



EFFICIENCY AND NEW TRENDS IN THE USE OF DIGITAL MARKETING TOOLS IN THE KASHKADARYA REGION

Ochilov Javlonbek Ismail son
Injection Drums Technical University
MJ-508-24 Group Student

Abstract:

The article analyzes the application and effectiveness of digital marketing mechanisms for industrial enterprises in the Kashkadarya region. The main objective of the study is to determine how digital marketing tools are used by industrial enterprises in the region and assess their effectiveness. This analysis will help optimize digital marketing strategies for the industrial sector in the province. The results of the study show that many industrial enterprises in the Kashkadarya region are using digital marketing mechanisms only to a limited extent, and this is causing them to lag behind in market competition. Among the analyzed enterprises, the effectiveness of digital marketing strategies is also distinguished, while some enterprises have introduced advanced technologies, while others have difficulty doing so. The study also included a recommendation to increase the level of application of digital marketing mechanisms.

Keywords: Digital marketing, industrial enterprises, marketing mechanism, marketing strategies, Kashkadarya region, competitiveness, technological innovation, marketing analysis, digital transformation, efficiency.

Introduction

Today, as a result of the rapid development of digital technologies and the widespread popularity of ICT, radical changes are taking place in the field of marketing. Traditional marketing methods are gradually replenished with modern digital marketing tools, through which enterprises, organizations and entrepreneurs are able to effectively promote their products and services. Currently, digital technologies are



rapidly developing in all areas of the world, including industrial and service sectors. Digital marketing, including tools such as internet marketing, social networks, SEO (Search Engine Optimization), e-mail marketing, are becoming important tools to increase competitiveness, expand the market and effectively manage marketing costs, not only for small and medium-sized businesses, but also for large industrial enterprises. Digital marketing tools are new customers not only for companies.

In recent years, the importance of digital marketing has increased not only internationally, but also in the economy and business environment of Uzbekistan. Business entities are actively using digital marketing technologies to increase their competitiveness, promote their brand to the general public and increase sales. Therefore, the analysis of the effectiveness of digital marketing tools on a scientific basis and the identification of new trends are of current importance.

Analysis of the literature used. Scientific and applied research on the use of digital marketing tools and their role in industries, including literature on the effectiveness of the introduction of digital marketing for industrial enterprises of the Kashkadarya region, allows you to fully understand this topic.

Khudoyberganov N. the book "Digital Transformation of Marketing strategy", written by, explains the digital transformation of marketing strategies and the need to change the strategic approach using digital tools. The work serves as a guide to industrial enterprises on how to implement digital marketing, what opportunities to create in the process of digital transformation, and what strategies to develop to be successful in market competition. For industrial enterprises in the kashkadarya region, this book can be useful in developing successful approaches to the implementation of digital marketing.

Parker C., Möller K., Molloy M. the work of Digital transformation in manufacturing: a framework for strategic adaptation will be devoted to the study of digital transformation management and strategic adaptation in industrial enterprises. The work provides recommendations to identify and eliminate barriers to the introduction of digital marketing tools for industrial enterprises. Provides practical approaches to the successful implementation of the digital transformation process in the kashkadarya region.

This literature analysis will help you better understand the problems and opportunities that exist when introducing digital marketing. The scientific literature is of great



importance in determining the existing barriers to the effective use of digital marketing tools in the kashkadarya region and the necessary strategies to overcome these barriers. Data and recommendations serve as an important guiding source for the successful implementation of digital marketing for industrial enterprises in the region.

Research methodology. The research methodology is aimed at determining the main analysis and methods of development of the issues seen in this article. The main purpose of the study is to determine the level of use of digital marketing tools and analyze the effectiveness of industrial enterprises in the Kashkadarya region. To achieve this goal, the following research methods and methods are used.

Result and discussion. The results of the study clearly showed how digital marketing tools are used in the Kashkadarya region, their effectiveness and existing barriers. As a result of the data collected during the study and the analysis carried out, the following main conclusions and discussions can be cited:

Obstacles and problems: several problems can be identified by analyzing the main obstacles in the application of digital marketing tools.

➤ Lack of technological infrastructure: many industrial enterprises are not ready to apply modern technologies. Many of them face challenges in introducing internet access, digital tool upgrades, and marketing technologies.

➤ Personnel qualifications and digital skills: in industrial enterprises, the digital skills of employees are also not yet fully developed. It has been found that in many enterprises, the employees of the marketing department do not have the necessary knowledge to effectively apply digital marketing tools.

