

Digital Marketing: a Comprehensive Guide to Navigating the Modern Marketing Landscape

**Deberdiev Anvar Ravilyevich ¹, Sattorov Mirjahon Mirzohidovich ²,
Karahodjaeva Masuda Akmalovna ³**

^{1, 2, 3} Teacher of the Department of Exact Sciences at ISFT Institute, Uzbekistan

Annotation:

This article provides a comprehensive overview of digital marketing, encompassing its evolution, core components, strategies, and impact on modern business. It explores the key channels, tools, and techniques employed in digital marketing, highlighting the importance of data-driven decision-making and audience engagement in achieving marketing goals.

Keywords: Digital marketing, online marketing, search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, email marketing, mobile marketing.

Marketing (English: market - "market", "movement in the market", "activity") is a form of organization and management of the production and sale of goods by the enterprise. The term "marketing" was coined by McCovern in the 1960s. Marketing as a theoretical concept and a specific phenomenon of commercial activity was first used in the USA at the beginning of the 20th century.

Experts outline 9 main functions of marketing: planning and product creation; determining the type and standards of the product; product purchase and its grouping; sale; storage; transport service; financing of marketing activities; gathering information about risks and markets.

The term "digital marketing" describes the practice of advertising products and services through online and mobile platforms, social media, search engines, and other digital channels. Digital marketing began to gain traction in the 1990s, when the internet first went online. Conventional and digital marketing strategies and campaigns are frequently combined by businesses. Similar ideas underlie both traditional and digital marketing, which is often seen as a new approach for companies to interact with customers and comprehend their behavior [1].

Usability, navigation, and speed are essential components of digital content for firms to benefit from digital marketing [2]. Other tried-and-true strategies for digital marketing success include using word-of-mouth WOM on social media and for site popularization [3][4]. Difficult advertising and marketing strategies have been replaced by digital marketing these days. Additionally, because of its immense capability, it can greatly improve government efficiency and support the economy's recovery. Digital marketing is an advanced kind of Internet marketing that allows users to interact with offline customers and customize their needs in addition to using online technologies. In addition to receiving current information on the required resource, the end user may also provide feedback through the interactive form and a range of tools, which helps to increase the number of interested parties [5]. A large number of companies have recognized the importance of digital marketing during the pandemic.

COVID-19 Pandemic acted as a facilitator by promoting the use of social media and other online apps for leisure, shopping, socializing, and news consumption, among other purposes. In terms of marketing, Pandemic has given social media and mobile marketing top priority [6]. The numbers are indisputable: 98.8% of the four billion people who use social media regularly do so through mobile devices. Marketers who have been using social media for at least a year have significantly more success driving visitors to their platforms than those who have less experience. Nonetheless, plans to make in-person purchases still exceed those made online.

Building strong customer-business relationships that generate value for both sides is the continuous goal of marketing efforts. In order to do this, it's critical to concentrate on the appropriate market niche, comprehend the needs and expectations of your clients, and give building a loyal customer base top priority. All of the previously discussed still holds true in the context of digital marketing, which has brought forth specific particular characteristics and demands. The marketing environment has seen a significant transformation as a result of the digital revolution, and the dynamic and always changing sector of digital marketing has emerged. This essay explores the many facets of digital marketing, including its main ideas, tactics, and effects on contemporary companies.

Table 1. Comparison of digital and traditional marketing [7]

No	Traditional marketing	Digital marketing
1	Includes telephone, broadcasting, printing, and direct mail	Includes collaborations, search engine. optimization, emails, social networks, and text messaging
2	Time-consuming and expensive procedure	Quite a quick and inexpensive method to advertise
3	Long periods of time are spent planning advertising strategies	Short-term plans are made for advertising campaigns.
4	The outcomes are simple to quantify.	The outcomes are mostly simple to quantify.
5	Reducing consumer audience reach because of fewer chances	Greater audience reach made possible by a variety of technologies and possibilities
6	There is no dialogue with the audience	Interaction with the audience occurs
7	Only when working are answers possible to obtain	The answer or feedback can appear at any time
8	The link is just one-way	The link is reciprocal.

Before the Internet and social media, organizations had plenty of time to carefully and methodically examine the social environment and its behavior. Online advertising has advanced beyond straightforward banner ads and keyword searches in the digital age. Digital marketing has advanced with the introduction of technology like artificial intelligence (AI) and machine learning, which allow companies to design more customized and interactive campaigns. Businesses may examine a

tonne of data using AI-powered algorithms to customize adverts for specific individuals, making the experience more relevant and engaging.

