

ENHANCEMENT OF THE USE OF DIGITAL MARKETING TECHNOLOGIES IN DEVELOPMENT OF AN ENTERPRISE

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Abstract. The current scientific article demonstrates for the conceptual frame of digital marketing technologies, their essence and usages process in enterprises by giving primary focus on textile enterprise. Also, it highlights for the digital channels spending indications as well as proposes for the electronic workflow model for the business enterprises' activities in creating ease of the working process.

Key words: digital marketing, emarketing, digital marketing channels, electronic technologies, e-commerce, digital marketing technologies.

Introduction

In today's dynamically developing and emerging times of the economies and technologies majority of the successful enterprises have started to develop own digital marketing strategies in order not to lose the market share, market positions and by gaining superior competitive advantage among other competitors. World giants like Amazon.com. E-bay, Aliexpress, Wildberries have already implemented outstanding digital marketing strategies in reaching both local and international customers. In particular, Amazon.com is considered as world giant in electronic commerce of the products and has its affiliate marketing system by providing commission to each affiliate that brings a fresh customer to its web platform in promoting its products online. In the line with online giants, textile-based industries have also to draw great attention into online business management processes both in satisfying the needs of the customers and building fruitful and partnering relations with suppliers, customer and even competitors as well.

A well-developed digital platform have always assist majority of the enterprises in attracting more customers, delivery of products on time by creating the great ease in the working process by decreasing the paper work process, out of stock occurrences and developing effective feedback and working systems among workers of the enterprise and saving time greatly. Therefore, the development of digital marketing technologies are really critical for business enterprises in effective management of the workflow process in order to reach quite much proportion of the income rise of the enterprise. Moreover, there were a number of orders, laws, decrees and resolutions like the strategies "On Development of Republic of Uzbekistan in 2017-2021"¹, "The Law of Electronic Commerce of Uzbekistan"², On Approval of the Strategy "DIGITAL UZBEKISTAN 2030" and measures for its successful implementation"³, issued by the Head of Republic of Uzbekistan, for the consolidation of current areas.

¹ Decree On Development of Republic of Uzbekistan in 2017-2021, PD-4749, 07.02.2017.

² The Law of Electronic Commerce of Uzbekistan No. LRU-385 New Ed. as adopted of May 22, 2015.

³ Decree "On Approval of the Strategy "DIGITAL UZBEKISTAN 2030" and measures for its successful implementation, PD-6079, 5.10.2020.

Literature review

There are quite many researches undertaken by several scientists in the variety of fields of marketing and primarily in the area of digital marketing. Thus, in the earlier stages of the development of digital marketing area the term of Digital marketing was referred as e-marketing or internet marketing by being placed in the center of digital business around it and getting closer to consumers and customers and understanding them much better. Moreover, by adding value to products or services, by broadening distribution channels and by enhancing sales levels through undertaking variety of digital marketing campaigns by use of digital media channels like online advertising, search marketing and affiliate marketing. In addition, broad attention is given to web site development itself as it is accounted the central part of digital marketing in generating customer leads in particular. Chaffey, D. & Smith. PR [1].

Also, it involves broadly for the use of digital technologies in enabling most of the enterprises and businesses to improve their business operations in development good customer experience, creation of new business models by providing unique naming of digital transformation for the ease of all the enterprises transformation process with new and advanced technological changes. Charlesworth, A [2].

The term of digital marketing can also be defined as a blueprint of conventional marketing as well as its instruments and strategies on Internet. On the other hand, characteristics of the digital world itself and its relation for marketing nurtured the enhancement of channels, languages and formats which ones' tools and strategies cannot be imagined as offline. Digital marketing became a new a phenomenon in bringing together so called customisation and massive distribution in order to achieve marketing goals. Therefore, technological convergence and the increment of digital devices led for uncovering of the ways in which people consider as in Internet and which have pushed the limits throughout a new concept of digital marketing that is user-centric, more measurable, online and ever-present all the time. The current concept has quite many definitions as well. Piñeiro-Otero et al. [3].

