



THEORETICAL ASPECTS OF DIGITAL MARKETING IN BRAND IMAGE PERCEPTION

Valieva Z.F.

PhD, Associate Professor, Tashkent Institute of Textile and Light Industry

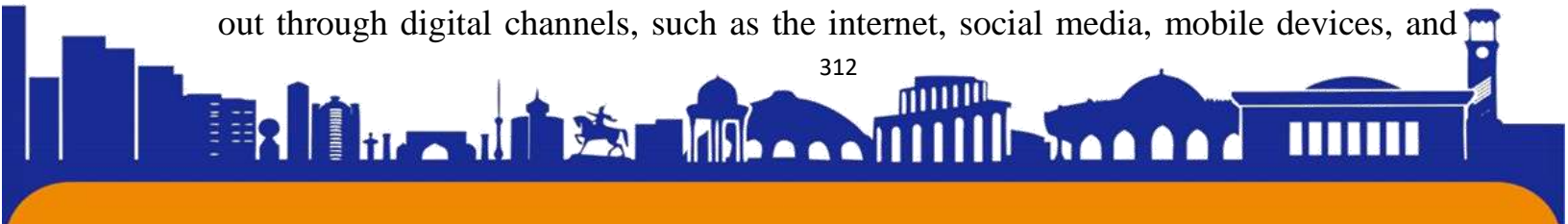
Valieva K.D.

Master's at University of Milan

Globalization, along with its trends, plays a key role in shaping the market and its operations towards modern approaches. The market in a digital era is a much more competitive and diversified place to lead a business with a strong brand reputation. Digital marketing is a primary factor affecting brand building and its perception by the audience. Due to the digital transformation, modern producers have shifted from the old-fashioned way of marketing towards the implementation of digital tactics, including advanced social media marketing (SMM) strategies, customer relationship management (CRM) implementation along with innovative advertising campaigns, showing a competitive performance level. Moreover, digital type of marketing pays huge attention to target audience engagement that refers to the process of building strong connections with a specific group of customers, based on their needs, preferences, and behaviours. Effective target audience engagement involves understanding customers' motivations and interests, and creating marketing campaigns and experiences that resonate with them. The CRM system is a customer relationship management system, application software for the organization, designed to automate customer interaction strategies (in particular, to increase sales), optimize marketing and improve customer service by preserving customer information and history of relationships with customers, as well as establishing and improving business processes and subsequent analysis of results. (Valieva & Valieva, 2023)

Marketing is the process of identifying, creating, promoting, and delivering products or services to meet the needs and wants of customers. It involves a range of activities, such as market research, product development, pricing, advertising, and sales.

Digital marketing, on the other hand, refers to marketing activities that are carried out through digital channels, such as the internet, social media, mobile devices, and





other digital technologies. Digital marketing is a subset of marketing, but it has become increasingly important in recent years as consumers spend more time online and businesses look to reach them through digital channels. Digital marketing encompasses a range of tactics, including search engine optimization (SEO), social media marketing, email marketing, content marketing, online advertising, and mobile marketing. These tactics allow businesses to reach and engage with customers through a variety of digital touchpoints, and to measure the effectiveness of their marketing efforts through data analytics and reporting tools.

The advantages of digital marketing include the ability to target specific audiences with personalized messaging, to reach a wider audience than traditional marketing methods, and to track and analyse marketing performance in real-time. However, digital marketing also presents its own unique challenges, such as the need to stay up-to-date with rapidly changing technologies and the increasing competition for customer attention online.

One-to-many marketing is a marketing strategy that involves broadcasting the same message to a large group of people, rather than tailoring marketing efforts to each individual customer. It is a mass marketing approach that aims to reach a broad audience and generate brand awareness (Neil Patel, n.d.; Process Street, n.d.).

One-to-many marketing is typically carried out through traditional mass media channels, such as television, radio, print, and outdoor advertising. These channels offer a wide reach and the ability to deliver a consistent message to a large audience. However, they are often less targeted and personalized than one-to-one marketing tactics (Neil Patel, n.d.; Process Street, n.d.).

