

THE DIGITAL MARKETING COMMUNICATION TOOLS ANALYSIS

Abdulakhatov Muzaffarjon

PhD student of Nordic International University

muzaffar.abdulakhatov@gmail.com

Eshmurodova Malikabonu

Master student of Nordic International University

eshmurodovamalikabonu2025@gmail.com

Husanova Marjona

Master student of Nordic International University

khusanovamarjona03@gmail.com

Odiljonov Ikromjon

Master student of Nordic International University

odiljonovikromjon13@gmail.com

Sobirova Kumushxon

Master student of Nordic International University

kumushxon0060@gmail.com

Yunusova Muhlisa

Master student of Nordic International University

muhlisamuhlisa802@gmail.com

Abstract.

This paper conducts an analysis of digital marketing communication tools, exploring the diverse array of platforms and strategies employed by businesses to engage with their target audiences in the digital landscape. The study delves into the evolving dynamics of digital marketing, investigating the role of tools such as social media, email marketing, search engine optimization (SEO), and content marketing.

Keywords: *Digital marketing, communication tools, social media, email marketing, search engine optimization (seo), content marketing, audience segmentation, marketing strategies, consumer engagement, data privacy, data security, innovation, artificial intelligence, business strategies*

Introduction.

In the ever-evolving landscape of marketing, the significance of digital communication tools cannot be overstated. As technology continues to reshape the way businesses interact with their audiences, a thorough analysis of these tools becomes imperative for organizations striving to stay ahead in the dynamic realm of digital

marketing. This paper seeks to delve into the intricacies of various digital marketing communication tools, exploring their roles, impact, and challenges in the contemporary business environment. The advent of the digital era has ushered in a multitude of platforms and strategies that enable businesses to connect with their target audiences in ways that were once unimaginable. From social media and email marketing to search engine optimization (SEO) and content marketing, each tool brings its unique strengths and challenges to the marketing landscape. Understanding the nuances of these tools is essential for marketers aiming to craft effective, targeted, and resonant messages that cut through the digital noise. This analysis aims to shed light on the effectiveness of digital marketing communication tools in reaching and engaging diverse consumer segments.

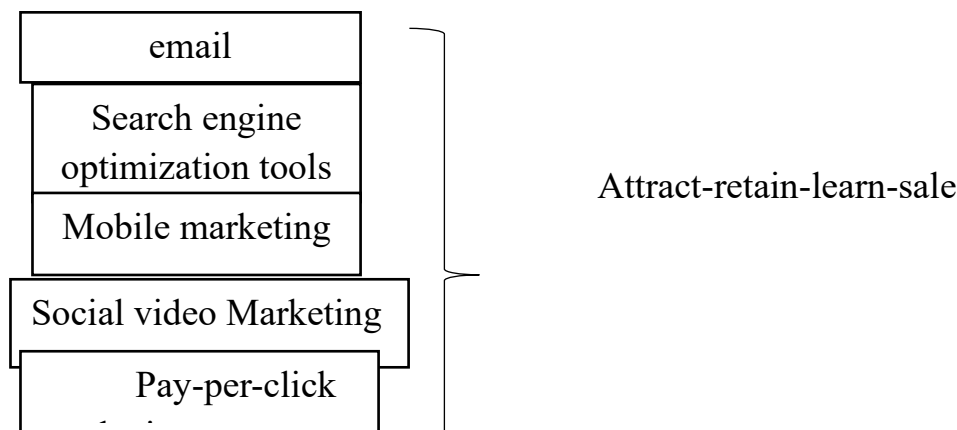


Figure 1. Online marketing communication tools

(Source: The figure was created by author)

Email. Despite the rise of social media, smartphone applications, and other platforms, one of the most successful marketing strategies is email. Email marketing is the practice of sending promotional emails to a large number of potential clients (Bala & Verma, 2018, p.11). Through the use of efficient email software, a company can keep track of a list of emails that are divided based on criteria as shown by client behaviors.

According to Stokes (2011), email marketing, which use electronic means to send commercial and promotional messages to both potential and current clients, is one of the most traditional and significant types of direct marketing. According to research, there are over 4 billion email users worldwide, and that 500 million more people will use email in three years (Vujasin, 2020). Figure 1 demonstrates that emails are being sent and received at a rising rate each year, and predictions indicate that between 2017 and 2023, there will be 30% more emails sent and received.

Because everyone on earth has an email address, email marketing is therefore highly appreciated by businesses because it allows them to contact a large target audience. Promotional emails and retention-based emails are the two primary categories of commercial emails.

