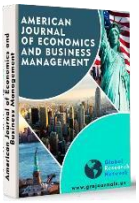

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Article

Factors Affecting The Effectiveness of Using Digital Marketing in Entrepreneurial Activities in The Region and Their Assessment

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Abstract: The rapid digital transformation of global economies has brought digital marketing to the forefront of strategies for enhancing entrepreneurial efficiency. In the context of Uzbekistan's regional development, particularly in the Khorezm region, socio-economic reforms are actively integrating digital technologies into various sectors such as industry, agriculture, and services. However, limited empirical evaluation exists regarding the effectiveness of digital marketing adoption in regional entrepreneurship, especially in relation to infrastructure development and population literacy. This study aims to identify and assess the key factors influencing the effectiveness of digital marketing in regional entrepreneurial activities, focusing on infrastructure, demographic changes, and population literacy. Findings indicate that the highest growth in new business entities occurred in the industrial (45.4%) and agricultural (31.3%) sectors. The communications and information sector exhibited the highest percentage growth (2688.9%), though from a smaller base. Population and income growth positively correlate with digital marketing effectiveness, while declining enterprise internet connectivity poses challenges. Literacy indices reveal strong tax and legal knowledge, but weak entrepreneurship governance understanding. The study uniquely combines digital infrastructure statistics with entrepreneurial performance metrics and literacy indices to evaluate digital marketing's regional impact. The results underline the importance of enhancing enterprise digital connectivity, organizing practical training on digital tools, and tailoring marketing strategies to population growth and income trends. Accelerated reforms in these directions will increase the region's digital engagement and improve business productivity through targeted, data-driven marketing approaches.

Keywords: Global, Region, Entrepreneur, Entrepreneurship, Efficiency, Triple Formula, Digital Marketing, Modern Technology, Land, Capital, Labor, Intellectual Service, Social, Economic, Legal, Political, Network, Digital Economy

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1. Introduction

In the current conditions of deepening global relations, one of the main factors for stabilizing the economy is increasing the efficiency of entrepreneurial activity. If we pay attention to the content and essence of the concepts of entrepreneur, entrepreneurship, and efficiency in economic theory, the stages of formation and development from the emergence of humanity to the current civilizational era, where globalized relations are deepening, are well known. The integral harmony and proportionality of the concepts of

man, individual, and entrepreneur represent the proportionality of the content that forms, complements, and develops the category of entrepreneurship. The definitions given to the concepts of entrepreneur and entrepreneurship in economic literature consist of various interpretations[1].

The socio-economic reforms being carried out in the region in all areas of business activity-social, economic, legal, and political, that is, in the sectors that are part of them-industry, agriculture, transport, tourism, processing, science and culture, infrastructure, and the judiciary, in terms of the digitization of enterprises and organizations, are being organized on the basis of modern technologies, which form the basis of the current digital global economy. Therefore, at the current stage of development, it is important to identify the factors that affect the effectiveness of using digital marketing in business activities in the region and to assess their status in order to make effective decisions to achieve the chosen goal[2].

Literature Analysis

The definitions of the concepts of entrepreneur and entrepreneurship in economic literature are considered to be of various interpretations. In the late 17th and early 18th centuries, the English economist Richard Cantillon considered an entrepreneur to be a person who operates in a risky environment. Therefore, he called the land and labor factors the source of wealth that determines economic well-being. In the late 18th and early 19th centuries, the French economist J.B.Say, in his book “Treatise on Political Economy” in 1803, defined entrepreneurial activity as the unity of the three classical factors of production-land, capital, and labor.

The English economists A.Smith and D.Ricardo called the economy a self-regulating mechanism. According to the definition given by A.Smith, an entrepreneur is a person who owns capital. American economist J.B.Clark, making an additional modification to J.B.Say's "three-factor formula," emphasized that four factors are always used in production: capital, means of production, labor, and entrepreneurial activity. The founder of the theory of entrepreneurship, Y. Schumpeter, put forward three main motives: first, the need to dominate, influence, and exercise control; second, the will to succeed in performing specific tasks; third, the creative interest that fuels independent work[3].

F.Machlup , P.Windram and M.Tomlinson, in their works, gave impetus to the development of the information society and the emergence of many jobs in this area, which are called “knowledge services”, “educational services”, or “intellectual services” of the quaternary sector or quaternary industry. This is an economic activity based on an intellectual or knowledge-based economy, which includes work that imagines, creates, interprets, regulates, directs, and transmits based on scientific, technical, and technological knowledge.

The basis of such activity is the creative ability to create value for society by applying technology or human vision and ingenuity. The fourth sector arises not by physically changing the value of raw materials, but as a result of intellectual improvement and development. In entrepreneurship, digital marketing or marketing activities represent a set of these services.

D.Bell's concept was improved in the works of M.Castells, who proposed the theory of the “network society” or “network economy,” in which networks are the main element of a new socio-economic structure, implemented by information and communication technologies with the processing of knowledge and information.

