

## Digital Marketing: Near Future and Perspectives

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### Abstract

Digital marketing remains a dynamic and important segment of the marketing landscape. Several trends and prospects are expected shortly. The role of social media will continue to grow, providing companies with opportunities to effectively interact with the audience. Video content will become an even more popular and in-demand format for marketing campaigns. Artificial intelligence and automation will be used to improve efficiency and personalize marketing efforts. Virtual and augmented reality technologies will find their application in creating unique and attractive customer experiences. Analytics and marketing tools will become more advanced, allowing you to more accurately measure results and optimize campaigns. In addition, paying more attention to ethical issues in the collection and use of data will become an integral part of digital marketing. All of these trends indicate that digital marketing will continue to evolve and remain a key tool for companies looking to succeed in the online world.

**Keywords:** digital marketing, marketing tools, social media in digital marketing, artificial intelligence, automation, optimization, personalization.

### INTRODUCTION

The 21st century, which is experiencing the process of digitization, requires the introduction of a digital environment into every social interaction. It would not be wrong to say that the digital economy, which is equally interesting for all of us, is one step ahead of all industries in this period. A prosperous life for every state and society is ensured, first of all, through a strong economy. And digital business, its main driving force, is an area that needs more attention than ever. In fact, it is natural for this industry to flourish in any country where there are sufficient development foundations for entrepreneurship. Moreover, in this regard, a feeling of confidence and interest arises among the people. The result of the first steps taken in this regard in our country encourages further development. To date, considerable work has been carried out in the field of economy, including entrepreneurship, which is one of the main participating sectors of the digitization process [1-3].

So, what is the digital economy, that is, digital marketing, and how did it come about, what prospects does humanity expect from it? As technology continues to grow and evolve, it's safe to assume that digital marketing will follow suit. Digital marketing is the development of the



digital economy, and the digital economy is the main "driver" for the development of the countries of the world today.

Nowadays, almost all peoples of the world are directly or indirectly using digital technologies. According to experts, this figure has increased rapidly in the next few years. The web has provided endless opportunities for small and medium-sized businesses, including digital advertising, which has become an important part of their overall advertising efforts.

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, including mobile devices, advertising and any other digital medium [4-7].

The development of digital marketing since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and daily life, and as people use digital devices instead of visiting physical stores, digital marketing companies have proliferated. In particular, we can witness the launch of similar Internet markets and digital services in our country, including Express.uz, Zoodmall.uz, Yandex taxi.uz, My taxi.uz and others [5-9].

According to Forbes, the official advertising e-source, the focus on integrated global marketing will increase, consumers will be able to connect between multiple content sources such as email on different aspects of the same topic, and companies will increase their use of data and deep analytics.

### **Literature Review**

Describing literature analysis in the context of digital marketing and its immediate future, one can explore current research, publications and expert opinions on the directions and prospects of this field [10-14]. Here are a few key topics that can be included in a digital marketing literature analysis:

1. **The Role of Social Media in Digital Marketing:** Explore how social media has become an integral part of companies' marketing strategies and how it affects audience engagement, brand building, and customer acquisition. Research may cover various social media platforms such as Facebook, Instagram, Twitter, LinkedIn and YouTube.
2. **Video content in digital marketing:** Explore the growing popularity of video content and its role in marketing campaigns. Pay attention to the use of video ads, vlogs, live streams, and other video formats to achieve marketing goals.
3. **Artificial Intelligence and Automation in Digital Marketing:** Consider the roles played by artificial intelligence and automation in optimizing and personalizing your marketing efforts. Consider using machine learning, data analytics, and automated tools to improve campaign results and customer experience management.
4. **Virtual and Augmented Reality in Digital Marketing:** Explore the application of virtual and augmented reality technologies in digital marketing. Consider how these technologies can create unique and compelling customer experiences, such as through virtual tours, interactive ad campaigns, and other formats [15-19].

A more detailed description of several articles from the field of analytics and marketing tools in digital marketing:



1. Li, X., & Hitt, L.M. (2018). What Drives Social Media Analytics Investments? Evidence from Big Data-Enabled Business Analytics Initiatives. *Journal of Management Information Systems*, 35(2), 421-457.