At the current moment the usage of digital marketing and digital channels like Internet, e-mail, mobile communication, digital television has rose dramatically and businesspeople and especially marketers have to have understanding on how to use these channels for variety of goals. Majority of enterprises actually use the digital marketing strategy and effective adoption of depends on an ease of its usage successfully well. The strategy of digital marketing accentuates how digital type of technologies do make marketing more effective as they do let for better management of campaign, product, marketing design and execution. Thus, digital marketing is considered as new phenomenon of traditional type of marketing which lets the marketer to accelerate two ways of interaction, communicate in a timely manner and appropriately, to customize services and content advertisement and building with individual customers. Pushpalatha, M. et al. [4].

The next researcher has described for the ways of evolution of digital marketing, alternatively, performance of the enterprises, companies and firms as well as consumers have been altered by forming 4 different systems and their conforming cultural ranges. Thereby, they do include traditional market system, prosumption market system, collaborative system, co-creation system as well. Traditional marketing systems focus on relations with tough division between manufacturers and consumers. Companies manufacture and deliver products and render services to consumers that have the selection of acceptance or not exchange at all. Prosumption market system focuses on resourceful role of people whilst

granting the companies the role of coordination. Collaborative systems emphasize on human factors that are engaged in value creation process with strong focus toward privacy by granting those people their peer status. Co-creation systems vague division between manufacturers and consumers, later one focuses on ability to take part in value creation process whereas the previous one focuses on yet for the driving of value creating process. Busca, L., & Bertrandias, L. [5]. The application digital marketing is constructed on traditional marketing instruments and online technologies. At the same time, usage of first instruments of online marketing might be argued, in particular for the case of catalogs and e-mail as well. In the regard to enhancement of individual instruments and up to date elements over time might include the key elements of digital marketing such as corporate website, context and banner based advertising, SMM social media marketing, e-mail, influencer marketing by formulating core digital marketing. Pollak, F. & Marković, P. [6]. Along with international scientists in the field of digital marketing and marketing that have been already mentioned above, quite perspective contributions were made to the current field from local scientists such as Abdulkhalilova L.T [7], particularly to the field of internet marketing and digital marketing, the current scientist focuses on the development processes and stages in internet marketing by describing core definitions and elements included in this area and broadly describes how each element is used in enterprise's development processes as the area of internet marketing itself is accounted as an integral part of digital marketing. The scientists Ergashkhodjaeva [8], Ikramov [9], Yusupov [10] have studied the current field from the marketing perspective itself and by focusing on market and demand development processes in the market and market conditions. Ergashkhodjaeva suggests for the innovative approach in marketing by using mobile technologies in the marketing processes of banking services which draws important attention to develop customer oriented banking services. On the other hand, the use of digital marketing elements, in particular, digital marketing technologies in the field of textile enterprises and digital marketing platforms for textile enterprise's ease of management have not yet been studied. As the current article, tries to suggest some of them and that will be mentioned as well.

Research Methodology

The science of marketing gives deep insights in understanding consumers' and customers' needs by delivery of different types of products and rendering of variety of services. The field of digital marketing involves for the use of different digital technologies [11]. Thus, in the current research article structural descriptions of digital marketing have been used and demonstrated. At the same time, statistical data provided by State Statistics Committee of the country based of textile field performance has also been provided and analyzed; the approaches of deductive methods have been used as well.

As that can be noticed from (Figure 1) there are quite many types of Digital marketing elements including E-mail marketing, content marketing, (SMM) Social Media Marketing, Pay per click, (SEO) Search Engine Optimization, electronic billboards, Mobile marketing, Viral marketing, influencer marketing.

To start with *Content marketing* that comprises of creating and distributing of content like pictures, text, multimedia materials which basically adds on values to the audience as that is critically important in textile based B2B enterprises and businesses and as helps with electronic reports, webinars and educational videos among the enterprises.