The first scientific study devoted to digitization was by J.Jensen , who covered the issues of using technology and managing information in digital systems . The term "digital economy" was first used by D.Tapscott in 1996 in his book “Electronic Digital Society: Positive and Negative Aspects of the Era of Network Intelligence” as “economic activity

that, unlike the traditional economy, is characterized by network consciousness ('network intelligence') and dependence on virtual technologies"[4].

The general aspects of the role and characteristics of entrepreneurship in increasing the income and well-being of the population through the effective development of entrepreneurial activity in our country are scientifically substantiated in the views of S.S. Gulyomov, Yo. Abdullayev, B.Yu.Khodiyev, M.S.Kasimova, U.V.Gafurov, Sh.I.Mustafaqulov, M.Z.Mukhiddinova, M.Kh.Ganiev, B. Pardayeva, and others. A strong team of scientists has been formed in our country, conducting scientific research in various areas of the economy, among whom academician S.S.Gulyamov, in his works, studied the importance of small business, private entrepreneurship, and blockchain technologies in the digital economy, recognizing the theoretical and practical aspects of applying these technologies to economic processes.

"Digital business is the emergence of business models based on the integration of the physical and digital worlds," he says . O.M.Abdullayev's scientific research analyzed the impact of the digital economy on the well-being of the population and revealed theoretical aspects of achieving economic stability and increasing living standards through digital technologies [5].

2. Materials and Methods

The object of the study is the application of digital marketing to areas engaged in entrepreneurial activity in the region. The subject of the study is the use of digital marketing to increase the efficiency of entrepreneurial activity in the region, ensuring employment, forming and developing online goods (services) markets, effectively using the socio-economic potential of regions, and the processes of systematic establishment of entrepreneurship. The study used methods such as improving the organizational and economic mechanisms of applying digital marketing to entrepreneurial activity, analyzing the ways of influencing approaches and directions, logical thinking, SWOT analysis, scientific abstraction, grouping of information, analysis and synthesis, induction, and deduction[6].

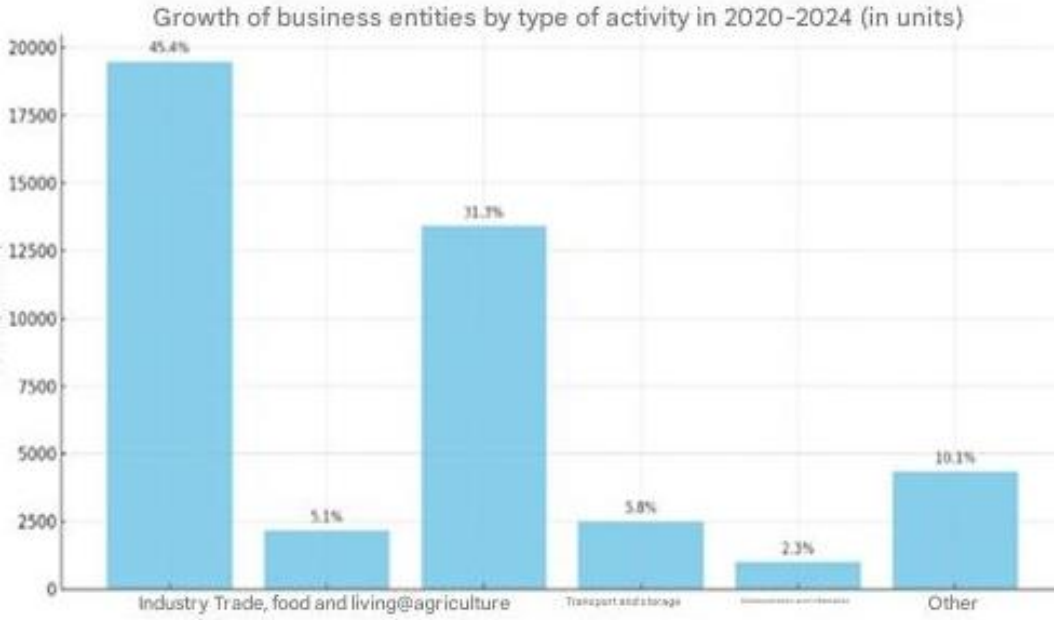
3. Results

Khorezm region is fundamentally different within the republic due to its specific characteristics and geographical location. However, it has its own worthy place in the republic's economy and is gaining special importance due to the increasing share of regional GRP in the country's GDP. These indicators differ in their own ways across the territorial divisions of the region and in its districts. Therefore, the region provides for an expansion of the structure of products (services) created in the sectors and branches of the economy. The largest growth was observed in the industrial sector of the region: 19,484 new entities, which account for 45.4% of the total growth. This indicates an expansion of the demand and conditions for production and industry in the region[7].

