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DIGITAL MARKETING COMMUNICATION TOOLS ANALYSIS

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Abstract. This paper conducts an analysis of digital marketing communication tools, exploring the diverse array of platforms and strategies employed by businesses to engage with their target audiences in the digital landscape. The study delves into the evolving dynamics of digital marketing, investigating the role of tools such as social media, email marketing, search engine optimization (SEO), and content marketing. The research examines the effectiveness and impact of these communication tools in reaching and resonating with consumers in an increasingly interconnected world. Special attention is given to the nuances of each tool, considering factors such as audience segmentation, personalization, and the real-time nature of digital interactions.

Keywords: Digital marketing, communication tools, social media, email marketing, search engine optimization (seo), content marketing, audience segmentation, marketing strategies, consumer engagement, data privacy, data security, innovation, artificial intelligence, business strategies

Introduction.

In the ever-evolving landscape of marketing, the significance of digital communication tools cannot be overstated. As technology continues to reshape the way businesses interact with their audiences, a thorough analysis of these tools becomes imperative for organizations striving to stay ahead in the dynamic realm of digital marketing. This paper seeks to delve into the intricacies of various digital marketing communication tools, exploring their roles, impact, and challenges in the contemporary business environment. The advent of the digital era has ushered in a multitude of platforms and strategies that enable businesses to connect with their target audiences in ways that were once unimaginable. From social media and email marketing to search engine optimization (SEO) and content marketing, each tool brings its unique strengths and challenges to the marketing landscape. Understanding the nuances of these tools is essential for marketers aiming to craft effective, targeted, and resonant messages that cut through the digital

noise. This analysis aims to shed light on the effectiveness of digital marketing communication tools in reaching and engaging diverse consumer segments. By examining the intricacies of audience segmentation, personalization, and the real-time nature of digital interactions, the paper will provide insights into how businesses can leverage these tools to create meaningful connections and foster brand loyalty.

However, the digital marketing landscape is not without its complexities. Privacy concerns, data security issues, and the ethical considerations surrounding targeted advertising present challenges that demand careful examination. As businesses navigate this terrain, understanding both the opportunities and pitfalls associated with digital communication tools is crucial for developing strategies that resonate with consumers while maintaining ethical standards.

Focusing on interactive components will help digital marketers engage customers in the marketing process. According to Shmit (2010), 100, the following conditions must be met in order to launch a full and effective digital marketing start-up:

- Infrastructure needs, such as those for the internet, fixed broadband, networks, mobile telecommunications, satellite communications, and applications.
- Process criteria, which include a good quality and trademarked product or service, Seller (firm or person), Purchaser (firm or person who is interested in specific thing).

Environment requirements, such as:

- a convenient legal system;
- a payment or banking system;
- a secure electronic system;
- a shipping system, taxes;
- and trained human workers.

For marketers, the internet unlocked a whole new world of possibilities. Digital marketing channels are now considerably more prevalent because they are inexpensive and simple to use, especially for small enterprises with limited resources and staff. The most significant digital marketing channels will be described, examined, and illustrated in this section of the thesis.

Digital marketers use technology that can be of assistance to them in order to contact their target audience. Consider the most widely used online communication technologies (Figure 1).

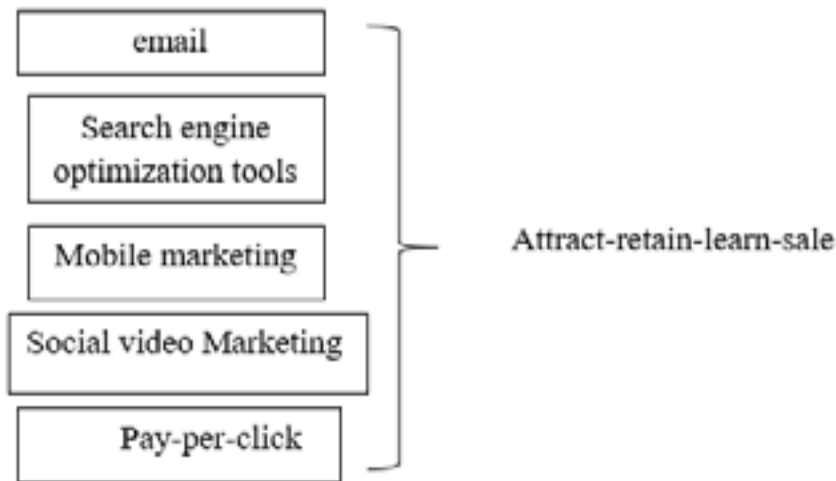


Figure 1. Online marketing communication tools

Email. Despite the rise of social media, smartphone applications, and other platforms, one of the most successful marketing strategies is email. Email marketing is the practice of sending promotional emails to a large number of potential clients (Bala & Verma, 2018, p.11). Through the use of efficient email software, a company can keep track of a list of emails that are divided based on criteria as shown by client behaviors.

