INTERNET MARKETING AS AN IMPORTANT FACTOR IN DEVELOPING BUSINESS

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ABSTRACT

The article discusses the problems of developing Internet marketing, reviewed factors for the developing Internet marketing in domestic and foreign practice. Opportunities for successful business in Internet marketing activities are described. The main importance and tools of Internet marketing in business processes, the possibilities of using in advertising activities, are considered by the author.

KEYWORDS: *Marketing, Internet Marketing, Information Technology, IT Parks, Online Marketing, E-Commerce, E-Business, Advertising, Viral Marketing, Contextual Marketing, SEO, SMO And SMM.*

INTRODUCTION

In recent years, Uzbekistan has paid special attention to the development of information and communication technologies. In order to develop the digital economy, a digital infrastructure is being formed. In this regard, the state strategy "Uzbekistan Digital-230" was adopted. IT parks are being established in all regions of the country. **[1]**

Information technology covers all sectors and industries of the economy. In particular, the importance of information and communication technologies in the marketing activities of enterprises is growing rapidly. The production of high-speed devices increases the opportunities for high-speed Internet access. Of course this process brings to the development of interactive relationships between businesses and consumers. The future of marketing is based on the fact that innovative technology tools play a central role in the relationship between sellers and buyers. **[2]**

In the context of an innovative economy, manufacturers need to expand the distribution of their products due to fast-growing trade flows. Due to the development of the technological industry in recent years, the use of Internet marketing technologies in the production and sale of products has become very important.

ANALYSIS OF LITERATURE

Research on the development of Internet marketing over the past decade shows a constant interest in this area of business in foreign and domestic practice.

This is due, on the one hand, to the study of the impact of enterprises and organizations on the use of certain Internet marketing tools, as well as the study of new areas of marketing activities in the Internet environment.

Marketing is still focused on maximizing the efficiency of commercial operations, offering a wide range of tools that can be successfully applied in Internet marketing activities. In recent years, the use of the Internet as a customer-oriented tool has become the basis for the development of new approaches to the organization of marketing activities, combining the use of information technology and marketing strategies in the implementation of business processes **[3, p. 25]**.

On the other hand, an analysis of the scientific literature allows us to note the constant emergence of new Internet marketing tools that find relevant answers among businesses. In countries with developed market economies, the use of Internet marketing tools has allowed businesses to develop clear strategies. In developing countries, Internet marketing technologies are still developing. The effectiveness of their distribution is determined by various factors such as the availability of sufficient financial and technological resources, knowledge, infrastructure development and the level of development of information technology.

Consumer confidence is also important. The use of Internet marketing in the indoor environment is typical for large and medium-sized enterprises with great potential, as well as aimed at building an image and increasing access to information. Financial institutions and the banking sector are actively developing Internet marketing, creating additional competitive advantage and attractiveness for consumers.

Small and medium-sized businesses, especially in the service sector, also tend to use Internet marketing tools to create websites that provide information about products to consumers, but this activity can have various efficiencies. In this regard, it is important to study the use of modern marketing tools, in particular, Internet marketing, not only in large but also in small and medium enterprises.

In most cases, the use of the Internet is aimed at expanding the opportunities to gain and increase competitive advantages as a result of developing business relationships in the business environment, establishing a competitive system of customer relations and developing consumer loyalty.

The evolution of information technology and especially the Internet, the emergence of e-commerce contributes to the development of a new direction of the modern concept of marketing - Internet marketing. Online marketing is the practice of using all aspects of traditional online marketing to sell a product or service to customers and manage their relationship with them. Internet marketing emerged as a separate field in the 1990s.

In 1992, Charles Stack opened his first online store, where books were the main product. He was supported by Amazon, which has opened its own online store. The first Virtual payment system was the first electronic payment system in 1994, and a few years later it announced the creation of opening single standard for the protection of payments on the Internet using MasterCard and Visa plastic cards. After a while, the first search engines began to appear. Today, the Internet market is sold by companies that are able to invest money in the hope of making a profit in the future **[4]**.