There is also significant growth in the agricultural sector, which accounts for 13,415 new entities, covering 31.3%. This sector remains a traditional priority for the Khorezm region. Growth is also stable in the areas of "Other services" and "Transportation and storage," and the transport and logistics network and the service sector are expanding. The growth in the trade, catering, accommodation, communication, and information sectors is relatively lower, amounting to 5.1% and 2.3%, respectively. This is the in the First Bar Chart. However, despite the relatively low growth in the communication and information sector, the increase from 36 to 1,041 indicates the rapid expansion of this sector. The largest increase was in the industrial sector, with an increase of 17 thousand entities, especially in the Tuproqqala district, where there was a sharp increase in industrial entities, amounting to 9,738.

Agriculture is also the second leading direction, with stable growth in all districts. Districts with the largest number of new entities include Tuproqqala, which is the leader

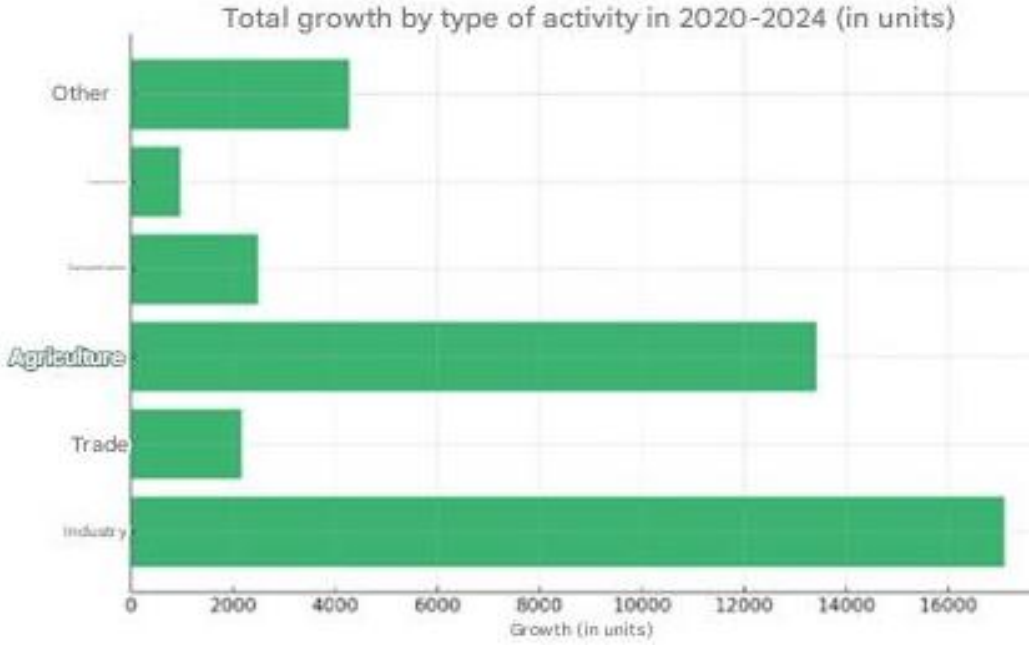
with explosive growth in the industrial and agricultural sectors. Urgench city saw balanced growth in various sectors, especially in "other services," with an increase of 2,811 entities. Growth in the communications and information sector is low in absolute terms but the relative growth rate in this sector is high compared to its small initial base. It is illustrated in the Figure 1.



Source: Prepared based on the author's research.

Figure 1. Bar Chart. Growth rate by type of activity (%).

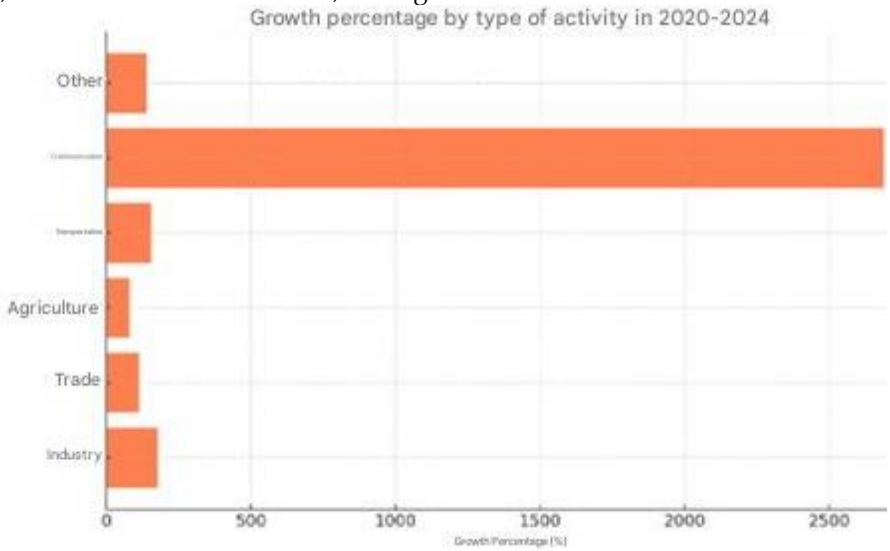
Figure 2 visually presents the comparative growth of various economic sectors over the 2020–2024 period. The chart displays six categories: Industry, Trade, Agriculture, Transport, Information, and Other, plotted on the vertical axis, with corresponding growth figures on the horizontal axis in units[8].



