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Internet Marketing as an Important Tool in Digital Business Transformation

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Abstract: The article examines the impact of internet marketing on the development and establishment of entrepreneurship, and highlights the characteristics of internet marketing in the establishment and development of a business entity. The role of internet marketing in attracting the target audience is defined. The areas of internet marketing usage, as well as modern digital trends for a successful marketing strategy are given.

Keywords: internet marketing, digital, email marketing, SEO, SMM, video marketing.

Introduction

A few years ago, the word "internet" was known only to a small circle of computer network specialists, but today it is in the pages of computer newspapers and magazines, in non-specialized publications, and on television and radio. Why is everyone so interested in the global network? Its growth is tied to a new phase of the information revolution at the end of the 20th century. First of all, it is the practically unlimited possibilities of information distribution, access to accumulated information resources, and communication between computer network users in various countries of the world.

The behavior of people using the internet is also changing. Until 2010, the Internet was considered mainly as a giant library, and its main task was to help people find the information they needed and organize access to it. Already by 2013, people started using the internet for entertainment, searching for goods and communication. From 2020, it will only be for communication, media and video.

In Uzbekistan, 70.4% of people already use the Internet (62.17% of them use mobile Internet) and the growth rate is 1.4% every year. The e-commerce market is expected to bring in \$1.644 million in revenue this year and \$2.752 million by 2025. E-commerce is growing in part because more people are using their phones and tablets more often.

Today, the dynamic development of information and communications technology presents us with global opportunities, not only to find and access the information we need, but also to do business effectively, as one of the main goals of the Internet is to help us find partners and provide the tools to interact with them with the right intensity. It is safe to say that the Internet is a full-fledged medium for all aspects of the traditional marketing mix, that is: price, product, point of sale, and promotion. Many experts think that when businesses use the Internet for different business transactions and to reach more customers, it can help them gain a competitive edge, save money, and make more money.

The main advantages of modern internet marketing are: informativeness, high efficiency, and, directly, a large coverage of the target audience. In this regard, it is important to look at the individual types of internet marketing, such as search engine optimization, contextual and media advertising, social media marketing, viral marketing, affiliate marketing, integrated marketing, internet PR and mailings.

This topic is important because, in this "communication" phase of development, the Internet's main job is to help people find good partners and give them the tools they need to communicate with them in the right way and at the right level of intensity. Recent studies have shown that the use of Internet technologies can bring real savings and profits.

Literature review

Internet marketing is the practice of using all aspects of traditional marketing on the Internet, in order to sell a product or service to customers and manage relationships with them.

Internet marketing includes areas such as social media marketing (SMM), website search engine optimization (SEO), email marketing, search engine marketing (SEM) [1], inbound marketing, affiliate marketing, and other types[2].

Internet marketing is an essential part of Internet commerce that helps to maximize profits, when promoting a product. At the same time, many different methods are used, many of which are discussed in the article by Bozhuk S.G., Krasnov A.S.[3, p.12] Also, Internet marketing allows you to create an image to customers, that is, a formed view of the target audience of the activities and successes of the enterprise (firm, company), which has a permanent and dynamic effect on the relationship between the enterprise (firm, company) and its actual and potential customers, its competitiveness, financial performance, and contacts with government agencies [4, p.175].

Several things about Internet marketing that are important to the creation and growth of a business can be pointed out:

1) Attracting the attention of a large target audience: this process can be accomplished through a combination of Internet marketing techniques aimed at targeting buyers through certain types of information. The scientific literature widely presents ways in which it is possible to attract the attention of buyers. For example, SEO - promotion, Email - mailing, contextual advertising, advertising in social networks, etc.;

2) increase in the number of sales: Internet marketing leads to the emergence of e-commerce, which greatly facilitates the process of buying goods and services, as the purchase is made through online shops, which provides all the necessary information about the various products of a company or firm;

3) defines the direction of the competition: Internet marketing aims to identify competitors in the market structure, determines the nature of their conduct in a competitive environment and provides a mechanism to stimulate the development of this rivalry to optimize and improve production

4) it does not require high material and financial resources: internet marketing is an effective mechanism to reach consumers through targeting in a virtual environment, but it is budgetary in use, because most of the work is done directly on the internet with a small number of employees.

