

PROSPECTS FOR THE APPLICATION OF DIGITAL MARKETING IN UZBEKISTAN

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Abstract. *The paper is devoted to the prospects of digital marketing in the conditions of Uzbekistan. The paper provides an overview and analysis of the state of digital marketing in Uzbekistan. In particular, the prospects of using digital marketing tools in various fields of business and entrepreneurship are considered. In conclusion, recommendations on the effective using of digital marketing opportunities by enterprises are suggested.*

Key words: *digital marketing, business and entrepreneurship, internet, online method, website, graphic design, online retail.*

Introduction.

The advancement of technology, particularly the introduction of mobile devices and applications, has simplified the performance of business in a variety of ways. Furthermore, consumers are increasingly using their smartphones and tablets to communicate with sellers and suppliers and purchase a variety of products from them. As a result, many businesses were forced to review and significantly update their marketing and advertising strategies, which primarily consisted of traditional methods such as direct mail, television and radio advertising, as well as print ads, in order to fully meet the needs and satisfy modern consumers.

Methodology and discussions.

With the introduction and constant development of new technologies and the Internet, owners of small businesses and corporations today have a plethora of instruments at their disposal to facilitate the sale of their goods. Such revolutionary digital marketing tactics allow enterprises to broaden the range of measures to organize and drive sales more than ever before by reaching a larger target audience, building an acceptable and appealing contingent, and most correctly understanding consumers' desires. However, digital marketing, like any other operational plan, demands a great deal of attention. In this situation, small businesses will need to examine and research their customers' demands, then modify their actions to meet those needs while balancing their strategic goals.

Knowing about these issues and having a solid understanding of digital marketing can help you make sound operational and strategic decisions. There are numerous reasons why successful digital marketing is critical for small businesses today. According to Business Zone, digital marketing is the marketing of the future, despite the fact that some old means of advertising and promotion remain efficient [1]. However, the truth is that the Internet has connected the entire world more than ever before. As a result, digital techniques are becoming increasingly prevalent, and they may one day totally replace more traditional approaches.

Knowing about these challenges and having a firm grasp on digital marketing will assist you in making great operational and strategic decisions. There are various reasons why effective digital marketing is essential for small businesses today. Despite the fact that some traditional methods of advertising and promotion remain effective, digital marketing is the marketing of the future, according to Business Zone [1]. The truth is, however, that the Internet has connected the entire world more than ever before. As a result, digital procedures are becoming more common, and they may eventually completely replace more traditional approaches.

One of the most important components of digital marketing is a website. Along with the fact that small businesses and trading companies are persistently trying to open real locations, it is equally important that they always have updated, informative sites. Since the website acts as a center where information flows from all sides, from social network services to search engines and even traditional marketing campaigns, the site should be the best opportunity. This means that it should be easy to use and attractive, as well as contain relevant and timely information. At the same time, the website should also meet the goals of the company and the needs of the target audience - a ready-made template site is unlikely to deliver such information. Another component of digital marketing is related to the logo and brand design.

Business entities can distinguish themselves from their competitors by using graphic design to develop appealing logos. Graphic design is also a significant component in the formulation of a company's digital marketing strategy. To grasp the significance of digital marketing and its potential impact on the company's future, business entities should become acquainted with current trends and expectations. The Internet's importance cannot be overstated, as practically every one of us today is forced to use it. Nonetheless, entrepreneurs should keep up with the current trends, such as mobile marketing and the creation of mobile-optimized websites. Looking at the

current condition of digital marketing in Uzbekistan, there are 213,600 small businesses.

Digital marketing can be very effectively applied in various business areas, such as hypermarkets (Makro, Korzinka.uz), supermarkets (Mega Planet), online shopping stores (Torg.uz), online retail stores (LeBazar), various technicians (Artel, Roison), telecommunications companies (Beeline, Ucell), tourism, payments (Click, PayMe) banking (InfinBank), etc.

In addition to the statistics of the free and social online network Torg.uz, about 5% of visits to Torg.uz are carried out through search engines. This shows that the site was sufficiently recognized by local users (94.2%) [5], which may be a good reason to increase the importance of digital marketing in the country. According to the survey, 659,175 people [5] on average in Tashkent visit the Korzinka supermarket chain. This number can be doubled or even tripled in a very short period of time through the implementation of digital marketing programs, such as increasing commercial wholesale and mobile marketing, etc.

Results and conclusion.

In conclusion, it should be recommended the following fundamental points, which are very important for the successful development of digital marketing in Uzbekistan:

1. Management of complex relationships with customers through various channels, both digital and traditional, by increasing the number of corporate sites and strengthening social marketing.
2. Initiation of dynamic interactions with customers and response to them through mobile, email and Internet marketing.
3. Effective use of huge data to accelerate decision-making.
4. Strengthening geo-targeting and increasing the number of services based on location localization.

Summing up, it should be sad that with the advent of digital marketing, the scale and prospects of making profit for enterprises have increased significantly, but from the position of buyers there is still a lack of customer loyalty, while the inability of customers to try material goods by touch, smell, taste Prior to making an online purchase, this can be a serious limitation to the advancement of digital marketing and traditional methods. However, a theoretical understanding of why and how to use the various channels of digital marketing in the innovative development of the economy is still under development.

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