



THE BASIC REVIEW OF DIGITAL MARKETING TECHNOLOGIES IN DEVELOPMENT OF ENTERPRISES

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Abstract. *The current article focuses on the features of digital marketing technologies and the reviews theoretical aspects of digitalization marketing. Meanwhile, it studies the elements of digital marketing technologies utilized in garment and textile enterprises.*

Keywords: *digital marketing, online marketing, textile, garment, fashion.*

КОРХОНАЛАРНИ РИВОЖЛАНТИРИШДА РАҚАМЛИ МАРКЕТИНГ ТЕХНОЛОГИЯЛАРИНИНГ АСОСЛАРИ

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Аннотация. *Ушбу мақолада рақамли маркетинг технологияларининг хусусиятлари ҳамда рақамли маркетингнинг назарий жиҳатлари муҳокама қилинади. Шунингдек, тикув-трикотаж ва тўқимачилик саноатида қўлланиладиган рақамли маркетинг технологиялари хусусиятларининг элементларига ҳам эътибор қаратилади.*

Калит сўзлар: *рақамли маркетинг, онлайн маркетинг, кийим-кечак, мода.*

БАЗОВЫЙ ОБЗОР ЦИФРОВЫХ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ В РАЗВИТИИ ПРЕДПРИЯТИЙ

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Аннотация. *В данной статье рассматриваются особенности цифровых маркетинговых технологий и рассматриваются теоретические аспекты цифрового маркетинга. А также изучены элементы особенности цифровых маркетинговых технологий, используемые на предприятиях швейной и текстильной промышленности.*

Ключевые слова: *цифровой маркетинг, онлайн маркетинг, одежда, мода.*

Introduction.

In digital age Digital Marketing stands out as one of the most sought-after methods of promotion. It enjoys immense popularity among the younger crowd, while also finding its place with middle-aged and older individuals. Presently, marketers are leveraging digital marketing as a means to promote their products and services. Digital Marketing serves as the electronic communication bridge between businesses and their customers. With technological advancements, the adoption of digital marketing, social media promotion, and search engine strategies is skyrocketing. Embracing digital marketing necessitates a fresh comprehension of consumer behavior.

Literature review.

Digital Marketing encompasses a variety of online as well as digital strategies aimed at promoting products and services in online basis for the attention and retention of the customers that do use, purchase the enterprises' products, including textile, garment and knitting products. At the same time, that action is executed via electronic platforms, utilizing diverse digital marketing technologies such as social networking, SEO known as search engine optimization, and email marketing element. While both digital and traditional marketing share the goal of attracting and retaining customers for optimal profitability, the landscape of decision-making has transformed for the last decade especially after pandemics that has taken place a while ago. In traditional marketing context, purchasing choices were made following extensive and often involving high-value items and long time for analyzing specific types of products. In addition, in the realm of digital commerce, purchases are made instantly, with several websites prioritizing customer satisfaction and later on leading to customer loyalty. Thus, digital marketing technologies tend to rapidly expand in developing countries, and competition is intensifying. Potential customers discover digital marketing platforms through digital advertisements, social media, or referrals. Moreover, it is crucial for digital marketers to continually refresh their websites with relevant and beneficial content to capture the interest of information digital customers or online shoppers (Monirul, 2021).

Recognizing the significance of swift and effective transaction evolution, digital marketing as a notion encompasses a series of systematic processes that engage all available digital avenues for promoting a product or service or establishing a digital brand. Originating from economic practices, digital marketing initially emerged around websites, demonstrating resilience by channeling traffic towards the advertising sector, auction and e-commerce platforms such as eBay, Amazon.com, AliExpress and many others and similarly most of the garment, textile, knitting enterprises organize sales of garments and textile products through current type of digital platforms. The distinctiveness of digital marketing features from certain unique and relational characteristics consisting of 7 operational functions and specifically known as: personality; confidentiality; customer service; the community; security; sales promotion. Digital marketing technologies started to create and will continue to create and form significant transformations not only within businesses but also in consumer behavior. Thereby, in order to function effectively, digital marketing furnishes a distinctive platform for businesses as well as enterprises including garment, knitting and textile ones to recognize and comprehend customer needs and create opportunities tailored to time and context. Furthermore, digital marketing lowers expenses by removing superfluous transactions. Over the last years, digital marketing has consistently and swiftly evolved as that is demonstrated by the extensive use of the internet by numerous companies globally, primarily for advertising or corporate branding. Other enterprises have fully harnessed and integrated into their operational frameworks all available internet resources, regarded as an essential modern tool in shaping and advancing business practices unique to the digital era (Minculete and Olar, 2018). Meanwhile, digital marketing involves advertising products or services through digital technologies, primarily on the web, as well as it involves for the use of mobile devices, visual

ads, and various other digital platforms Digital marketing instruments such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Promotion, influencer collaborations, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books as well as optical media are increasingly prevalent in the realm of advancing technology. Digital marketing at current encompasses offline mediums that deliver digital content, including mobile devices (text messages and multimedia messages), callback services and many others. (Desai, 2019).

