
Ways to Increase the Competitiveness of Enterprises through Digital Marketing Strategies

Niyozova N. I., Niyozova Iroda Niyozovna

Teacher Bukhara State University

Abstract: This article analyzes the importance of competition for the development of enterprises, and the importance of using digital marketing strategies to increase competitiveness. Marketing strategy in the digital age should include new forms of doing business; create advantages for consumers and suppliers (partners, sellers). In e-business, intranet, extranet and Internet technologies provide an opportunity to increase the efficiency of the enterprise.

Key words: Marketing, digital marketing, marketing strategies, internet technologies, profit, company, development, consumers, and suppliers.

Modern information technologies are making significant changes in all areas by expanding the use of the Internet, forming new types of intermediaries, creating new opportunities for differentiation and individualization of services, and delivering messages via the Internet.

Today, to take just one example, the influence of new technologies and the Internet in the field of hospitality and tourism is increasing day by day. This, in turn, changes business activities, relationships between suppliers and potential buyers, and forms a completely new idea about the convenience, speed and quality of service. Many factors, such as technology, globalization, increased attention to the environment, influence the change of the world economy. In particular, the following individual factors are characteristic of the modern digital age.

Today, we think of a business where digital rather than traditional marketing strategies should be used. The ability to digitally display various types of information (audio, video, photo, text) opens up huge opportunities in the field of entrepreneurship. In this case, connecting personal computers to each other through a network made it possible to integrate customers and enterprises into a single unit. The Internet is not only a useful sales channel, but also a means of communication between enterprises and consumers of finished products and services.

In order to be competitive in the modern market, enterprises must be able to adapt Internet technologies to their strategic goals; otherwise there is a risk of being left behind in the competition. Marketing strategy in the digital age should include new forms of doing business; create advantages for consumers and suppliers (partners, sellers). In e-business, intranet, extranet and Internet technologies provide an opportunity to increase the efficiency of the enterprise.

E-commerce, which is a narrower concept than e-business, includes buying (selling) processes supported by electronic means, in particular, the Internet. All this leads to the formation of entire virtual markets where suppliers present their goods and services in real time. In turn, consumers search for information, place orders online, and make electronic payments to them.

The main components of e-commerce are digital marketing and e-shopping. Thus, if digital marketing includes actions of the enterprise related to information, advertising and sales of goods via the Internet, then electronic procurement is the opposite of buying goods and services, obtaining information from virtual suppliers. process is counted.

Digital marketing opportunity benefits both consumers and marketers due to interactivity, efficiency, stronger communication, lower costs, lower communication costs. The manifestation of digital marketing, first of all, a website should be created that matches the brand image of the enterprise. He should be able to arouse a friendly attitude to any consumer and interest in goods and services.

The websites of commercial companies should reflect the information that is most useful for the target audience, as well as the price and features of the product. Digital marketing requires large financial investments in the company's computer networks, software and training. The information obtained about consumers is used both in direct sales and in the development of future communication with them, in the study of their requests, in other words, a more complete awareness competitive advantage is achieved due to

It creates an interactive marketing system through digital marketing strategies, which requires direct marketing to occur. The growth of direct marketing is due to the following factors:

Targeted marketing strategies;

1. Personalization, that is, individualization of offers taking into account the needs of a certain market, for example, important conditions for consumers, such as birthday;
2. Confidentiality, that is, information about offers is not available to competitors;
3. The ability to measure results numerically by the number of requests received, the ratio of purchases to requests, the impact of communication.

Direct marketing strategies can be implemented through e-mail, such as by sending promotional offers, and can also be used to build close relationships with potential customers. On a separate note, integrated direct marketing is a more powerful tool than direct marketing. It involves many steps and a combination of tools, which in turn allows you to reduce the cost of advertising, including overall costs. Its essence depends on the correctness of the chosen tool, clearly indicating the time of use.

Thus, the activities of many enterprises in the field of entrepreneurship are aimed at improving the complete understanding of the personal needs of customers and developing marketing offers that fully meet these needs. In particular, online travel businesses can offer distinct advantages to current and potential customers through digital marketing strategy programs.

