



## USING DIGITAL MARKETING TOOLS TO INCREASE THE EFFICIENCY OF THE ENTERPRISE

**Dilyora Xashimova Pakhritdinovna**

*Deputy Dean of the Faculty of Digital Economics,  
Tashkent State University of Economics,  
Islam Karimov avenue, 49  
100003 Tashkent, Uzbekistan.*

**Gulnozaxon Mirziyodova Ayubxon qizi**

*assistant of the Department of "Digital economy and information technology",  
Tashkent State University of Economics,  
Islam Karimov avenue, 49  
100003 Tashkent, Uzbekistan.*

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<p><b>Received:</b> 3<sup>th</sup> November 2023 <b>Accepted:</b> 4<sup>th</sup> December 2023 <b>Published:</b> 4<sup>th</sup> January 2024</p>	<p>This article discusses the issues of increasing the efficiency of a trading company using digital marketing, in particular using Internet marketing tools such as search engine optimization, contextual advertising, Google Maps, social media promotion and E-mail marketing, as well as artificial intelligence and web analytics.</p>

**Keywords:** Search engine optimization, contextual advertising, Google Maps service, promotion in social networks, E-mail marketing, artificial intelligence, web analytics.

### INTRODUCTION

Marketing is an essential part of the market activity that defines the life of every organization. It forms the main directions and rules of work of any company, as it becomes especially significant in business organization. One of the key positions in modern business in times of crisis is occupied by innovative and alternative marketing, which are developing along with modern information technologies. Innovative marketing is designed to constantly search for new methods, techniques and strategies for promoting products that will help the company to successfully sell its products in the modern developing market of goods and services. The unifying feature of successful alternative marketing events is the focus on the use of creative solutions, innovations that resonate in the market environment and allow achieving high financial results at relatively low advertising costs.

The product promotion strategy is one of the key elements of the company's marketing plan, it fixes the goals of advertising campaigns, the basic principles and approaches of brand marketing communications, and the overall long-term strategy for promoting the product to the market. Marketing involves shifting the main emphasis from production to consumer problems. The emphasis on the needs of the consumer is not only structural and technological problems, but also a serious organizational, structural, psychological restructuring of the entire work of any enterprise.

As one of the most effective and progressive

methods of increasing the effectiveness of the marketing activities of any enterprise, the introduction of digital technologies into marketing activities, including Internet technologies, has recently been considered. This gives great opportunities in organizing information interaction between companies, customers and partners, unique audience coverage and speed when promoting and selling goods, convenience and accessibility when organizing after-sales service. Both companies that use the Internet as a supplement to their traditional business, and companies that have completely built their business on the World Wide Web have demonstrated high efficiency in all these areas.

In this regard, the use of digital marketing tools in the process of promoting the goods of a commercial enterprise is relevant.

### RESEARCH METHODS

In the article, the main research methods are: collection of information on the research topic from books, scientific articles and Internet sources; theoretical and statistical analysis, as well as interpretation of the information received; establishing the causes and summarizing the revealed facts; study of methods and tools for effective promotion of goods using digital technologies



## **REVIEW OF THE LITERATURE ON THE RESEARCH TOPIC**

Due to the ambiguity of the concept and different points of view of authors in the world economic literature, there are many definitions of marketing.

Marketing classic Philip Kotler called marketing the art and science of choosing the right target market, attracting, retaining and increasing the number of consumers by creating the buyer's confidence that he represents the highest value for the company, as well as an orderly and purposeful process of understanding consumer problems and regulating market activity. [1]

Another definition is given by The Chartered Institute of Marketing (CIM): marketing is the process of managing the identification, anticipation and satisfaction of consumer needs for profit. [2].

Unlike the previous definition, this interpretation considers marketing as a process aimed at the future, that is, anticipating the needs of customers, and determines the results of the process - increasing profits.

Marketing analysis is based on the so-called marketing mix, or marketing mix, - the combined use of various marketing tools. Jerry McCarthy proposed four elements of the marketing mix, which have become the canonical 4P marketing mix: product, price, place, promotion (product, price, place, promotion) [3].