The use of digital technologies relies on depicting signals not as a continuous spectrum, but through the representation of a signal by discrete ranges of analog levels at most of the IT information technology based technologies as well. Each level within a range denotes the same state of the signal. When contrasted with analog signals, the straightforward nature of digital signals endows them with enhanced resistance to interference, particularly during transmission across communication channels. Moreover, digital technologies ought to be recognized as technologies linked to the creation, accumulation, processing, storage, and conveyance of information grounded in digital systems. It is important to emphasize that digital technology constitutes a discrete framework founded on the techniques of encoding and transferring information, enabling a multitude of diverse tasks to be accomplished within incredibly brief timeframes. Digital technologies have profoundly transformed how information is conveyed, enhancing its quality, the degree of preservation during storage all while occupying a significantly smaller volume and digital marketing technologies within enterprises including garment, knitting ones tend to progress over time. (Sokolova and Titova, 2019). Digital marketing encompasses a broad spectrum of promotional strategies aimed at engaging customers through digital technologies. It includes a diverse array of tactics for marketing services, products, and brands, primarily by the use of Web and Internet as a fundamental advertising medium, along with mobile platforms and traditional marketing elements such as television and radio. Most of the enterprises, companies use key online platforms such search engines, social networks, email communication, and their own sites to engage with existing and potential clients. Digital marketing technologies emerged as the contemporary movement that combines personalization and widespread distribution to fulfill marketing objectives (Ponde and Jain 2019). Digital marketing has transformed from a precise phrase denoting the promotion of products and services through digital channels to a broad term indicating the use of digital technologies to attract customers and identify their tastes, increase brands, maintain customer relationships and boost sales. Digital marketing technologies broadly implemented in most of the enterprises especially in the field of garment, knitting industries as well as fashion industry across social networks, search platforms, the web, mobile device. Digital marketing encompasses actions, organizations, and procedures enabled by digital tools to generate, convey, and provide value to customers, clients and other interested parties. (Ramiro et al., 2020)

Research methodology.

The methodology that has been used in the present paper can be characterized as employing secondary data, along with inductive method reasoning method to explain the diverse data discussed in the article. As a result, digital technologies assume a crucial role within the garment and knitting sector, particularly in the domain of home textiles. Through the interplay of form, structure, color, texture, and various elements, in conjunction with technology, these textiles can precisely align with customers' visions and expectations. Many consumers tend to appreciate such home textiles, which truly enchant and captivate them. Therefore, there is absolute necessity to implement digital technologies in the operations of enterprises including garment enterprises such as SMM, SEO, E-mail marketing, affiliate marketing, online advertising and many others. At the same time, in textile, garment, fashion industry the digital tools such as

CAD, CAM, EPOS and others are broadly used and implemented into the operations of majority of enterprises in developed countries.

Analysis and discussion of results.

As per the experts' assessment and review, a distinction exists between digital marketing and online marketing, highlighted and realized in the strategizing and prosperous growth of the business shown in Figure 1 but for enterprises and companies the broadly used element is digital marketing. Hence, internet marketing serves as a subset of digital marketing, being its most crucial element. At the same time digital marketing, Moreover, Previously, companies needed to connect with their target demographic through marketing avenues such as postal mail, radio broadcasts, newspaper articles, magazines, television shows, and others. However, with individuals spending increasingly more time online and engaging with social media platforms, businesses must now tap into these digital avenues to connect with their intended audience. As that kind of shift paved the way for the emergence of digital marketing. Some prevalent digital marketing strategies encompass: Paid advertising, Affiliate marketing, Email marketing, Content marketing and SEO which is search engine optimization and SMM which is usually known as Social media marketing. Each component of digital marketing technologies play quite critical role in determining the success of garment, knitting fashion industries and enterprises An effective digital marketing approach centers around an array of online tactics designed to showcase products, services, or brands to engage potential customers. In particular, that entails the creation and implementation of an all-encompassing digital marketing plan which integrates diverse techniques. The objective is to forge a robust online identity, heighten brand visibility, channel traffic to websites, and ultimately engage with the target demographic in significant ways, all while optimizing the return on investment. (Baldwin, 2023)



Figure 1. Structure of digital marketing

Source: (Minculete and Olar, 2018).