According to Stokes (2011), email marketing, which use electronic means to send commercial and promotional messages to both potential and current clients, is one of the most traditional and significant types of direct marketing. According to research, there are over 4 billion email users worldwide, and that 500 million more people will use email in three years (Vujasin, 2020). Figure 1 demonstrates that emails are being sent and received at a rising rate each year, and predictions indicate that between 2017 and 2023, there will be 30% more emails sent and received. Because everyone on earth has an email address, email marketing is therefore highly appreciated by businesses because it allows them to contact a large target audience. Promotional emails and retention-based emails are the two primary categories of commercial emails.

Email advertisements tend to be blunter and encourage users to act right away. Retention-based emails, or newsletters, on the other hand, are more concerned with giving users useful information in order to develop long-term relationships. Transactional emails, catalogs, alerts, invites, and communicational messages are other types of emails outside those that are promotional and retention-based. Utilizing email marketing as a component of a company's digital marketing initiatives has many benefits. Companies can first divide their clientele into various categories and offer messages and content that are tailored to the tastes of each group.

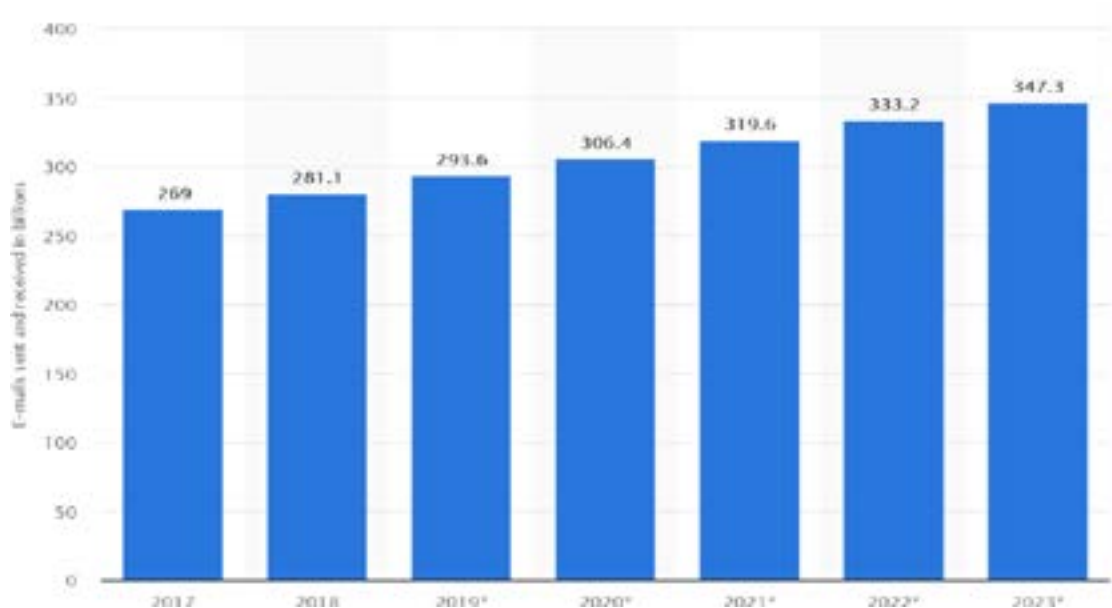


Figure 2. Number of sent and received emails per day worldwide 2017-2023

(Source: Statista.com 2019)

By altering substance for distinctive gatherings of people, companies make certain that their emails offer to each fragmented client bunch. One of the extraordinary preferences of mail promoting is the plausibility of totally robotizing it, by making particular triggers. The company chooses when to send personalized messages to potential clients. That trigger can be based on specific time of the day or specific activity that potential client had with past substance. For case, a client is browsing through a company's ecommerce site, and chooses to put a thing within the cart. In any case, something happens, and they choose to abandon the cart within the middle of the purchasing process, which may be a common issue within the e commerce. Various companies send a mail a day or two afterward, to remind clients of the surrendered cart, and now and then offer uncommon reduced offers for that specific thing to deliver the clients extra thrust to purchase the item. In addition, e-mail promoting strategies are simple to degree, and this is often critical for companies to get it in case their e-mail promoting methodology is working or on the off chance that it needs changes.