The benefits of one-to-many marketing include the ability to reach a wide audience quickly and efficiently, as well as the potential for greater brand awareness and recognition. It can also be more cost-effective than one-to-one marketing, as it does not require the same level of data analysis and personalized messaging (Neil Patel, n.d.; Process Street, n.d.).

However, one-to-many marketing also has its drawbacks. It can be less effective at building customer relationships and generating customer loyalty, as it does not provide the same level of personalization and engagement as one-to-one marketing. It can also be less measurable than digital marketing tactics, as it can be difficult to track the effectiveness of mass media advertising (Neil Patel, n.d.; Process Street, n.d.).





One-to-many marketing is a useful strategy for generating brand awareness and reaching a wide audience quickly and efficiently. However, it should be used in conjunction with other marketing tactics, such as one-to-one marketing and digital marketing, to create a comprehensive and effective marketing strategy (Neil Patel, n.d.; Process Street, n.d.).

One-to-one marketing is a marketing strategy that involves treating each customer as an individual and tailoring marketing efforts to their specific needs and preferences. It is a highly personalized approach that aims to build stronger customer relationships and increase customer loyalty (Neil Patel, n.d.; Process Street, n.d.). One-to-one marketing is made possible by advances in data analytics and technology, which allow businesses to collect and analyse data on individual customers, such as their purchase history, browsing behaviour, and demographic information. This data can then be used to create highly targeted and personalized marketing campaigns, such as personalized email messages, product recommendations, and special promotions (Neil Patel, n.d.; Process Street, n.d.).

The benefits of one-to-one marketing include increased customer satisfaction, higher customer retention rates, and increased sales and revenue. By treating each customer as an individual and providing them with personalized experiences, businesses can build stronger relationships with their customers and create a competitive advantage in their industry (Neil Patel, n.d.; Process Street, n.d.).

However, implementing a one-to-one marketing strategy can be challenging, as it requires a significant investment in data analytics and technology infrastructure, as well as a deep understanding of customer behaviour and preferences. It also requires a commitment to ongoing data analysis and continuous improvement, as customer needs and preferences can change over time (Neil Patel, n.d.; Process Street, n.d.).

One-to-one marketing is a powerful strategy for building stronger customer relationships and improving business performance, but it requires a significant investment of resources and a long-term commitment to customer-centric marketing practices (Neil Patel, n.d.; Process Street, n.d.).

The tendency towards digital transformation refers to the increasing adoption of digital technologies and processes by businesses and organizations across all industries. This transformation is driven by the rapid pace of technological change and the need





for businesses to adapt to changing customer expectations and market conditions (Salesforce, n.d.; Forbes, 2020).

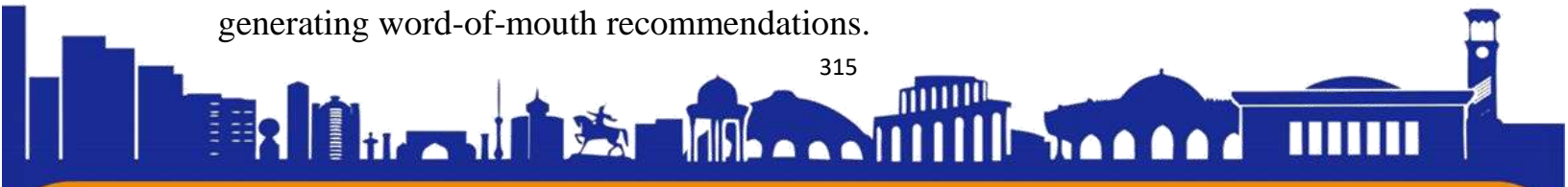
Digital transformation involves a fundamental change in the way businesses operate, moving away from traditional manual and paper-based processes towards digital and automated processes. This can include a range of activities, such as the adoption of cloud computing, big data analytics, artificial intelligence (AI), and the internet of things (IoT) (Salesforce, n.d.; Forbes, 2020).

The benefits of digital transformation are numerous and include increased efficiency and productivity, better customer experiences, improved data analysis and decision-making, and the ability to adapt to changing market conditions and customer needs more quickly. Digital transformation can also help businesses to reduce costs, improve agility and innovation, and stay ahead of competitors (Salesforce, n.d.; Forbes, 2020).