Various definitions of the concept of promotion of services and goods are given in the literature.

F. Kotler gives the following definition: "The promotion of services and goods is understood as a set of various activities to bring information about the merits of services to potential consumers and stimulate their desire to buy it." [1]

R. Sivaraman notes that "Digitalization of the company's marketing activities is the result of the introduction of digital technologies and their timely updating in the process of implementing marketing functions. Thanks to this, the indicated advantages appear: saving time, reducing costs, increasing the level of loyalty of the target audience, etc. The goal of digitalization is to involve the company's customers in the process of creating goods (services) that will better satisfy their specific needs and requirements. As a result, the company will be able to increase the number of loyal customers and significantly reduce its market risks." [4]

Alexey Varlamov gives the following definition of digital marketing "Digital marketing is a broad term that includes all marketing channels and methods that you can use to promote goods or services on the Internet, as well as on electronic devices such as televisions, mobile phones and electronic advertising shields." [5]

Chris Zook believes that, "Digital marketing is functionally different from traditional methods. Digital marketing focuses on highly-targeted, results-driven marketing that lets you advertise exclusively to people in your niche. It's narrow, laser-accurate, and - most importantly - affordable." [6]

Renowned entrepreneur Neil Patel defined it in his blog as "Digital marketing is the act of selling products and services through channels such as social media, SEO, email, and mobile apps. Basically, digital marketing is any form of marketing that involves electronic devices." [7]

According to S.Surbhi "Basically, digital marketing is the fundamental term that includes each and every online marketing effort. In digital marketing, companies make use of all the digital channels to reach the existing and potential customers. The channels may include Google search, social media, email, websites, so on and so forth." [8]