This article explores the factors influencing investment in social media analytics. The authors conduct an empirical study based on these initiatives on big data analytics in business. The results of the study allow an understanding of what factors influence the decision to implement social media analytics in companies and what benefits they can get from this.

2. Popovič, A., Hackney, R., Tassabehji, R., & Castelli, M. (2018). Big data analytics in marketing: A literature review, current trends, and future directions. *The Marketing Review*, 18(4), 285-320.

This article provides a literature review on the application of big data analytics in marketing. The authors provide critical analysis of existing research and a review of current trends. They also offer recommendations for future research on big data analytics in marketing.

3. Becker, JU, Greve, G., & Albers, S. (2010). The impact of technological and organizational implementation of CRM on customer acquisition, maintenance, and retention. *International Journal of Research in Marketing*, 27(2), 154-166.

In this article, the authors explore the impact of the technological and organizational implementation of customer relationship management (CRM) systems on attracting, retaining and increasing the customer base. They analyze data from various companies and identify how the correct implementation of CRM affects the results of marketing efforts.

4. Luo, X., Li, H., Zhang, J., & Shim, JP (2012). Examining multi-dimensional trust and multi-faceted risk in initial acceptance of emerging technologies: An empirical study of mobile banking services. *Decision Support Systems*, 53(1), 34-46.

In this article, the authors explore the role of trust and risk in making decisions about the adoption of new technologies. The study was conducted on the example of mobile banking services. The authors propose a multifactorial model that takes into account different aspects of trust and risk when assessing the adoption of new technology.

5. Ghose, A., & Ipeirots, P. G. (2011). Estimating the helpfulness and economic impact of product reviews: Mining text and reviewer characteristics. *IEEE Transactions on Knowledge and Data Engineering*, 23(10), 1498-1512.

In this article, the authors explore how to evaluate the usefulness and economic impact of product reviews. They offer methods for analyzing text and reviewer characteristics to determine the usefulness of reviews and their impact on consumers and merchants [20-25].

These articles present various aspects of analytics and marketing tools in digital marketing and provide detailed research that can be used in conducting literature analysis .

## Methodology

Currently, at the modern stage of digital economy development, Uzbekistan is characterized by the period of its formation and high dynamics of development. Taking into account the current world trends, the rapid use of ICT in all spheres of public life, as well as the general development of digital technologies, will become the driving force of innovation for Uzbekistan and enable integration and integration into the world economy. As in many



countries, these scientific studies are relevant to our republic. The specific aspects of the development of the digital economy in Uzbekistan are the study and analysis of its formation, as well as the identification of the main problems of the implementation of modern ICT in enterprises, the development of proposals for improving the organization of enterprise activities in the conditions of the formation of the digital economy.

To succeed, tomorrow's digital marketing companies will need a workforce with the education and skills to meet these future challenges and stay at the forefront of the industry [25-29].

Digital marketing includes all marketing activities that use an electronic device or the internet. Businesses use digital channels such as search engines, social media, email and other websites to connect with current and prospective customers.

Digital marketing can help us reach a larger audience than traditional methods and target prospects who are more likely to buy our product or service. In addition, it is often more cost-effective than traditional advertising, allowing us to summarize the success daily and move it in the way we want.

### **Analytics and Marketing Tools**

Analytics and marketing tools play an important role in digital marketing, enabling companies to measure the effectiveness of their campaigns, gain valuable insights about their audience, and make informed decisions. When conducting a literature analysis in this area, the following aspects can be considered:

1. **Data collection and analysis tools:** Explore different tools for data collection and analysis in digital marketing. These can be analytics platforms such as Google Analytics, as well as tools for social media monitoring, reputation management, conversion tracking, and others.
2. **Behavioral Analytics:** Consider methods and techniques for analyzing user behaviour, such as website tracking, shopping journey analysis, social media behaviour analysis, and others. Explore how this information can be used to optimize user experience and improve conversions.
3. **Content Analytics:** Explore tools and approaches to analyze the effectiveness of content in digital marketing. This may include analysis of the popularity and engagement of content on social media, keyword analysis and SEO optimization, as well as content quality assessment.
4. **Mobile App Analytics:** Consider the specifics of mobile app analytics and the tools to implement it. Explore how mobile app data analytics can help optimize marketing efforts, improve user experience, and increase user retention.
5. **Predictive and Predictive Analytics:** Explore predictive analytics methods and techniques in digital marketing. Consider using machine learning algorithms and statistical models to predict user behaviour, identify the most effective marketing channels, and predict future trends.