Search engine optimization, way better known as SEO, alludes to all the methods connected to look motors that progress website's deceivability by making it rank higher in look motor comes about such as Google, Yahoo and Bing. It is one of the foremost capable shapes of advanced showcasing. As can be watched from the figure 6, natural look is the prevailing source of trackable web activity with 53% of all tractable looks being sourced from natural look.

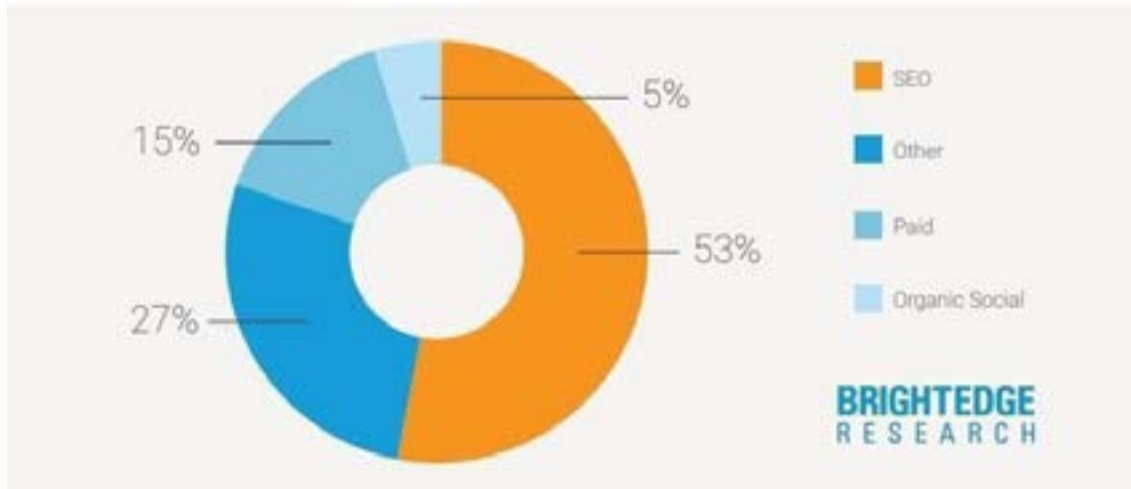


Figure 3. Source of web traffic in 2019
 (Source: BrightEdge 2019)

This computerized promoting procedure has the objective of making a difference a commerce rank higher in comes about of Google look, in the long run tolling higher look motor activity to the site of the commerce. In an endeavor to have this objective finished, SEO marketers inquire about expressions and words that shoppers utilize to look data online. A SEO envelop a number of components from words on the business’s site to the way other webpages interface to the business’s site. The arrangement of forms is efficiently conducted to move forward “volume and quality of activity through look motor visits driving to particular locales by utilizing the working component or calculation the look engine” (Iskandar & Komara, 2018). Concurring to Bhandari & Bansal (2018), the engineering plan of look motor is exhausted a way that a client looks words in web crawler, in which web record has the catchphrase title looked by client which is procured exceptionally quick.