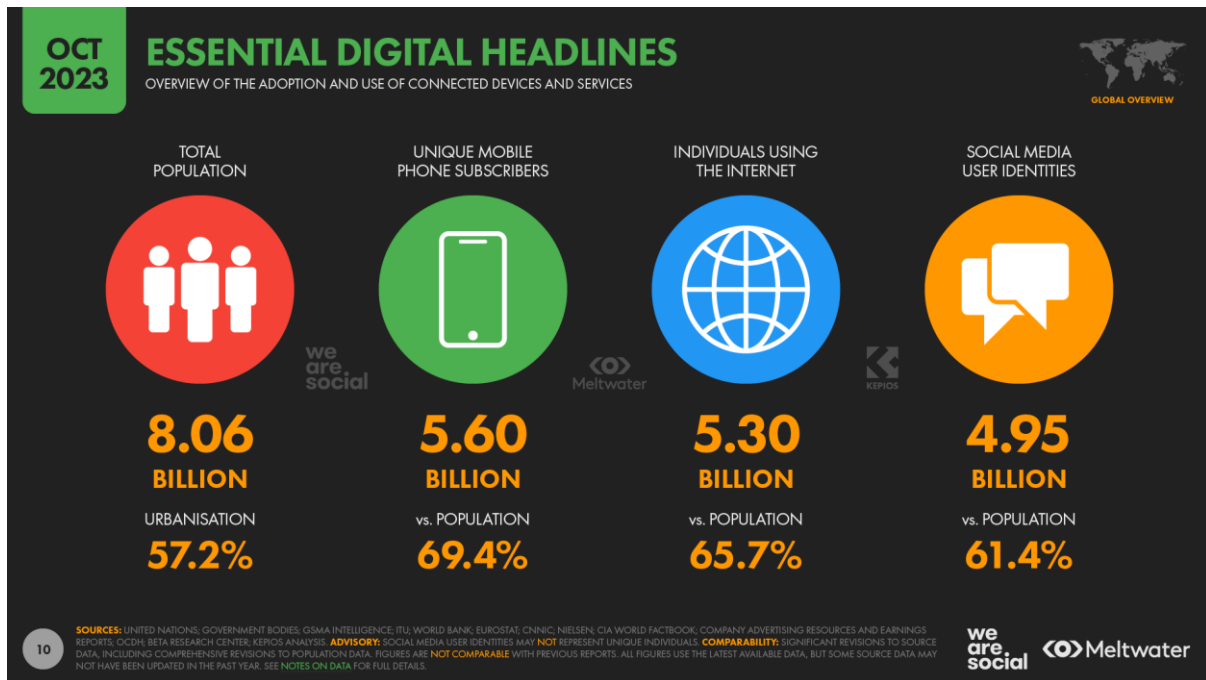
## **MAIN RESULTS**

New report Data Report Digital 2023 Global October shows that there are 8.06 billion people on Earth, of which 57.2 percent live in urban areas (Figure 1). More 5.3 billion people all over the world are now using the Internet. It means that 65.7 percent The entire population of the world is now connected to the Internet. 5.60 billion people worldwide now use a mobile phone, which is 69.4 percent of the total world population. Smartphones make up about 4 out of 5 mobile phones in use today.

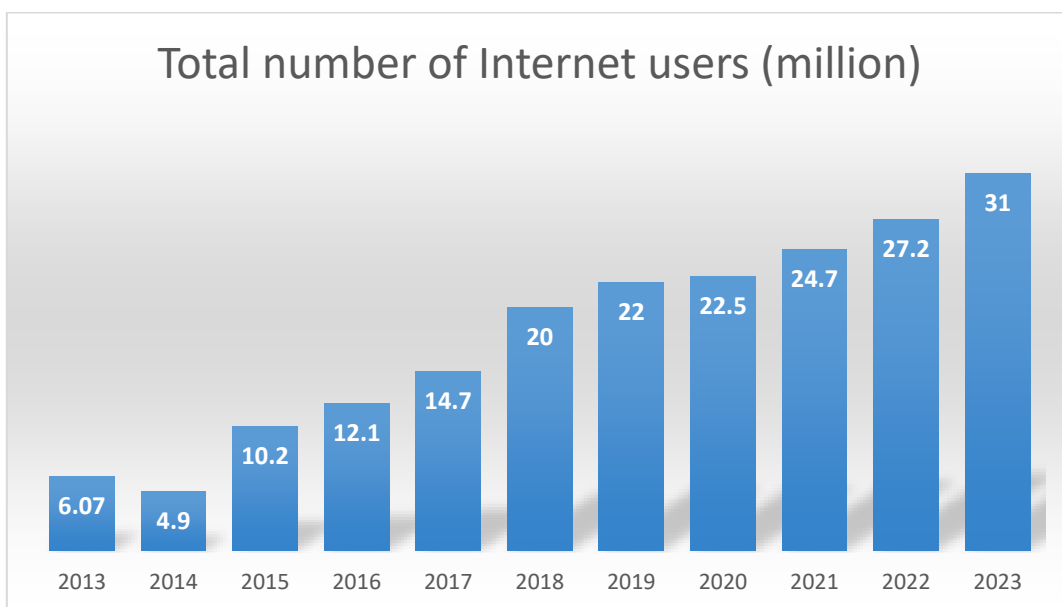
At the same time, there are 4.95 billion social media users worldwide, which is 61.4 percent of the total world population. However, if we focus only on the "eligible" audience aged 13 and over, the data shows that roughly three-quarters of all those people who can use social media already do so.

Uzbekistan is also consistently working to increase the share of the digital population. In particular, the Decree of the President of the Republic of Uzbekistan "On approval of the Digital Uzbekistan-2030 strategy and measures for its effective implementation" states that "within the framework of the digital transformation of regions and industries in 2020-2022, it is envisaged:

increase from 78 to 95 percent of the level of connection of settlements to the Internet, including by increasing up to 2.5 million broadband access ports, laying 20 thousand kilometers of fiber-optic communication lines and developing mobile communication networks "[10]



**Figure 1.** Key indicators of the adoption and use of digital technologies [9]



**Figure 2.** Total number of Internet users in Uzbekistan [11]

According to the Ministry for Development of Information Technologies and Communications of the Republic of Uzbekistan, the total number of Internet users at the beginning of 2023 is 31 million people. (fig. 2).