Digital transformation has significant implications for marketing, as it is changing the way businesses approach customer engagement and the delivery of marketing messages. Digital transformation is enabling businesses to reach customers through a variety of digital touchpoints, such as websites, social media, email, mobile apps, and other digital channels (Salesforce, n.d.; Forbes, 2020).

Digital transformation in marketing involves the use of digital technologies and processes to create more personalized and engaging customer experiences. This can include a range of tactics, such as:

1. **Data-driven marketing:** Digital transformation allows businesses to collect and analyze customer data in real-time, enabling them to create more targeted and personalized marketing campaigns.
2. **Multi-channel marketing:** Digital transformation enables businesses to reach customers through a variety of digital touchpoints, including websites, social media, email, mobile apps, and other digital channels.
3. **Content marketing:** Digital transformation allows businesses to create and distribute high-quality content that resonates with their target audience, building trust and credibility and reinforcing their brand messaging.
4. **Social media marketing:** Digital transformation enables businesses to engage with customers directly through social media platforms, building relationships and generating word-of-mouth recommendations.



5. Marketing automation: Digital transformation enables businesses to automate routine marketing tasks, such as email campaigns and social media posts, freeing up time and resources for more strategic marketing activities.

Digital transformation is also changing the way businesses measure the effectiveness of their marketing efforts, with an increasing focus on data analytics and real-time reporting. This allows businesses to track the performance of their marketing campaigns more accurately and adjust their strategies as needed to improve results (Salesforce, n.d.; Forbes, 2020).

However, digital transformation also presents challenges, such as the need to invest in new technologies, recruit and retain skilled talent, and manage change within the organization. It can also require a significant cultural shift within the organization, as employees may need to learn new skills and adopt new ways of working (Salesforce, n.d.; Forbes, 2020).

Overall, the tendency towards digital transformation is a necessary and inevitable trend for businesses and organizations to remain competitive in today's fast-paced and rapidly changing digital landscape. Businesses that embrace digital transformation and adapt to new technologies and processes will be better positioned to succeed in the long term (Salesforce, n.d.; Forbes, 2020).

REFERENCES:

1. Salesforce. (n.d.). Customer Engagement Strategies. Retrieved from <https://www.salesforce.com/products/marketing-cloud/resources/customer-engagement-strategies/>
2. Salesforce. (n.d.). What Is Digital Transformation? Retrieved from <https://www.salesforce.com/products/platform/what-is-digital-transformation/>
3. Schultz, D. E., Patti, C. H., & Kitchen, P. J. (2013). Integrated marketing communications in the digital era. Routledge.
4. Shopify. (n.d.). Why Customer Engagement is the Future of Ecommerce. Retrieved from <https://www.shopify.com/enterprise/why-customer-engagement-is-the-future-of-ecommerce>
5. Statista. (n.d.). Nike's Advertising Spending Worldwide from 2014 to 2020. Retrieved from <https://www.statista.com/statistics/685734/nike-ad-spend/>



ISSN (E): 2181-4570 ResearchBib Impact Factor: 6,4 / 2023 SJIF 2024 = 5.073/Volume-2, Issue-5

6. Valieva, Z., & Valieva, K. (2023). The impact of digital technologies on business processes. *Theoretical Aspects in the Formation of Pedagogical Sciences*, 2(7), 47–52. Retrieved from <https://econferences.ru/index.php/tafps/article/view/5032>
7. Vedia AI. (n.d.). One-to-One Marketing: Definition, Benefits, and Strategies. Retrieved from <https://www.vedia.ai/blog/one-to-one-marketing-definition/>
8. Fabrik Brands. (n.d.). The Impact of Digitisation on Brand Image. Retrieved from <https://fabrikbrands.com/the-impact-of-digitisation-on-brand-image/>
9. Валиева, К. и Элмуродов, Ш. (2021). Применение экспертного метода в ментальном маркетинге. Февраль 2021, № 1(12), Серия "Экономические науки", International scientific journal "Global science and innovations 2021: Central Asia", Nur-Sultan, Kazakhstan.

