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Developing Digital Marketing Strategies for Business Development

Sahibova Guzaloy Alisher qizi
Andijan State Medical Institute, Department of Social Hygiene, assistant

Abstract: This article analyzes the main principles and methods for developing digital marketing strategies aimed at enhancing the growth of industrial enterprises. The use of digital marketing tools enables industrial companies to expand their market share, engage with customers effectively, and improve their competitiveness. The article provides recommendations on the efficient use of various digital platforms, SEO, content marketing, and customer relationship management systems. The analysis explores how digital marketing strategies open new opportunities for the development of enterprises.

Key words: digital marketing, industrial enterprises, content marketing, SEO, customer relationship management, competitiveness.

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Introduction

In the context of today's globalized economy, the competitiveness and development of industrial enterprises depend on many factors. In particular, the rapid development of modern technologies, the expansion of digital communication tools and changing market demands provide industrial enterprises with the opportunity to promote their products and services in new venues. Thus, the development of digital marketing strategies remains a prerequisite for the development of industrial enterprises. Unlike traditional marketing methods, digital marketing allows industrial enterprises to attract a specific target audience, better understand their desires and effectively promote their products. This article discusses the development of digital marketing strategies for the development of industrial enterprises. These strategies are necessary for industrial enterprises to increase competitiveness, improve brand image, increase sales and develop strong relationships with customers.

The article analyzes the main digital marketing tools, strategies suitable for industrial enterprises and methods for increasing their effectiveness. At the same time, the practical aspects of digital marketing will be considered, in particular, ways to competently use digital tools taking into account the specifics of industrial enterprises. The dynamic and interactive nature of digital marketing creates new opportunities for success in the industry, which requires each industrial enterprise to develop its own digital strategy.

Methodology

In developing digital marketing strategies for the development of industrial enterprises, the effectiveness of digital marketing tools and methods has been widely analyzed in the scientific literature and applied research. Many studies examine the impact of digital marketing on industrial enterprises, its role in enhancing their competitiveness, and how to effectively use these tools. M. Chaffee provides a comprehensive overview of key digital marketing concepts and strategies in his book Digital Marketing: Strategy, Implementation, and Practice. He emphasizes the importance of interacting with customers through digital platforms, identifying and analyzing the target audience.[1] This approach enhances the ability of industrial enterprises to enter the market and interact with their audiences using digital marketing tools. Understanding Digital Marketing by E. Ryan and L. Jones shows how digital marketing is increasingly integrated with traditional marketing methods in the industry.[2] This article provides important information on how digital marketing can benefit industrial enterprises, reduce costs, and improve efficiency. In the book "Consumer Behavior: Buying, Having, and Being" by M. Solomon at all, the marketing strategies of industrial enterprises are analyzed in comparison with the main studies of consumer behavior. The authors recommend a deeper understanding of consumer needs using digital tools and developing customer relationships on digital platforms.[3] In the work of A. Kotler et al. "Marketing 4.0: The Transition from Traditional to Digital", the role and importance of digital marketing for industrial enterprises is emphasized.[4] This work provides extensive information on the application of digital marketing tools and technologies in the industrial sector, and also shows how industrial enterprises can effectively use digital tools. The above literature provides in-depth knowledge about the importance of digital marketing in the development of industrial enterprises, the correct choice of strategies and their effective implementation. Based on these works, the capabilities of industrial enterprises to develop appropriate strategies and implement them using modern digital tools will be expanded.

Results

Information from various channels is received in real time, which allows it to be used in purchasing taking into account the specific needs of the buyer. This approach can significantly improve sales efficiency, but requires a change in the organizational structure of the enterprise.

