



## Fundamentals of Digital Marketing Development

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**Annotation:** This article describes the importance, purpose, main directions, possibilities of the digital economy and digital marketing in the country's economy, as well as prospects for the development of digitalization in Uzbekistan.

**Key words:** Digital economy, digital marketing, strategy, communication, technology, advertising.

The digital economy is a worldwide network of economic activity, commercial transactions and professional interactions that supported by information and communication technologies. It can be briefly described as an economy based on digital technologies.

The digital economy is considered as an integrated system of economic, social and cultural relations through the use of digital technologies. In this case, the digital economy means moving the existing economy to a new system by creating new technologies, platforms and business models and introducing them into everyday life.

Digital Marketing is the development of the digital economy, the digital economy is the main goal for the development of today's countries.

Today, almost all world peoples use digital technology directly or indirectly. According to experts, the figure increased at a very large pace in the next few years. The web has provided unlimited opportunities for small and medium business, including digital advertising, has become an important part of the entire advertising movement.

Digital marketing is one of these digital technology marketing, including mobile devices, advertising and any other digital means, including using digital technology.

The development of digital marketing for 1990 and 2000 has changed ways to use technologies for brands and enterprises. Digital platforms marketing plans and more and more daily life and digital marketing companies have spread due to digital devices instead of digital devices instead of visiting physical stores.



Digital marketing is the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services.

Digital marketing involves many of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies.

Marketing encompasses a wide range of techniques and media that companies can use to promote their products and services to potential consumers and improve their market share. To be successful, it requires a combination of advertising and sales savvy. Professional marketers take on these tasks either internally at individual companies or externally at marketing firms that may serve many different clients.

Companies once focused on marketing through print, television, and radio because that was all they had. Although those options still exist, the internet gave companies another way to reach consumers and gave rise to digital marketing.

The new technologies and trends forced companies to change their marketing strategies and rethink their budgets. Email became a popular marketing tool in the early days of digital marketing. Then the focus shifted to search engines like Netscape, which allowed businesses to tag and keyword items to get themselves noticed. The development of social platforms like Facebook made it possible for companies to track user data and deliver their messages to very specific audiences.

Smartphones and other portable devices now make it easier for companies to market their products and services to consumers wherever those consumers happen to be. A 2022 Pew Research Center study found that 76% of American adults had made online purchases using their phones.

The goal of digital marketing is to improve brand awareness, generate leads, increase website traffic and, ultimately, drive sales and business growth. The process can involve digital marketing tactics similar to traditional marketing. Organizations can combine both traditional and digital marketing techniques as a strategy.

The use of digital marketing has surged due to the widespread availability of digital platforms and plays an important role for businesses in the following ways:



Digital marketing helps an organization appeal to a much larger audience than it could through traditional marketing methods because the reach of the internet is worldwide. This marketing method also lets organizations target prospective customers who are most likely to buy their product or service. For example, a company can advertise holiday sales by emailing past customers or by sharing news of the deals on social media.

Organizations have several different online methods they can use to reach out to customers, including emails, social media, mobile apps, text messages, banner advertisements or affiliate marketing.

Social media provides a common way for individuals to interact and communicate with organizations. Likewise, marketers can collect insights from their target audience on these platforms and increase customer engagement by communicating with them. Digital marketing strategies can be quickly shifted as needed. The platform and format of communication can be changed if the target audience moves platforms, for example.

Digital marketing lets organizations use a variety of tools and metrics to understand the behavior and preferences of customers, prospects and leads. From social media listening to predictive analytics and big data analytics, organizations can enlist a variety of resources to understand customer responses to their digital marketing efforts.

In recent years, the President of Uzbekistan has signed a number of regulatory and legal documents in order to implement large-scale measures for the development of the digital sector of the economy in Uzbekistan.

In the 2022-2026 development strategy of New Uzbekistan, 7 priority directions for the development of Uzbekistan in the next 5 years are defined. In particular, within the framework of the strategy "Development of the national economy, ensuring its growth rates at the level of modern requirements", several important tasks of ensuring the stable growth rates of the economy have been defined.

In particular, the following are the main tasks for the development of the digital economy within the direction:

- Broadband coverage of all state institutions and social sector facilities and highways through further development of digital infrastructure
- Increase the level of production and operational processes in the real



sector of the economy and 70 percent by the end of 2026

- The volume of software products increased 5 times and 10 times, respectively, reaching 500 million dollars.

In conclusion, it should be said that the development of the digital economy in Uzbekistan serves to build an economically-socially, politically strong, democratic state in which the laws of the market economy are in full force, as well as to improve the business environment in the country, to facilitate business activities and simplify its management, and to implement new innovative ideas. one of the main tools.

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