In the conditions of a market economy based on sharp competition, the importance of activities and processes related to digital marketing is increasing. Therefore, the need for marketing research in this area is quite large. Marketing research helps in choosing the optimal media mix. Based on the information obtained with the help of research, it is possible to determine what types of digital technologies are used by potential buyers. This, in turn, helps to further optimize the digital marketing strategy. The main essence of digital marketing is the use of instruments created through technical means and software in the process of marketing activities. According to Chaffey and Chadwick, digital marketing is an activity aimed at achieving marketing goals with the help of digital technology and media. From these definitions, it should not be understood that digital marketing consists only of the application of technologies in marketing, because digital marketing requires not only the use of technological instruments, but also a deeper and different way of thinking than the traditional marketing theories of the past.

In general, the improvement of the digital marketing activity is causing a number of conveniences and opportunities for marketing researchers. Through various photos, videos and posts on social networks created with the help of digital technologies, researchers have the opportunity to use a unique database. With these types of new data sources, researchers can use customer insights directly into marketing decision-making. A qualitative example of this is the study conducted by Durmuşoğlu and Barczaklar. According to him, it has been determined that the use of such a database in countries such as the USA and Canada has a positive effect on the product development process.

The number of studies on digital marketing is increasing every year. According to Forbes, 55% of the world's population has access to the Internet in 2022, which means that there is a market of 4.2 billion potential buyers. In addition, the interest in digital marketing research can be justified by a study conducted by a group of scientists in 2023. This research was carried out using bibliometric methods, and 924 articles included in the Scopus database from 1979 to 2020 were used as a database. According to him, research on digital marketing analysis is increasing year by year, and in 2019 alone, 163 articles on digital marketing analysis were published. In these studies, not only the unique characteristics of digital marketing, but also its participation in the process of marketing research are discussed.

The development of a digital marketing strategy is carried out in the following sequence:

1. Situation analysis (SWOT). SWOT analysis is a technology used mainly in the company's strategic planning processes and was developed in 1970 at Stanford University. In this case, the company's strengths and weaknesses, as well as indicators such as opportunities and threats are identified and analyzed. Marketing research is directly used to determine this type of indicators of the enterprise; in this case, research based on the collection of primary data and the observation of competitors has a special place.
2. Define digital marketing goals. It is possible to set specific goals through the analysis of the information about customers and the internal capabilities of the enterprise collected with the help of marketing research. For example, to increase the number of visitors to the website to 10,000 in a month.
3. Determining the marketing strategy based on the goals. Individuality is a unique feature of digital marketing. Therefore, it is important to take this into account when developing a strategy.

The development and positioning of the content strategy based on the characteristics of each segment is also an important component of this stage. In addition, the selection of email marketing elements, social media tactics, CRM decisions, SEO strategies, and digital advertising decisions are also considered at this stage. All this is done based on existing segments in the market using data collected through marketing research 4. Evaluation of results. The process does not end when the strategy is developed. After that, monitoring of the results based on the implemented changes is carried out. It is also possible to determine whether the expected expectation has been achieved or not using the KPI system. If the expected results are not achieved, marketing research is again referred to in order to determine the reasons. Research on how to find, re-engage and retain customers, as well as how to develop a CRM strategy to achieve more sales is of great importance. This research can lead to the expansion and profitability of the company's operations and business. For this, it is necessary for the company to properly and systematically conduct CRM research.

In conclusion, it should be noted that digital marketing may have caused a radical change in traditional marketing instruments and theories. But in order for digital technologies to fully help in achieving the intended goals, marketing research and digital marketing activities need to be carried out in a mutually integrated manner.

