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ЦИФРОВОЙ МАРКЕТИНГ: НЕОТЪЕМЛЕМАЯ ЧАСТЬ СОВРЕМЕННОГО БИЗНЕСА

Аннотация: В данной статье рассматривается роль и значение цифрового маркетинга в современном бизнесе, особенно с точки зрения узбекского рынка. Проанализированы основные виды, преимущества и области применения цифрового маркетинга для местного бизнеса. Также выявлены факторы, препятствующие развитию цифрового маркетинга на местном рынке, среди которых нехватка квалифицированных специалистов и инфраструктурные ограничения. На основе результатов исследования даны практические рекомендации по оптимизации стратегий цифрового маркетинга для малого и среднего бизнеса.

Ключевые слова: *Цифровой маркетинг, маркетинг в социальных сетях (SMM), поисковая оптимизация (SEO), контекстная реклама (PPC), контент-маркетинг, маркетинг по электронной почте.*

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DIGITAL MARKETING: AN INTEGRAL PART OF MODERN BUSINESS

Abstract: This article examines the role and importance of digital marketing in modern business, especially from the perspective of the Uzbek market. The main types, advantages and applications of digital marketing for local businesses are analyzed. It also identifies factors that hinder the development of digital marketing in the local market, including the lack of qualified specialists and infrastructure limitations. Based on the research results, practical recommendations are given for optimizing digital marketing strategies for small and medium-sized businesses.

Keywords: Digital Marketing, Social Media Marketing (SMM), Search Engine Optimization (SEO), Contextual Advertising (PPC), Content Marketing, Email Marketing..

Introduction. Digital marketing plays an important role in the modern business world. Due to the rapid development of the Internet and digital technologies, companies have gained new opportunities in promoting their products and services. Digital marketing is an effective tool not only for strengthening relationships with customers, but also for expanding the brand's market share and increasing profits. This article discusses the main aspects, advantages and role of digital marketing in modern business. "Digital marketing is the use of digital technologies to reach customers."¹ Digital marketing is the process of using digital channels and technologies to promote products or services. It includes tools such as social networks, search engines, email marketing, websites and mobile applications. Unlike traditional marketing, digital marketing allows for real-time data analysis and interactive communication with customers. The main types of digital marketing are:

1. Social Media Marketing (SMM): Advertising and content creation on platforms such as Instagram, Facebook, LinkedIn.
2. Search Engine Optimization (SEO): Getting your website to rank higher on search engines such as Google.
3. Pay Per Click (PPC): Paid advertising through Google Ads.
4. Content Marketing: Engaging your audience with useful and engaging information.
5. Email Marketing: Sending personalized offers to your customers.

The importance of digital marketing for modern business is reflected in a number of its advantages: Wide audience: The Internet is a global platform, allowing you to promote your product anywhere in the world. Cost-effective: Compared to traditional advertising (television, radio), digital marketing allows you to achieve big results with a small budget.

1. Measurable results: Using tools like Google Analytics and Facebook Insights, you can track the effectiveness of your advertising campaigns in real time.

¹ "Интерактив ва рақамли маркетинг" Z.A.Xakimov, U.U.Sharifxodjayev. Toshkent – "Iqtisodiyot"- 2020. 12-page

2. Personalization: Digital marketing helps you analyze customer behavior and provide personalized offers.

3. Rapid adaptability: Digital platforms allow you to quickly change and update campaigns.

Today, digital marketing is one of the factors influencing the success of any business. Companies from small startups to large corporations are using digital marketing in their strategies. This is necessary not only to sell products, but also to increase brand awareness, strengthen customer loyalty and get ahead in the market competition. For example, digital marketing is also developing rapidly in Uzbekistan. Local brands are active on social networks, promoting their products on Instagram and Telegram. At the same time, they are increasing their competitiveness in local markets with the help of SEO and contextual advertising.

As technology advances, digital marketing is also changing. Artificial intelligence (AI), big data (BIGs), and machine learning are making advertising more accurate and effective. New technologies such as virtual and augmented reality (VR and AR) are enabling new ways to engage with consumers. And with the growing influence of social media, brands are seeking to connect with their audiences in a more intimate and engaging way. Digital marketing is the heart and soul of modern business. It not only allows companies to effectively communicate with their customers, but also opens up endless opportunities to increase competitiveness in the market. In emerging markets like Uzbekistan, digital marketing has become a key growth driver for small and medium-sized businesses. By using technology correctly and constantly updating, any company can achieve success with digital marketing.

Literature review. Research in the field of digital marketing has grown significantly in recent years, further increasing its importance in modern business. Kotler and Keller (2022) in their work “Marketing Management” emphasize the flexibility and effectiveness of digital marketing compared to traditional marketing methods. They believe that the ability to analyze data in real time through digital

platforms allows businesses to identify customer needs more quickly and provide them with appropriate offers.

Also, Chaffey and Ellis-Chadwick (2019) in their book “Digital Marketing” consider the integration of tools such as content marketing and SEO to be essential for the success of digital marketing strategies. They particularly recognize the role of social media marketing (SMM) in building trusting relationships with consumers. At the same time, Ryan (2020) in his work “Understanding Digital Marketing” emphasizes the importance of digital marketing as a cost-effective and effective solution for small and medium-sized businesses.