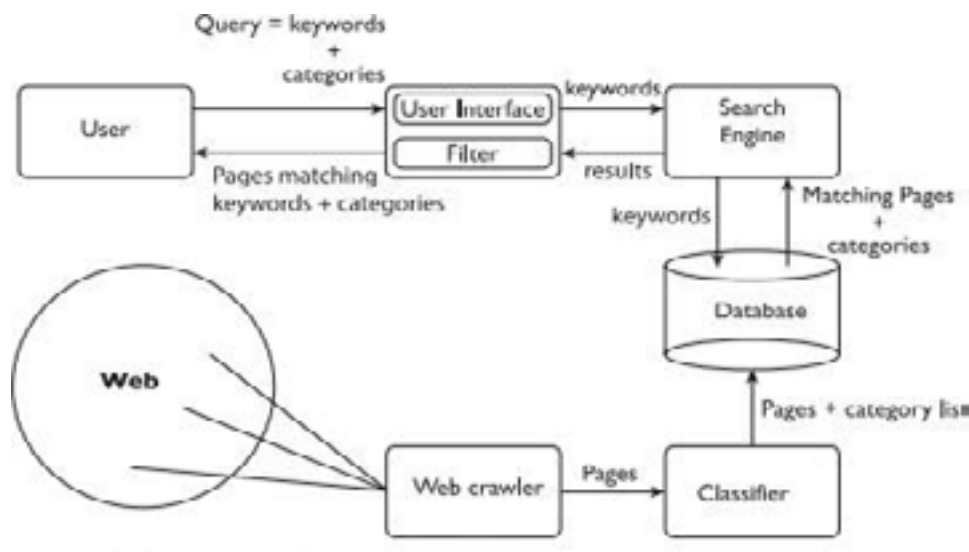


Figure 4. An architectural design of SEOs

The figure was developed by Barbar & Ismail (2019), to demonstrate architectural design of SEO)

Note. Barbar & Ismail (2019), to illustrate building plan of SEO, created the figure in figure 7 over is a building plan of look motor optimization. In arrange to look pages significant to what the client is trying to find and give input, SEO works essentially through three capacities to be specific slithering, ordering and positioning. Slithering makes a difference the SEO filter web substance; ordering makes a difference in organizing and putting away the substance that have been found amid slithering in classifiers and database separately whereas positioning best gives substance important to the searchers query.

Google (and other look motors) is centered on giving quality substance to their clients. They are able to do that by composing genuine time calculations to bring, what they consider to be, the most excellent comes about. Look motors have crawlers that go from page to page to accumulate data almost all the substance that can be found on the web. After all the information is accumulated, look motors construct a record (library of web pages), which is bolstered through a calculation that endeavors to coordinate all the information with the asked inquiry. In arrange to appear best comes about, look motors based their positioning on different variables.

To begin with and most critical calculate is significance, which suggests that it is pivotal that Look motors see fundamentally for closely related pages to look catchphrases, which suggests that it is vital for website to offer the data that client is trying to find (Google considers over 200 components when determining the pertinence of the content). In any case, due to the truth that there are thousands of pertinent pages for each look term, look motors don't basically rank the foremost important pages at the beat.

In arrange to put the finest substance on best of the look comes about they depend on other components of the calculation. For instance, authority. This means that look motors seek for substance that's precise and reliable. perfect way">The most perfect way

to impact a page's specialist is to extend the number of joins that connect to that webpage, particularly by getting outside joins from existing tall specialist pages.

Other components that look motor calculations take into thought when deciding the rank of the site are geological area of the client, clicks, bounce rates, watchwords, meta labels, pictures, HTML of webpage and interface sorts.

Mobile marketing. This sort of computerized promoting centers on coming to target group of onlookers of a trade on their tablets or smartphone through social media, content messages, websites, portable applications and emails. Concurring to a writing by Bala and Verma (2018), portable showcasing shapes the foremost impact sort of computerized promoting as portable clients are expanding day by day. It is becoming a progressive tool of interfacing businesses with their clients through portable contraptions at the correct time, within the right put and with the correct coordinate message.

Social video Marketing. In today's cutting edge world, social media is exceedingly intuitively and permits everybody to share their contemplations, thoughts, and convictions, which thus impacted the way that companies begun connection with their clients and showcase their items and administrations. Neil Patel characterized social media showcasing as a handle of making custom fitted substance for each person social media stage in arrange to extend client engagement and sharing.

This may incorporate a brief video clip or longer organize which is instructive and engaging, either prerecorded or indeed live gushed in genuine time. As a shape of computerized showcasing, "Video showcasing is one of the finest promoting techniques at the minute, the smaller than expected recordings shared between distinctive advanced and versatile stages are being a victory for the dispatch of unused items or brand information" (Romo et al., 2017, p.146).