The main factors that motivate companies to become multichannel include:

- fears that competitors will implement a new strategy earlier;
- a company implementing a new technology only gets a temporary advantage over competitors. Therefore, enterprises are forced to constantly introduce innovations in order to maintain leadership in their segment of activity.[5] This also applies to technologies that support the capabilities of a multichannel business. Systems that provide multichannel connectivity include Intel retail analytics systems. They allow you to track the attractiveness of products to buyers across all channels, reliably and securely analyze consumer behavior and help to receive financial profit based on the results of the analysis.[6]

Intel's interactive and reliable retail analytics provide all the information necessary to be indispensable in a dynamic market. They provide complete transparency and control over stocks, surplus goods in today's multichannel retail market. These systems allow retailers to easily integrate, analyze, and manage inventory data from multiple sources, including stores, suppliers, and warehouses.[7]

This provides the ability to receive timely information about funds and necessary resources, as well as real opportunities to make the necessary transactions at the right time.

Multichannel marketing allows you to integrate loyalty programs, digital receipts, mobile coupons, mobile payments sold through different channels into a single system. Thus,

multichannel marketing is used by the German company Etalon GmbH, for which the company uses the NuBON multichannel solution. This solution is available for landline phones, Internet phones integrates channels such as purchases and mobility. The system interacts with digital receipts, mobile coupons, mobile payments and loyalty programs.[8]

Digital marketing can also use other digital-based tools: from promotional offers when installing apps to tools used to send emails or keep subscribers on the line. Traditional media such as newspapers or leaflets are also considered digital marketing if they include a QR code in the advertisement (i.e. they involve the use of digital technologies).[9] The development of retail chains and channels in our country, the new look of stores, the formation and development of supermarkets, online stores are also opportunities for the development of digital systems.

Discussion

In particular, the use of cards with a QR code by the Korzinka.uz supermarket chain and the availability of the Korzinka.uz mobile application for downloading to smartphones allow the development of distribution channels. Thanks to them, retro bonuses and SMS marketing are also widely introduced. However, while the Industry 4.0 project is being implemented worldwide in shopping centers and supermarkets in countries such as Japan, the USA, Germany, and in countries such as Turkey, France, Canada, where autonomous robots operate, a contactless sales system has been established, domestic manufacturers and service providers are faced with the task of comprehensively studying the experience of these countries.[10] Also, the concept of marketing logistics, one of the new directions of the 21st century, is one of the methods that should be studied by subjects of the commodity market of our country. The concept of marketing logistics has been used since the early 1980s.[11] In the 20th century, we are talking about creating a logistics system that ensures competitiveness by optimizing solutions in the field of product distribution. Among the logistics concepts (technologies) widely used in distribution, production, DDT (Deamnd-Technikus/Logistics) - logistics, is associated with targeted demand. There are several variations of this concept, including QR, CR and others.[12]

Thus, the following conclusions can be made:

- profitability of the marketing logistics system (delivery performance) and the source of input data (costs);
- revenues and expenses are in a certain relationship, that is, they are determined by the specifics of the enterprise's activities and the specifics of the market: the specifics of the market determine the level of service and, based on it, expenses;
- expenses are thus determined by the dynamics of sales;
- the degree of market orientation.[13]

However, as long as the tasks of this system are focused only on the product (one of the original concepts of marketing management), it is doomed to failure;

- as a result of establishing a connection between the components of marketing logistics, this system should be integrated into operational marketing.[14] At the same time, it is necessary to expand the interacting components of marketing logistics, including all production functions (logistics management of supply, production and distribution processes). As a result, under the influence of the integration of marketing logistics into marketing, a general marketing concept is formed;[15]
- given the high ability of the enterprise to produce products and serve the market, the distribution system itself becomes a marketing strategy. This strategy ensures market expansion and at the same time reduces competitive pricing pressure. In many cases, this allows you to enter individual markets and ensure access to international markets. [16]

Although this system has already begun to be used in the trading system of our country, it has not yet been fully studied from a theoretical and practical point of view.

Conclusion

An approach has been developed to planning marketing strategies for industrial enterprises of free development based on the delineation and clarification of goals, objectives, resources and expected results of the development and implementation of corporate, marketing and digital marketing strategies of the corporate structure.[17] Targeted use of a set of marketing and competitive strategies (strategy for the speed of diffusion of innovations between markets, skimming strategy, concentration strategy) can provide the necessary conditions for sustainable operations and rapid growth in the scale of operations, supported by the potential of digital transformation of strategic management and marketing processes.

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