Digital marketing is becoming one of the main success factors for any business or organization in today's rapidly changing global market conditions. As a result of the stable growth of the internet audience, the widespread use of mobile devices and social networks, traditional marketing methods remain inadequate. Especially in the context of the pandemic and the economic crisis that has arisen in recent years, digital marketing has allowed enterprises to establish effective communication with consumers remotely, directly access customers and analyze their needs.

Recent trends suggest that artificial intelligence, Big Data, automated advertising, and personalized marketing technologies are causing revolutionary changes in marketing.



These technologies make it possible to optimize marketing processes, reduce costs and increase the accuracy of the results. Also, the effective use of digital marketing tools increases the competitiveness of the brand in the market, plays an important role in attracting new customers and retaining existing customers.

The transition to digital marketing requires significant investments. This is causing financial difficulties, especially for small and medium-sized industries. Efficiency: industrial enterprises that have introduced digital marketing have observed significant growth and efficiency in their businesses. Through Internet marketing tools, great progress has been made in increasing the market recognition of their products, cutting advertising costs and attracting new customers. For example, sales growth among businesses using digital marketing tools was around 40-60%. This was done especially through the use of tools such as internet advertising, SEO (search engine optimization), and social media marketing (SMM).

Even in the conditions of Uzbekistan, the pace of use of digital marketing is accelerating and deepening into the business environment in all areas. The widespread promotion of digital technologies even at the level of public policy, the development of e-commerce and internet services, gives impetus to the emergence of new professions and business models. This makes it possible to achieve new scientific and practical results by in-depth scientific study of this topic, assessment of modern trends and effectiveness.

In this regard, the study of the effectiveness and new trends in the use of digital marketing tools is relevant and necessary today, not only in theory, but also in practical terms.

Global experience shows that new digital technologies are causing significant changes in marketing. With the help of artificial intelligence, automated advertising systems, personalized content and data analysis, companies have the opportunity to reach customers on time and efficiently. Especially in the context of the pandemic and economic changes in recent years, enterprises have been able to establish fast communication with customers in a remote way and accurately determine their needs. This in turn was instrumental in adapting products and services, increasing sales and strengthening customer loyalty. Digital marketing tools, including social networks, search engine optimization, e-mail and mobile marketing, online advertising.

These processes can also be observed on the example of Uzbekistan and other developing countries. In recent years, the increase in the volume of internet services



in the country, the development of e-commerce and the focus on the field of digital marketing have been leading to a radical change in the marketing environment. With the help of digital platforms, significant results are being achieved in attracting new customers, expanding market share and strengthening the brand position. The table below shows modern digital marketing tools (Table 1).

Table 1

No	Marketing tool	Brief description	Advantages
1	SEO (Search Engine Optimization)	Uplink websites in search engines	Continuous flow, long-term result
2	SMM (Social Media Marketing)	Posting advertising and content on social networks	Wide audience, efficiency
3	Content marketing	Promotion through Article, blog, video, etc.	Brand image enhancement, SEO
4	Influencer marketing	Product promotion through celebrities	Make sure quickly
5	Contextual advertising	Paid advertising in search or on websites	Targeting a specific auditor
6	Mobel marketing	Marketing through Mobel apps and messages	Speed, interactive

Modern digital marketing tools¹

The introduction of digital marketing has been implemented in industries in the province with different approaches. Some industries, such as light industry and food manufacturers, have been able to make effective use of digital marketing tools. However, the introduction of digital marketing in heavy industries, such as building materials manufacturing and energy enterprises, has slowed down a lot. These networks often prefer traditional marketing methods, as it takes more time and resources for them to switch to digital tools.

Recommendations and prospects: during the study, the following recommendations were developed to more effectively introduce digital marketing in the Kashkadarya region:

➤ **Improvement of technological infrastructure:** enterprises should create the necessary infrastructure for the effective use of digital tools. An important factor in this is the speed of internet networks, the update of technological devices and

¹ O'rganishlar natijasida muallif ishlanmasi



platforms.

➤ Improving the skills of employees: it is necessary to pay special attention to the development of digital skills for marketing departments in industrial enterprises. It is necessary to organize trainings and training programs to ensure their effective use of digital marketing tools.

➤ Attracting finance and investments: in the process of moving to digital marketing, it is necessary to create special financial programs and subsidies to support small and medium-sized enterprises, attracting investments in this area.

➤ Diversification of marketing strategies: industrial enterprises can increase competitiveness by diversifying their marketing strategies, attracting new markets and applying different methods of digital marketing for existing markets.