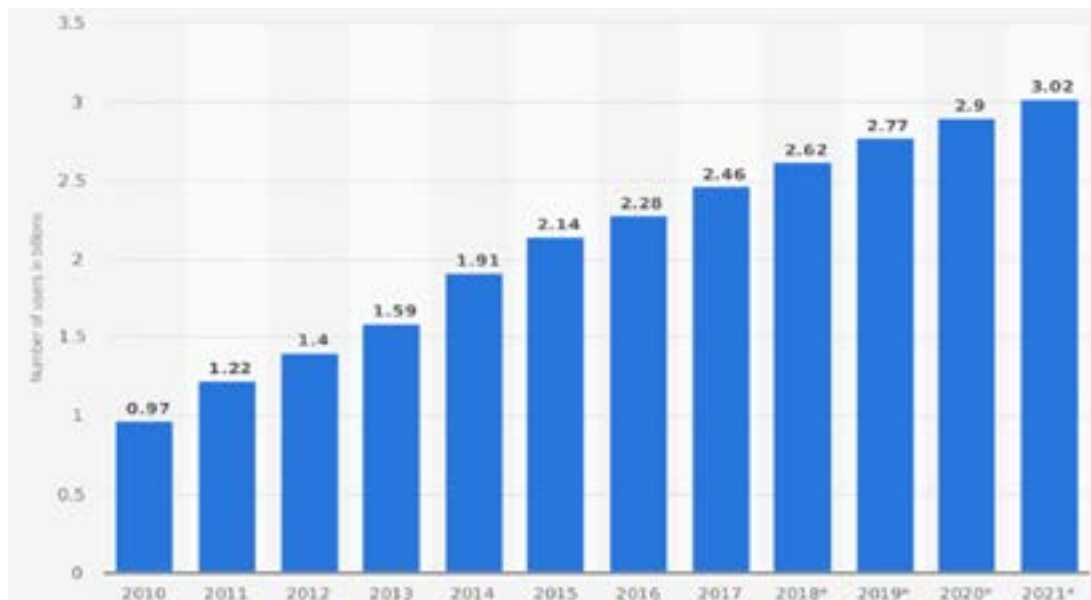


Figure 5. Number of social network users worldwide 2010-2021

(Source: Statista 2020)

Within the final decade, social media experienced explosive growth as is obvious within the increment of the number of social organize clients within the final ten years. It can be watched from Figure 8, that the number of social organize clients nearly tripled within the period 2010- 2020.

Social media showcasing empowers companies to straightforwardly interface with their clients which increments client dependability, progresses deals, makes a difference in building brand value and brand awareness. Well thought social media technique includes creating substance that people will share with their companions, family, and colleagues, and depending on word of mouth procedure. By doing this companies increment the reach of their messages, and their messages carry understood support when shared by individuals near to the beneficiary (Kenton, 2018). Social media promoting increments presentation which leads to the increment in activity and more revenue.

However, since most little businesses have a constrained promoting budget and they are cautious when contributing in showcasing procedures, the larger part of them utilize social showcasing media to extend deals and reach target clients, as social media marketing is one of the foremost adaptable and fetched compelling promoting channels. The most important social media stages that affect computerized showcasing the foremost are: Facebook, YouTube, Twitter, WhatsApp, WeChat, Instagram and most as of late TikTok Even in spite of the fact that there are a lot of preferences of social media showcasing, there are moreover a few issues which will emerge. For case, in case a client is baffled in a company's item or a benefit, they are able to voice their conclusion on any social media stage, and by doing that, hurt brand picture and influence obtaining choices of other potential or indeed existing clients, particularly the ones that are near to that despondent customer.

Pay-per-click marketing. As contradicted to natural look strategies, PPC promoting may be a strategy of utilizing look motor publicizing to create clicks on the site. Agreeing to Sentance (2018), PPC promoting permits businesses promoting openings within the supported posting area of a SERP, by paying a charge each time the advertisement is clicked on. In spite of the fact that natural look is more fetched compelling than PPC, there are certain circumstances when it is more valuable to select PPC over SEO. For case, in the event that a company is in require of quick comes about, they will select PPC as their advertisements will be shown immediately for thousands of individuals to see (e.g. propelling a modern item or a benefit, or on the off chance that SEO campaign falls flat and the offer terminates before long) (Kim, 2020).

Moreover, PPC advertisements are customizable which permits for numerous little alterations to progress their execution and they are simple to degree and track return on speculation. Moreover, PPC permits companies to center on candidates based on their statistic characteristics. They can appear their advertisements and target clients based on their age, sexual orientation, instruction, relationship status or indeed leisure activities, which could be a helpful way to lead the correct individuals to a company's business to their website. Google Advertisements is the foremost well-known PPC promoting framework within the world. Clients make Google campaigns; each campaign incorporates a bunch of advertisements that contain distinctive catchphrases that clients are attempting to rank.