Since modern users spend most of their time in the multimedia environment of the Internet, retail marketers are looking for a balance between traditional

activities and the use of modern digital tools. The successful path is to get as close as possible to your customers, adapt to their individual needs, influencing the customer experience in real time. Using advanced analytics and design thinking in the process of studying the client, you can not only gain maximum knowledge of the desires of the buyer, but also become a company



capable of creating personalized products and services on demand.

This means that it is necessary to revise the model of work and transfer the main resources to work with modern digital technologies, including those based on Internet technologies and artificial intelligence (AI).

The use of the Internet brings new features and benefits compared to marketing based on traditional technologies. Here is some of them:

1) Transfer of a key role from producers to consumers.

2) Globalization of activities and reduction of transaction costs

3) Personalization of interaction and the transition to one-to-one marketing.

4) Reducing transformation costs.

Digital marketing has a certain set of tools to achieve high performance. The most popular methods are:

- Search engine optimization (SEO);
- Contextual advertising;
- Google Services maps ;
- Promotion in social networks (SMM);
- E - mail - marketing or thematic mailings;
- Content marketing;
- Blogs, forums.

Search engine optimization is designed to bring the site to the TOP to the highest positions in the search results. To do this, it is necessary that it meets the requirements of Google and Yandex in terms of design, usability, content and structure.

According to statistics, about half a billion users make 11 billion queries in search engines every month. About 90% of them go to the site from there. About 70% of Internet users ignore contextual advertising, using organic search results to navigate. About 40% of all buyers come to online stores through search engines. Thanks to them, approximately 46% of users learn about new projects, services and products. Thus, it is impossible to underestimate the importance of search engine optimization in the marketing campaign of a merchant.

The data obtained during the NPD Group research suggests that approximately 55% of buyers come to the site through Yandex and Google. At the same time, the conversion of page visitors in clients is 15 times higher than the conversion of any other traffic sources. Improving the delivery of services on the Internet through search engines has the highest ROI (return on investment) - 42%. For example, banner ads have a similar index in 4% of cases.

If you specify the coordinates of the company's office on Google Maps, and customers do not have to

spend time going to the site to find out contact numbers and opening hours - all the necessary information will be available directly on the search page. Such a service will make the company more attractive in the eyes of the client and serve as a kind of advertising.

More than a billion people use Google Maps every month. With the help of Google Maps , people search for cafes, shops, clinics, car services and much more. The cost of the service in Uzbekistan is from 1,000,000 soums.

Contextual advertising directs advertising of any service to a potential client. Contextual advertising marketing tool directs advertising of any service to a potential client. As a rule, this type of information dissemination is located at the top of the search engine results and correlates with the user's request. Simply put, the user sees an advertisement for what he himself is looking for. Thus, with proper tuning, maximum matching can be achieved.

According to statistics, from 3 to 40% of visitors go through contextual advertising, and only 0.3% of visitors go through banner advertising. It also has a high conversion rate of users into customers.

One of the major advantages of this type of dissemination of information in order to improve the service is that the advertiser pays for the result, and not for the planned one. This is achieved through the use of a pay-per-click system, as opposed to pay-per-impression. The cost of contextual advertising in Uzbekistan is from 1,300,000 soums per service.

Constantly communicating with forum participants, you can form a specific target audience. The main task, and at the same time the difficulty in promoting at thematic conferences, is to provide information about your activities to users not in the form of advertising, but as relevant advice.

The advantage of this method is that it does not require large financial costs to attract users to the site of a commercial enterprise. However, to be effective, you will need to spend a certain amount of time to establish communication with the most active and authoritative forum participants, i.e. agricultural companies.

SERM is online reputation management for a merchant. After gaining a certain popularity of the company in the market, they inevitably begin to talk about it. There are enough pages on the Web where you can leave an opinion about the company, its services and products. These communities form an objective assessment of the company. You can either try to control such activity or ignore it. It is better, of course, to go the first way.