References

1. Niyozova, I. (2021). The Transition To The Green Economy And The Importance Of Strategy. Центр Научных Публикаций (Buxdu. Uz), 8(8).
2. Niyozova, I. (2021). Mechanism Of Implementation Of Mandatory Health Insurance In Uzbekistan Under Conditions Of Increasing Integration Processes. Центр Научных Публикаций (Buxdu. Uz), 7(7).
3. Усманова, А. Б. (2019). Квалификация Кадров В Туристической Сфере. Мировая Наука, (4), 471-473.
4. Bakhodirovna, U. A., & Ikhomovna, Z. M. (2021). Tourist Potential Of The Bukhara Region. Researchjet Journal Of Analysis And Inventions, 2(04), 243-246.

5. Olimovich, D. I., Bakhtiyorovich, T. M., & Salimovna, N. G. (2020). Improving Of Personnel Training In Hotel Bussines. *Academy*, (2 (53)).
6. Усманова, А. (2020). Prospects For Development Of Rural Tourism In Uzbekistan. *Центр Научных Публикаций (Buxdu. Uz)*, 4(4).
7. Abdullayevna, Q. Z., Anvarovich, Q. A., & Muxtorovna, N. D. Theoretical Foundations Of Enhancing The Competitiveness Of The National Economy. *Gwalior Management Academy*, 87, 54.
8. Усманова, А. (2021). Tourist Potential Of The Bukhara Region. *Центр Научных Публикаций (Buxdu. Uz)*, 6(6).
9. Rakhimova, I. I., Berdikulova, G. N., Axmedova, Z. J., & Sayitova, U. H. (2022). Positive Aspects Of The Communicative Psychological Effect Of Social Networks On The Individual. *Asian Journal Of Research In Social Sciences And Humanities*, 12(1), 349-353.
10. Niyozova, I. (2021). Innovative Ways Of The Management System Of A Family Enterprise. *Центр Научных Публикаций (Buxdu. Uz)*, 8(8).
11. Mukhammedrizaevna, T. M., & Bakhridinova, A. N. (2020). Requirements For Quality, Logistics And Safety When Growing Agricultural Products. *Достижения Науки И Образования*, (10 (64)).
12. Radjabova, S. N. (2023). Network Analysis Of Social Media Research In Entrepreneurship Development. *Qo 'Qon Universiteti Xabarnomasi*, 1, 12-15.
13. Rakhmatullaeva, F. M., & Nishonova, Z. A. (2017). Agrotourism And Its Influence On The Economy Of Agro-Industrial Complex. In *Современное Экологическое Состояние Природной Среды И Научно-Практические Аспекты Рационального Природопользования* (Pp. 1918-1919).
14. Sharopova, N. (2023). Research Of Competitors In The Activities Of Business Entities. *Iqtisodiyot Va Ta'lim*, 24(2), 197-202.
15. Шаропова, Н. (2023). Problems And Solutions Of Marketing Research In Entrepreneurship And International Business. *Economics And Innovative Technologies*, 11(2), 331-339.
16. Sharopova, N. (2022, December). Linking The Potentials Of Customer Behavior Focused Digital Marketing Technologies And Entrepreneurship Growth: Developing An Analytical Hierarchy Process Framework Of Business Growth Supported By Digital Marketing Technologies. In *Proceedings Of The 6th International Conference On Future Networks & Distributed Systems* (Pp. 376-380).
17. Tairova, M. M., & Kayimova, Z. A. (2016). Foreign Experience In Managing Higher Education. In *The Collection: Scientific And Practical Support For The Integration Of A Modern Learning Environment: Problems And Prospects. Materials Of International Scientific And Practical*, 72-77.
18. Sharopova, N. (2023). Conceptualizing Advertising Researches Of Measuring Advertising Effectiveness. *Iqtisodiyot Va Ta'lim*, 24(3), 257-263.
19. Абдуллоев, А. Ж., Таирова, М. М., & Аминова, Н. Б. (2020). Environmentally Friendly And Sustainable Supply Chain Management In The Platform Economy. *Economics*, (3), 23-25.
20. Kayimova, Z. A., & Tairova, M. M. (2016). Investment Activity Of Commercial Banks Of The Republic Of Uzbekistan.
21. Sharopova, N. (2023). Tadbirkorlik Faoliyatida Raqamli Marketing Tadqiqotlarining Zarurati. *Engineering Problems And Innovations*.