



FEATURES OF THE DEVELOPMENT OF INTERNET MARKETING AT THE PRESENT STAGE

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Article history:	Abstract:
Received: 10 th April 2023 Accepted: 11 th May 2023 Published: 11 th June 2023	With the growth of the economy, there is increased competition in the market. For enterprises and organizations, the issue of survival is acute. This situation forces firms to look for new effective forms of promotion and positioning of their goods (services). The digital revolution opens up new opportunities and prospects for consumers and organizations, and it is safe to say that consumers today are much more "mobile".
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It is enough to go online to compare the prices of suppliers and the characteristics of alternative product options. You can read any information from newspapers and magazines anywhere in the world. A modern buyer can place an order without leaving home at an acceptable price for him.

Organizations that sell goods and services have also received new opportunities. Unlike traditional advertising booklets, the Internet allows you to transmit virtually unlimited amounts of information. And then the site becomes a place for the seller where you can place giant catalogs that facilitate the search for information for the buyer. Companies have the opportunity to communicate with the buyer via e-mail, answer customers' questions and offer them new products.

The development of information technologies, among which the Internet took one of the key places, the emergence and rapid growth of e-commerce became the basis for the emergence of a new direction in the modern concept of interaction marketing, Internet marketing.

The presence of a website is not necessary to solve the above tasks, but it is necessary for the effective use of all Internet marketing tools.

The success of expanding any business on the Internet primarily depends on the marketing and advertising strategy that governs the development of a new on-line environment. Strategic planning of Internet marketing in different organizations is carried out in different ways. In one organization, the development of the first version of a new website is an unfortunate failure, in others it is a profitable solution.

Internet marketing (translated from English internetmarketing) is the practice of using all aspects of traditional marketing on the Internet, affecting the main elements of the marketing mix: price, product, place of sale and promotion. The main goal is to get the maximum effect from the potential audience of the

site. Figure 1 shows four areas of effective Internet marketing: monitoring, reputation management, customer support and promotion.

Based on the general scientific definition of marketing, Internet marketing can be represented as any activity within the market that is aimed at promoting goods from the manufacturer to the consumer through a set of measures on the Internet. Internet marketing can be presented not only as an integral part of traditional marketing, but also as a completely independent complex.

The Internet offers tremendous opportunities to create brand awareness, attract new customers, enter new markets, increase sales and create and maintain customer loyalty.

To date, it can be argued that not everyone in Russia still considers the Internet as a serious and effective tool for business development and is ready to take risks and invest money in it.

It should be noted that an important role in the development of domestic Internet marketing is played by the level of public confidence in various types of media and, first of all, the Internet. The development of the Internet does not lead to the fact that it becomes the main source of information, since for 88% of citizens it still remains television.

An active growth in the popularity of social networks, which have won 80% of the audience to date, has a significant impact on the development of Internet marketing. Depending on the region, users spend from 30 to 41% of their time spent on the Internet on social networks. Residents of cities with a population of less than 100 thousand spend the most (41%) time on social networks.

The use of the Internet significantly allows the company to reduce non-operating costs for the promotion of goods and services and maintain the required efficiency, reduce the risk of financial investments, making this risk manageable.



The need for online marketing is due to the following opportunities and advantages of the modern Internet over other mass media.

However, in the strategic success of the organization, this tool is of particular importance.

Let's highlight the following Internet marketing tools:

Company website (the website itself, information on portals, microsites for audience segmentation);

- Search marketing- promotion in search engines (SEO, SEM, contextual search advertising);

External activity of the company on the Internet (e-mail, marketing, aggressive marketing, promotion of links and articles);

- Brand promotion - increasing awareness (online advertising, sponsorship and cross-branding, advertising on social networks, advertising in widgets);

Community marketing and social media marketing (product rating and comparison sites, social networks, forums, user interaction, voting,);

- Internet TV, mobile Internet;

The audience of Internet users is heterogeneous. For the most part, these are buyers, that is, young and middle-aged people with an average and high level of income.

It should be noted the importance of Internet marketing in comparison with traditional due to increased consumer engagement. The online market today is a means of mass influence on the consumer, who have a constant opportunity to communicate with the organization. For the company, the advantage is to reduce the cost of maintaining employees, reduce the time to find partners, make decisions, conclude deals, and develop the latest products.

In addition, information on the Internet is available at any time of the day and, accordingly, communication characteristics with high flexibility make it easy to configure the information provided, and thereby maintain its relevance without time delay and distribution costs, as well as increasing profits.

Considering that effective marketing communications is one of the key success factors of a modern organization. The Internet as a communication medium is becoming increasingly important for solving business problems. There are 10 typical marketing tasks that companies solve with the help of Internet communication tools:

1. Informing the target audience about goods and services;
2. Attracting visitors to the company's website;
3. Sale of goods and services through the website;
4. Branding in narrow niches;
5. Increase brand awareness;

6. Improving the effectiveness of direct marketing campaigns;

7. Analysis of the effectiveness of marketing efforts;

8. Collecting information about potential customers.

The presence of a website is not necessary to solve the above tasks, but it is necessary for the effective use of all Internet marketing tools.

The success of expanding any business on the Internet primarily depends on the marketing and advertising strategy that governs the development of a new on-line environment. Strategic planning of Internet marketing in different organizations is carried out in different ways. In one organization, the development of the first version of a new website is an unfortunate failure, in others it is a profitable solution.

In most cases, the decision to develop your own page is rapid, it is a consequence of the appearance of websites from existing competitors, the emergence of new organizations on the Internet or the responses of regular customers. After the site has existed for more than a year, the top management raises the question of its effectiveness.

Internet resources during the strategic planning of Internet marketing are applicable in the following areas: the introduction and use of search tools and Internet catalogs, conducting questionnaires, conducting surveys of server visitors, studying the results of teleconferences, using survey data conducted on various sites.

You can study the strategy and tactics of competitors' activities in the market by using their websites, getting information about their partners and customers. When researching the consumer market, it is important to use information about who visits the organization's website, to learn about additional necessary information.

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