

ADVANTAGES AND PROBLEMS OF DIGITAL MARKETING

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Anotation

This article describes the essence of digital marketing, the aspects that fundamentally distinguish it from traditional marketing, its advantages and disadvantages, and its role in the modern economy. It examines global problems emerging in the digital marketing sector, their causes, and practical solutions. The article also highlights how rapidly developing technological innovations affect market strategies, the difficulties they cause, and how advertising spending can be optimized. Additionally, theoretical and practical aspects of developing the digital marketing concept are analyzed, with emphasis on forming skills for applying digital marketing activities among market participants.

Keywords

digital marketing concept, market actors, interactive method, innovative technologies, artificial intelligence, SEO strategies.

Today, in an era of globalization and rapid technological innovation, marketing is undergoing fundamental transformation. Traditional advertising methods are gradually giving way to digital marketing. The advancement of internet networks, the expansion of social media platforms, and the development of mobile applications have opened up new opportunities for entrepreneurs and companies to introduce their products and services to customers more quickly and interactively. For this reason, digital marketing has become one of the most relevant and indispensable components of today's business activities. Digital marketing is the process of promoting a product or service produced by an individual, organization, or factory to the public through the internet and innovative technologies. Unlike traditional marketing (television, radio, banners), digital marketing influences customers through web platforms. Its main essence is that advertising can be precisely targeted – the customer's age, interests, location, education, and even internet habits can be identified. This prevents unnecessary spending on irrelevant audiences.

Today, around 90% of people spend most of their time on online platforms, websites, and mobile devices. This forces large companies and entrepreneurs to find their customers in these digital spaces. Across the world, billions of people rely on the internet for everything from purchasing goods to ordering services, studying, researching, and even communication. These reasons make digital marketing one of the most essential fields today. Another factor that increases the demand for digital marketing is the decreasing effectiveness of traditional marketing. Compared to TV, radio, and banners, digital marketing offers accuracy, convenience, and cost-efficiency for new business owners. It not only involves placing advertisements but also allows every step to be measured in detail using data. This ensures faster results. Increasing competition is another important factor. In today's market, whoever stays consistently active online gains the advantage. Digital marketing makes it much easier to select the right audience, create suitable content, and execute sales. The rising importance of this field can also be clearly observed in government policies. For example, Uzbekistan is rapidly implementing the "Digital Economy" concept, indicating the future relevance of this direction. Theoretical foundations of digital marketing:

Data-based decision-making: every company evaluates each advertisement based on measurable indicators. Interactivity: engaging in multi-dimensional communication with customers and analyzing their opinions to improve product promotion. Accuracy and segmentation: identifying the customer's age, region, interests, needs, and online behavior. Speed and adaptability: ineffective online advertisements can be quickly modified or stopped. Global reach: widespread internet access enables information to reach consumers faster than traditional media. However, like any field, digital marketing also has its challenges. One of these is the high level of competition. Since almost every business now exists online, the competition for audience attention becomes intense. Rapidly changing algorithms, platforms, and technologies require continuous updates, creating difficulties. Another major issue is the lack of strategy – when a business does not know who the advertisement is targeted at or what result is expected, time and money are wasted on ineffective advertising channels. Optimizing advertising expenses is one of the most critical aspects of digital marketing. It aims to return advertising costs with maximum results – achieving higher profit while minimizing expenses.

In economics, this reflects effective resource use; in marketing, it shows the importance of measuring and enhancing efficiency. Despite the rapid growth of digital marketing, it also brings new problems. One of the most serious issues is the lack of data security and the misuse of personal information. Excessively fast

technological development, uncontrolled data collection by companies, and weak cybersecurity systems contribute to this issue. Fake information, fake brands, and fraudulent advertisements reduce trust in the digital environment. These problems arise partly because artificial intelligence tools are misused for dishonest purposes. Potential solutions include blockchain-based data security, strengthening cybersecurity systems, collecting user data only with permission, and implementing monitoring technologies to distinguish between real and fake content. Educating consumers about digital marketing is also effective in reducing risks. Although artificial intelligence and big data significantly improve digital marketing efficiency, they also introduce new risks related to data management and fair competition. Research shows that SEO, SMM, content marketing, and artificial intelligence technologies help companies promote effectively and build deeper communication with customers. International studies confirm that companies using digital marketing strategically gain leadership positions. In Uzbekistan, digital marketing is also growing rapidly. Google, Facebook, and Telegram advertisements are providing new opportunities for businesses. However, challenges remain – such as the lack of specialists, insufficient mastery of digital tools, and weak development of Uzbek-language SEO strategies.

Table-1

Advantages and problems of digital marketing

Types		
SMM(Social Media Marketing)	Social Media Promotion	Instragram Reels, Tiktok trend videos
SEO	Improving a website’s ranking on Google	Appearing in the first position when searching “ courses”
SEM	Paid advertising through Google ads	Advertising banners in search results
Email Marketing	Sending promotional messages	“20% discount today” email
Target ads	Advertising to a selected audience	Ads shown only to 18-25 year old girls on instagram
SMS/ Push Marketing	Sending promotional SMS or mobile mobile notisfications	“Promo code: SALE20”
Video Marketing	Youtube, Tiktok and Reels video advertisements	Product demo video

Analysis of the advantages and problems of digital marketing shows that digital technologies provide businesses with fast, accurate, and cost-effective advertising tools. They help target audiences find products quickly and allow businesses to communicate directly with consumers. However, issues such as personal data security, declining trust, and increasing competition require careful and strategic management. Increasing digital literacy through educational

programs is essential so that users understand digital marketing technologies and methods of protecting personal data. When applied correctly, digital marketing contributes to economic growth, business expansion, and consumer convenience.

Digital marketing has become an integral component of modern business strategies, offering significant advantages such as global reach, cost efficiency, precise audience targeting, real-time performance measurement, and enhanced customer engagement. Through digital channels, companies can quickly adapt to market changes, personalize their offerings, and build long-term relationships with consumers. These advantages make digital marketing particularly attractive for small and medium-sized enterprises seeking to compete in highly dynamic and competitive markets.

However, despite its numerous benefits, digital marketing also faces several challenges. Intense competition in digital spaces, data privacy and cybersecurity concerns, rapid technological changes, and the need for continuous skill development can limit its effectiveness. In addition, information overload and decreasing consumer trust in online advertising may reduce engagement levels if strategies are not carefully designed and ethically implemented.

In conclusion, the success of digital marketing depends on a balanced approach that maximizes its advantages while effectively addressing its problems. Businesses that invest in digital competencies, data protection, and customer-centric strategies will be better positioned to achieve sustainable growth and maintain competitiveness in the digital economy.

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