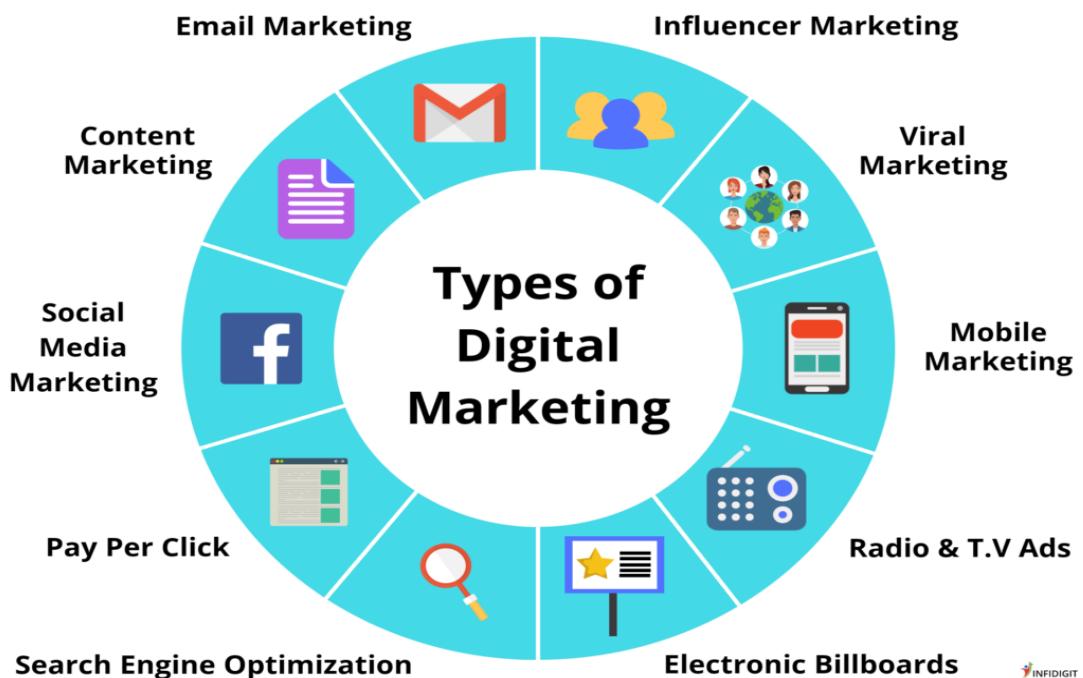


Figure 1. Types of Digital marketing [12]⁴

Search Engine Optimization involves for getting website of the B2B enterprises' to appear on the top search results by search engines such as Google, Bing, SEMrush, Yandex, Yahoo and many others as they include free and organic search of SEO as well as paid search of pay per click (PPC) that are installed on PCs, mobile phones, PDAs of the enterprise.

Pay Per Click (PPC) involves for paid type of advertising including Google Adwords or Bing Ads as well. It is quite similar to natural search, but it usually appears on top page with a small box and called 'Ad'. Businesses can purchase top ranking positions through auctions according to geographical locations, keywords as this type of tool is found quite useful for textile enterprises and e-commerce process of textile, apparel products.

Electronic billboards known as banners is quite similar to traditional print advertisements, on the other hand, businesses can target specific audiences such as textile exporters of raw material producers of yarn, knitted clothing and others as programmatic ads usually booked, analyzed and optimized in automatic manner which given great benefits for textile enterprises.

Mobile marketing involves for performing any kind of business activity which is operated on PCs on mobile phones by adapting to mobile systems of text messaging in particular, or social messaging apps, advertising apps and others.

Social Media Marketing is accounted today as one of top priorities given business enterprises and textile enterprises as well as that includes all elements of social networking such as Facebook, Telegram, Instagram, LinkedIn, Twitter, Bing, Youtube, Ping, Vimeo and social media elements of digital television and radio broadcasting that are huge resourceful elements for B2B enterprises.

E-mail marketing is considered as quite old fashioned but still is really useful element

⁴ Nickerson, A. (2020) Digital marketing – The top 10 types, retrieved from: <https://captivatemediaalaska.com/2020/08/03/digital-marketing-the-top-10-types/>.

of instant messaging. In particular, e-commerce based sites and retailing brands of fashion apparel, textiles are reaching huge success by pushing the products through e-mail messages and notifications to customers.

Influencer marketing basically involves for the use of famous celebrities, experts of the field, authorities with existing audience in promoting different products via Youtube, Snapchat, Facebook and others. As that is considered as reliable source in textile enterprises as customers tend to believe more to experts of the field.

Affiliate marketing involves for the use of outsourcing to other customers or enterprises that will promote products, but in return for commission. It became quite popular among bloggers as they can have good influence to audience in persuading the textile product's useful aspects and thus, increasing the income of the enterprise and by adding extra value to enterprise website in niche audience.