According to the opinion of V. Kholmogorov, Internet marketing does not exist by itself, it is only part of the overall marketing of the company. Internet marketing is a tool that solves part of a company's marketing tasks and nothing else **[15, p. 17].**

Internet marketing is a set of specialized methods that allows corporate web resource owners to promote their website on the Internet, thereby promoting their company's brand, earning extra income using network technologies, E.A. Petrik notes **[14, p.40].**

Internet marketing is a set of marketing tools that help attract and retain new customers. M.V. Akulich noted in his research that the concepts of digital market are similar to Internet marketing. Internet marketing in terms of planning channels of product movement and elements of the marketing complex is very similar to the digital market **[5, p. 25].** I.V. Alekseev considers Internet marketing as part of marketing aimed at developing universal systems for profit and studying the principles of interaction of business entities on the Internet to meet the social needs of society **[6, p. 2].**

A.A. Vekshinsky states that the term "Internet marketing" consists of the theory and methodology of organizing marketing in the hypermedia environment of the Internet **[9, p. 103].**

E.O. Kitaeva believes that Internet marketing is the promotion of any goods and services over the Internet, a global advertising network, banner advertising **[13, p. 66].** The same views apply to A.D. Baranov. In his opinion, the concept of internet marketing is simultaneously this advertising, SEO, SMM or even e-mail marketing **[7, p. 15].**

In recent years, significant changes have been observed in the development of marketing under the influence of new technologies in both foreign and domestic practice. These include the expansion of the flow of information and the development of distribution chains of goods and services in both domestic and foreign markets. In general, the formation of Internet marketing as a practice of using Internet marketing to all the traditional elements of the marketing complex(price, product, place of sale, advertising). The use of traditional and new tools remains aimed at achieving and strengthening the competitive advantage of enterprises. **[8]**

RESEARCH METHODOLOGY

The concept of Internet marketing, its role in ensuring the success of business processes, scientific views on Internet marketing tools from monographic observation, abstract-logical analysis, as well as selective observation, online surveys, comparisons, lottery marketing methodsare used.

ANALYSIS AND RESULTS

At present, information technology covers almost all areas of our live. Marketing is no exception. The development of devices and free access to the Internet have had a major impact on the formation of future marketing trends. Future marketing development will be based on innovative technologies playing a central role in the seller-buyer relationship. Internet marketing is a set of different marketing tools that help attract leading companies. The advantage of these tools is the ability to use.

Anyone can start running their own business page on social media. All definitions can be combined and as a result we understand that Internet marketing is a set of measures in an Internet environment that contributes to business development.

Internet marketing solves the following tasks:

– increase sales;

– optimization of advertising costs;

– raising consumer awareness of products and services;

– Increasing the loyalty of the existing audience.

Internet marketing has a number of advantages:

– quick access to product and service information;

– saving the advertising budget;

– ability to advertise the product only to the target audience;

– More accessible advertising channels.

It is very difficult to imagine how internet marketing will develop, because every day there are many new sites and service offers that can quickly change everything and set a new vector of development.

Nevertheless, online marketing has good prospects for development. Today, mobile traffic has far surpassed computer traffic. Therefore, it is necessary to look differently when promoting a brand in the network. Most sellers already have mobile versions of their sites, and buyers are quicker to access product information

is developing custom apps for smartphones so they can access and shop.

A.G. Smirnov identified the main advantages of promoting goods using mobile resources:

– Average price;

– Versatile (suitable for any field of activity);

– Extended target options;

– High efficiency due to its ability to attract an unlimited number of users.

But despite all the advantages, Internet marketing has a number of problems:

– Find the target audience. Typically, the target audience is men and women between the ages of 25 and 40;

– Selection of traffic channels. End-to-end analytics - only the number of incoming requests and conversions are recorded.

– Lack of synchronization in the performance of work. A single project is developed by different executors, resulting in errors that can be detrimental to the client.

