

DIGITAL MARKETING

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Abstract

The purpose of this study is to focus on digital marketing in Uzbekistan and in other development countries. The marketing services are done through the use of digital technology, primarily the Internet but also including mobile devices, display advertising, and any other digital medium. The evolution of digital marketing since the 1990s and 2000s, technology has changed how companies and brands use it for marketing. Digital marketing efforts are becoming more common and effective as digital platforms are integrated into everyday life and marketing strategies and as individuals utilize digital gadgets rather than go to physical stores. This essay primarily focuses on a conceptual knowledge of digital marketing, how it benefits modern businesses, and a few real-world instances.

Key words. Company, profit, target, social networks, digital marketing, QR-code, traditional marketing, platforms.

Introduction. Marketing in a broad sense is the study of customer needs, creating, advertising with an attractive message for buyers and obtaining a targeted action to increase the company's profits. Digital marketing is based on traditional marketing, which is implemented by specialists through digital communication channels. For example, this is an advertisement that can be seen on social networks and websites. Digital marketing tools are used when a viewer in an online cinema is offered to go to social networks to participate in a contest, or to scan a QR code and win a prize. Digital marketing differs from traditional marketing in terms of the platforms where marketers promote products and a wider range of tools for evaluating results. For example, in advertising accounts, you can find out exactly how many users saw an ad and clicked on an ad, how much the advertiser paid for each click, and even what combination of image and text attracted the right customers.

Discussion. Here advantages and some disadvantages of digital marketing will be discussed. The ability to show advertisements only to the target audience. Marketers use targeting so that a travel debit card advertisement is seen by a person who often flies to different countries, and discounts on products for children are seen by mothers. Accurate performance indicators. For the first time in digital marketing, it is possible to evaluate the results of advertising campaigns in detail: from reach to cost of purchase. Budget communication channels. You can run advertisements with at least 500 rubles in your account. Advertising on television costs hundreds of thousands of rubles. Quick response. Digital marketing provides instant communication with users through social networks, mail, instant messengers and chats on the

site. Opportunity to change the industry. Marketers can make familiar things more convenient and technologically advanced. For example, once an SMM specialist answered comments on social networks from time to time, and now customers can talk with a virtual assistant of the support service at any time of the day.

Disadvantages of digital marketing. Managers need to be ready for changes and be able to quickly adapt to the innovations of the sites. Often, everything can break down simply because the site has introduced restrictions on displaying advertisements. In this case, strategy must be changed quickly. For example, VKontakte banned the use of emoji in the text of advertisements, and for some brands, all communication with customers was built on this. Advertisement blockers. Part of the audience is lost because some users put restrictions on displaying advertisements in browsers. For example, this is often done by IT specialists - a solvent, desirable audience for many companies. Restrictions due to data protection. If the user has not approved cookies, then the marketer receives significantly less information about the user and interaction with him.

Main digital marketing channels. The marketer must be able to correlate the needs of potential customers and the product to be sold. The main goals of marketing are to understand the pains and desires of people and choose a product for them in order to increase the profit of the company. These goals can be achieved through different channels. Let's analyze the most popular.

Content Marketing. This is the creation of content for publication in a blog or brand media company. If you regularly publish content that is interesting to the audience, there is every chance to draw attention to the product or service. Sites and blogs. You can publish useful materials on your own website or start a blog on a third-party site like Medium or Habr. A blog is an important channel for building brand awareness and getting your audience ready to buy.

In the Workshop blog, the user can read articles about different professions and only then decide whether he wants to buy the course SMM helps to attract traffic or the attention of the audience through social networks. This promotion channel helps to find a loyal audience, get feedback about the product, increase user activity to make the product or service more recognizable and attractive.

Performance marketing. The specialists of this channel are responsible for the purchase of coverage and targeted user actions. It includes contextual and targeted advertising, CPA networks. Contextual advertising. The channel is closely related to user queries in search engines. From them, a list of keywords is formed, according to which the algorithms select and display suitable ads for a particular person.

SEO. Digital marketing helps people get traffic from the SERPs. The more people on their request go to a particular site, the higher its traffic. The visibility of the site in the search results depends on several factors: how well the technical part of the task is performed (for example,

<https://conferencea.org>

are there any errors in the HTML code, language markup of the site) and whether the content meets the user's request, which ultimately forms trust in the product and the company. Conclusion. To sum up digital marketing has become very important sector in this globalized world. As a reason of digital marketing people's life has changed to better position. Digital marketing saves people's time and it creates different modern opportunities to them.