Analysis and results

Moreover, another important attention is given to spending on digital marketing and the satisfaction of the needs and wants of customers cannot be reached without digital marketing elements. Thus, most of the successful companies like McDonald's, KFC, Levi's, Giordano, Burger King, SAS Institute, Starbucks have successfully implemented digital technologies and they treat their employees as their first customers as that gives strong foundation to brand building and enterprises management processes.

Meanwhile, in order to be competitive and to gain significant competitive advantage the enterprises, companies have to always serve their customers in highly effective and with the best possible ways. To achieve that these companies should mandatory implement digital marketing technologies more by building easily accessible website, by being present and active in social networks, develop blogs both collect and provide feedback regarding possible downsizes and campaigns that company is going to undertake soon in online basis by making sure all the customers opt-in and well notified about the recent updated about company's products and services as well.

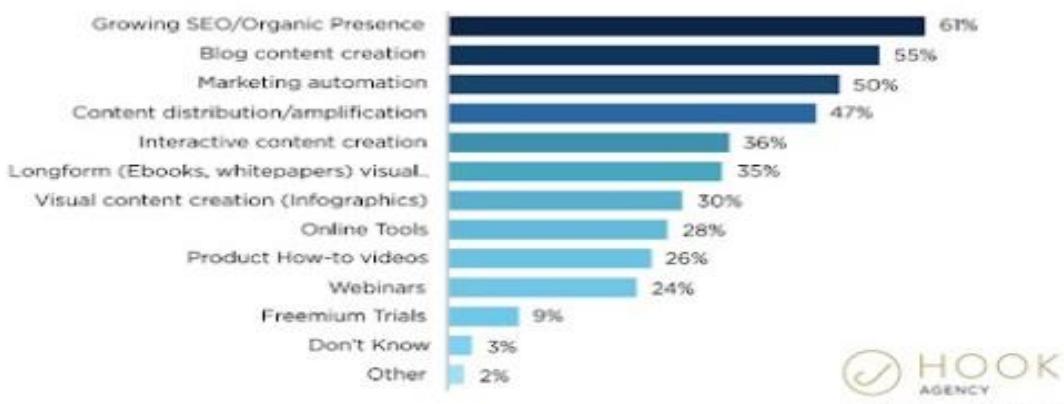


Figure 2. Decide which marketing channels to spend on [13]⁵

As that can be noticed from (Figure 2) most of the digital marketing channel spending is accounted for Growing SEO with 61%, Blog content creation comprises slightly less than previous one with 55 percent and marketing automation constitutes for half percent accordingly. On the other hand, Online tools, EBooks, visual content creation and other

⁵ Monty, S. (2021) How to define your digital marketing budget for 2021, retrieved from: <https://blog.yourtarget.ch/en/how-to-define-digital-marketing-budget>.

elements account for much less indication as indicated in the research conducted by Hook agency in 2021 and indicated above. As that demonstrates crucial importance of the field of digital marketing is given in business enterprises, because indicator of growing SEO and blog content creation top rated positions as that is quite significant in e-commerce management processes [14].

At the same time, textile manufacturing industry statistics provides ample of indications of trends in textile industry.

