



A HISTORY OF DIGITAL MARKETING

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Article history:	Abstract:
Received: March 8 th 2022 Accepted: April 8 th 2022 Published: May 20 th 2022	The current paper delves into historical properties of Digital Marketing and Marketing Strategy. The study of Digital marketing is essential especially for companies who intend to increase their outcome by applying the historical approaches to their management strategy. The paper is intended to help organizations to improve their effectiveness by promoting internally amid their members, the development of the capacity to generate innovative ideas.

Keywords: Marketing, strategy, digital marketing, marketing

The first approaches to digital marketing defined it as a projection of conventional marketing, its tools and strategies, on Internet. However, the particularities of the digital world and its appropriation for marketing have fostered the development of channels, formats and languages that have led to tools and strategies that are unthinkable offline.

Today, rather than a subtype of conventional marketing, digital marketing has become a new phenomenon that brings together customisation and mass distribution to accomplish marketing goals. Technological convergence and the multiplication of devices have led to an opening up of the ways in which we thinking about marketing in Internet and have pushed the boundaries towards a new concept of digital marketing—user-centred, more measurable, ubiquitous and interactive.

The development digital marketing strategies offer much potential for brands and organisations. Some of them are as follows:

- ❖ Branding. Platforms and 2.0 services are a great opportunity to build a brand image on the Web due to their scope, presence and constant updates.
- ❖ Completeness. The possibilities to disseminate information through links offer consumers the chance to approach the organisation in a wider and customised way.
- ❖ Usability—functionality. Web 2.0 offers simple and user-friendly platforms for all in order to improve user experience and allow for their activities.
- ❖ Interactivity. In the context in which organisations try to forge long-term relationships with their audiences, Internet offers the possibility of having a conversation and therefore of generating a positive experience with the brand. Such interactivity

can be basic, as product assessment, or become an all-encompassing experience.

- ❖ Visual communication. In line with visual thinking, digital marketing offers marketers different image- and video-based tools. This is an attractive way of reaching audiences that can lead to greater engagement.
- ❖ Relevant advertising. Easy segmentation and customisation of advertising in Internet maximise the output. Besides, free from the limitations of other media, this environment has allowed for more attractive advertising.
- ❖ Community connections. Internet is a unique opportunity to connect organisations with their audiences and users among themselves. This connectivity can improve their experience and enhance the relationship with the product, brand or organisation.
- ❖ Virality. The essence of Internet as a Web of interconnected nodes makes exponential expansion of any content possible. Taking the model of WOM (word of mouth) communication, viral communication becomes more relevant due to connectivity, instantness and shareability of online platforms that enhance the dissemination of content.
- ❖ Measuring output. Online platforms rank first in the availability of follow-up options and the possibility to assess output.

In any case, to make the best of all these possibilities, organisations must ensure that their Internet presence or their presence on their different 2.0 channels follows a strategy with concrete goals, in line with their brand or organisational image. Being on the Web without proper planning can not only mean a lost opportunity in terms of resources and potential, but also it can indeed have a negative impact on the organisation, as the audience, their needs and perceptions regarding



the organisa- tion are unknown.

Digital marketing first appeared as a term in the 1990s but, as mentioned above, it was a very different world then. Web 1.0 was primarily static con- tent with very little interaction and no real communities. The first banner advertising started in 1993 and the first web crawler (called Webcrawler) was created in 1994 – this was the beginning of search engine optimization (SEO) as we know it. This may not seem a deep and distant past but when we consider that this was four years before Google launched, over 10 years before YouTube, and that social media was not even a dream at this point, it shows just how far we have come in a short time.

Once Google started to grow at pace and Blogger was launched in 1999 the modern internet age began. Blackberry, a brand not connected with innovation any more, launched mobile e-mail and MySpace appeared. MySpace was the true beginning of social media as we define it today, but it was not as successful as it could have been from a user experience perspec- tive and ultimately that is what led to its downfall. Google’s introduction of Adwords was their real platform for growth and remains a key revenue stream for them to this day. Their innovation, simple interface and accurate algorithms continue to remain unchallenged (although Bing have been making some good steps forward in recent years). Cookies have been a key development

and also a bone of contention over recent years with new regu- lation and ongoing privacy debates. Whilst cookies have played a role in the ongoing privacy concerns of digital technology, they have also been a key development in delivering relevant content and therefore personalizing user experience.

Web 2.0 was a term coined in 1999 by Darcy DiNucci but not really popularized until Tim O’Reilly in 2004. With Web 2.0 there was no over- haul of technology as the name might suggest, but more a shift in the way that websites are created. This allowed the web to become a social place, it was an enabler for online communities and so Facebook, Twitter, Instagram, Pinterest, Skype and others were born. One trend that has certainly appeared in the last 10 years is an increase in buzzwords. There seems to be a new word or phrase for everything. From ‘big data’ to ‘dark social’, new terms arrive all the time. At nearly every marketing conference I attend these days there is one speaker who is trying to socialize a new phrase they have coined. Whilst these buzzwords can inspire us and open our eyes to new ways of thinking they rarely change the underpinning strategic planning of an effective marketing-led organization – and so below we will review some of the established models, with one eye on the digital perspective.

To gain a good view of the strategic side of digital marketing we review the following models:

Marketing strategy models

Model	Summary
The 4 Ps	The established marketing model
Porter’s five forces	A view of competitive positioning
Brand positioning mapping	Analysing your perceptual positioning
Customer lifetime value	Understanding true customer value
Segmentation, targeting and positioning	Understanding the customer
Boston Consulting Group matrix	Product categorization



The 4 Ps of marketing

- Product
- Price
- Place
- Promotion

There have been quite a few variations on the Ps of marketing, including the 4 Ps and 7 Ps. In this paper, we delved into some historical aspects of Digital Marketing, and Marketing Strategies. The paper is open to further study such as development stages of digital marketing, and/or the importance of digital marketing in the technological era.

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