Source: Prepared based on the author's research.

Figure 2. Bar Chart. Growth rate by type of activity in 2020-2024 (in units).

The largest percentage growth was recorded in the communications and information sector, amounting to 2688.9%, which indicates the rapid growth of digital services, internet services, and IT entities in the sector, see Figure 3.



Source: Prepared based on the author's research.

Figure 3. Bar Chart. Growth by type of activity in 2020-2024 (in percent).

The level of provision of innovative technologies and tools in the regions of the Republic of Uzbekistan in 2016-2024, from the point of view of the studied object, amounted to 255,421.9 billion soums, 1,454,391.7 billion soums of GDP, the annual share of basic research in GDP was 0.2 percent, indicating that special attention is paid to the development of digital activities. The number of personal computers per 100 households increased from 49 to 73, the number of mobile phones per 100 households from 246 to 356, the provision of 2G Internet technology increased to 99.8%, the provision of 3G Internet technology from 43% to 96%, the provision of 4G Internet technology from 10% to 92%, 5G Internet access is 17 percent, and the coverage of Internet access per 100 people has increased from 5.8 to 30.3 people, including from 43 to 87.1 for women and from 54.4 to 90.9 for men, see Table 1.

Table 1. Level of provision of innovative technologies and tools in the regions of the Republic of Uzbekistan in 2016-2024 (billion soums, percent, units).

Indicators	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**
GDP in billion soums	255 421,9	356 453,8	473 652,8	594 659,6	668 038,0	820 536,6	995 573,1	1 192 162,5	1 454 391,7
Distribution of GDP to primary research (annual, share)	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0,2	0.2
Number of personal computers per 100 households (in units)	49,0	50,0	52,0	55,0	60,0	63,0	64,0	66,0	73,0
Number of mobile phones	246,0	257,0	262,0	282,0	287,0	308,0	309,0	349,0	356,0

per 100 households									
2G internet coverage, (in percent)	98.5	99.7	99.8	99.7	99.7	99.7	99.8	99.8	99.8
3G internet coverage, (in percent)	43.0	45.3	75.0	75.5	80.7	90.0	95.0	96.0	96.0
4G internet coverage, (in percent)	10.0	16.9	43.0	44.0	47.7	65.9	75.0	85.0	92.0
5G internet coverage, (in percent)	0,0	0,0	0,0	0,0	0,0	5,0	8,0	12,0	17,0
Internet coverage per 100 people	5.8	8.8	10.4	12.7	10.6	15.8	21.9	25.8	30.3
women (in units)			43.0	50.0	65.9	69.9	72.6	80.9	87.1
men (in units)			54.4	60.4	74.9	72.3	80.6	86.9	90.9

Source: Developed by the author based on data from the website of the Statistical Agency under the President of the Republic of Uzbekistan[9].

The implementation of the main approaches of the digital transformation strategy in the structural areas of the economy of the region and territories is shown in the volume of communication and information services, the number of subscriber radio stations connected to the mobile communication system of individuals, the number of subscribers connected to the Internet network per 100 individuals, the share of Internet services in the revenue of communication enterprises from communication services, the volume of services in the information sector, computer programming, consulting services and other important influencing factors. According to the calculations of the survey conducted to determine the effectiveness of the regional population in the development, use and implementation of new modern digital technologies and tools and to evaluate them by index, the following results were obtained. Also, based on the survey conducted, the following results were formed:

Tax literacy has the highest result of 0.92 points, and the respondents have good knowledge of the tax system;

Legal literacy of 0.75 points and innovative literacy of 0.71 points are also high, which indicates that entrepreneurs pay attention to legislation and digital marketing;

Entrepreneurship literacy of 0.50 points and financial literacy of 0.53 points is average, and requires strengthening knowledge in these areas;

Public administration of 0.42 points is the lowest, which indicates that entrepreneurs do not sufficiently understand the processes of state registration, licensing and regulation, see Table 2.