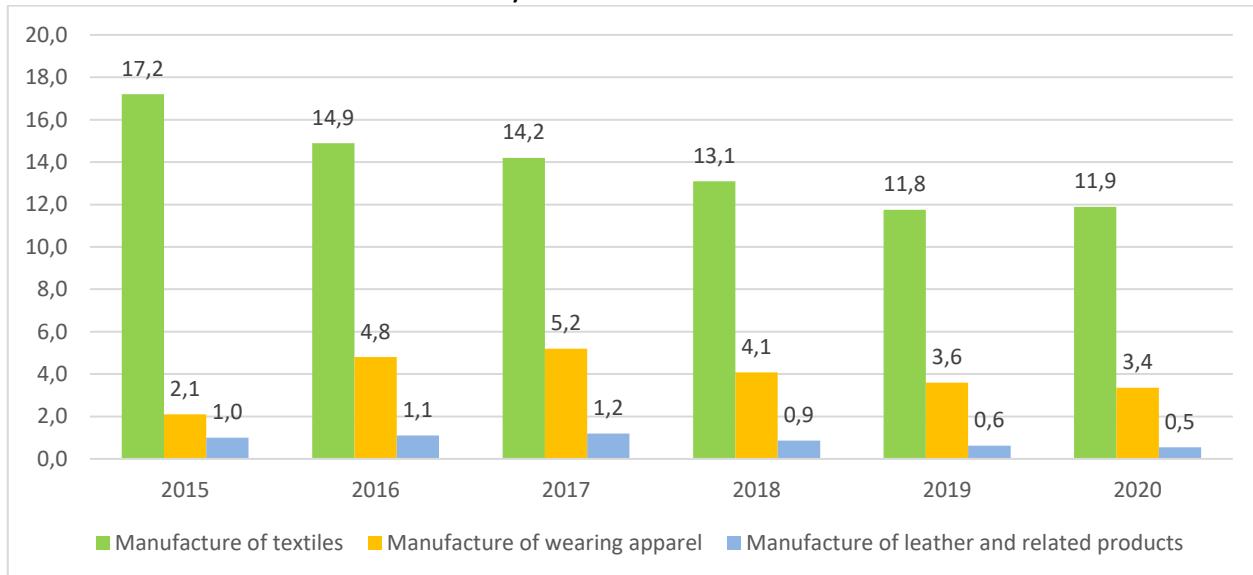


Figure 3. Structure of textile manufacturing industry (in %) [15]⁶

As noticeable in (Figure 3) the index of manufacturing of textile has faced a slight drop, in particular that indicator was 11,9% in 2020 and much less with 13,1% in 2018. However, the current index was 17,2% five years ago in 2015 and faced quite decrease 14,9% in 2016.

The manufacturing of wearing apparel has comprised 3,4 percent in 2020 while the current index was much higher with 5,2 percent in 2017 and quite less than that with 2,1 percent in 2015, as that demonstrates a little volatizing process in the current field. That last field is manufacturing of leather and related products. The current field faced slight increment with 1,2% in 2017 in comparison with a year ago indication of 1,1% in 2016 and faced sharp drop with 0,5 percent indicator in 2020 as that shows very vital attention should be drawn to the current fields especially with active development of digital technologies as that can have a great impact on e-commerce of textile products and their export processes to broad geographical destinations.

⁶ Author's work based on data of State Committee of the Republic of Uzbekistan on Statistics, stat.uz (2021).



Figure 4. Electronic workflow and effects model [16]⁷

Another element can be noted in (Figure 4) as it demonstrates several elements included in it and in terms of departments in textile industry. The current model suggest for the development of the current type of model in development of e-commerce process of textile products and gaining great efficiency in work flow process. In particular, ICT department should be responsible for content and dashboard process by providing user friendly interfaces and content both for employees and customers to make them happy in general by easily manageable content. Marketing & Sales usually conduct all the research process and collect feedback. Thus, the current department can measure insufficiencies and performance by electronic platform and work on effective customer strategies which in return can lead to increment of sales levels of the textile enterprise and increment of the income as well. Top management can use electronic platform in major decision process by being more customer centric in real time which is in return can provide the happiness of enterprise's customers as well as deep partnership building process with suppliers simultaneously which can lead to effective customer relationship process.

Conclusion/Recommendations

Digital marketing technologies have already become the integral part of business enterprises and that can be critically noticeable both during huge pandemics and in recent years. Thus, digital marketing technologies involve for the use of digital elements and digital channels such as content marketing, search engine optimization, social media marketing, affiliate marketing, influencer marketing, blogging, e-mail marketing, electronic billboards and online advertising, the system of pay per click (PPC), digital television, radio broadcasting, electronic magazines and journals, mobile applications and mobile marketing, internet of things and others.

Thereby, Digital marketing technologies are quite crucial for business enterprises and specifically for textile based enterprises. Most developed countries are competing for the market share with great digital technologies offerings and proposals by considering their customers and suppliers as their business partners.

Meanwhile, the business industries should always follow the track of the most recent

⁷ Author's model: Electronic workflow and effect for work efficiency process.

technological advancement and create the possible ease for the customers' easily usage processes of those digital technologies as well as to compete with their competitors equally in the same line with them. On the other hand, these kind of enterprises should draw attention changes in the world arena of technological advancement and be prepared for any huge alterations in technological processes and ever changing marketing surroundings.

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