– Lack of qualified personnel.

In social networks and mobile applications, the customer is offered a full range of information services. For example, the "buy with one click" - "buy" button allows you to instantly buy the product you like without spending time searching for a link.

You can also watch a video clip about the product that interests the customer instead of reading the text. Internet Marketing Prospects Artificial Intelligence is a powerful driver for improving future advertising on the Internet.

Artificial intelligence allows you to quickly gather the information you need, analyze the data obtained and use it. The most promising opportunity to use artificial intelligence in marketing is Smart Stores, which increases the convenience of shopping. It is possible to get the product without trying to use virtual equipment. The payment method is also simplified - you can pay for the purchase by holding your smartphone to the terminal. Today, a new and most promising area of marketing is the hologram, which allows the customer to interact wherever they can buy anywhere. Options for holographic advertising have already been created so that the buyer can touch them and evaluate the product in more detail.

Another promising area of marketing is emotion recognition technology. This allows you to choose the content of the ad taking into account human emotions. Today, Internet marketing is developing successfully and Internet advertising is the most effective

The emergence of online marketing can be traced back to the early 1990s. It was at this time that more and more information about the services and products of various companies began to be posted on corporate websites. Already in the 1990s, Internet marketing was used to promote products. It should be noted that in the early 90s, along with the active commercialization of the Internet, new terms emerged: e-business and e-commerce, as well as e-marketing.

Over the years, issues such as selling and buying software on the Internet, business models, and the information space have become very relevant. As a result, Internet marketing has changed and has become more than just a means of promoting goods and services. Thanks to the activities of Yahoo, Google, Microsoft, Internet marketing has achieved segmentation and reached a new level of development.

The year 1996 was marked by the emergence of offers for paid placement in search engines. In this case, you will be charged for clicks and passes. This has helped boost the ranking of companies. Such services were first offered by Google, Overture, Yahoo.

The year 2001 can be considered as another important stage in the development of Internet marketing. It is the concept of "search engine marketing" that has emerged. The author of this term was D. Sullivan. Since its inception, "search engine marketing" has become rapidly gaining popularity among Internet promoters. If we compare the budget allocated by enterprises for this type of activity in 2002 and today, the current figure is 750% higher than in 2002.

Internet marketing is the process of forming and developing a company's position in the Internet environment. This includes the formation of the subjective perception of business users, as well as the objective and pure technical development of the site. It is also necessary to add a particular location in search engines, develop its links and increase ease of use.

Internet marketing is a set of activities to promote goods, services and ideas using the Internet. The goals of internet marketing are almost the same as traditional marketing: its goal is to make the customer understand so well that the product or service is fully compatible with the latter and sells itself. Often this ideal cannot be achieved. The goals of Internet marketing are in their most general form:

– Increase in sales;

– Increased resource traffic.

These goals can be divided into specific tasks, but in general, all marketing activities on the Internet depend on it.

The main elements of Internet marketing:

Product - Anything sold over the Internet must be of good quality. The product on the Internet competes not only with the products of other sites, but also with traditional stores.

Price - It is generally accepted that the price on the internet is lower than in a regular store due to savings.

Promotion is a set of measures to promote both the site and the whole product in the network. It includes an arsenal of many tools (search engine advertising, contextual advertising, banner advertising, email marketing, affiliate marketing, viral marketing, covert marketing, interactive advertising, blogs, etc.).

Place of sale - a point of sale that is a site. Graphic design and the convenience of the site and the quality of processing requests from the site play a big role. It is also important to pay attention to download speed, working with payment systems, terms of delivery, working with customers before, during and after the sale.

The main advantages of Internet marketing are interactivity, the ability to determine the most specific goal, the ability to analyze after the click. This leads to maximum growth of indicators such as website conversion and online advertising.