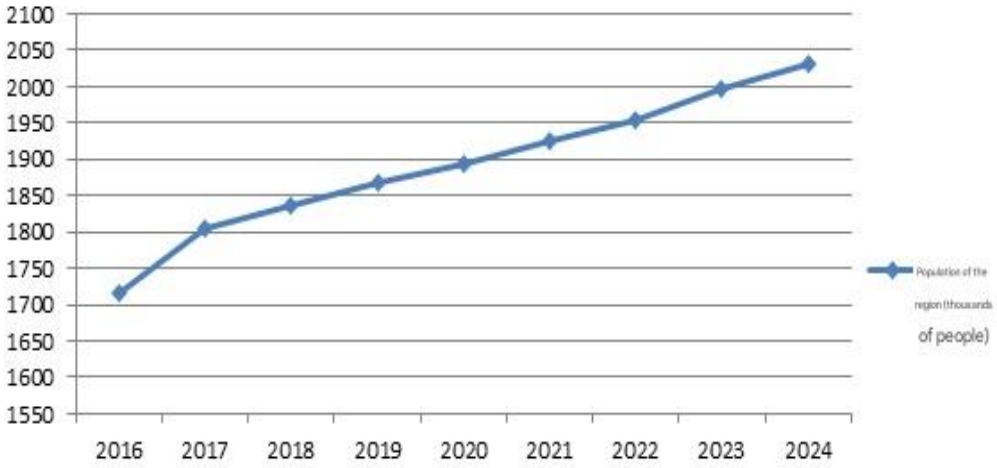
Table 2. Population literacy indices calculated based on our questionnaire (average scores for 5 types of respondents).

T/r	Areas	Average index score
1.	Entrepreneurship literacy	0.50
2.	Entrepreneurship public administration literacy	0.42

3.	Literacy of the population about the Rules	0.75
4.	Financial literacy of the population	0.53
5.	Innovation literacy of the population	0.71
6.	Tax literacy of the population	0.92

Source: Prepared based on the author's research.

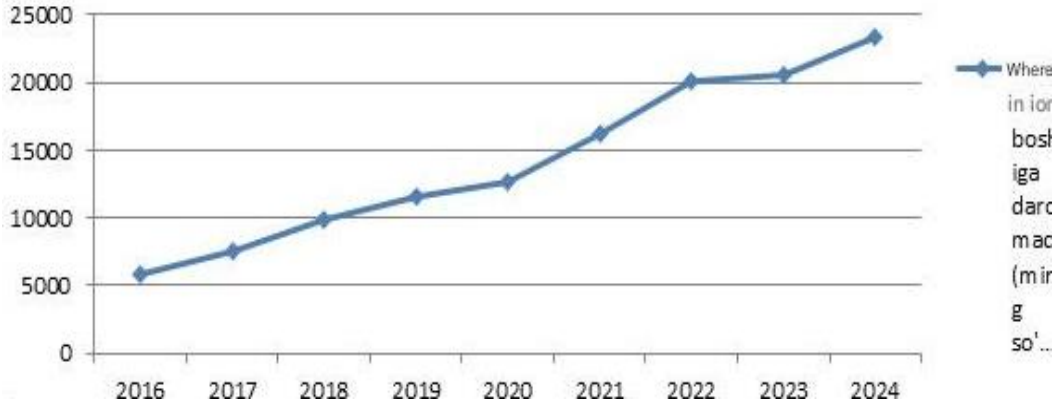
Based on new technologies and the results of market liberalization, these types of activities have now emerged as a new stage of development and today play a decisive role in the technological progress of society and the globalization of the economy. Also, it is important to note that, first of all, the growth of the region's population is one of the factors influencing the use of digital marketing to increase the efficiency of business activities. This is illustrated in Figure 4.



Source: Prepared based on the author's research.

Figure 4. Line Chart. Regional population growth (in thousands of people).

Secondly, the fact that the per capita income of the region's population is growing year by year is one of the factors affecting digital marketing. This is illustrated in Line Figure 5.

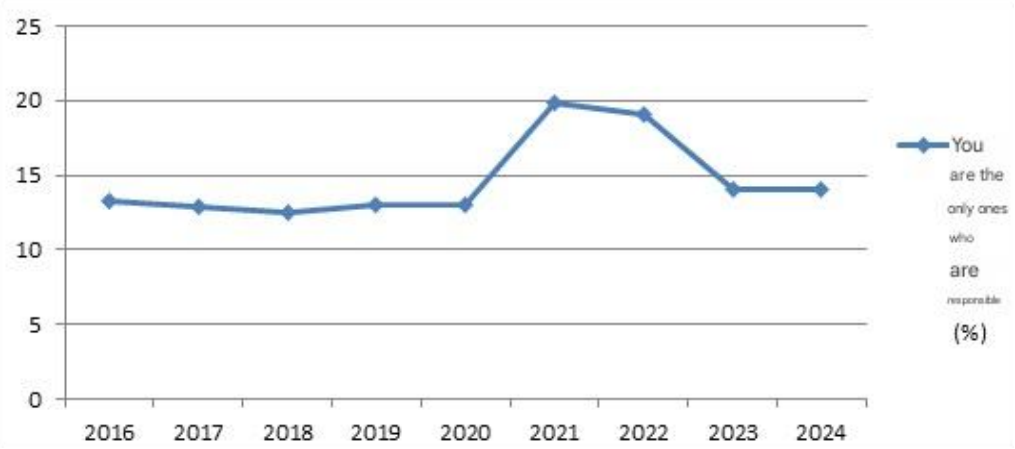


Source: Prepared based on the author's research.

Figure 5. Line Chart. Per capita income of the region (in thousand soums).