When conducting literature analysis in the field of analytics and marketing tools, it is recommended to pay attention to current research, publications in scientific journals, reports from analytical companies and blogs of experts in the field of digital marketing.



## Results and Discussion

The results of research and discussion in the field of analytics and marketing tools in digital marketing imply a variety of topics and research results. Here are some general results and discussions that can be found in the literature:

**Importance of data analytics:** Research shows that the use of data analytics in digital marketing leads to improved decision-making and the effectiveness of marketing campaigns. This helps companies better understand their audience, optimize advertising budgets, and increase conversions.

**Application of machine learning and artificial intelligence:** Modern digital marketing is increasingly using machine learning and artificial intelligence to analyze data and predict consumer behaviour. Research shows that these technologies can significantly improve the results of marketing campaigns and content personalization.

**Social media analytics:** Social media plays an important role in digital marketing, and research focuses on analyzing social media data to determine popularity, and audience engagement, and measure the effectiveness of campaigns. Research findings can help companies understand how to optimize their social media presence and engage with their audience.

**Content Analytics:** Content performance analysis is an important aspect of digital marketing. Research shows what types of content are most engaging to audiences, what keywords and SEO strategies are effective, and how to measure and evaluate content quality.

**Predictive analytics:** Predictive analytics is used to predict user behaviour and determine the most effective marketing channels.

Research shows that the proper use of predictive analytics can help companies make more informed decisions and increase the ROI of their marketing campaigns.

These are just some of the general results and discussions in the field of analytics and marketing tools in digital marketing. The literature on this topic is extensive and contains more detailed research and findings that can be useful when conducting analytics and developing marketing strategies.

Continuing the discussion of results and discussions in the field of analytics and marketing tools in digital marketing, it is important to note the following aspects:

1. **Marketing Channel Attribution:** Analytics allows companies to determine which marketing channels and tactics are most effective in attracting customers and generating sales. This helps to distribute the budget between channels and optimize marketing efforts.
2. **User experience and personalization:** Data analytics allows you to better understand user preferences and behaviour, which allows you to create more personalized and relevant content and offers. This helps improve user experience and increase engagement and conversion rates.
3. **Metrics and Measuring Success:** Developing effective metrics and measures of success is an important task in digital marketing. Analytics helps companies measure the results of their marketing efforts and evaluate their impact on business goals such as revenue, profitability, and customer retention.



4. Predictive and Optimized: Data analytics allows you to predict future trends and user behaviour, which helps companies make better decisions and optimize their marketing strategies and tactics.
5. Big data and its processing: With the development of technology and the advent of big data, analytics has become inextricably linked with the processing and analysis of big data. The results of the research and discussion related to various data processing methods, including machine learning, data analysis algorithms, and data visualization tools.

These are just some of the key findings and discussions on analytics and marketing tools in digital marketing.

### Conclusion

Findings from the results and discussions in the field of analytics and marketing tools in digital marketing highlight the importance of using data analytics to make effective marketing decisions. Analytics allows companies to better understand their audience, optimize advertising budgets, improve user experience and increase conversions.

The role of technologies and methods of data analysis, such as machine learning and artificial intelligence, in digital marketing is also becoming increasingly clear. The application of these technologies allows companies to make more accurate forecasts, personalize content and optimize marketing strategies.

Attribution of marketing channels, measurement of the success of marketing efforts, analysis of social media data and predictive analytics are also important aspects.

Greater access to and processing of large amounts of data is becoming an integral part of modern digital marketing. Companies that can effectively use data analytics can make more informed decisions, improve the effectiveness of marketing campaigns, and achieve better results.

In general, analytics and marketing tools play a key role in digital marketing, and their use and development are important factors for the success of companies in today's digital environment. Also, the rapid growth of digitization will bring about a huge change in reality and positive results in the near future. In particular, the effect and change on the economy will be significant, and this will create a unique positive outcome of the expected future. We need to support this direction and be a direct participant in the process or some sense a catalyst for it.

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