

## THE CONCEPTUAL BASIS OF USING DIGITAL MARKETING TECHNOLOGIES IN DEVELOPMENT OF THE ACTIVITY OF ENTERPRISES

**Aliiev Abdulaziz Ismailovich**

Basic doctorate (PhD) student of Department of Marketing

Tashkent State University of Economics

E-mail: [altonmail@yandex.ru](mailto:altonmail@yandex.ru)

**Abstract.** The current article provides for the conceptual framework of digital marketing technologies and their vital aspects and usage processes in enterprise, companies by giving primary focus on textile, garment and knitting field. Also, it highlights for the implementation of digital e-textile model of CAD and 3D application technologies for textile, garment enterprises in creating enormous ease of the working process.

**Key words:** digital marketing, digital technologies, online marketing, emarketing, digital textile, CAD technology, 3D printing, metaverse, digital fashion

In today's changing world and changing digital marketing and marketing environment, the use of digital marketing technologies started to become more common and mandatory in order to gain more competitive advantage among competitors. Enterprises, companies ranging from small, medium or large sizes began to transform business in digital based companies. As customers' preferences, needs and wants change greatly and vary hugely at current moment, customers require more innovative features of products and services from enterprises and companies from which they purchase the products and services. Successful companies such as Amazon, Facebook or Meta, Aliexpress, textile based Rewoolution and others implemented technologies such as affiliate marketing, e-mail marketing, search engine optimization, social media marketing, pay per click technology and conducting different campaigns in online basis. The technologies of AI, VR, IoT becoming really important at current and especially Metaverse technology which is unique technology for majority of businesses and especially for textile, apparel, garment and knitting companies, enterprises assumed for giving more and more opportunities and enterprises, companies in managing businesses and operations in digital age of internet and technologies for long run business activities.

The term Digital marketing is referred as the marketing of products and services by using different kind of digital technologies and generally on the web and at the same time, by use of smartphones, display advertising and other digital elements. Important elements of Digital marketing include SEO known as Search Engine Optimization, SEM marketing known as Search Engine Marketing, influencer marketing, content marketing and content automation, data driven marketing and campaign marketing, e-commerce marketing and social media marketing which is SMM, social media optimization, electronic books and online gaming became really general in the advancement of technologies. Digital marketing is being extended to non-internet channels provided by digital media in particular, smartphones including SMS and MMS service, callback service and ringtones on smartphones a consumer used to listen while being on hold and waiting for the response of the respondent in the line. Along with development in the field of technology Digital marketing also developed by outcompeting the field of traditional marketing and thus, back 90's while server/client architecture and popularity of personal computers appeared in the arena of fame the Digital marketing term came into existence and still is used broadly and developing hugely on a daily basis. CRM which is known as Customer Relationship Management and Systems CRMS with their applications have become crucial part of marketing technology. Enormous competition of variety of vendors pushed them to add more service to their software provided in particular, marketing and sales applications. As that enabled enterprises, companies to update customer data obtained with software applications and make evaluations on experience of customers as AT&T online

campaign ad gained 44 percent of the attention of the customers after introduction and made customers push on the ad provided by the enterprise Desai, V. [1].

Digital marketing is also considered as being the part of conventional marketing and regarded as a new phenomenon which provides mass distribution and customization in order to achieve marketing goals. Convergence of technology and exponentiation of different technologies, devices led to the initiation of the ways in which people think of web and Internet and thus, pushed the boundaries throughout the new concept of Digital marketing which is more measurable, certainly, customer centered, universal and interactive. The advancement of digital marketing strategies offers great potential for the brands and companies. Digital marketing requires digital marketing plan that is considered as strategic document and concerns with current situation of the enterprises, companies to set midterm goals and to define the strategy and tools to achieve the settled goals. Key responsibilities, timing and monitoring tools also define in the document, along with discussion of enterprise's marketing strategy for proper allocation of the resources Piñero-Otero, T. & Martínez-Rolán, X. [2].

Digital marketing include variety of elements similarly like in traditional marketing. However, traditional marketing elements much high expense based and require enormous expenses.