Third, the decreasing share of the low-income population in the region indicates that one of the factors affecting digital marketing is the decrease in it.

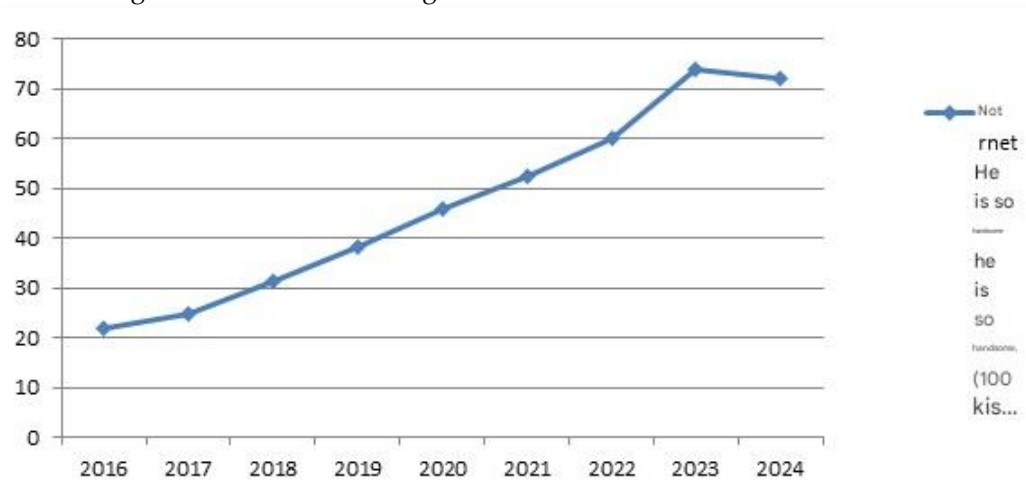
Figure 6, illustrates the percentage of the low-income population from 2016 to 2024. The horizontal axis represents the years, while the vertical axis shows the share in percentage (%)[10].



Source: Prepared based on the author's research.

Figure 6. Line Chart. Share of the low-income population in the region (in percent).

Fourth, the number of subscribers connected to the Internet per 100 people also affects digital marketing. This is illustrated in Figure 7.



Source: Prepared based on the author's research.

Figure 7. Line Chart. Number of subscribers connected to the Internet in the region, (per 100 people).

Fifth, the decrease in the share of enterprises connected to the Internet is affecting the development of digital marketing, see Figure 8.

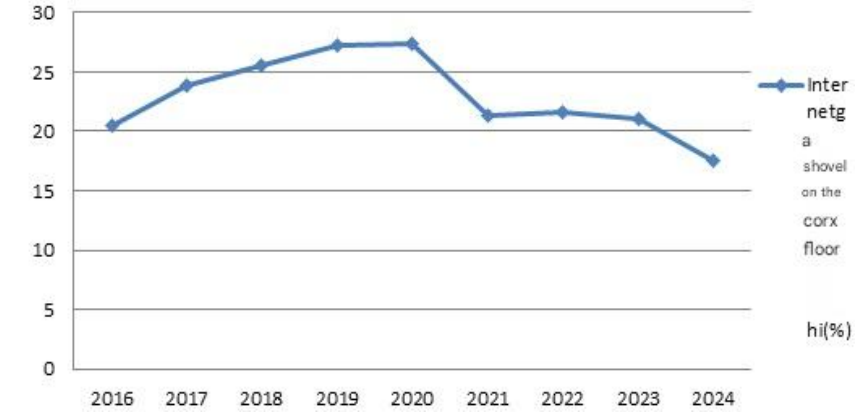


Figure 8. The share of enterprises connected to the Internet in the region, (in percent).

Based on Table 3, it was possible to analyze the development and impact of digital marketing and determine the impact on marketing strategies through demographic and digital infrastructure changes. 1. Population and income growth: the population of the

region increased from 1.7 million to 2.03 million in 2016–2024. This means that the marketing audience is expanding. Per capita income shows a 4-fold increase from 5840 thousand soums in 2016 to 23,410 thousand soums in 2024. This indicates an increase in purchasing power. Household size of 5.2–5.4 indicates stability. This means that family needs are stable and this is important in developing family marketing strategies[11].

Table 3. The level of provision of the population of the region with Internet access and tools in 2016-2024 (in units).