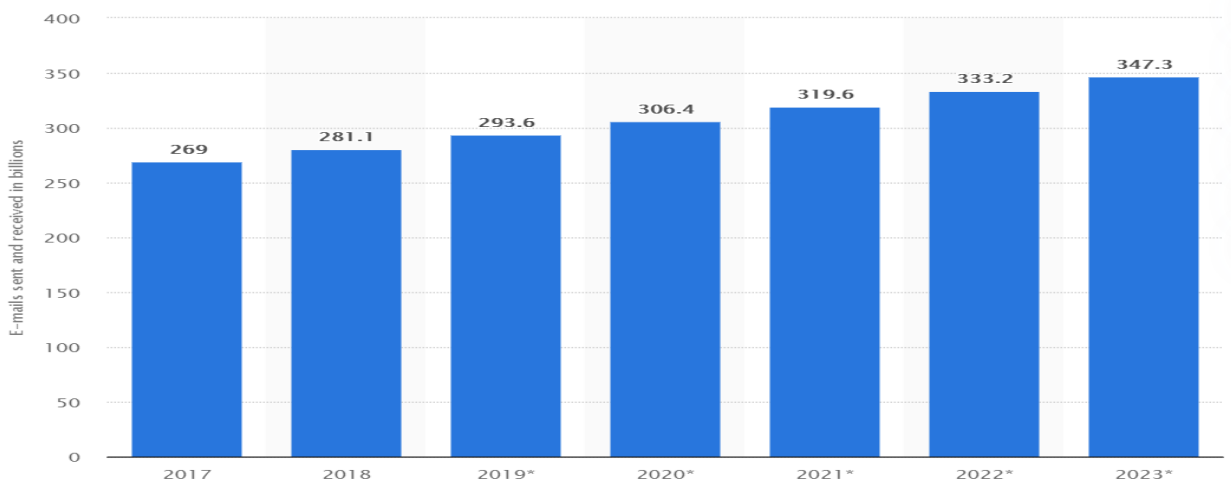


Figure 2. Number of sent and received emails per day worldwide 2017-2023
(Source: Statista.com 2019)

Note. Barbar & Ismail (2019), to illustrate building plan of SEO, created the figure in figure 7 over is a building plan of look motor optimization. In arrange to look pages significant to what the client is trying to find and give input, SEO works essentially through three capacities to be specific slithering, ordering and positioning. Slithering makes a difference the SEO filter web substance; ordering makes a difference in organizing and putting away the substance that have been found amid slithering in classifiers and database separately whereas positioning best gives substance important to the searchers query.

Google (and other look motors) is centered on giving quality substance to their clients. They are able to do that by composing genuine time calculations to bring, what they consider to be, the most excellent comes about. Look motors have crawlers that go from page to page to accumulate data almost all the substance that can be found on the web. After all the information is accumulated, look motors construct a record (library of web pages), which is bolstered through a calculation that endeavors to coordinate all the information with the asked inquiry. In arrange to appear best comes about, look motors based their positioning on different variables.

To begin with and most critical calculate is significance, which suggests that it is pivotal that Look motors see fundamentally for closely related pages to look

catchphrases, which suggests that it is vital for website to offer the data that client is trying to find (Google considers over 200 components when determining the pertinence of the content). In any case, due to the truth that there are thousands of pertinent pages for each look term, look motors don't basically rank the foremost important pages at the beat.

In arrange to put the finest substance on best of the look comes about they depend on other components of the calculation. For instance, authority. This means that look motors seek for substance that's precise and reliable. perfect way">The most perfect way to impact a page's specialist is to extend the number of joins that connect to that webpage, particularly by getting outside joins from existing tall specialist pages.

Other components that look motor calculations take into thought when deciding the rank of the site are geological area of the client, clicks, bounce rates, watchwords, meta labels, pictures, HTML of webpage and interface sorts.

Mobile marketing. This sort of computerized promoting centers on coming to target group of onlookers of a trade on their tablets or smartphone through social media, content messages, websites, portable applications and emails. Concurring to a writing by Bala and Verma (2018), portable showcasing shapes the foremost impact sort of computerized promoting as portable clients are expanding day by day. It is becoming a progressive tool of interfacing businesses with their clients through portable contraptions at the correct time, within the right put and with the correct coordinate message.

Social video Marketing. In today's cutting edge world, social media is exceedingly intuitively and permits everybody to share their contemplations, thoughts, and convictions, which thus impacted the way that companies begun connection with their clients and showcase their items and administrations. Neil Patel characterized social media showcasing as a handle of making custom fitted substance for each person social media stage in arrange to extend client engagement and sharing.

This may incorporate a brief video clip or longer organize which is instructive and engaging, either prerecorded or indeed live gushed in genuine time. As a shape of computerized showcasing, "Video showcasing is one of the finest promoting techniques at the minute, the smaller than expected recordings shared between distinctive advanced and versatile stages are being a victory for the dispatch of unused items or brand information" (Romo et al., 2017, p.146).