Digital marketing encompasses much more than merely broadcasting enterprises' companies' appearance across the vast expanse of the Internet, hoping to catch the attention of potential customers. It represents a rich landscape of diverse strategies, channels, and platforms, all aimed at enhancing your brand's reputation and spreading the word about your offerings. However, it isn't essential for enterprises, companies especially garment, knitting and apparel ones to engage with every available platform as well as focusing enterprises' efforts on a few targeted strategies can significantly elevate brand of enterprises including garment, knitting and apparel companies.

Thus, digital marketing technologies require certain spending in the development of activities of enterprises. Specifically, the following elements (Figure 2) greatly assist into digital marketing activities of enterprises. In particular,

Paid Search Advertising - The star of the show, with 55% of marketers emphasizing it this year. Targeting keywords delivers pinpoint accuracy.

Email Marketing - A tailored powerhouse generating substantial ROI. Lead nurturing and automation position it as a digital beast of burden.

Search Engine Optimisation - SEO enhances site visibility in natural search results. Crucial for sustained growth and revenue streams.

Social Media Marketing - A cross-platform space to connect with customers. Short-form videos and influencers are trending hot right now.

Content Marketing - Precious branded content that draws in and keeps an audience. Establish authority and enhance SEO through blogging and guides.

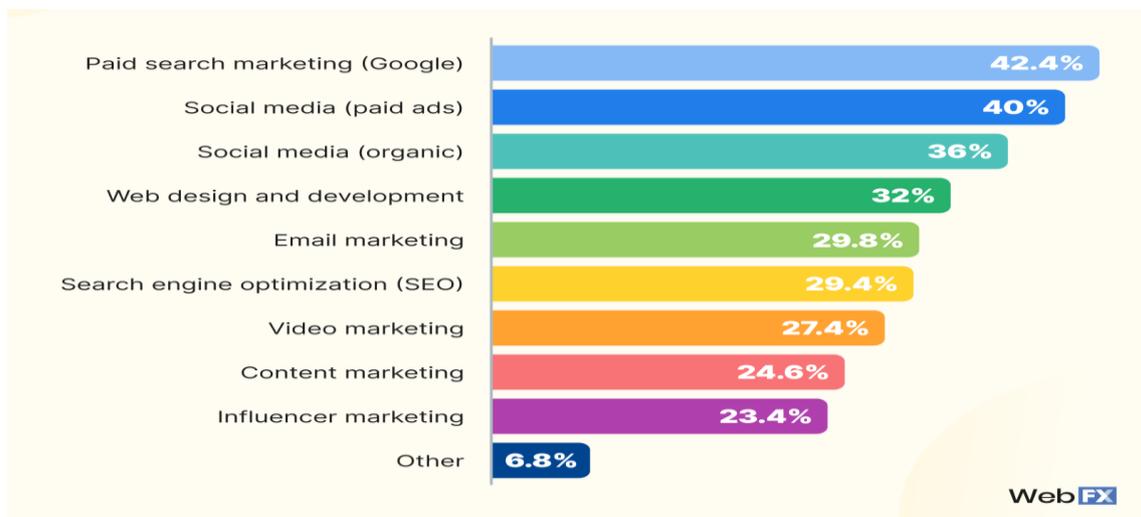


Figure 2. Top Digital Marketing Channels for 2024 by spend

Source: 500+ Business Leaders Spill How They're Doing Digital Marketing in 2025 (Swanson, 2024).

Among the leader indicators can be considered as digital marketing channels spending is the paid research marketing and its indicator comprises 42,4 percent. Similarly, social media spending constitutes shown in Figure 1 between 40 percent 32 percent accordingly. Among others with their moderate and relatively medium indicators the expenses on E-mail marketing accounts for 29,8%, SEO comprises 29,4 percent and content marketing comprises the least 24,6 percent and in that way digital marketing spending is always critical for the most of the enterprises (Swanson, 2024).

Conclusion and suggestions.

Over the past years, the science of human existence has transitioned into a completely unique era that stands apart from the past. A significant factor driving this change is the emergence of the internet and advancements in communication technologies. With the global proliferation of the internet, it's hardly surprising that new marketing environments are evolving and adapting in response to this development. In the past 30 years, the internet has introduced numerous concepts into the marketing arena, enriching this field with essential tools. Digital marketing emerges as a product of this new reality and offers a multitude of avenues for marketers, enterprises and companies. Therefore that is quite critical for the developing enterprises including textile, garment, fashion, knitting ones as well to use necessarily digital marketing technologies in the operations of enterprises to be different from competitors.

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