



DEVELOPMENT OF INTERNET MARKETING IN UZBEKISTAN AND IN THE WORLD DURING THE COVID-19 PANDEMIC

Sharipova Umidaxon Adxamovna¹

University of World Economy and Diplomacy

KEYWORDS

marketing,
pandemic,
online,
SMM,
business,
services,
advertising

ABSTRACT

The article discusses the main trends of Internet marketing during the COVID-19 pandemic. Mandatory self-isolation is described as a change in consumer demand during the transition to remote operation, resulting in a significant increase in demand for online services. The main tools of online advertising and the change in their share of business during the transition from offline to online will be considered. Differences in the goals of these tools are identified, their advantages and disadvantages in the current economic situation are compared. Provides features of the most affected and fastest growing business sectors from the pandemic, as well as marketing tools to promote them. The article contains international recommendations on online marketing for small businesses in the context of slowing economic growth and self-isolation of the population.

2181-2675/© 2021 in XALQARO TADQIQOT LLC.

DOI: 10.5281/zenodo.5804240

This is an open access article under the Attribution 4.0 International (CC BY 4.0) license (<https://creativecommons.org/licenses/by/4.0/deed.ru>)

¹ Ph.D., Associate Professor, Head of the Department of International Finance and Investment, University of World Economy and Diplomacy

COVID-19 PANDEMIYASI DAVRIDA O'ZBEKISTON VA JAHONDA INTERNET-MARKETINGNING RIVOJLANISHI

KALIT SO'ZLAR:

marketing,
pandemiya,
onlayn,
SMM,
biznes,
xizmatlar,
reklama

ANNOTATSIYA

Maqolada COVID-19 pandemiyasi davrida Internet-marketingning asosiy tendentsiyalari ko'rib chiqiladi. Majburiy o'zini-o'zi izolyatsiya qilish, masofaviy ishlashga o'tish davrida iste'molchilar talabining o'zgarishi va buning natijasida onlayn xizmatlarga talabning sezilarli darajada oshishi tasvirlangan. Internetda reklama qilishning asosiy vositalari va biznesni oflayn rejimdan onlayn rejimga o'tish paytida ularning vazn ulushlarining o'zgarishi ko'rib chiqiladi. Ushbu vositalarning maqsadlaridagi farqlari aniqlanadi, ularning mavjud iqtisodiy vaziyatdagi afzalliklari va kamchiliklari taqqoslanadi. Pandemiya eng ko'p zarar ko'rgan va eng tez rivojlanayotgan biznes tarmoqlarining xususiyatlarini, shuningdek ularni ilgari surish uchun marketing vositalarini taqdim etadi. Maqolada iqtisodiy o'sishning sekinlashishi va aholining o'zini o'zi izolyatsiya qilish sharoitida kichik biznes uchun onlayn marketing bo'yicha xalqaro tavsiyalar mavjud.

The global slowdown in economic growth associated with the COVID-19 pandemic directly affects the development of online marketing. Since millions of people have switched to self-isolation or quarantine, remote work, or even lost their income due to the closure of small businesses, the use of electronic communications has increased significantly, and, as a result, Internet marketing. Consumers are now interested in all types of delivery (with on-line order), online training, online services (photos, classes with children, tutoring services), online trade and online entertainment.

With the development of information technology, the availability of smartphones and tablet computers, an increase in the percentage of the population using mobile devices and PCs to communicate and search for information on the Internet, manufacturers and distributors, following service providers, began to actively use Internet marketing technologies to market their products. Moreover, if earlier the main attention was paid to such expensive marketing tools as the development and promotion of an Internet site, market research using the Internet (competitors, goods and consumers), creation and SEO - promotion of online stores, then as competition grows on the Internet, the emphasis manufacturers of goods and services were moved to the realm of social media and viral marketing.

Самыми актуальными инструментами в интернет-пространстве на сегодняшний день считаются:

- Контекстная реклама (Яндекс Директ, Google Adwards).
- Таргетированная реклама (Вконтакте, Instagram, YouTube и др.).

- Баннерная реклама.
- SEO-оптимизация (продвижения в поисковых система – Яндекс, Google).
- SMM (Social Media Marketing – продвижение в социальных сетях).
- E-mail – рассылка

Изменились и взгляды интернет - маркетологов на функции сайта и каналов его продвижения. Главными критериями оценки инструментов интернет - маркетинга стали затраты (уровень конверсии и стоимость лида); продолжительность (скорость наступления эффекта и возможность его сохранения на длительное время); системность (необходимость затрат времени на регулярные действия по работе с инструментом) и целевой показатель (возможность увеличить самый отстающий показатель в работе с аудиторией).

The COVID-19 pandemic has made significant changes in all areas of the economy, causing stagnation and recession in some of its segments, and growth in others. Tourism services were the hardest hit; hotel business and apartment booking; HoReCa; retail trade of a non-product group; import in different areas; advertising business; education; events; the sphere of entertainment and sports; separate B2B areas (for example, a complete collapse in the delivery of food to educational institutions, platforms for tourism, etc.). The fall in demand allows the possibility of reducing the cost of active advertising, but stimulates the creation of a resource cushion for a quick start after the crisis. We are talking about marketing resources that can be used in the long term, that is, opportunities to increase the level of return on investment in marketing (ROI) and revise the promotion channels:

- site update
- content update (make a substantial stock of publications, videos, posts, infographics for the future)
- updating product lines depending on the changed preferences of the audience and taking into account the weakening of competitors and their niches
- improvement of product quality, since after the end of the recession, the usual cost with high quality will be an advantage
- focus on trust-building tools, communication and loyalty programs in order to retain an audience that, during a crisis, begins to more carefully study alternatives and count money.