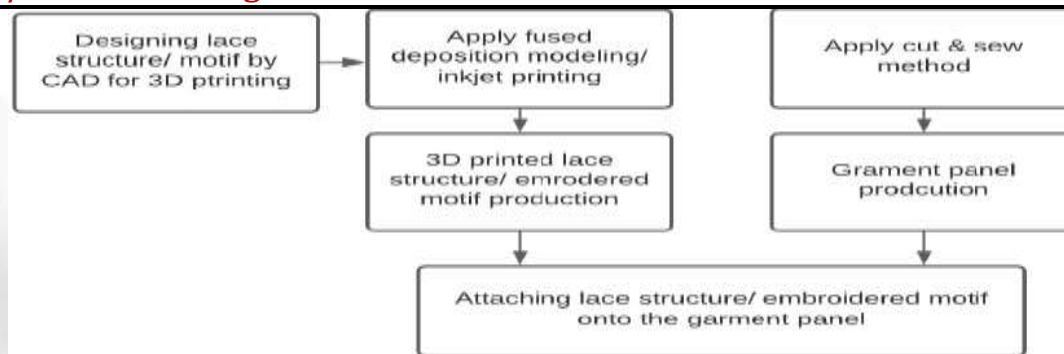
*Website* plays critical role in the development stage of the enterprises and website design basically generate conversions by using search engine optimization by providing good user experience and benefiting results of analytics that different companies provide and the absence of effective search engine optimization that is rather complex for the search results of being appeared on the top results of search engine results page which consequently will not generate many clicks from search engines such as Google, Bing, Yahoo or any other. Online marketing refers to practice of implementing web based channels to create brand awareness of enterprises, companies and its variety of products and services to potential customers.

*Search Engine Optimization* redirects traffic from website members to target customers. Customers account for the people and audiences that seek for the products and services enterprises, companies offer and users seek and pay attention to top results and funnel content. Pay Per click or which is otherwise known as PPC refers to paid advertisements based on auction based systems and with the assistance of pay per click the enterprises bid on some specific keywords that companies wish in their advertisements to show up while being searched then if users decide to click on ads companies have to pay for the click of the keywords. Pay per click strives to reach its customers with transactional purposes for the products and services being offered by enterprises.

*E-mail marketing* aims on retention of already existing customers and acquiring new customers and that is a technique for creating brand awareness of new products and services, repeat purchase activities, keeping in mind regarding enterprise's offer and assistant in growing customer bases and strives at providing customers with valuable information so that customers make subscription on proposals of enterprises' products and services.

*Social media marketing (SEO)* strives for building brand awareness and reaching the increment of conversions. A marketing campaign on social media can be performed on different kind of social media platforms, certainly depending on target customers and preferences of platforms. Mega giants create a fierce competition among themselves for target audiences and thus, for gaining more market share. Internet marketing strategy for the purpose of more audience gain and receiving market share can be platforms such as Facebook known as Meta at current, Instagram, Pinterest, LinkedIn, Twitter and many others Panda, M & Mishra, A. [3]. Partnership marketing is really cost effective method of expanding the enterprises, business and companies. Cost shared by the parties in the channel and it includes the elements such as co-branded content, affiliate marketing, referral programs Sela, R. [4].

Digital marketing also influenced in textile, apparel, garment and knitting enterprises, companies and industries mostly known as digital fashion. Packing and packaging play crucial role in purchase decision making process by customers as the quality of the product, ease of usage, design, handling activities and many others. The packing and its all the characteristics, protection considered as being vital factors because printed data, package shading, foundation image, cover style and text structure, package material critical important factors Caescu, SC et al., [5].



(Source: Rahman, 2020 Applications of the digital technologies in textile and fashion manufacturing industry. Technium Vol. 3, Issue 1)

Figure 1. Application of 3D printing to produce 3D printed lace structure and motif [6].

As that can be noticed from (Figure 1) clearly that the process starts with designing lace structure or so called motif by CAD and 3D printing. Second stage goes on with applying inkjet printing or deposition modeling and embroidered motif production in the line with cutting and sew method and going to garment panel production process, thus the process finishes successfully at attaching lace or known as embroidered motif onto the garment panel and ready product is received. Therefore, digital marketing and digital technologies play important role at current in operations of textile, garment enterprises in creating huge customer satisfaction Rahman, M [7].

## References

1. Desai, V. (2019). "Digital Marketing: A Review" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Special Issue | Fostering Innovation, Integration and Inclusion Through Interdisciplinary Practices in Management, March 2019, pp.196-200, URL: <https://www.ijtsrd.com/papers/ijtsrd23100.pdf>
2. Piñeiro-Otero, T. & Martínez-Rolán, X. (2016). Understanding Digital Marketing—Basics and Actions. 10.1007/978-3-319-28281-7\_2.
3. Panda, M & Mishra, A. (2022). DIGITAL MARKETING.
4. Sela, R. (2022) 15 Intelligent B2B Marketing Channels for your buniess. Retrieved from: <https://www.ronsela.com/b2b-marketing-channels/>.
5. Caescu, SC., Botezatu, F., & Chivu, R., Popa, IC., Florescu, M. (2021). The impact of online marketing on the use of textile packaging: an approach to consumer behaviour. Industria Textila. 72. 210-216. 10.35530/IT.072.02.202019.
6. Rahman, M. (2020a). Applications of the digital technologies in textile and fashion manufacturing industry. *Technium Vol. 3, Issue 1 pp.114-127 (2020) ISSN: 2668-778X*. pp.1-14.
7. Rahman, M. (2020b). Applications of the digital technologies in textile and fashion manufacturing industry. *Technium Vol. 3, Issue 1 pp.114-127 (2020) ISSN: 2668-778X*. pp.1-14.