



DIGITAL MARKETING STRATEGIES IN THE ECONOMIC ENVIRONMENT

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Abstract: In the context of the digital transformation of the economy of Uzbekistan, marketing strategies are acquiring new forms and tools. In this article, we consider the key aspects of digital marketing, including content marketing, SEO, SMM, contextual advertising and data analytics. We pay special attention to the adaptation of marketing strategies to the specifics of the Uzbek market, as well as the prospects for their further development.

Key words: digital marketing, uzbekistan, seo, smm, content marketing, contextual advertising, data analytics, consumer behavior, competitiveness.

Introduction. In recent years, Uzbekistan has been actively moving towards digital transformation, which has a significant impact on the economic environment and marketing strategies in the country. The key document defining the direction of digitalization is the Strategy "Digital Uzbekistan - 2030", approved by the Decree of the President of the Republic of Uzbekistan dated October 5, 2020 No. UP-6079. This strategy is aimed at introducing innovations and developing digital infrastructure, including e-government and investment in human capital.

As part of the implementation of this strategy, new legislative acts were adopted to promote the improvement of the digital economy:

- Law of the Republic of Uzbekistan dated November 21, 2024 No. ZRU-1003 "On Amendments and Additions to Certain Legislative Acts of the Republic of Uzbekistan Aimed at Improving the System of Working with Digital Evidence." This law institutionalizes digital evidence and establishes the legal basis for its use in judicial proceedings.
- Law of the Republic of Uzbekistan dated September 10, 2024 No. ZRU-959 "On Amendments and Additions to Certain Legislative Acts of the Republic of Uzbekistan in Connection with Further Improvement of the System of Legal Protection of Intellectual Property Objects." The document introduces compensation for the illegal use of intellectual property objects, which strengthens the protection of rights in the digital environment.

These legislative initiatives create favorable conditions for the development of digital marketing strategies, providing legal protection and stimulating innovation in the field of digital technologies. The introduction of digital tools is becoming an integral part of business, which requires the adaptation of marketing approaches to the new realities of the digital economy of Uzbekistan.

Literature Analysis on the topic. The results of studies conducted by economists, and to define export potential, then the export potential of industrial enterprises is understood as the current or future volume of gross production, personnel, financial capabilities, as well as the stability of endogenous and exogenous factors to the impact of export potential in foreign trade. Based on the above definition of export potential, it is possible to draw up a diagram of the factors influencing it. Based on foreign experience, it should be noted that many economists were

involved in the development of marketing principles and their application in practice, among whom we can name such famous scientists as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

Marketing research conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory in economics. These include M. Mukhammedov, M. Pardaev, R. Ibragimov, Y. Abdullaev, A. Saliev, M. Sharifkhodjaev, B. Khodiyev, D. Rakhimova, Sh. Ergashkhodjaeva, Sh. Musaeva and others.

Research methodology. Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

Analysis and results. Digital marketing is a set of strategies and tools aimed at promoting goods and services in the online environment. It is based on the concepts of Internet marketing, digital transformation and data analytics.

The main areas of digital marketing include:

- SEO (Search Engine Optimization): optimization of web resources to increase their visibility in search engines.
- SMM (Social Media Marketing): marketing in social networks aimed at engaging and interacting with the audience.
- Content Marketing: Creating and distributing useful and relevant content to attract customers.
- Contextual advertising: targeted advertising in search engines and social networks.
- Email Marketing: Sending personalized emails to engage with customers.
- Big Data and Analytics: Analysis of large volumes of data to build effective marketing strategies.

Uzbekistan is actively introducing digital technologies into business and the economy. According to DataReportal, at the beginning of 2024, the number of Internet users in the country reached 29.52 million people, which is 83.3% of the total population. Uzbek companies are actively using SEO optimization to improve their positions in search engines. Among search engines, Google is the leader with a market share of 74%, followed by Yandex with 24.5%.

Social media is becoming an important promotion tool. In January 2024, the number of active social media users was 8.7 million, representing 24.6% of the total population. Telegram is the most popular platform with 3.5 million monthly active users, covering 65% of registered accounts.

Local brands are increasingly focusing on creating content in the Uzbek language, which increases audience engagement and trust. Content in the form of videos, stories, and podcasts is becoming increasingly popular.

With the growth of online commerce, digital advertising is becoming a key element of marketing strategies. Investments in Uzbekistan's digital sector are projected to reach 406 billion soums in 2024, continuing the sharp growth that began in 2022. The main drivers are banner advertising, especially on the DV360 platform, and online video, which is becoming increasingly popular among large advertisers. The government actively supports the digital economy, as evidenced by

the Digital Uzbekistan 2030 Strategy. These measures create a legal basis for the development of marketing technologies.

Despite significant progress, there are certain challenges in the digitalization of marketing activities. These include insufficient digital literacy, limited access to modern technologies, and the need to adapt traditional business models to the digital environment. Solving these problems requires joint efforts by the state, business, and educational institutions.

Social media is becoming a key driver of marketing in Uzbekistan. In 2023, the social media audience increased by 107%, adding 4.5 million new users. This opens up new opportunities for brands in the field of SMM and targeted advertising.

Investments in the IT sector of Uzbekistan have increased significantly in recent years, which contributes to the development of digital infrastructure and the creation of favorable conditions for the implementation of digital marketing strategies.

Digital transformation contributes to the modernization of the economy and increases the country's competitiveness on the global stage. The introduction of modern technologies in marketing allows Uzbek companies to effectively compete in the international market.

Thus, digital marketing in Uzbekistan is rapidly developing, providing businesses with new opportunities for growth and interaction with customers. However, to fully realize the potential of digital technologies, it is necessary to continue working on eliminating existing barriers and increasing the digital literacy of the population.

Conclusions and suggestions. Digital marketing plays a key role in the economic environment of Uzbekistan, contributing to business growth, the development of e-commerce and increasing the competitiveness of companies. In the context of rapid digitalization of the country, marketing strategies are being transformed, adapting to new technologies and changing consumer behavior. Analysis of digital marketing tools such as SEO, SMM, content marketing, contextual advertising and data analytics shows that their use significantly increases business efficiency. At the same time, the widespread use of the Internet, active use of social networks and the development of online trading create favorable conditions for the implementation of innovative approaches to marketing. However, despite the positive dynamics, certain challenges remain, including the need to improve digital literacy, adapt traditional business to the online environment and improve the legislative framework.

As a result of our research on this topic, we offer the following proposals to improve the level of digital security in Uzbekistan:

- Improving digital literacy– organizing educational programs and trainings for entrepreneurs and marketers to improve their skills in the field of digital technologies.
- Infrastructure development– improving the quality of Internet connection and the availability of digital services, especially in the regions.

- State support– creation of a favorable regulatory environment, including tax incentives for IT companies and startups in the field of digital marketing.
- Integration of advanced technologies– using artificial intelligence, machine learning and Big Data to personalize marketing campaigns and improve their effectiveness.
- Stimulating local content– development of marketing strategies taking into account the linguistic and cultural characteristics of the Uzbek market to increase consumer engagement.
- Strengthening cybersecurity– protection of users' personal data and regulation of online advertising in accordance with international standards.
- Support for small and medium businesses– implementation of accessible digital solutions and advisory assistance in the digital transformation of traditional enterprises.

The implementation of these proposals will strengthen the position of digital marketing in the economy of Uzbekistan, creating conditions for sustainable business growth and increasing its competitiveness both at the national and international levels.

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