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Effective Strategies for Promoting Digital Marketing in Online Business

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ABSTRACT

Digital marketing is expanding all over the world, including in our country. An effective digital plan is required for every online firm to capitalize on its numerous marketing prospects. Many businesses struggle to stay ahead of their competition because they don't know how to adapt to the ever-changing world of digital media and what marketing methods to employ. This article examines successful digital marketing ideas and approaches for firms to succeed in today's internet environment.

Keywords:

digital marketing, marketing strategy, ICT, digital market, marketing tactics

No matter how much digital media evolves, the foundations of developing a digital marketing plan remain constant. It is critical for any firm to research its market and key players. You may learn a lot about your competition, the current industry trends, your consumers' purchasing patterns, and other vital things by conducting good market research. Setting goals is one of the first steps in establishing a successful marketing plan. A well-defined strategy and quantifiable goals can assist you in prioritizing and focusing on the most critical aspects of your marketing approach. Setting objectives or key performance indicators (KPIs) requires being clear and limiting goals in scope and length.

When selecting a company's digital marketing goals, you must consider the business goals of your consumers. "The first step in identifying your clients' digital marketing goals is to understand their business goals." As a result, there is a long list of critical stages to developing an effective marketing plan. To begin with, the more you grasp your audience's requirements and aspirations, the more effectively you can assist them.

The present efficacy of the company's Internet and marketing initiatives must be assessed. You must analyze what distinguishes your organization from competition. A brainstorming session is required to generate fresh ideas for a digital marketing plan. Furthermore, you should examine your marketing plan on a frequent basis to ensure that it stays current, relevant, and creative. When creating a marketing strategy, you must first determine what problems this approach can address. If you can't discover any solutions, you should reassess your strategy.

Finally, before doing anything, consider why you are doing it and whether it will help you attain your objective. Taking a step back and asking yourself the proper questions might sometimes help you make the best decision.

Digital marketing methods are channels that serve to deliver accurate information about a company's brand, product, or service to its target audience. These channels enable you to assist your clients with any inquiries or difficulties they may have, bringing the organization one step closer to its marketing objectives.

However, not all digital marketing platforms are able to satisfy all corporate objectives. Some of them may appeal to a certain audience, while others may appeal to a variety of people based on their capabilities. As a result, you must first determine which digital marketing channel to employ and then implement the finest techniques to attain your objectives.

With so many alternatives accessible nowadays, marketers are sometimes unable to discern which channel is most suited for their business and hence want to engage with numerous channels to maximize value. However, they frequently confront the challenge of properly distributing their resources through these channels in the end. The following is a list of the six top digital marketing channels that have proved to assist build brand recognition over time.

Search Engine Optimization (SEO)

SEO stands for "search engine optimization," which is the process of enhancing a website's ranking in Google search results by targeting certain keywords or related queries. SEO may assist your website get visibility in search engines, which can help you attract attention and new and present clients. SEO methods may assist a wide range of enterprises, from e-commerce to personal legal offices. Of course, SEO for law firm websites will differ from SEO for e-commerce sites.

Types of SEO:

- ❖ *On-Page SEO* — performed directly on websites for search engines and users;
- ❖ *Off-Page SEO* — optimization is not performed directly on websites, but involves creating links for websites;
- ❖ *Technical SEO* — includes scanning, indexing, rendering, and website architecture.

One of the recent tactics that you should also implement into your SEO strategy is HTTPS. If you are still using HTTP pages, Google now suggests that you switch to HTTPS format. Who knows when it will become a ranking factor. Therefore, it is good to protect your website as

soon as possible in order to have a slight advantage over competitors in the ranking.

Search engine marketing (SEM)

SIM is an abbreviation for search engine marketing. The purpose of SEM, like SEO, is to get your company or website to the top of search results, but this time using paid advertising such as Pay Per Click, or PPC. Advertisers pay wagers on certain keywords in order to see brand adverts when users search for these terms. To increase online traffic, many people employ corporate search marketing. When a user clicks on this ad, the brand is charged.

Ads may now be featured at the top or bottom of practically every search results page. Such sites frequently include the term "Advertising" to inform users that this is a sponsored placement.

SEM platforms

- ❖ Google Ads — the most commonly used SEM platform;
- ❖ Bing Ads ranks 2nd among search ads.

