

The Role of Digital Marketing in Business Development in Uzbekistan

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Annotation. The article reveals the concept, content, advantages and disadvantages of digital marketing. Using the example of the Republic of Uzbekistan, the expediency of using this tool for the development of local business was analyzed. The study showed that not all entrepreneurs of the Republic of Uzbekistan are able 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.

Key words: Uzbekistan, Digital marketing, business, digital marketing, gadgets, audience.

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

Unfortunately, there are still certain categories of entrepreneurs who do not fully understand the value and purpose of Digital - marketing and Digital - promotion.

¹Симонова, Е. Сущность Digital-маркетинга / Е.Симонова // Человек. Общество. Культура. Социализация. 2019. С. 287-290.

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 developing rapidly, helping entrepreneurs to keep their business afloat. Digital marketing (digital marketing, digital marketing) should be understood as the use of digital technologies in order to attract consumers, 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 in which the Internet, as well as other types of marketing, are simultaneously involved. In recent years, digital marketing has been using traditional forms of advertising, such as communications, digital signage on the streets, QR codes. The latter are a separate topic for study. In the developed countries of the world, for example, in Asia, QR codes are in great demand among the local population. The Russians, however, are not yet accustomed to them, and not everyone understands their meaning. As statistics show, only one Russian out of five thousand has used a QR code at least once in his life to receive a gift.

The advantage of newfangled technologies, first of all, can be called a 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.

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¹Шутман, Д.В. Digital-маркетинг и каналы его реализации / Д.В. Шутман // Реклама и PR в России: современное состояние и перспективы развития. XVI Всероссийская научно-практическая конференция. 2019. С. 170-171.

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Of course, digital marketing, like any form of marketing, is not without its drawbacks.

Let's list some of them.

It takes time (from several months to several years) to make a business popular and in demand with the help of digital marketing.

The use of a pair of three channels is impractical in this case. An entrepreneur will have to try everything to understand which promotion channel is effective for his business. One-time use of a promotion channel is more likely to not lead to success. It is necessary to analyze the situation at a regular level. If deviations from the desired results are found, changes are required.

I must admit that digital marketing is regularly improving, changing for the better. More and more people are becoming Internet users and, accordingly, there is a tendency for the audience to grow. Yandex, Google, Facebook are forced to develop promotion tools on a regular basis.

It is worth noting that the concept of internet marketing is much more informative than many people think. Many, unfortunately, still unknowingly identify 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 of your organization on social networks.

Within the framework 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, projects of the MyTaxi service. These companies have succeeded in bringing digital channels to life 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 note the Black Bear Kofi chain of Uzbek coffee shops. It is worth noting that these coffees have been launched from the very moment of their inception thanks to digital tools. The primary channel for their promotion was SMM.

In general, the companies presented above were able to prove to those around them that with the proper use of digital channels for promotion, you can effectively promote and "rock" your brand on the network. The maximum number of business projects that have been implemented thanks to digital marketing and promotion is HORECA. As practice has shown, this segment is quite easy to promote with the help of digital marketing in the domestic market of Uzbekistan.

The tourist 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.

international level. The number of tourists is growing steadily. So, for example, if as of 2017 about 2.5 million tourists visited the country, then next year the figure increased by 2.2 times (5.3 million tourists).

In Uzbekistan, the most developed sphere of tourism in the following areas: ethnic, cultural, historical, health, religious, environmental

The list of tourism products that are popular and provided in Uzbekistan includes: meetings, MICE-industry, conferences, incentive-insective tours, corporate recreation. It is safe to say that almost any city in Uzbekistan is an oriental fairy tale: Khiva, Samarkand, Bukhara, etc.

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The tourism industry in Uzbekistan has been actively developing in recent years and even gradually entering the

In order to attract and retain a client base, entrepreneurs in the tourism sector use a variety of communication tools in their activities, regularly conduct marketing research. They also actively use digital marketing to promote their services and products. In addition, digital marketing helps them to control the activities of the business: hotlines, special editions, publications in the media, advertising in various ways, polls, the Internet.

In product promotion, as mentioned earlier, digital communications (otherwise, digital marketing) are popular. Accordingly, this action can be carried out both online and offline. The digital marketing used by entrepreneurs of the Republic of Uzbekistan should not include traditional advertising through TV, mass media, flyers, billboards. But the QR code is one of the types of digital marketing.

Let's list the promotion channels that are used by travel companies in Uzbekistan:

- online radio, digital TV;
- SEM and SEO - search engine marketing on the web;

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- advertising in messengers, applications, online games;
- SMS and MMS distribution;
- advertising on street LED, interactive screens, self-service terminals;
- contextual advertising, teaser advertising, banners;
- SMM marketing in social networks;
- email marketing;

Affiliate marketing, in which the webmaster gets paid for attracting each visitor or customer.

We, of course, have presented a far from complete list of modern business promotion channels. At the same time, each of them is effective in its own way. But the main disadvantage of the majority is financial cost and high cost.

In order for an entrepreneur to choose the most acceptable channel for promoting a business, he has to act by trial and error, i.e. test them and make an appropriate assessment based on this.

The digital environment can be safely called one of the most convenient places for collecting data and their subsequent analysis and evaluation. Marketers acting as representatives of certain companies in the Internet space, for example, have learned to analyze information about online activity, users, and, of course, based on all this, make a conclusion about "what is the target audience" (income, age, interests, etc. etc.).

After that, decisive measures are taken to attract and retain the target audience from company representatives (digital marketers). A promotion strategy, accurate advertising, etc. are also used.

But still, let's figure out how online technologies and the Internet penetrate into business (for example, the tourism industry).

Take as an example a special offer to stimulate the sale of a tourism product and service. It usually includes discounts on certain hotels, last minute deals, early booking, tour sales, discounts on air travel, dinner as a gift, spa visits, discounts on booking.

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Such offers can be offered to a potential and current target audience in kind or in cash, in the form of a promotion, lottery and quiz, bonuses, discounts from part -ners, souvenirs, etc. outdoor, direct advertising in recent years has not brought the expected results.

For travel agencies in Uzbekistan, digital marketing is useful because with its help they have the opportunity to distribute digital advertising through their channels. So, for example, thanks to a customized target, you can easily calculate the target audience who are really interested in travel products and whose representatives can purchase them. Potential consumers are interested in the topic of tourism, and if they find interesting articles or links related to tourism in the mass of information, they are more likely to go to the site page, gaining useful information for themselves (flight dates, hotels, prices for tourism products, etc.).

If desired, the client will be able to independently choose the tourist service (tourist product) he likes and make online payment, i.e. buy it. For the documents, of course, he will have to come to the firm in person.

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.

This direction of marketing helps to reach the target audience, and of such a size that in real life it is impossible to interest your services / products with any other tools.

With the help of a targeted advertising tool, for example, detailed and clear data is collected, which the entrepreneur can subsequently analyze, draw up a portrait of the target audience, etc.

The flexibility of digital marketing leads to attracting an offline audience to the online market, email marketing leads to attracting subscribers to a seminar or other offline event.

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