Each of those watchwords has its possess cost depending on the recurrence that that catchphrase is being looked for. The fetched of watchwords may change from 50 cents to 50 dollars. The competition level and the industry that the company is in decide cost.

Utilizing all these apparatuses exceptionally imperative gotten to be the issue of content. As the substance is all over, particularly on the Web it showed up to be a conceivable apparatus of fascination and interaction with the client and as a result, it gave birth to the Substance showcasing. These days, Substance Promoting could be an apparatus for making a benefit through foundation tough client communication and utilization of motivating and curiously substance to draw in craved targets. It is worth to say that Content Marketing isn't a coordinate way to form incomes or to offer an item, but in the event that it is done appropriately it leads to that. It serves as a solid communicator between the company and the client, which endeavors to never halt and deliver more pertinent substance to be able to control customer's activities. Once communication circle is made it is less demanding to provide the data, advance unused thoughts and recognitions or essentially to motivate, since their consideration is as of now gotten. (Substance Promoting Founded 2016)

Coordinate client communication could be a source of preferences for the company. When the client devoured the great or benefit, the encounter is ordinarily recalled, since it made a few feelings and contemplations. For the company, client encounter can be utilized as a source of feed- back or improvement proposal. The client isn't upbeat – something went wrong. The speedier company will get the answer approximately what isn't fulfilling for one client the sooner the issue can be hindered. (Substance Showcasing Established 2016) To reach more prominent commerce comes about businesses ought to keep in mind that substance creation, as well as focusing on, cannot be coordinated to all bunches of clients because it makes everything exceptionally dubious and does not lead to anything. That's why there ought to be a fanciful representation of the company's client, whereas substance emanation. (Fast Grow 2016).

The marketers doing substance showcasing highlighted the way how the correct substance ought to be. It cannot be as well complicated but ought to be visual and well organized. The substance itself ought to be recognizable and brand related (DeMers 2013). Other than awesome sum of composed data, social media pages are strongly utilizing pictures and pictures to imagine. The picture as the center of the site structure can be seen on Pinterest and Instagram. As of late Instagram picked up an extraordinary sum of clients and it appears relentless development rates.

Already, blogs were too as it were almost composed data, but today's hones appeared that blogs are moreover influenced by visualization. Increasingly pictures show up within the posts each day. (DeMers 2013) The data which contains pictures is continuously more important, acquainted and curiously. For illustration, a few online retailer shops such as AllExpress permitted clients to connect pictures to their comments and surveys that draw in more gathering of people to associated with the company and other clients. In conclusion, pictures might too carry out a few basic capacities, shape and join together the content.

In today's picture substance ought to be recognizable, but not as well pushy or aggressive, since individuals are over-burden by diverse includes which are coming to them each diminutive. That's why effortlessness and clearness are exceedingly acknowledged by the present day buyer. The substance ought to be curiously and directing for the client to consider items of the company (DeMers 2013). The client shows up as a center of the substance showcasing of nowadays, so also in online and any other sort of showcasing. Substance creation does not appear tricky or cost- increasing, due to the promoting devices advertised by the Web. Substance Showcasing procedures and instruments show up nearly each day and permit businesses to select the leading and make required substance with their offer assistance essentially and nearly for free.

Summing up, properly addressed content marketing strategy is a mean that can change a lot and bring meaningful advantages to the company. Some of them are shortly listed below:

- Stimulates communication and supports established customer relationships.
- Increases traffic to the company's website and converts visitors in-to customers.
 - Give a guarantee to the company that product awareness is high and the created image is perceived right.
- Shows serious intentions of the company through raising its trust-worthiness and reliability.
- Ensures presence of the company in various social media channels.

Helps buyer think less about purchase and buy more impulsively. (Handley, Chapman 2011, 8.)

Conclusion.

In conclusion, the analysis of digital marketing communication tools underscores their pivotal role in shaping contemporary marketing strategies. The multifaceted nature of digital tools, ranging from social media and email marketing to SEO and content strategies, offers businesses unprecedented opportunities to connect with diverse audiences in the digital landscape.

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