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**STUDY OF THE INFLUENCE OF DIGITAL MARKETING ON TRADING
OPERATIONS PERFORMANCE IMPROVEMENTS**

**Written for an academic master's degree in the specialty
70310106 - Information technology and systems in economics**

DISSERTATION

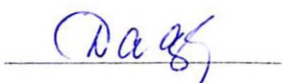
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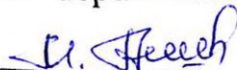
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ABSTRACT

In the modern world, where the effectiveness and efficiency of marketing plays a key role in achieving the competitiveness of an enterprise both in the national and global markets, there is an urgent need for continuous analysis and improvement of ways to optimize the organizational structure of the enterprise. It forms the main directions and rules of work of any company, as it becomes especially significant in business organization. One of the key positions in modern business in times of crisis is occupied by innovative and alternative marketing, which are developing along with modern information technologies. This paper considers the construction of a methodology for the formation of an e-marketing strategy for LLC "OLTINTEPA SAVDO" based on the study and analysis of literary sources and the formation of a business strategy using SWOT analysis.

Key words: marketing, promotion of goods and services, digitalization, digital marketing, digital marketing strategy, CRM system, SWOT analysis, SAP Customer Relationship Management solution, web analytics, search engine optimization (SEO), social media promotion (SMM), contextual advertising, E-mail marketing.

ANNOTATSIYA

Korxonaning milliy va jahon bozorlarida raqobatbardoshligiga erishishda marketingning samaradorligi va teskorligi hal qiluvchi rol o'ynaydigan zamonaviy dunyoda korxonaning tashkiliy tuzilmasini optimallashtirish yo'llarini doimiy tahlil qilish va takomillashtirish zarurati tug'iladi. U har qanday kompaniyaning asosiy yo'nalishlari va ish qoidalarini shakllantiradi, chunki u biznesni tashkil etishda ayniqsa ahamiyatli bo'ladi.

Inqiroz davrida zamonaviy biznesning asosiy o'rinlaridan birini zamonaviy axborot texnologiyalari bilan birgalikda rivojlanayotgan va turli kompaniyalar, shu jumladan O'zbekiston Respublikasidagi kompaniyalar rahbarlarining alohida qiziqishini uyg'otadigan innovatsion va muqobil marketing egallaydi. Ushbu ishda adabiy manbalarni o'rganish va tahlil qilish va SWOT tahlilidan foydalangan holda biznes strategiyasini shakllantirish asosida "OLTINTEPA SAVDO" MChJ uchun

elektron marketing strategiyasini shakllantirish metodologiyasini qurish ko'rib chiqilgan.

***Kalit so'zlar:** marketing, tovarlar va xizmatlarni ilgari surish, raqamlashtirish, raqamli marketing, raqamli marketing strategiyasi, CRM tizimi, SWOT tahlili, SAP mijozlar bilan aloqalarni boshqarish yechimi, vebanalitika, qidiruv tizimini optimallashtirish (SEO), ijtimoiy media marketing (SMM), kontekstli reklama, E-mail marketingi.*

АННОТАЦИЯ

В современном мире, где эффективность и оперативность маркетинга играет ключевую роль в достижении конкурентоспособности предприятия как в национальном, так и на глобальном рынке, появляется острая необходимость в непрерывном анализе и совершенствовании путей оптимизации организационной структуры предприятия. Он формирует основные направления и правила работы любой компании, поскольку становится особо значимым в организации бизнеса. Одну из ключевых позиций в современном бизнесе в условиях кризиса занимает инновационный и альтернативный маркетинг, которые развиваются вместе с современными информационными технологиями и привлекает особый интерес со стороны менеджеров различных компаний, в том числе в Республике Узбекистан. В данной работе рассмотрено построение методологии формирования стратегии электронного маркетинга ООО «ОЛТИНТЕПА САВДО» на основе изучения и анализа литературных источников и формирование бизнес- стратегии с помощью использования SWOT анализа.

***Ключевые слова:** маркетинг, продвижение товаров и услуг, цифровизация, цифровой маркетинг, стратегия цифрового маркетинга, CRM-система, SWOT-анализ, Решение SAP «Управление взаимоотношениями с клиентами», веб-аналитика, поисковая оптимизация (SEO), продвижение в соцсетях (SMM), контекстная реклама, E-mail-маркетинг.*

CONTENT

ABSTRACT	3
LIST OF SUPPLIED TABLES	6
LIST OF PICTURES	5
LIST OF ABBREVIATIONS AND SYMBOLS.....	8
INTRODUCTION.....	9
Grounding of the dissertation topic and its relevance.....	9
The purpose and objectives of the master's dissertation.....	11
Research tasks.....	12
The main problems of research.....	12
Object and subject of master's research.....	12
Scientific and practical significance of the master's dissertation research.....	12
A brief description of the content of the dissertation.....	13
CHAPTER I. LITERATURE REVIEW	14
1.1. The concept of digital marketing	14
1.2. Advantages and disadvantages of digital marketing	20
1.3. Formation of a digital marketing strategy.....	22
CHAPTER II. RESEARCH METHODOLOGY.....	34
2.1. Research design.....	34
2.2. Information gathering process.....	34
2.3. Research methods.....	34
2.4. Prerequisites for the study.....	36
2.5. Study limitations.....	36
CHAPTER III. ANALYSIS AND RESULTS.....	37
3.1. General characteristics of the activities of the limited liability company "OLTIN TEPA SAVDO"	37
3.2. Formation of the architecture of the CRM system	46
3.3. Development website OOO "OLTIN TEPA SAVDO"	40
3.4. Evaluating website performance using web analytics tools.....	66
3.5. Modern tools for promoting goods on the Internet.....	70
CONCLUSION	76
Brief description of the results of the study.....	76
Main recommendations and proposals of the study.....	80
Limitations of research and proposal for follow-up scientific works.....	81
REFERENCE.....	84
APPLICATIONS.....	89

INTRODUCTION

Grounding of the dissertation topic and its relevance

Marketing is an essential part of the market activity that defines the life of every organization. It forms the main directions and rules of work of any company, as it becomes especially significant in business organization. One of the key positions in modern business in times of crisis is occupied by innovative and alternative marketing, which are developing along with modern information technologies.

The product promotion strategy is one of the key elements of the company's marketing plan, it fixes the goals of advertising campaigns, the basic principles and approaches of brand marketing communications, and the overall long-term strategy for promoting the product to the market. Marketing involves shifting the main emphasis from production to consumer problems. The emphasis on the needs of the consumer is not only structural and technological problems, but also a serious organizational, structural, psychological restructuring of the entire work of any enterprise.

As one of the most effective and progressive methods of increasing the effectiveness of the marketing activities of any enterprise, the introduction of information technologies into marketing activities, and, first of all, Internet technologies, has recently been considered.

Huge opportunities in organizing information interaction between companies, customers and partners, unique audience coverage and speed when promoting and selling goods, convenience and accessibility when organizing after-sales service.

Uzbekistan, a country located in Central Asia, is rapidly becoming a digital marketing hub. A country of over 34 million people provides unique opportunities for businesses seeking to expand into new markets.

According to the DataReportal report on the implementation and use of digital technologies in January 2023, there were 26.74 million Internet users in Uzbekistan.