Content marketing

Content marketing is a marketing strategy that entails developing and disseminating useful, relevant, and authentic content in order to educate, entertain, and inspire people in order to acquire their trust and raise brand recognition.

It is divided into three stages:

1. *The awareness phase* is when a potential client is seeking for knowledge or a solution to a specific problem.
2. *Review Stage:* At this point, the potential customer is more interested in knowing more about your product or service and how it may help them solve their problem.
3. *Purchase Step:* The last stage is where the user looks for information on how to make a purchase.

Types of content marketing:

- ❖ Video;
- ❖ Podcasting;
- ❖ Infographics;
- ❖ Email;

- ❖ Visual content;
- ❖ E-books, etc.

Social Media Marketing (SMM)

Social media marketing promotes a company's products and services through social media channels or networks. It entails developing tailored content for each social media platform in order to fulfill marketing and branding objectives.

This sort of marketing frequently includes actions like uploading material, photographs, videos, or any other type of content that draws an audience, as well as paid advertising on social networks. To post and plan content on several social channels, you can utilize social media management tools.

Some popular social media channels:

- ❖ Facebook;
- ❖ Twitter;
- ❖ Instagram;
- ❖ Pinterest;
- ❖ LinkedIn.

Social media marketing helps companies in the following ways:

- ❖ Generates more introductions and conversions;
- ❖ SMM is profitable;
- ❖ Increasing site traffic;
- ❖ Surpass your competitors;
- ❖ Customer awareness and stronger relationships.

Affiliate Marketing

Affiliate marketing is the practice of earning a commission by advertising the products of other companies. The commission is determined by performance metrics, which are often sales, clicks, and registrations.

Components of affiliate marketing:

Advertiser or seller: The brand, retailer, and seller are all examples of advertisers or sellers. This is the company that makes the goods. A major corporation, such as JBL, may manufacture speakers.

Publisher: An individual or a corporation that promotes one or more partner items in order to attract and persuade potential buyers to acquire their products.

The consumer is an essential component of the partner system. There are no commissions for the publisher if there are no sales.

Email Marketing

Email marketing is described as sending a commercial email to your target audience with the goal of promoting your product or service and ultimately increasing sales. Regardless of whether you desire sales or notoriety, this is still one of the most cost-effective strategies to market your brand.

Stages of email marketing:

- ❖ You need to make a list of your target audience;
- ❖ Create great email content;
- ❖ Test emails with A/B testing;
- ❖ Measure the effectiveness of sent emails.

Marketing Automation

As marketing automation becomes the norm for firms worldwide, it should become a major business focus. A CRM platform with built-in automation, such as HubSpot, will perform flawlessly to automate marketing for its own marketing plan. Furthermore, automating marketing material directly in your contact list will assist in integrating all marketing operations in one location rather than using several sources. To minimize misunderstanding, you may use automation to keep information consistent across all channels.

Influence Marketing

Have you ever pondered how to launch a digital marketing campaign on a shoestring budget? While email marketing and inbound tactics may absolutely save money, influencer marketing is also an effective and relatively affordable way for companies to establish their brands. One would believe that employing celebrities is the sum total of influencer marketing; however, this is not the case. In fact, anyone with a significant number of subscribers and a track record of product promotion might be considered influential. It is easy to contact these influencers via social media, and they can do so in return for free items or for a price. Just

remember to keep track of your outcomes to maximize your return on investment.

Retargeting ads

Users that see retargeting advertisements are more likely to become clients and trust in your brand as much as you do. Retargeting marketing allows you to deliver relevant advertising to those who have recently visited your website. How? This is where web cookies come into play. As a result, when this person visits other websites, the retargeting platform displays relevant ads based on the pages he viewed on the company's website. The conversion rate has increased as a result of successful retargeting advertising.

In general, digital marketing is the cornerstone of any successful firm. In order for the company's business to flourish, you must show your brand to a larger audience. Furthermore, digital marketing is nothing more than making the best use of the most recent technology to reach marketing objectives.

It should also be mentioned that while each marketing approach discussed in this article is successful, they all perform differently and provide distinct outcomes. Furthermore, what works for one brand may not work for another, even among members of the same sector. As a result, marketers should be adaptable and try a variety of channels before settling on the ones that are most suited to their budget and business.

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