Customers are the most important part of any business structure because they can make or break a company. Because of this, internet marketing focuses on making sure that buyers have what they need to increase sales. Internet marketing is a tool for modern businesses to achieve their goals by finding and attracting a target audience and making sales through online resources.

To sum up, we can say that the role of Internet marketing in modern business is not limited to making the company's online presence known. To improve the manufacturing sector and its focus on its own audience, customer conversion rates are looked at, competitors' product and marketing policies are watched, a high level of audience engagement is made sure of, and a pattern between products bought and their customers is set up. This is discussed in more detail in the article Krasnov S.V., Krasnov S.A.[6, p.23] Internet marketing encourages an increase in both the number and quality of people who use the Internet. This makes it a smarter way to spend money to attract end consumers.

Results

Digital and internet marketing are similar concepts. Internet marketing is the use of only the internet to promote services and products, find new customers, and keep old ones. This includes SEO/SEM, SMM (social media marketing), online advertising and the like.

Digital marketing – is an integrated approach that includes all online and offline channels (QR codes on flyers, interactive screens, POS terminals, etc.).

Advances in technology and the competition for customers are taking digital marketing to the next level. Companies that are becoming innovators and trying completely new ways to market themselves are still filling advertising niches that no one else is filling.

Table 1. Areas of use of internet marketing

The company's marketing mix	Areas of use for internet marketing
Product	Sales and organization of after-sales service. Creating added value for the product. Development of new products
Price	Participation in the formation of a flexible discount system
Place	Sales via the Internet. Online payment
Promotion	Building a promotion system via the Internet. Internet branding. Public Relations.
Segmentation	Identify target segments and create a system of interaction with different audiences on the principle of "everyone is special"
Market research	Consumer research. Competitor research. Market analysis

Among the main tools of internet marketing are the following:

Contextual advertising. In a broad sense, this is the type of online advertising, where an advertisement is displayed on a third-party website, that is as relevant to its content, as possible in its context. In order for the add placement service to be able to draw conclusions about the relevance of the advertisement to a particular site, keywords are needed. It is the optimal selection of such words and their combinations, that determines how accurately the message will be addressed to the target audience, and therefore, how effectively it is possible to attract potential customers through this channel. As a rule, marketers use the services of specialized advertising services, which broadcast advertisements created by them within their network of Internet sites. The main such services used in Uzbekistan are Google and Yandex.Direct. Contextual advertising can include a variety of ad formats and can therefore be text, banner and video ads. In addition, it is divided into search and thematic.

Banner advertising. Here we are talking about ads based on a visual image. This can be a picture, as well as a picture with text and hyperlinks to the desired resource.

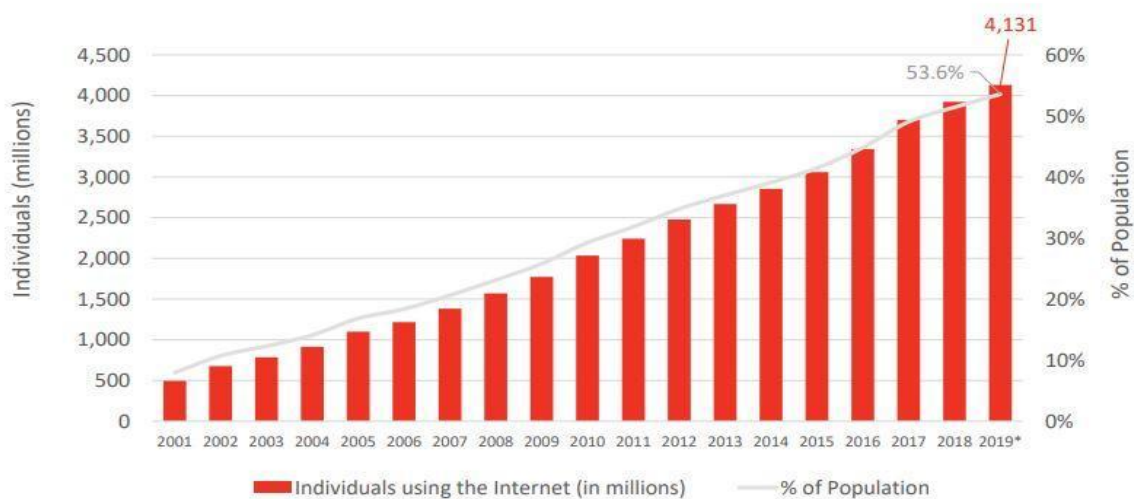
Search engine promotion. This Internet marketing tool is also often referred to as search engine optimization or SEO. It boils down to all possible manipulations with the site content, which are designed to increase the company's position in the search results and, accordingly, increase the number of targeted visits by interested users. These can be both

