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MODERN DIGITAL MARKETING IN UZBEKISTAN

Abstract: this article discusses the features of the development of marketing in the field of digital technologies. The methods and strategies of the influence of the technology development system and innovative methods on the management of marketing processes at the enterprise are given. Recommendations are given for the introduction of technologies in the industry.

Keywords: analysis, method, research, marketing, technologies.

Any marketing that uses electronic devices and can be used by marketers to communicate advertising messages and measure their impact on the customer journey. In practice, digital marketing usually refers to marketing campaigns that appear on a computer, phone, tablet, or other device. This can take many forms, including online video, display advertising, search engine marketing, paid social media advertising, and social media postings. Digital marketing is often compared to "traditional marketing" such as magazine ads, billboards, and direct mail. Oddly enough, television is usually mixed with traditional marketing.

A digital marketing strategy allows you to use various digital channels such as social media, pay per click, search engine optimization, and email marketing to connect with existing customers and individuals interested in your products or services. As a result, you can build a brand, deliver a great customer experience, generate leads, and more.

Digital marketing, also referred to as online marketing, is the promotion of brands to connect with potential customers using the Internet and other forms of digital

communication. This includes not only email, social media and online advertising, but also text and multimedia messages as a marketing channel.

Basically, if a marketing campaign involves digital communication, it is digital marketing.

It's easy to confuse digital marketing and inbound marketing, and for good reason. Digital marketing uses many of the same tools as inbound marketing - email and online content, just to name a few. Both exist to capture the attention of potential customers in the buyer's journey and turn them into customers. But these two approaches look differently at the relationship between tool and goal.

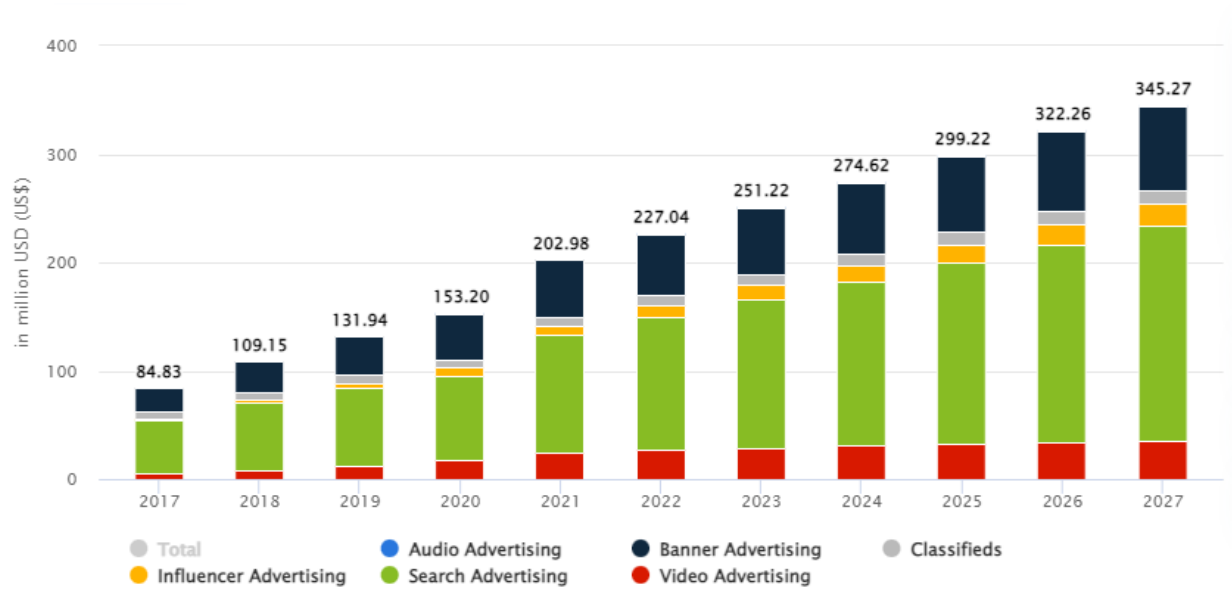
Digital marketing looks at how individual tools or digital channels can convert leads. A brand's digital marketing strategy can use multiple platforms or focus all of its efforts on one platform. For example, a company may primarily create content for social media platforms and email marketing campaigns while ignoring other digital marketing opportunities.

On the other hand, inbound marketing is a holistic concept. First, the goal is considered, then the available tools are considered to determine which ones will effectively reach the target customers, and then at what stage of the sales funnel this should happen. For example, let's say you want to increase website traffic in order to generate more leads and leads. You can focus on search engine optimization when developing your content marketing strategy, which will result in more optimized content including blogs, landing pages, and more.

The most important thing to remember about digital marketing and inbound marketing is that as a marketing professional, you don't have to choose between the two. In fact, they work best together. Inbound marketing provides the structure and purpose of effective digital marketing for digital marketing efforts, ensuring that every digital marketing channel is working towards the goal.

Digital Advertising uses the internet to deliver marketing messages via various formats to internet users. This includes Search Advertising, Advertising, Banner Advertising, Video Advertising as well as Classifieds. Furthermore, the Digital Advertising market is classified into Desktop and Mobile

revenues depending on the delivery method such as desktop computers (incl. notebooks) or mobile devices (smartphones and tablet PCs). Social Media Advertising includes all ad revenue generated by social networks or business networks such as Facebook, Twitter, and/or LinkedIn. Ads in social networks can appear as sponsored posts within organic content or alongside the newsfeed. Detailed definitions of these markets can be found on the sub-pages for the corresponding markets. Our data is based on ad spendings coming from domestic companies within the selected market regardless of where an advertisement is ultimately displayed. E-mail marketing, audio ads, influencer marketing or sponsorships, product placement, and commission-based affiliate systems are not considered here.



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.¹

Digital advertising has overtaken traditional advertising. In 2018, digital advertising became the dominant advertising medium, accounting for more than half of global advertising spending. The Digital Advertising market is growing because people's behavior has shifted from the offline to the online world. Within 10 years, the number of internet users has grown to twice its size from 2.3 billion in 2012 to 5.1 billion in 2022.

A variety of large tech companies lead the Digital Advertising market. Key players in the market include Alphabet, Meta Platforms (Facebook), Microsoft, Facebook,

¹ <https://www.statista.com/outlook/dmo/digital-advertising/uzbekistan#key-players>

Amazon, Tencent, Baidu, ByteDance, and others. Growth in the Video, Banner, Social Media, and Search Advertising markets is comparably higher than in the Classifieds market due to the rapid increase in social media consumption and online shopping.

Before the pandemic, the Digital Advertising market was showing signs of a solid growth rate. However, the pandemic has accelerated digital adoption, and the effect will permanently stay, which will lead to more robust growth of the Digital Advertising market in the following years.

Digital advertising has become one of the most indispensable marketing tools worldwide. Thanks to rising internet penetration rates and the ever-increasing demand for online content, especially during the pandemic, global digital advertising spending was forecast to reach an all-time high of 681 billion U.S. dollars in 2023. This figure is even more impressive, considering it accounts for nearly 70 percent of total global ad investments. But even though this new and dynamic form of advertising has experienced a considerable upswing in many parts of the world, the digital ad space is becoming more consolidated and competitive every year.

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