Indicators	2016	2017	2018	2019	2020	2021	2022	2023	2024
Regional population (thousands)	1715,1	1804,7	1835,5	1866,7	1893,1	1924,2	1958,2	1995,6	2032,4
Total income per capita (thousands)	5840,3	7566,2	9830,1	11581,7	12674,0	16292,2	20155,2	20509,2	23410,8
Share of low-income population	13,3	12,9	12,5	13,0	13,0	19,9	19,1	14,1	14,1
Information on the average size of households	5,4	5,6	5,3	5,2	5,2	5,2	5,3	5,3	5,3
Number of subscriber radio stations connected to the mobile communication system	61,5	61,5	65,9	62,9	66,3	68,2	68,9	72,3	79,7
Provision of the population with telephone sets	4,7	4,6	3,8	3,9	3,9	4,0	4,5	4,6	4,7
Share of enterprises and organizations connected to the Internet	20,5	23,8	25,5	27,2	27,4	21,3	21,6	21,0	17,6
Number of subscribers connected to the Internet, individuals (per 100 people)	22,0	24,8	31,2	38,1	45,8	52,4	60,2	73,9	72,0
Number of subscribers connected to the Internet, individuals	391,8	436,8	559,3	693,0	848,1	985,5	1149,3	1435,4	1423,9

Source: Developed by the author based on data from the website of the Statistics Agency under the President of the Republic of Uzbekistan.

Therefore, an increase in population and income means a wide audience and a strong market for digital marketing. 2. Share of low-income population: In 2021, poverty

increased due to the impact of the pandemic, which will provide an opportunity for digital marketing, especially on social networks, to promote brands through cost-effective online sales and low-cost advertising. 3. Digital infrastructure: telephone and internet, mobile communication systems from 61.5 million to 79.7 million. 2024 means that there are 4.7% of subscribers to the telephone, subscribers (individuals) connected to the Internet from 391.8 thousand in 2016 to 1.4 million in 2024, and internet subscribers per 100 people increased from 22% to 72%, that is, more than 3 times. Also, the rapid growth in the number of internet users has created opportunities for online advertising, companies on social networks, and sales through mobile applications. 4. The share of enterprises and organizations connected to the Internet was 20.5% in 2016, 27.4% in 2020, and 17.6% in 2024, and will decline after 2021, indicating that digital transformation in enterprises is slow, reflecting the low investment in B2B digital marketing, which will depend on digital marketing[12].

Therefore, it is necessary to accelerate the development and implementation of recommendations on opportunities, challenges, and directions: The United Nations e-Government Study published in 2022 found that the results of all five Central Asian countries on the e-Government Development Index - EGDI - achieved the following indicators: Kazakhstan is ranked 28th out of 193 countries with a very high EGDI - 0.8628, Uzbekistan is ranked 69th (second in the region) with a high EGDI - 0.7265, Kyrgyzstan is ranked 81st with a high EGDI - 0.6977, Tajikistan is ranked 129th with an average EGDI - 0.5039, Turkmenistan is ranked 137th with an average EGDI - 0.4808 . Digital marketing is the process of promoting and selling products or services through digital platforms and Internet tools. It has a number of advantages and disadvantages for entrepreneurship[13].

Advantages such as covering a wide audience, working with a target audience, reducing costs, evaluating each action contribute greatly to increasing the efficiency of entrepreneurs, and digital marketing has a positive impact on various aspects of entrepreneurship. It provides an opportunity to increase sales of products or services via the Internet to increase revenues. Digital marketing tools help strengthen trust among consumers to strengthen the brand. In automating distribution processes, it demonstrates the modernization of business processes in the production, distribution and exchange of goods (services) through CRM and e-mail marketing tools. In increasing competitiveness, it creates opportunities to catch up with competitors in the market or leave them behind[14].

SWOT Analysis

S - Strength	**W – Weaknesses**
Increased economic efficiency; Reduced risks in the market; Existence of a free competitive environment; Reduced corruption; Reduced state intervention; The ability to reach a wide audience; Relatively inexpensive advertising tools; Increasing brand awareness on online platforms; Quick communication with customers through social networks; The ability to attract customers through content marketing; The ability to measure results using analytical tools; Getting constant traffic through seo (search engine optimization) ;	The difficulty and necessity of adapting to the modern innovative environment; The presence of inaccurate information in the provision of information; The risk of digital fraud; The difficulty of curbing monopoly; The presence of negative physiological effects on humans; Dependence on technologies and the need for it specialists; Dependence on the quality or availability of the internet (especially in remote areas) ; Lack of sufficient knowledge and experience in digital marketing; The time and resource requirements for content development; Conflict with competitors on online platforms;

Integration with various platforms (for example, crm systems) ; Increasing advertising effectiveness through a/b tests; The ability to quickly obtain customer opinions about products or services; Overcoming geographical restrictions through online sales; Increasing sales through personalized advertising.	Costs due to an unclear strategy; Negative comments that damage the brand's reputation; Choosing the wrong target audience. Closed sales data and lack of transparency on platforms; The high cost of advanced technologies for small businesses.
O – Opportunities	**T – Threats**
Developing exports through online platforms; Using influencer marketing; Implementing automated marketing systems; Tailoring offers by collecting and analyzing the customer base; Operating on e-commerce platforms; Improving the quality of service through chatbots; Using local and international grants or startup support; Product promotion based on new digital trends (metaverse, ar/vr); Developing partnerships through cross-promotions; Developing internal resources by increasing digital literacy; Creating loyalty programs by monitoring customer behavior.	Presence of a monopoly in a foreign market; Strong digital strategies of competitors; Cybersecurity issues (hacking attacks); Loss of offline customers due to internet addiction; Technical failures leading to loss of customer trust; Restrictions related to data privacy laws; Proliferation of ad blocking technologies (adblock); Reduction in advertising spending during financial crises or economic downturns; Drop in traffic due to changing algorithms on digital platforms; Malicious use of digital technologies (fake reviews, bots).