actions related to the content of the site, its structure or the density of keywords on the pages, and, for example, the number and quality of links to your site on third-party resources.

Email marketing. Another "whale" among the main marketing tools, and one that is thought to be one of the most effective ways to keep customers for longer. Direct mailings allow you to build long-term relationships with them and achieve the growth of repeat sales and before sales, as well as to see feedback from the product / service, strategically increasing the degree of its compliance with the expectations of the target audience, and hence customer loyalty.

Advertising on social networks (SMM). One of the most popular types of promotion today. Instagram Facebook, however, in general, it is quite time-consuming to achieve direct sales through advertisements on sites such as Instagram or Facebook. Therefore, while this tool is perceived mainly as an image.

Global Numbers of Individuals Using the Internet, and % of Global Population, 2001-2019*



Note: * Estimate
Source: ITU World Telecommunication /ICT Indicators database

Figure-1. Statistics on the growth of internet users in the world

Why is digital marketing necessary?

If you ask yourself what role marketing plays in product development, it's obviously a leading one. In the early days of formation, one of the main ideas of marketing was that market leaders should produce the best product in large quantities.

Nowadays, a product, no matter how good it is, is not recognised without digital tools.

The main reasons why it's time to create or improve your digital marketing strategy:

1. The constant growth of the number of Internet users.
2. Increasing the needs of businesses and customers in a safe and convenient online environment and its promotion.

One of the factors of the rapid transition from offline to online was the COVID-19 pandemic.

3. Buyers in the future are people, who were born and raised in a digital environment. Most of them make spontaneous/emotional shopping decisions on social media.

4. Buyers and competitors are online. The more digital marketing channels, the more they learn about competitors' strategies and users.

5. Digital marketing gives you the opportunity to get to know your customers better. On social media, they can comment and answer questions.