Local research in Uzbekistan also shows the growing importance of digital marketing. For example, a 2024 study by the Tashkent State University of Economics noted the activeness of local brands in communicating with customers through social networks, and the leading role of the Telegram and Instagram platforms in this process. However, the full potential of digital marketing in local markets is still not fully utilized, which indicates that there are great opportunities in the future.

This literature review helps to determine the importance of digital marketing on a global and local scale and its future development directions. Research shows that digital marketing is constantly evolving, enriched with new technologies and strategies.

Research methodology. This article uses a combination of qualitative and quantitative research methods to examine the role of digital marketing in modern business. The main objective of the study is to analyze the advantages, challenges, and practical applications of digital marketing in the Uzbek market. Literature review: A theoretical framework was created by analyzing international and local literature on digital marketing. In this process, sources such as Google Scholar, JSTOR, and local academic journals were used. Data analysis: Social media activity, SEO results, and PPC campaign statistics were analyzed to assess the effectiveness of digital marketing campaigns in Uzbekistan. The online activity of

local brands was studied using tools such as Google Analytics and SimilarWeb. Case studies: The digital marketing strategies of a number of small and medium-sized businesses in Uzbekistan were studied. For example, campaigns conducted by local restaurants and online stores on Instagram and Telegram were analyzed. Interviews and surveys: Semi-structured interviews were conducted with digital marketing specialists and local business representatives. Through this, their experiences and challenges in using digital marketing were identified.

Relevance and results of the research. The importance of digital marketing in modern business is growing in the global economy, and especially in emerging markets like Uzbekistan. The growth in the number of Internet users (according to 2024 data, the number of Internet users in Uzbekistan exceeded 20 million) and the widespread use of social networks are opening up new opportunities for businesses. At the same time, the effectiveness of traditional marketing methods is decreasing, and the demand for digital platforms is increasing. The relevance of the study is based on the following factors:

1. Technological development: Technologies such as artificial intelligence, big data, and automation are making digital marketing more effective.
2. Local market specificity: Digital marketing is not yet fully exploited in the Uzbek market, which makes its study and application a pressing task.
3. Increased competition: Digital marketing for small and medium-sized businesses (SMEs) provides competitiveness in the market as a cost-effective and effective tool.
4. Changes in customer behavior: Most consumers are searching for information about products and services through online platforms, which increases the need for digital marketing strategies.

As a result of the research, the following main conclusions were drawn regarding the current state of digital marketing in the Uzbek market and its importance for businesses:

1. The leading role of social networks: Instagram and Telegram stand out as the main platforms for digital marketing in Uzbekistan. More than 70% of local businesses are active on these platforms, and they are an effective and affordable tool, especially for small and medium-sized businesses.

2. SEO and PPC effectiveness: Businesses that used SEO strategies in the local market increased website traffic by an average of 40%. Contextual advertising campaigns conducted through Google Ads allowed to increase the return on investment (ROI) by 3-5 times.

3. The impact of content marketing: Useful and engaging content (such as videos, infographics, and blog posts) played a significant role in increasing customer trust. Surveys conducted during the study showed that 65% of consumers are more loyal to brands that provide useful information.

4. Local Challenges: There are some obstacles to the development of digital marketing in Uzbekistan, including a lack of qualified specialists, limited internet infrastructure, and low digital marketing knowledge among local businesses.

5. Future Opportunities: The study showed that artificial intelligence-based tools (such as automated advertising platforms) and mobile applications will play an important role in the next phase of digital marketing in the Uzbek market.

Conclusion and suggestions. Digital marketing has become an integral part of modern business, and its importance is growing in emerging markets like Uzbekistan. The study showed that tools such as social media, SEO, and contextual advertising are effective for local businesses, providing competitiveness in the market for small and medium-sized enterprises. However, challenges such as the lack of qualified specialists and the low level of knowledge about digital marketing are hindering development. Based on the results of this study, the following recommendations are put forward:

- Training qualified personnel: Uzbekistan needs to expand digital marketing training programs and certification courses. Universities and private educational

institutions should focus on providing practical knowledge in areas such as SMM, SEO, and content marketing.

- Infrastructure development: The effectiveness of digital marketing campaigns can be increased by improving the speed and coverage of the Internet. This is especially important in rural areas.

- Support for small businesses: The state and private sectors should introduce grants and subsidies for digital marketing for small and medium-sized businesses. This will allow them to increase their activity on social networks and be competitive on online platforms.

- Use of AI and Big Data: Local businesses should introduce tools based on artificial intelligence and big data analysis. This will make advertising campaigns more accurate and personalized.

- Development of local platforms: It is recommended to increase investments in creating digital marketing platforms and applications specific to Uzbekistan to reduce dependence on Telegram and Instagram.

Digital marketing is a key factor not only for current success but also for future growth for Uzbek businesses. When these proposals are implemented, the local market will be able to harness the full potential of digital marketing and strengthen its position in the global competition.

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