Source: Prepared based on the author's research.

In the process of studying the factors affecting the effectiveness of entrepreneurial activity when implementing digital marketing, a SWOT analysis was conducted. Based on the existing potential in the region, it was possible to identify the strengths and weaknesses of the use of digital marketing, identify reforms that should be implemented taking into account existing opportunities, and separately identify threats that may arise when implementing digital marketing[15].

4. Discussion

The findings of this study underscore the pivotal role digital marketing plays in enhancing the efficiency and reach of entrepreneurial activities within the Khorezm region. The evidence highlights significant sectoral differences in growth, with industry and agriculture experiencing the most substantial expansions, signaling a shift towards production-oriented and technologically adaptable entrepreneurship. Notably, the dramatic growth in the communications and information sector—over 2600%—reflects the rising relevance of digital services and the transformative impact of internet infrastructure on business models. These changes align with broader demographic trends, including population growth and increased per capita income, which collectively broaden the target audience for digital marketing. However, challenges persist: the declining share of

enterprises connected to the internet post-2021 points to gaps in digital transformation at the enterprise level, likely hindering B2B marketing effectiveness. Literacy indices reveal varying levels of preparedness among the population, with high tax and legal awareness but average financial and entrepreneurial literacy, indicating areas requiring capacity-building efforts. The SWOT analysis further emphasizes the strength of digital marketing in reaching wide audiences, reducing market risks, and enabling cost-effective brand promotion, while also drawing attention to threats such as cybersecurity, high technology costs, and internet dependency. Overall, this discussion reveals that while digital marketing presents a promising avenue for regional entrepreneurship, its success depends on improving infrastructure access, enhancing digital skills, and strategically addressing identified weaknesses and threats to ensure long-term, inclusive, and adaptive growth.

Proposals

Considering the relatively low growth rate in the communications and information sector compared to other sectors, we recommend and propose developing the wide use of modern technologies and tools to increase the number of enterprises in the sector and the contribution of added value to the regional GRP, as well as carrying out modernization and diversification measures in the sector on the basis of state and public-private partnerships. The literacy of the population is of great importance in the mechanism for increasing the efficiency of entrepreneurial activity in the region, which involves the rapid use of digital marketing. Summarizing the conducted research, we put forward a proposal to quickly and effectively organize and implement the following reforms in the neighborhoods:

1. Organization of interactive seminars on public services and the registration procedure is required;
2. Creation and delivery of short online courses to strengthen financial and tax skills is required;
3. It is necessary to organize practical trainings on digital marketing to develop existing positive knowledge in practice.

This involves the correct selection and implementation of measures in the use of digital marketing to improve the efficiency of business activities in the region, and the correct selection and implementation of future tasks. Therefore, taking into account the opportunities, it is necessary to accelerate the development and implementation of recommendations on directions for eliminating problems:

Opportunities

The growth of the population means that a wide audience has been formed;

The growth of the number of internet subscribers indicates the expansion of digital advertising opportunities;

Increased income explains the existence of a market for premium services;

The expansion of mobile communications develops the activities of mobile marketing and SMS campaigns.

Problems

The internet connection of enterprises is decreasing, creating difficulties in working with online trading platforms;

The sharp increase in poverty in 2021 indicates a temporary impact on the reduction of consumer power.

5. Conclusion

This study has demonstrated that digital marketing plays a pivotal role in enhancing the efficiency of entrepreneurial activities in the Khorezm region. Through detailed analysis of economic sectors, digital infrastructure, and socio-demographic indicators, it

was found that industry and agriculture experienced the most significant growth in business entities, while communication and information sectors, although smaller in scale, showed the highest percentage growth. The study highlights a strong correlation between population growth, increasing income, and internet penetration with the expansion of digital marketing opportunities. Additionally, the research identified gaps in digital public administration literacy and enterprise-level internet access, indicating areas that require targeted interventions. The SWOT analysis further underscored the strengths and opportunities offered by digital marketing, such as cost-effectiveness, broader outreach, and integration with CRM systems, while also identifying threats like technological dependency and cybersecurity issues. These findings reinforce the need for policies promoting digital infrastructure, literacy programs, and digital strategy development tailored to regional characteristics. Practical recommendations such as training programs, interactive seminars, and online courses are essential to bridge existing literacy gaps and accelerate the adoption of digital marketing among entrepreneurs. Ultimately, the research emphasizes that by leveraging the region's growing digital infrastructure and market potential, while addressing structural weaknesses, digital marketing can significantly contribute to sustainable regional economic development.

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