Within the final decade, social media experienced explosive growth as is obvious within the increment of the number of social organize clients within the final ten years.

It can be watched from Figure 3, that the number of social organize clients nearly tripled within the period 2010-2020.

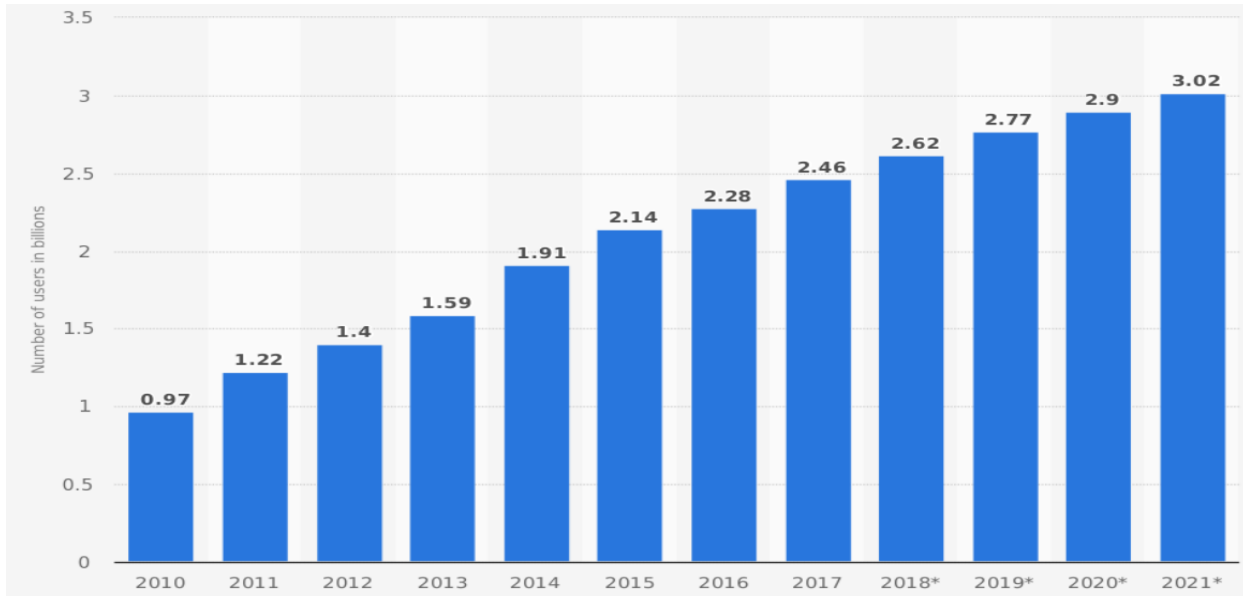


Figure 3. Number of social network users worldwide 2010-2021

(Source: Statista 2020)

Social media showcasing empowers companies to straightforwardly interface with their clients which increments client dependability, progresses deals, makes a difference in building brand value and brand awareness. Well thought social media technique includes creating substance that people will share with their companions, family, and colleagues, and depending on word of mouth procedure. By doing this companies increment the reach of their messages, and their messages carry understood support when shared by individuals near to the beneficiary (Kenton, 2018). Social media promoting increments presentation which leads to the increment in activity and more revenue.

Conclusion.

In conclusion, the analysis of digital marketing communication tools underscores their pivotal role in shaping contemporary marketing strategies. The multifaceted nature of digital tools, ranging from social media and email marketing to SEO and content strategies, offers businesses unprecedented opportunities to connect with diverse audiences in the digital landscape.

References.

1. Decree of the President of the Republic of Uzbekistan dated February 28, 2023 No. PF-27 "New Development Strategy of Uzbekistan for 2022-2026". Tashkent

city, 2023.

2. Weber, C. (2018): ‘What are the Disadvantages of Digital Marketing?’ (Content Marketing Institute 2016) (Quick Sprout 2016).

3. Alexander, L. (2020): ‘The who, what, why & how of digital marketing’

4. Abdulakhatov M. M, “The main impacts of digital transformation on small to medium-sized business enterprises” Scientific electronic journal of Digital Economy and Information Technologies No. 2, 2022

5. Abdulakhatov M. M “The digital economy is the basis for economic development” Scientific journal of Economy and Society No. 10, October 7, 2022

6. Kobilov A.U, Abdulakhatov M.M, Rajabov Sh.B, “Artificial intelligence as a technological innovation for economic development of the republic of Uzbekistan” ICFNDS '22, December 15, 2022, Tashkent, TAS, Uzbekistan.