

THE NEED FOR INTERNET MARKETING IN BUSINESS DEVELOPMENT*Suyunova Kamilla Bakhromovna**Associate Professor of the Department of Marketing**Azamov Samandar Chorievich**3rd year student MN-222**Samarkand Institute of Economics and Service*

Annotation: The text discusses the key aspects of online marketing, its role in modern business, and its impact on consumers. Various tools and strategies are analyzed, such as SEO, SMM, email marketing, contextual advertising, and others. There is a strong focus on the benefits of online marketing, including interactivity, targeting, analytics, and cost reduction. Innovative promotion methods such as the use of non-standard advertising media, web conferencing and mobile advertising are also discussed. The importance of social networks and their impact on interaction with customers and the formation of competitive advantage are emphasized. In conclusion, it is noted that Internet marketing has become an integral part of modern business, allowing companies to effectively interact with consumers and achieve success in the digital environment.

Keywords: Internet Marketing, Digital Marketing, E-Commerce, SEO, SMM, Analytics

Introduction.

Internet Marketing is the practice of using all aspects of traditional marketing in Internet for the purpose of selling a product or service to customers and managing relationships with them.

Internet marketing includes such areas as promotion in social networks (SMM), site optimization for search engines (SEO), email marketing, search engine marketing (SEM)^[1], inbound marketing, Affiliate Marketing and other types.

When using Internet marketing, physical contacts are not required, which reduces the cost of maintaining offices or representative offices.

E-commerce and Internet marketing have become popular with the expansion of Internet access and are an integral part of any normal marketing campaign. Internet Marketing Segment and Advertising growth in the consumer sector, as evidenced by the appearance of new online stores and on the market B2B.

The main advantages of Internet marketing are considered to be interactivity, the ability to make the most accurate Targeting, the possibility of post-click analysis, which leads to the maximum increase in such indicators as Website conversion and the ROI of online advertising.

Internet marketing includes such elements of the system as:

- Display advertising
- contextual advertising
- Search Engine Marketing in General and SEO in Particular
- promotion in social networks: SMO and SMM
- Direct marketing using email, RSS, etc.
- Viral marketing

- Guerrilla marketing
- Affiliate marketing
- Internet branding
- Email marketing
- Content Marketing
- programmatic (RTB).

Among the innovative ways to promote products on the Internet are the following:

- use of non-standard advertising media (promo games, viral videos, game branding);
- online exhibitions, online auctions;
- web conferences (podcasts, webcastings, webinars, broadcasts, webinars);
- Vendor Relations (VRM) systems
- website promotion in social media (SMO – optimization for social media, SMM – marketing in social networks, Social Ads – advertising in social networks);
- Mobile Advertising (Mobile Application)
- Augmented reality (AR or augmented reality are systems in which the real world is complemented by virtual objects).

Analysis of literature. According to Sergey Golubitsky Internet marketing is a component of e-commerce. It is also called online marketing. It can include parts such as SMM, SEO, PPC, information management, PR, Internet analytics, customer development (collecting feedback from customers to improve products and services).

Analysis and results. Now Internet marketing is something more than the sale of information products, now there is trade in the information space, Software Products business models and many other goods and services. Companies such as Google, Yahoo and MSN raised to a new level and segmented the online advertising market, offering local advertising services to small and medium-sized businesses. Profitability Investment increased, and costs were reduced. This type of marketing has become the foundation of modern capitalism, which allows anyone with an idea, product, or service to reach the widest possible audience.

The use of the term "internet marketing" usually implies the use of direct response marketing strategies that are traditionally used in direct mail, radio and in Television commercials, only here they are applied to the business space of the Internet.

These methods have proven to be very effective when used on the Internet due to the ability to accurately track statistics, multiplied by the ability to be in relatively constant contact with consumers, be it the sector B2B or B2C (business-consumer). This feature precision analysis is now used everywhere, and therefore you can so often see such terms as ROI— return on investment, conversion rate — effective visit rate (also known as —Website conversion), as well as instantly get statistics on sales, demand, etc.

There are several ways that brands can use online marketing that are beneficial when promoting online. Online marketing in today's world not only allows firms to sell their products and services, but it also provides online customer support through round-the-clock services to make customers feel valued. Using social media engagement allows brands to get both positive and negative feedback from their customers, as well as identify which media platforms are working well for them. Thus, internet marketing has become a more significant advantage for brands and businesses. Nowadays, consumers often post reviews online through social media, blogs, and websites about their experiences with a particular product or brand.

Word-of-mouth communication on one level often has a greater impact on customers. Customers are also more likely to trust the experience of other consumers. As an example, users of social networks share their experience of going to various stores, restaurants, highlighting certain brands and franchises. A study was also conducted on Instagram, according to the results of which experts noted that teenage users of this social network post images of food-related events in their accounts, thereby providing free advertising of products.

Companies are increasingly benefiting from using social media platforms to connect with their customers and create conversations and discussions with them. The potential reach of social media is evidenced by the fact that in 2015, Facebook had more than 126 million unique users per month, while YouTube had more than 97 million.

The key task of online marketing is to attract customers and provide them with the opportunity to interact with the brand through service and digital media delivery. The information is easy to access at a fast speed thanks to the use of the internet. Users who have access to the network can use a variety of social networks, such as Facebook, YouTube, forums, email, and others. Using Internet communications, it creates a multi-communication channel where information can be quickly transmitted around the world to anyone. Social separation does not play any role through social environments due to the lack of face-to-face communication and dissemination of information to the electoral audience. This interactive nature allows consumers to create dialogues in which the target audience can ask questions about the brand and get to know it, which traditional forms of marketing cannot offer.

Competitive Advantage

By using internet platforms, businesses can create competitive advantages in a variety of ways. To achieve the maximum potential of online marketing, firms use social media as their primary tool to create a channel of information. With this, businesses can create a system where they can accurately identify customer behavioral patterns and respond to their needs. It is shown that this method has a greater impact on those who have long-standing relationships with the company and with consumers who are relatively active users of social networks. In this regard, the creation of a page in social networks will further improve the quality of relations between new and existing consumers, as well as consistently strengthen the brand, and therefore increase the recognition of the company's name. While there may be inconsistencies with product images; Maintaining a successful social media presence requires businesses to be consistent in their interactions through the creation of a two-way flow of information. Firms view their content based on the feedback received through this channel, this is a result of the dynamism of the environment due to the global nature of the Internet. Effective use of digital marketing can result in relatively lower costs compared to traditional means of marketing. As this will result in lower costs for external maintenance, advertising, processing, interface development and control costs

Conclusion. The rapid growth of scientific and technological progress and new Information Technology have a significant impact on the overall assessment of attractiveness jar. The development of the technological process allows not only to increase the speed of processing documents and conducting cash transactions, but also to expand the clientele. Thanks to Internet The relationship between customers becomes more efficient, which also allows differentiated work with the customer depending on individual preferences, risk appetite and formation Portfolio Client. And the development of information technologies makes it possible



to significantly reduce the distance between the producer and the consumer of services, significantly intensifies competition, and, therefore, contributes to the development of services, both in quantitative and qualitative aspects.

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