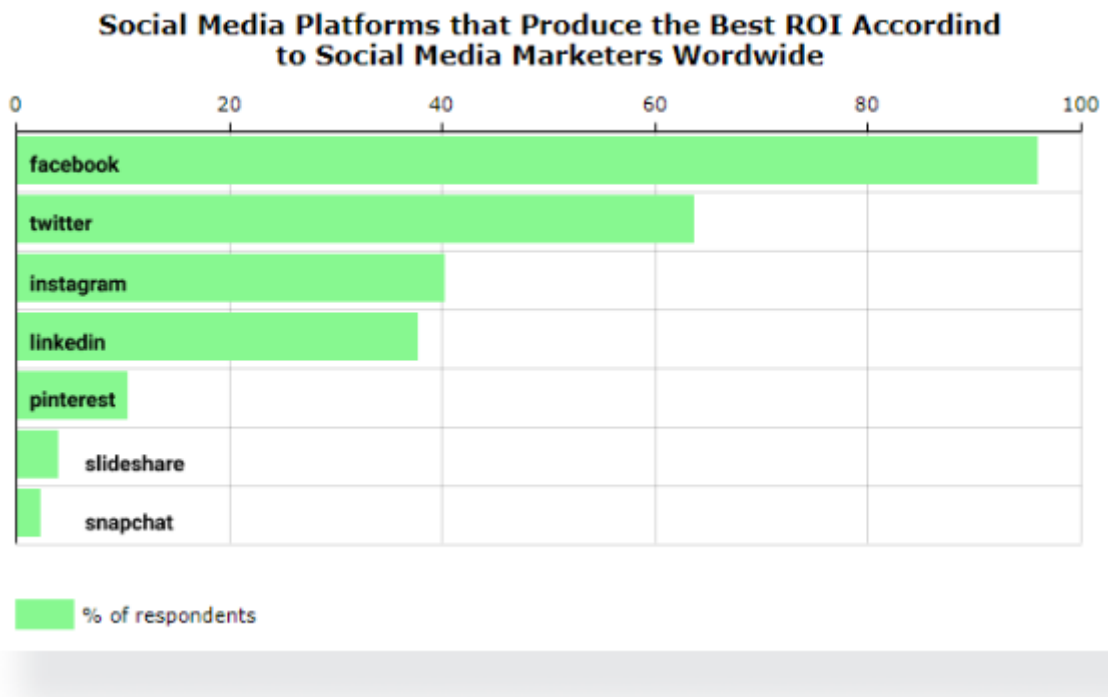


Figure -2. Statistics on the use of social networks in the world

Five modern digital trends for a successful marketing strategy:

1. Voice search. Back in 2016, Gartner assumed that in 2020 about 30% of sessions on web pages would be without screen participation. Modern technologies of Apple AirPods, Google Home and Amazon Echo, Siri, Cortana and others increase the possibilities of voice search.

Implementation Domino's has implemented a voice control system for Alexa. It is enough for the user to say: "Alexa, ask Domino's to feed me!", answer a couple of questions and wait for the order.

2. Chatbots. Chatbots in marketing are a method of optimizing and simplifying communication with users. According to preliminary forecasts, by 2024, the estimate of the global chatbot market will exceed \$ 1.34 billion. Evergreen has been implementing and creating chatbots for a long time. The inclusion of chatbots in the marketing strategy will allow:

- simplify communication with customers. The chatbot will respond instantly at any time. This is both savings on the customer support department and an accelerated response.
- track the funnel from the interested user to the sale, save and analyze customer data by asking him questions in the chat and getting answers.
- distribute your materials: news, promotions, etc.

Company H&M uses a chatbot to sell clothes in the Kik messaging service.

3. Video marketing. Videos are what users love. Cisco estimates that by 2022, online video will account for more than 82% of all consumer Internet traffic - 15 times more than in 2017. This does not mean that you need to quickly create a Youtube channel and pour traffic into it. No, it doesn't work that way.

UnitHome allows you to "walk" around the apartment to evaluate the advantages and disadvantages of layouts.

4. Interactive content. Interactive content encourages the user to take action. Its main advantages are:

- high competitive ability. In the information noise, it is this kind of content that attracts attention;
- orientation to mobile devices. Games, quizzes, apps are more interesting.

The L'Oreal brand has launched the possibility of "online fitting" of cosmetics. On the site, users can test shades in real time.

5. Emotional analytics. One of the directions of artificial intelligence development is the recognition and interpretation of human emotions and the corresponding reaction to them.

The most profitable area of application of emotional recognition technologies is marketing. For example, by installing an interactive billboard with a camera, you can analyze how and which segment of the audience (gender, age, mood) is affected by a particular commercial.

And so, digital marketing is a flexible, universal channel of communication with customers and promotion of the company. With its help, you can reach out and tell millions of users about the company's brand.

Conclusion

Modern information and telecommunication technologies open new opportunities and prospects for consumers and organizations, increasing their mobility and computerization. Internet marketing can be rightly characterized as a set of tools, technologies and techniques implemented on the Internet, aimed at attracting attention to a product or service, popularizing this product on the Web, its effective promotion to target audiences for sale and obtaining the highest possible profit.

The main and effective tools of internet marketing are context and banner advertising, search engine promotion (SEO), social media promotion (SMM) and email marketing. Each of these tools has its own advantages and disadvantages, but they have their own characteristics and specifics, which should certainly be taken into account, when choosing the most effective tools for each individual project.

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