Core Components of Digital Marketing:

- a) Search Engine Optimization (SEO): SEO involves optimizing website content and structure to improve its visibility in search engine results pages (SERPs). By employing relevant keywords, building quality backlinks, and enhancing website usability, SEO helps businesses attract organic traffic and increase their online presence.
- b) Search Engine Marketing (SEM): SEM encompasses paid advertising strategies to drive traffic to websites through search engines. This includes pay-per-click (PPC) campaigns, where advertisers pay for each click on their ads displayed in search results. SEM offers immediate visibility and targeted reach to specific audiences.
- c) Content Marketing: Content marketing focuses on creating and distributing valuable, relevant, and consistent content to attract and engage a clearly defined audience. This includes blog posts, articles, videos, infographics, and other forms of content designed to build brand awareness, educate consumers, and drive conversions.
- d) Social Media Marketing: Social media marketing leverages various social media platforms to connect with target audiences, build brand communities, generate leads, and drive sales. Effective social media strategies involve engaging content, consistent posting, interactive campaigns, and community management.
- e) Email Marketing: Email marketing utilizes email communication to nurture leads, promote products or services, and cultivate customer relationships. This involves targeted email lists, personalized messages, and effective campaign automation to drive engagement and conversions.
- f) Mobile Marketing: Mobile marketing focuses on reaching target audiences through mobile devices, including smartphones and tablets. This includes app marketing, SMS marketing, mobile advertising, and optimizing websites for mobile access to enhance user experience.

Digital marketing impacts on business:

- Increased reach and visibility: Digital marketing allows businesses to reach a wider audience, including global markets, compared to traditional marketing methods. This expands brand awareness, generates leads, and creates opportunities for growth.
- Enhanced customer engagement: Digital marketing provides interactive channels to engage with customers, build relationships, and gather valuable feedback. This helps businesses understand their target audience better, address their needs, and build brand loyalty.
- Improved ROI: Digital marketing offers measurable results, allowing businesses to track their campaign performance and calculate ROI. By optimizing strategies and allocating resources effectively, businesses can maximize their return on investment and achieve their marketing goals.

Today, the development of digital marketing is also important in Uzbekistan, and the first steps have been taken in this direction. Efforts are being made to introduce digital technologies and platforms into the economy. The development of digital marketing in Uzbekistan, especially in the context of a pandemic, and its state support will lead to human security, sustainable economic development, and the prevention of corruption and the shadow economy.

In conclusion, digital marketing has emerged as an indispensable tool for businesses operating in the modern marketplace. By embracing its core components, implementing effective strategies, and

leveraging data-driven insights, companies can navigate the dynamic digital landscape, reach their target audiences, and achieve their marketing goals. As technology continues to evolve, digital marketing will undoubtedly continue to shape the future of business, offering new opportunities for innovation, engagement, and growth. To sum up, digital marketing should be one of the main directions of the overall marketing strategy of almost any business. Companies and firms have never had the opportunity to be in such constant contact with their customers, and nothing else provides the level of accuracy that digital data provides.

References:

1. Mohamud, A., & Alkhayyat, A. (2022). The impact of artificial intelligence in digital marketing. School of Business, Society and Engineering, Mälardalen University. <https://www.diva-portal.org/smash/get/diva2:1663148/FULLTEXT01.pdf>
2. Kanttila N. K. (2004). Digital Content Marketing: A Literature Synthesis, Journal of Marketing Management, Volume 20, Issue 1-2, pg-45-65. <https://doi.org/10.1362/026725704773041122>
3. Trusov, M. Bucklin, R.E., & Pauwels, K. (2009). Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site. Journal of Marketing: Vol. 73, No.5, 90-102. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1129351
4. Tavana, M., Shaabani, A., Racesi Vanani, I., & Kumar Gangadhari, R. (2022) A Review of Digital Transformation on Supply Chain Process Management Using Text Mining. Processes, 10, 842. <https://doi.org/10.3390/pr10050842>
5. Serohina, N., Petryshchenko, N. & Andrić, B. (2019). Digital Marketing in Hotels, Marketing and Digital Technologies, Vol: 3(3), 35-42. <https://mdt-opu.com.ua/index.php/mdt/article/view/75/73>
6. Mason, A. N.; Narcum, J.; & Mason, K. (2021). Social Media marketing gains importance after COVID-19, Cogent Business & Management, 8:1, 1870797, <https://doi.org/10.1080/23311975.2020.1870797>
7. Dejan Dašić, Vladan Vučić, Željko Turčinović, Miloš Tošić DIGITAL MARKETING MARKETING OPPORTUNITIES AND THE POWER OF DIGITAL CONSUMERS // Экономика пољопривреде. 2023. №4.
8. Wilson Enrique Martínez Amado, Jairo Jamith Palacios Roza, Lugo Manuel Barbosa Guerrero BIBLIOMETRIC STUDY: SCIENTIFIC ARTICLES ON DIGITAL MARKETING IN TRADE MARKETING // Russian Law Journal. 2022. №2. URL: <https://cyberleninka.ru/article/n/bibliometric-study-scientific-articles-on-digital-marketing-in-trade-marketing>
9. Zana Këpuska DIGITAL MARKETING // European journal of economics and management sciences. 2021. №4. URL: <https://cyberleninka.ru/article/n/digital-marketing>
10. Boyjigitov Sanjarbek Komiljon O'G'Li IMPROVING THE EFFICIENCY OF MARKETING SERVICE BY EFFECTIVE USE OF DIGITAL MARKETING OPPORTUNITIES // JMBM. 2023. №10. URL: <https://cyberleninka.ru/article/n/improving-the-efficiency-of-marketing-service-by-effective-use-of-digital-marketing-opportunities>