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Role Of Digital Marketing in Business Development in Uzbekistan

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ABSTRACT

The article reveals the concept, content, advantages and disadvantages of Digital marketing. Using the example of the Republic of Uzbekistan, the feasibility of using this tool for the development of local business was analyzed. The study demonstrated that not all entrepreneurs in the Republic of Uzbekistan know how to competently use digital marketing to promote their business. However, such skills in modern conditions are simply necessary to ensure the competitiveness of any business.

KEYWORDS

Digital Marketing, Business, Digital Marketing, Gadgets, Audience.

INTRODUCTION

Over the past few years, technological progress has literally swept the entire planet. Internet marketing has recently been gaining popularity, which until recently was categorically rejected by most entrepreneurs. Nowadays, every self-respecting company that values the reputation it has built over the years, wants to be in demand and competitive, has a digital promotion specialist on its staff. His professional activity boils down to quickly monitoring the actions of competitors, taking various measures aimed at improving the company's image (for example, organizing promotions, etc.)[1].

Unfortunately, there are still certain categories of entrepreneurs who do not fully understand the value and purpose of Digital Marketing and Digital Promotion. It is for this reason that they do not see the need to open a vacancy for such a specialist. At the same time, digital marketing is rapidly developing, helping entrepreneurs keep their business afloat.

Digital marketing (digital marketing, digital marketing) should be understood as the use of digital technologies to attract consumers and promote a company (business). This type of marketing has traditionally been used in mobile technologies, radio, television, and today it is widespread in the Internet environment.

Digital marketing is a whole system that simultaneously involves the Internet, as well as other types of marketing. In recent years, Digital marketing has used traditional forms of advertising,

such as communications, digital signs on the streets, QR codes. The latter is a separate topic for study. In developed countries of the world, for example in Asian countries, QR codes are in particular demand among the local population. The advantage of newfangled technologies, first of all, is the unique opportunity for entrepreneurs to quickly identify and eliminate problems in their business. Today this can be done by measuring business results through digital technologies[2].

Of course, digital marketing, like any type of marketing, is not without its drawbacks. Let's list some of them. In order to make a business popular and in demand using Digital marketing, it takes time (from several months to several years). The use of a pair or three channels is inappropriate in this case. An entrepreneur will be forced to try everything to understand which promotion channel is effective for his business.

Using a promotion channel once will most likely not lead to success. It is necessary to analyze the situation on a regular level. If deviations from the desired results are detected, changes are required[3].

We must admit that digital marketing is regularly improving and changing for the better. More and more people are becoming Internet users and, accordingly, there is a growing trend in the audience. Yandex, Google, Facebook are forced to regularly develop tools for promotion.

It is worth noting that the concept of Internet marketing is much more meaningful than many people think. Many, unfortunately, due to their ignorance, still equate digital marketing and SMM. However, this is not entirely true. Also in the business environment, you can often hear the opinion that for competent promotion on the Internet, it is enough to have a page for your organization on social networks.

As part of this study, it was decided to analyze the situation with digital business promotion using the example of the Republic of Uzbekistan. The most successful in this direction were the Payme payment system and MyTaxi service projects. These companies managed to implement digital channels with great efficiency.

If we consider projects that do not belong to the category of digital products, but are promoted with their help, I would like to mention the chain of Uzbek coffee shops Black Bear Kofi. It is worth noting that these coffee shops were launched thanks to digital tools from the very moment of their inception. The primary channel for their promotion was SMM.

In general, the companies presented above were able to prove to others that with the proper use of digital channels for promotion, you can effectively promote and “pump up” your brand online. The maximum number of business projects that were implemented thanks to digital marketing and promotion - HORECA. As practice has shown, this segment is quite easy to promote using digital marketing in the domestic market of Uzbekistan.

The tourism business is a special pride of the republic. It must be admitted that this is a highly liquid business, which also helps the development of the territories of Uzbekistan.

The tourism industry in Uzbekistan has been actively developing in recent years and is even gradually reaching the international level. The number of tourists is growing steadily. So, for example, if as of 2017 the country was visited by about 2.5 million tourists, then the following year the figure increased by 2.2 times (5.3 million tourists)[4].

If desired, the client will be able to independently choose the travel service (tour product) he likes and make an online payment, i.e. buy it. Of course, he will have to come to the company in person to get the documents. In conclusion of the study, we note that a modern tool for promoting goods and services, i.e. the opportunities that digital marketing provides combines modern and traditional promotion channels: the Internet on digital media, gadgets.

One of the means by which retailers maintain their competitiveness involves the formation

and management of assortments and individual categories based on the demands and needs of consumers. A separate assortment management process requires the creation of an assortment matrix. A high-quality assortment matrix that brings the greatest profitability is the main result of the work. Its timely renewal is considered one of the most important tasks depending on success, and its results are characterized by high marginality and low labor costs in assortment management. These two factors create a favorable environment for automating business processes. Saving costs for employees leads to an increase in the efficiency of the work performed. Automating the processes of forming matrices in trade relations provides an opportunity to ensure higher financial performance compared to managing retailers[5].

This direction of marketing helps to reach a target audience of such a size that in real life it is impossible to interest them in their services/products using any other tools. Using a targeted advertising tool, for example, detailed and clear data is collected, which the entrepreneur can subsequently analyze, create a portrait of the target audience, etc.

The flexibility of digital marketing leads to attracting offline audiences to the online market; email newsletters lead to attracting subscribers to a seminar or other offline event.

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