All sectors of the economy and services, which continue to function during the COVID-19 period, began to actively switch to on-line and develop Internet promotion channels, with an emphasis on SMM and e-mail newsletters. Depending on the market situation, the posts of producers are also optimized (Table 1).

Table 1. Marketing steps of manufacturers in SMM and e-mail mailings, depending on the market situation

Market situation	Industries	Marketing steps
The market is in decline	Tourism, printing houses, beauty salons, car services	educational posts, free useful information (this pause is an opportunity to establish contact with a client, to become “yours”. He will return after the crisis)
The market goes into a state of awakening	Sale of clothes, jewelry, furniture, cake baking, cosmetology	Поиск и активное продвижение того, что можно продать сейчас. Привлечение внимания покупателя к тем товарам, которые могут облегчить его жизнь в самоизоляции (например, компактная мебель для балконов, маникюрные наборы, массажёры, депиляторы)
The market is trying to go online	Kindergartens, fitness clubs, psychology, telemedicine, photographers.	Educational posts, free useful information. Drawing the buyer's attention to those goods that can make his life easier in self-isolation
Market in the growth phase	Food delivery, medicines, online education	Special offers, promotions

People are increasingly using digital technologies in all spheres of life, be it work or education. As a result, consumer expectations for online services and online stores are growing. This is why all companies, regardless of their size, need to go digital and redesign processes to meet new needs.

A new report from McKinsey shows that consumer behavior has changed due to the pandemic, and most companies are adapting their business models for digital. Last year, we wrote that smart digital marketing can bring up to 20% additional income and reduce costs by up to 30%. According to BCG, only 2% of companies have made it to the later stages of digital maturity - the rest are just getting started.

Experts have identified six key factors for achieving digital maturity. They are

especially relevant now that most companies have had to accelerate their digital transformation:

- Combining your own customer data obtained from different sources;
- Combining marketing objectives to achieve brand goals;
- Automation of tasks and adaptation of messages for the most effective communication;
- Establishing strategic partnerships with common marketing goals;
- Training and hiring employees who study and analyze data;
- Build flexible, multidisciplinary teams that can quickly learn from mistakes.

The coronavirus pandemic has forced many brands to move their sales online. Most of the offline outlets were closed, and people were sitting at home, so online shopping became almost the only type of shopping. After the abolition of the self-isolation regime, people began to return to physical retail.

For many, shopping is a leisure activity, not just an everyday routine. During the period of the pandemic, a lot of people appeared who liked to choose products online, but there are still those for whom it is important to test the product live, to turn to consultants for help. The growth of online sales is inevitable, but the Internet is unlikely to completely replace offline shopping.

Due to the pandemic, companies began to develop faster in digital, and some brands only thanks to this kept their business. The Internet has long been a part of our life, and in order to stay afloat, you need to follow trends and pay attention to digital communications. But there are companies whose products are more valuable offline.

For example, there are many free workouts on the Internet, but people still attend paid workouts at fitness clubs. The fact is that people go to the gym not only for classes, but also for communication and motivation. The quality of the services of a fitness trainer is also important for clients. Professional guidance is important because in home workouts, people often make mistakes and their technique suffers.

It turns out that offline companies can also benefit from live communication with customers. But thanks to the transition to online business, it can improve awareness among the audience and get new sales channels. During the pandemic, companies released interesting and creative content to remind of themselves and not lose customers while offline points were closed.

Remote work in the creative industry is a necessary measure. All completed processes can be converted to online format, and remote communication will not cause problems. But if we are talking about something fundamentally new - for example, a creative concept - personal communication allows you to make a better product. In self-isolation, we held regular online meetings with the team and clients, but as soon as the opportunity arose, we returned to face-to-face brainstorming.

During the COVID - 19 pandemic, online marketing has undergone significant transformations. The advertising budgets of large manufacturers have decreased, as a result of which the emphasis has shifted to low-cost direct communication channels with clients (social networks, direct e - mail distribution). At the same time, the modernization and

optimization of Internet sites began, the improvement of content and the adaptation of their format to work with mobile applications. All manufacturers of goods and services, who had the slightest opportunity to support their business using this promotion segment, moved from off-line to on-line.

REFERENCES

1. Mohammed, R., Fisher, R. J., Jaworski, B. J., & Paddison, G. J. (2004). *Internet marketing*. Auflage, New York.
2. Yuliasuti, I. A. N., Kepramareni, P., Sugiantari, A. A. P. W., Giri, I. K. S., & Putra, I. G. C. (2021). Asri Jewellery's Online Marketing During the Covid 19 Pandemic in Tampaksiring Village, Gianyar. *Journal of the Community Development in Asia (JCDA)*, 4(3), 108-116.
3. Alshaketheep, K. M. K. I., Salah, A. A., ALOMARI, K. M., KHALED, A., & Jay, A. A. A. (2020). Digital Marketing during COVID 19: Consumer's Perspective. *WSEAS Transactions on Business and Economics*, 831-841.
4. Neger, M., & Uddin, B. (2020). Factors affecting consumers' internet shopping behavior during the COVID-19 pandemic: Evidence from Bangladesh. *Chinese Business Review*, 19(3), 91-104.
5. Umarovna, T. M. (2020). Impact of covid-19 virus on tourism in uzbekistan. *Вестник науки и образования*, (23-2 (101)).