Internet marketing includes the following system elements:

– exhibition advertising;

– contextual advertising;

– search engine marketing in general and SEO in particular;

– Advertising on social networks: SMO and SMM;

– Direct marketing using email, RSS, etc.;

– Viral marketing;

– Guerrilla marketing;

– Internet branding.

Display advertising - Visual advertising on the Internet is presented in the form of banners, the size of which can vary. Often display ads are placed in various thematic zones, news sites, search engine results.

Advertising on the Internet is not much different from advertising available in various sources of media, which is more familiar to us. The main effect of display advertising is the visual perception of information by a person. It can be a simple.

Today, the development and adoption of tactical decisions happens with instability, market uncertainty and marketing. The environment in which local businesses seldom use a strategic approach to business. Strategic planning is possible designed to reduce risks and incorporate chaotic tactical actions into the mainstream of a single successful strategy.

Second, there is a real need to use new information technologies in conjunction with the latest marketing technologies. New information technologies in marketing activities help to effectively study market demand and needs, reduce costs associated with bringing goods to market, improve the structure of distribution channels, allow consumers to bypass many intermediaries and go directly to manufacturers faster.

Third, the need to improve the methodological and practical aspects of developing an Internet marketing strategy. There is no one-size-fits-all strategy. However, there are some fundamental considerations that allow us to talk about the generalized principles of developing and implementing a strategic management behavioral strategy, which is very important in a highly competitive environment.

The above indicates the relevance of the research topic dedicated to the formation of Internet marketing strategy in the enterprise, the development of which is of great scientific but also practical importance.

However, the use of Internet resources in the marketing system, especially in commercial marketing, has not received enough attention. The practical directions of marketing research, in particular, the problems of using foreign experience in the development of marketing solutions based on new information technologies, were not reflected. Solving all of these problems is an objective necessity, both scientifically and practically.

The development of Internet marketing helps to increase the competitiveness of the company by expanding the customer base, increasing brand awareness, creating a company image and reducing costs.

The development of Internet marketing is a competent understanding of how a company should manage customer loyalty on the Internet. Often, managing, searching, and disliking a created site or online store results in the loss of a customer. This results is not being able to compete with other firms with knowledge in the field.

Internet marketing is not an independent marketing field, it is one of the possible sources of information dissemination along with newspapers, magazines, television and others. Therefore, Internet marketing is one of the possible components of a company's overall marketing strategy. Two simple conclusions can be drawn from this:

1) The marketing tasks to be solved on the Internet should be in line with the overall goals of the company's marketing campaign.

2) It is necessary to solve the problems that can be solved effectively on the Internet only in terms of the ratio of costs and possible benefits on the Internet.

CONCLUSIONS AND SUGGESTIONS

Thus, summarizing the abovementioned, it is expedient to draw the following conclusions.

1. Modern information and telecommunication technologies open up new opportunities and prospects for consumers and businesses, increases the computerization of business. These factors are the most important for the development of Internet marketing. It is reasonable to describe Internet marketing as a set of tools, technologies and techniques aimed at attracting attention to a product or service, popularizing it on the Internet and effectively promoting it to sell to a target audience and increase revenue.

2. The number of tools used in Internet marketing practice in modern conditions is constantly growing. This is due to the development of the advertising business and the growth of the advertising trend on the Internet. The main and effective tools of Internet marketing are text and banner advertising, search engine advertising (SEA), social media advertising (SMA) and e-mail marketing. Each of the tools provided has its advantages and disadvantages, but their specific features should be taken into account when choosing the most effective tools for each project.

3. The marketing competence of enterprises, organizations and companies, the sum of knowledge formed within it, increases primarily through the use of new technologies such as computerization, satellite communications, optical fiber and, of course, Internet marketing technologies. Therefore, it is necessary to distinguish between strategic and tactical competence of marketing. The strategic mandate of marketing is focused on the company's macro environment, ensuring long-term and strong interactions with partners, consumers, distributors and other market actors. Tactical marketing competence is the ability of a company to respond quickly and effectively to changes in the macro and micro environment to address current marketing challenges.

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