Helps in an in-depth analysis of the issue of the introduction and effectiveness of digital marketing tools in the Kashkadarya region. While the importance of digital marketing is growing, there are still many obstacles. However, if industrial enterprises in the region continue to use digital tools, they will be able to strengthen their place in the market and increase competitiveness.

At the same time, the importance of cooperation and support for the management and successful implementation of this process is emphasized. The development of digital marketing requires the development of innovative approaches and effective strategies in all areas.

Conclusions and Suggestions

It made it possible to analyze in detail the current state of use of digital marketing tools in the Kashkadarya region and its effectiveness. The main conclusions identified during the study are as follows. Applications of digital marketing tools: the degree of application of digital marketing tools among industrial enterprises in the region varies. While only more than 35% of enterprises have switched to full-fledged digital marketing, the rest are still working on traditional methods. Efficiency and economic benefits: businesses that have introduced digital marketing tools have achieved significant effectiveness in promoting their products. Their sales and brand recognition have increased, advertising costs have been reduced, and new customers have been attracted. Obstacles: the main obstacles to the introduction of digital marketing are the lack of technological infrastructure, low personnel qualifications and financial constraints. Digital marketing for many industrial enterprises



Improving technological infrastructure: it must create the necessary infrastructure to effectively use digital marketing tools. The speed of the Internet, the updating of technological devices and platforms are important. State support for industrial enterprises in technological upgrades and infrastructure improvements is necessary.

Improving the digital skills of employees: it is necessary to develop the digital skills of employees of marketing departments. Through the organization of training courses, seminars and trainings for these employees, their effective use of digital marketing tools is ensured.

Attracting finance and investment: the transition to digital marketing presents great financial difficulties for small and medium-sized industries. Therefore, it is necessary to introduce special government programs and subsidies to support small and medium-sized businesses.

Diversification of digital marketing strategies: through diversification of its marketing strategies, Har production enterprises must expand their opportunities to apply various digital tools and attract new markets. Competitiveness can be increased by using tools such as SEO, SMM, content marketing and online advertising together.

Studying local and international markets: through the use of digital marketing tools, industrial enterprises must increase their competitiveness not only in domestic, but also in international markets. Export opportunities will also be expanded through the global implementation of digital marketing for local industrial products.

Effective use of social media and online platforms: through social media and online advertising platforms, industrial enterprises can present their products to a wider audience. It can be very effective to promote a brand through these platforms, strengthen customer engagement and implement marketing strategies.

It is possible to effectively develop their business activities by overcoming the obstacles and challenges that exist during the application of digital marketing tools in the kashkadarya region. At the same time, the successful introduction of digital marketing of the industrial sectors of the region.

References

1. Kotler F., Armstrong G. Marketing asoslari. – Toshkent: “Iqtisodiyot”, 2021.
2. Hasanov U.B. Raqamli marketing: nazariyasi va amaliyoti. – Toshkent: “Innovatsiya ziyo”, 2022.
3. Karimov T.S. Sanoat mahsulotlarini eksportga chiqarishda raqamli



-
- marketingning o‘rni.// “Iqtisodiyot va innovatsion texnologiyalar” jurnali, 2023, №1. – B. 65–72.
4. Xudoyberganov N. Marketing strategiyasining raqamli transformatsiyasi. – Samarqand: “Ilm ziyo”, 2020.
 5. Jabborov A. Raqamli marketing vositalarining sanoat korxonalarida qo‘llanishi. – Toshkent: “Yoshlar nashri”, 2021
 6. Karimova, S. (2024). Elektron tijorat platformalarini takomillashtirishda virtual ekotizimlarning o‘rni. Raqamli iqtisodiyot va axborot texnologiyalari, 4(4), 26-33.
 7. Innovatsion iqtisodiyot sharoitida elektron tijorat tizimini rivojlantirishda ta’sir etuvchi omillar tahlili. (2025). Scientific Journal of Actuarial Finance and Accounting, 5(03), 270-274.
 8. Karimova, S., & Sodiqova, D. (2025). Development trends of electronic commerce and its infrastructure in Uzbekistan. Raqamli iqtisodiyot va axborot texnologiyalari, 5(1), 131-140.
 9. Karimova, S. (2024). Elektron tijorat platformalarini takomillashtirishda virtual ekotizimlarning o‘rni. Raqamli iqtisodiyot va axborot texnologiyalari, 4(4), 26-33.