You can create such a resource yourself, where you will receive information from users and with its help you can improve your service and make it the way end users want to see it. Thus, you can improve your activities, achieve the perfect hit with the target audience on the Internet and not spend money on focus groups.

Email marketing is about sending emails. Letters are sent with the full consent of the client, who can always unsubscribe. For e-mail marketing to work effectively, it is necessary to correctly compose the text of the letter. It should contain complete information about what services it offers, which most fully tells about the service that interested the customer. Moreover, the letter should not cause negativity in the recipient.

In our opinion, when using integrated Internet marketing in a trading enterprise, a special place should be given to the promotion of services through social networks. Everyone has cell phones and almost all citizens of the Republic of Uzbekistan are connected to the social networks Telegram, Facebook, etc.

Since social networks are created for communication and information exchange, it is not surprising that they are used to promote various kinds of services. Their obvious advantage is a wide audience coverage. Daily attendance of the top three social networks: VKontakte - 31.5 million, Odnoklassniki - 46.6 million, Facebook - 21.6 million. These large projects generate information themselves and have their own atmosphere of trust.

To evaluate the effectiveness of the site based on its traffic data, it is necessary to use web analytics tools. The results of the evaluation should be used to make decisions on the promotion of the site - both the development of the functional part and the adjustment of the promotion methodology. From the point of view of the functional component, web analytics methods help to identify problem areas in the structure, navigation and information content of the site. Adjustment of the promotion methodology can be expressed in such actions as changing the advertising channel or technical methods of promotion .

As a web analytics tool for a merchant we recommend using both Yandex.Metrica and Google Analytics in conjunction, because it is more convenient to analyze advertising, SEO and user behavior.

Google Analytics is a free platform for detailed website traffic analysis. Information is collected using a special html code installed on web pages. The service shows data about the actions of visitors, calculates the conversion, conducts comparative tests and analyzes traffic sources.

Yandex.Metrica is a web analytics service that is designed for a detailed assessment of website traffic, user behavior and the effectiveness of advertising campaigns. Offers unique tools - webvisor, click map and link map.

Also, when using complex Internet marketing of a commercial enterprise, it is necessary to give a special place to the promotion of services using artificial intelligence.

There are the following opportunities for using artificial intelligence in retail:

At the design level: predicting changes in demand, optimizing and automating interaction with suppliers and concluding contracts.

At the production level: automation of warehouse and store management, optimization of merchandising, assortment management.

At the promotion level: pricing optimization, personalized offers for customers, updating the display of goods in online stores in real time.

At the level of service delivery: personal advice, quick problem solving with virtual assistants, automated service in stores, delivery of goods using quadcopters. [12]

In this way, AI allows for more advanced data analysis, giving a broad understanding of consumer preferences and behavior. Understanding your customer is critical to the success of marketing campaigns. It allows you to provide highly personalized services that will deliver results better than the standard marketing approach. All of the day-to-day uses of AI such as data analytics, paid advertising, automated decision making, and content generation can be used to leverage granular personalization for your target audience.

The ability to predict market dynamics can be incredibly useful for marketing teams. For example, you can predict consumer trends, buying behavior, seasonal preferences, and more to tailor marketing campaigns to maximize reach and effectiveness. Using predictive analytics, you can increase your return on investment (ROI) and track productivity within your marketing teams.

## **CONCLUSION**

In conclusion, it should be noted that the successful path for any company is to get as close as possible to its customers, adapt to their individual needs, influencing the customer experience in real time. I would like to note that along with the traditional tools used in marketing to promote products, it is necessary to use modern digital tools. Thus, the use of digital technologies can improve the quality of customer





service and provide a wide arsenal of ways to optimize activities, as well as eliminate the risks associated with the human factor and increase the efficiency of existing processes, minimizing manual labor.

Using Internet marketing tools, advanced analytics and design thinking, as well as artificial intelligence technologies in the process of studying the client to promote products and services, you can not only gain maximum knowledge about the desires of the buyer, but also become a company capable of creating personalized products and services on demand.

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