



INTERNET MARKETING AS AN EFFECTIVE TOOL FOR THE DEVELOPMENT OF COMPANIES AND INCREASING THEIR MARKETING COMPETENCE

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Article history:	Abstract:
Received: 11 th September 2022 Accepted: 11 th October 2022 Published: 17 th November 2022	The paper presents the results of the study of Internet marketing technologies application in the activities of modern companies, focused primarily on the use of IT technologies, and the problems associated with it. It characterizes the constituent elements of marketing activities carried out by using Internet technologies, describes the possibilities of development of modern business structures, focused primarily on Digital Marketing. The role of internet-marketing in promotion of goods and services by companies to the market is revealed, its efficiency is evaluated, the possibilities of growth of marketing competence of enterprises at realization of internet-technologies are described.

Keywords: Internet marketing, targeting, promotion of goods and services on the market, Internet, Digital Marketing, advertising, marketing competence

INTRODUCTION

In the conditions of diversification and growth of the economy, the market is experiencing increased competition, an avalanche-like increase in the volume of goods and services produced and sold, information transmitted and a fundamental change in technology. For enterprises and organizations, the question of survival is acute. This situation forces companies to look for new effective forms of promotion to the market and positioning of their products or services.

The Internet is now an integral part of the lives of all people on the planet. Every year there are more and more opportunities, new gadgets, new technologies and tools for its use, including for business. Naturally, with the spread of the Internet everywhere, various methods of promoting goods and services on the network are being created and actively used. Business does not stand still, and now every self-respecting company has its own website or, at least, its page on social networks. In other words, it creates its own reflection on the Internet. But it's not enough to create a website, you also need to make sure that the target audience comes to it and performs the actions necessary for the business. These actions can be purchases (if this is an online store site), likes, views, reposts and comments (if this is an information resource site), following referral links (if this site is used as an advertising platform), etc. There are a lot of options, as well as ways to promote on the Internet. And thus, there was such a thing as Internet marketing.. Internet marketing is the practice of using all aspects of traditional marketing on the Internet, affecting the main elements of the marketing mix: price, product, services,

point of sale and promotion. The main purpose of using Internet marketing is to get the maximum effect from the potential audience of the site or portal, that is, to attract as many users as possible to the services or products offered.

Modern information and telecommunication technologies open up new opportunities and prospects for consumers and organizations, increase their mobility and computerization. It is these factors that are most significant for the development of Internet marketing.

RESEARCH METHODOLOGY

An analysis of the literature of recent years has shown that the problem of realizing the advantages and possibilities of Internet marketing as an effective tool for the development of modern companies is very relevant. Articles, monographs, reports, etc. are devoted to its various aspects. They reflect the features of development, the possibilities and limits of using the global computer Internet network, the prospects for exchanging information and conducting marketing research, taking into account its capabilities, as well as establishing contacts, organizing sales and etc. This was reflected in the studies of foreign authors, including F. Barden, R. Barth, P. Marshall, M. Stelzner, B. Todd, J. Trout, M. Schaefer and others, as well as in the works of Russian scientists G. L. Bagieva, F. I. Girenyuk, I. P. Ilyina, T. Kh. Kerimova, I. G. Korsuntseva, A. N. Kochetova, M. M. Kuznetsova, O. A. Tretyak, V. P. Terina, A. R. Shabalina, O. U. Yuldasheva and others.

Currently, it is enough to go to the Internet to compare prices of suppliers and characteristics of alternative options for a particular product (service), as



well as to obtain a large amount of other information. You can extract information about any part of the world, profiles of advertising brochures, etc. A modern buyer can place an order without leaving home at an affordable price, open a bank account, make an appointment with a doctor, get a weather forecast, etc. The network space for promoting Internet technologies is entering the business and private life of both business structures and the Russian population as a whole at an accelerated pace, which is the main trend in the development of Internet marketing. In this regard, the purpose of Internet marketing is to obtain the maximum benefit by meeting the needs of the youth audience as a target and numerous. Internet technologies are in great demand in the activities of modern companies of various industrial orientations and sizes. Marketing research plays a significant role in realizing the possibilities of Internet marketing of companies. Large amounts of data, access to which the Network provides, make it possible to conduct research of various directions, adapting them to the goals and needs of the company - studying the market in which it operates, analyzing competitors, collecting data on real and potential consumers, etc.

Information resources and technologies are especially important for companies, taking into account the expansion of the Internet space, the reduction of information inequality (digital divide) between regions and sectors of the economy, and the growth in transaction volumes. Evaluation of the effectiveness of Internet marketing gives grounds for the conclusion that it is characterized by the receipt of the greatest benefit by interested companies.

The maximum possible satisfaction of the needs of that part of the target audience that refers to Internet users and the multiplication of this benefit, that is possible with the improvement of Internet technologies, expanding the circle of users, strengthening their interactions and increasing the number of communications.

