

The Role of Digital Marketing in Trade Development

Usmonova Dilfuza Ilkhomovna

Assistant professor of Samarkand Institute of Economic and Service

Usmanov Shakhzod Shokhrukhovich

Student, Samarkand Institute of economic and services

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Annotation: In this article, digital marketing strategy, development of network business, comprehensive approach to advertising, increasing sales volume, improving the company's reputation in the market, changing the location, changing the brand image, and solving certain business problems were considered.

Keywords: Sales, digital marketing, strategy, market, advertising, brand.

With the introduction of modern information technologies in the activities of wholesale and retail trade enterprises in our country, retail trade networks are rapidly developing, as a result of which the use of material and technical resources by business entities is expanding.

At the same time, the current state of commodity markets in our country, the level of development of wholesale and retail trade do not meet modern requirements. There are a number of problems that prevent the expansion of trade, the supply of the domestic market and producers with the necessary goods, and the export of products produced in the republic, in particular:

- the development of wholesale trade, the low level of the delivery system of other goods on the principle of "business to business" (V2V) leads to an increase in the transaction costs of economic entities and a decrease in the competitiveness of the products produced by them in foreign markets;
- as a result of the slow implementation of futures, derivative financial instruments and other modern mechanisms of exchange commodity trading, which allow agricultural producers to protect themselves from the consequences of unfavorable changes in market prices, the volume of operations and the types of traded goods are limited;
- due to the lack of rapid development of digitization in trade activities, the products produced by enterprises reach consumers at several times the price.

Digital marketing strategy is all about digital marketing using the means to solve the main economically effective development and marketing tasks in business.

Within the network business development strategy, a comprehensive approach to advertising is aimed at solving certain business problems, such as increasing sales volume, improving the company's reputation in the market, changing the location, changing the brand image and increasing its awareness.

Marketing research must be done before developing a strategy. This should be done in a consistent sequence. And for those responsible for implementing a digital marketing strategy, the key requirement is relationships. For those involved in the implementation of the strategy, clear objectives and sufficient experience in measuring the success of the strategy are needed.

The following can be recommended as key components of a digital marketing strategy:

- website;
- social networks;
- opportunities realized through mobile technologies;
- attracting users;
- transportation;
- measurements.

Why businesses should develop digital marketing strategies:[3]

1. Opportunities to achieve goals. Companies without a digital strategy have no clear goals for attracting new customers or building deeper relationships with existing customers. and strategy development is the main direction of goal formation.

2. Online market share. If the company does not have a digital strategy, it is impossible to imagine the consumers using the Internet services. Another important aspect is that the Internet market cannot be understood, and the main focus of the company is trying to set strategies considering only traditional channels. It has no idea about the behavior of customers and competitors in the digital market, and the possibilities of marketing communications.

3. Gain additional market share. If enough resources are allocated for digital marketing and effective strategies are used, the company can become an effective profit maker for the company and not for its competitors.

4. Online value. If there is a digital marketing strategy, consumers will be loyal to the company and have a positive attitude towards the goods.

5. Internet-based customer research opportunities. It is possible to provide interactive communication with consumers through any digital technologies, and face-to-face communication allows a better understanding of their needs. It also increases opportunities to stay in constant communication with customers.

6. Interaction. All kinds of consumers want to be in constant contact with the enterprise through digital technologies, and this allows for effective integration.

7. Cost reduction through digital marketing strategy. An effective strategy is the most effective way to communicate with consumers in an enterprise, and there are cases where no funds are required.

The development of digital marketing strategy and its implementation determines the activity of the enterprise in innovative development and provides an opportunity to successfully solve many issues related to development, production efficiency and competitiveness. The process of forming a digital marketing strategy for the development of the enterprise and its implementation should be based on the principles that determine the goals, directions and methods of development of the market activity of the enterprise, and should be carried out on the basis of the principles and methods of strategic behavior. For this reason, we need to formulate a digital marketing strategy for the development of the enterprise and formulate the main principles of its implementation.

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