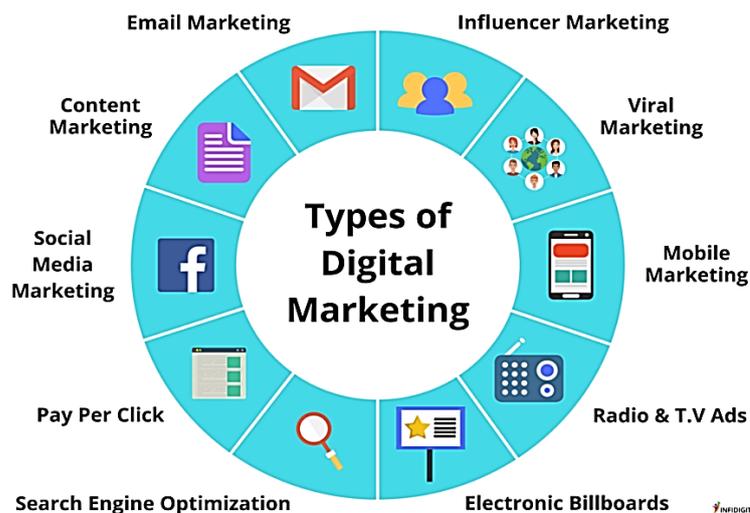


Figure 2. Types of Digital Marketing

- *Search Engine Optimization (SEO)*: This is process of optimizing website to “rank” higher in search engine results pages, thereby increasing the amount of organic (or free) traffic your website receives. The channels that benefit from SEO include Websites, Blogs, and Info graphics.

- *Social Media Marketing*: This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing include Face book, Twitter, LinkedIn, Instagram, Snap chat, Pinterest, and Google+ [17].

- *Content Marketing*: It denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels that can play a part in your content marketing strategy include Blog posts, eBooks and whitepapers, Info graphics, Online brochures and look books [18, 19].

- *Affiliate Marketing*: This is a type of performance-based advertising where you receive commission for promoting someone else’s products, services on your website. Affiliate marketing channels include Hosting video ads through the YouTube Partner Program and Posting affiliate links from your social media accounts [20].

- *Native Advertising*: Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. Buzz Feed-sponsored posts are a good example, but many people also consider social media advertising to be “native” – Facebook advertising and Instagram advertising.

- *Marketing Automation*: Marketing automation refers to the software that serves to automate your basic marketing operations. Many marketing departments can automate repetitive tasks they would otherwise do manually, such as Email newsletters, Social media post scheduling, Contact list updating, Lead-nurturing workflows, Campaign tracking and reporting.

- *Pay-Per-Click (PPC)*: PPC is a method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google Ad Words, which allows you to pay for top slots on Google’s search engine results pages at a price “per click” of the links you place. Other channels where you can use PPC mainly include Paid ads on Facebook, Promoted Tweets on Twitter, Sponsored Messages on LinkedIn.

- *Email Marketing*: Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people toward the business’s website. The types of emails you might send in an email marketing campaign include Blog subscription newsletters, Follow-up emails to website visitors who downloaded something, Customer welcome emails, Holiday promotions to loyalty program members, Tips or similar series emails for customer nurturing.

- *Inbound Marketing*: Inbound marketing refers to the “full-funnel” approach to attracting, engaging, and delighting customers using online content. You can use every digital marketing tactic listed above throughout an inbound marketing strategy.

- *Online PR*: Online PR is practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It’s much like traditional PR, but in the online space. The channels you can use to maximize your PR efforts include: Reporter outreach via social media Engaging online reviews of your company, Engaging comments on your personal website or blog.

Conclusion

The use of digital technologies in marketing activities will open up great prospects for enterprises and organizations to retain loyal customers and develop long-term partnerships with

them, the growth of positive consumer attitudes, trust in its products and services, providing an individual approach to each client and a flexible response to changes in their tastes and preferences. The advantages of digital marketing mentioned in the work will be the key directions for the development of a customer-centric approach, the use of which will allow organizations to strengthen their competitiveness and effectively promote their brand in the market.

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