RESEARCH RESULTS

The features of Internet marketing can be rightly formulated as follows. First, the relevance of the key role of consumers in markets, taking into account supply and demand: The individual company has the ability to attract the attention of users in a short time, but the competing company has the same ability, so businesses have to compete for consumers' attention in the online environment by establishing and improving the quality of interaction with them.

Secondly, the apparent absence of compulsory spatial localisation, i.e. geographical distance in some

areas is no longer a significant factor. It is now possible to operate without reference to a particular territory or local market. The distance from the supplier to the consumer only matters when it is necessary to deliver goods or provide services that require personal involvement of a specialist or expert. Thus, offline sales and distribution are being set up separately. Thirdly, the increasing pace of globalisation is making companies' activities more and more specific. Thanks to the Internet, the spatial and temporal scale of doing business is changing. Users and companies are provided with opportunities for global communications that are not geographically limited. The cost of accessing the information available online does not depend on how geographically distant from the user those providing it are. Fourth, an increase in the speed of key decision-making. Reducing the time lag between stakeholder communications means shorter overall communication and transaction times. Fifth, increasing the role of partnerships and the number of partners. Most companies have representation as websites, which provides an overall (or, conversely, detailed - depending on the company's communications strategy) picture of their activities. In the vast information space, business entities come together in strategic alliances, attracting the attention of the partner's target audience. This is achieved at low communication costs and a high level of functionality and scalability. In addition, transaction costs relating to the core aspects of establishing, maintaining and developing interactions between the company and its market partners are minimised; overheads (travel expenses for employees, losses from failed, inappropriate or unfair transactions, etc.) are reduced. Sixth, the personalisation of interactions, which provides the company with detailed information about customers and their requests, as well as a wide range of interaction opportunities. All this helps to segment customers through automated transactions and to offer them the products and services that meet their individual needs.

Seventh, the asymmetry of information via the Internet is reduced, namely the incompleteness and unevenness of its distribution. This reduces information transaction costs. In addition, transformation costs are reduced due to the optimal choice of product range structure (modelled to the needs of the audience), reduced time for the development and introduction of new products, justification of pricing policy, reduction of the number of intermediaries and marketing costs, etc. Thus, Internet marketing can be rightly characterized as a set of tools, technologies and techniques implemented on the Internet, aimed at attracting attention to a product or service, popularizing this product on the



Web, its effective promotion to target audiences for sale and obtaining the maximum possible profit. Internet Marketing Tools: Options and Effectiveness Internet marketing is an important part of e-commerce. It is usually implemented through Internet integration, information management, customer service organization, sales, etc.

ANALYSIS

E-commerce and internet marketing have become popular with the expansion of access to the web, and they are an integral part of any marketing campaign. Some areas of use of internet marketing as an important component of modern company marketing are shown in the table below. There are many examples of the effective use of internet marketing by modern Russian companies.

The benefits of internet marketing are judged by consumers based on three factors - price, time and direct contact. And they must be considered together. Only the presence of these factors simultaneously will encourage the consumer (corporation or individual) to buy something through the Internet or to use the relevant programme, Internet project, etc.

It is this choice that characterises the effectiveness and relevance of the product or online product on offer. A well-constructed system of information, sales, promotion, etc. allows consumers to choose and order goods or services from the comfort of their home or office. They can obtain the maximum amount of information about goods and services, especially comparative information. Direct contact also eliminates the need to communicate with intermediaries, i.e. the buyer is spared the influence of persuasive and emotional factors. The effectiveness of Internet sales is evidenced by their many variations around the world. For example, Amazon's radical innovation activities, which started out as a book-selling start-up, are grandiose. In 1994, its founder, J. Bezos, established a small company under the brand name Cadabra, which was later renamed Amazon. That is the name the world now knows under, recognising it as the largest organiser of online sales of books, stationery and more. In 2018, Amazon reached a capitalisation of one trillion dollars. In the second quarter of this year, this internet giant (which is what the company has been called in recent years), had revenues of \$52.9 billion, and its founder is recognised as one of the richest people in the world. There are a number of advantages for companies looking to sell their goods online:

- the ability to respond more quickly to changing market conditions: quickly

changing the range, prices and descriptions of products and services;

- analyse buyers' reactions to offers, so that you can learn more about their needs and make immediate adjustments to advertising;
- to be able to save on delivery and dissemination costs, etc. Promoting products and services through a portal or website can be achieved by incorporating a huge arsenal of internet marketing tools.

Among the main internet marketing tools are the following: Contextual advertising. Broadly speaking, this is the type of online advertising in which an advertisement is displayed on a third-party website that is as relevant to its content as possible in its context. In order for the ad placement service can draw conclusions about the compliance of advertising to a particular site, you need keywords. It is the optimal selection of such words and their combinations that determines how accurately the message will be addressed to the target audience, and therefore how effectively it is possible to attract potential customers through this channel. As a rule, marketers use the services of specialized advertising services that broadcast ads they have created within their network of online venues. The main services used are Google AdWords and Yandex.Direct. Contextual advertising can include a variety of ad formats and, accordingly, can be text, banner and video advertising. In addition, by type, it is divided into search and thematic. Banner ads. Here we are talking about ads based on a visual image. This can be a picture as well as a picture with text and hyperlinks to the desired resource. Search Engine Promotion. This tool of Internet marketing is also often called search engine optimization or SEO (search engine optimization). It boils down to all possible manipulations of the content of the site, which are designed to increase the company's position in search engine results and, therefore, increase the number of targeted visits by interested users. These actions may be related to the content of the site, its structure or density of keywords on pages, and, for example, the number and quality of links to your site on third-party resources. Email marketing.

Another 'whale' amongst the main marketing tools, yet considered one of the most effective in terms of increasing the customer lifecycle. Direct mail allows you to build long-term relationships with them and achieve increased repeat sales and pre-sales, as well as seeing feedback from the product/service, strategically



increasing the degree to which it meets the expectations of your target audience and therefore customer loyalty.

DISCUSSION

In summary, we can conclude that compared to other types of media marketing (print, radio, television), internet marketing is growing very rapidly. It is gaining increasing popularity in various sectors of activity, stimulating the implementation of principles such as a comprehensive approach, a focus on sales, and the extension of the results of sales growth to the remuneration of staff. Increased marketing competence of companies with intensive use of internet marketing strategies, tools and technologies is another important result of implementing internet marketing strategies, tools and technologies, is the increased marketing competence of companies that skillfully and actively use them. Collective marketing competence is defined as the sum total of the best competences of employees (in the marketing service) manifested in the process of their interaction.

It is important to understand that collective competence is not the sum of each employee's individual knowledge, but a system of essentially new, synergistic knowledge. This fact is due to the fact that an employee may not use all the knowledge he or she has in the course of his or her work. This can be due to the fact that, from his point of view, it is not necessary to do so because of the nature of his work, or the conditions necessary for it are not in place. Therefore, unused individual knowledge may not always become collective knowledge. The law of synergy should also be taken into account here: the company's focus on customer satisfaction does not speak to the individual abilities available to employees in this area.

The realisation of this law is very evident precisely when personnel work effectively with internet marketing programmes. The marketing competence of a company, as a body of knowledge developed within it, increases with the use of new technologies such as computerisation, satellite communications, fibre optics and, of course, internet marketing technology. When looking for new opportunities, it should be borne in mind that a company's marketing competence develops along with the individual and collective competence of its employees and their mastery of Internet technologies.

The marketing competence of any company does not exist outside of its overall activities, marketing activities aimed at achieving a leadership position in the market. The formation of this kind of competence takes place at several levels, in particular at the strategic and tactical ones. Therefore, a distinction is made between

strategic and tactical marketing competence. Strategic marketing competence is focused on the company's macro environment, ensuring long-term and lasting interactions with partners, consumers, distributors and other market subjects that are part of the company's immediate environment. Tactical marketing competence is defined as the ability to timely and promptly respond to changes in the company's macro- and micro-environment to solve current marketing tasks. The marketing competence of both industrial and IT companies is focused, first of all, on consolidation of competitive advantages, including the Internet space, and in the future on achieving leading positions in the market by expanding the market share. Marketing competence needs not only constant development, but also rational use. In this regard, an important role in its transformation into business processes is assigned not only to the company's marketing department, but also to the entire management apparatus.

Thus, to summarise the above, the following conclusions are valid.

1. Modern information and telecommunication technologies offer consumers and organisations new opportunities and perspectives, increasing their mobility and computerisation. It is these factors that are most significant for the development of Internet marketing. Internet marketing can be rightly characterized as a set of tools, technologies and techniques implemented on the Internet, aimed at attracting attention to a product or service, popularizing this product on the Web, its effective promotion to target audiences to sell and get the highest possible profit.

2. In today's environment, the number of tools that are used in Internet marketing practices is constantly increasing. This is due to the development of the advertising business and the increasing tendency for advertising to go online. The main and effective tools of Internet marketing are context and banner advertising, search engine promotion (SEO), social media promotion

3. a company's marketing competence, which is a body of knowledge developed within it, increases with the use of new technologies, primarily computerisation, satellite communications, fibre optics and, of course, Internet marketing technologies. Therefore, a distinction is made between strategic and tactical marketing competence. Strategic marketing competence is focused on a company's macro environment, ensuring long-term and lasting interactions with partners, consumers, distributors and other market actors. Tactical marketing competence is defined as the ability to timely and promptly respond to changes in the macro- and micro-environment of the company to address current marketing objectives.



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