



**THE ROLE OF DIGITAL MARKETING TOOLS IN THE ACTIVITIES OF
ONLINE STORES**

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ABSTRACT

The article analyzes the mechanism of interaction between an online store and customers by means of digital marketing. The general features of digital marketing tools in comparison with traditional media are revealed. It is shown that all the tools used by online stores make it possible to work selectively with fairly narrow segments of the audience.

KEY WORDS

Online store, search advertising, website, SMM, email marketing.

Introduction

Marketing promotion of goods in online stores is carried out mainly by means of digital marketing. Digital marketing communications represent a personalized and targeted online interaction of the company with customers, integrated into the overall marketing communications system, carried out through the use of digital communication channels (Internet, e-mail, mobile phone, digital TV) and information technologies for the purpose of continuous dialogue with the buyer and managing his loyalty. Let's look at the main digital marketing tools relevant to online stores.

1) Search advertising. Advertisements are displayed in response to user search queries. Some users click on them (clicks occur) and go to the pages of the advertised sites. An important indicator of ads is "clickability" (response, CTR), defined as the percentage of the number of clicks to the number of impressions. Online stores pay for contextual advertising systems every click, and the cost per click varies widely depending on the level of competition between advertisers. The higher the price an online store is willing to pay for one click, the higher its ad rises on the search engine page. In addition, contextual advertising systems encourage advertisers to improve "clickability", it affects the position of the ad no less than the CPC. For example, if the "clickability" is reduced by 2 times, then the online store has to pay 2 times more for each click to maintain the position of the ad. A necessary condition for the effectiveness of search advertising is continuous careful work with search queries. It is necessary to increase the position of ads for those queries that bring customers to the online store and make a profit. Conversely, it makes no sense to incur high costs for displaying ads for low-profit or unprofitable queries. However, in the second case, in addition to the poor quality of the audience attracted by the search query, it is necessary to pay attention to the following possible reasons for the lack of profitability:

- the content of the advertisement does not match the search queries that users see it for;
- the landing page of the online store, which visitors get to after advertising, does not match the search queries and ads that attract these visitors;

— there are other problems that are not directly related to the settings of search advertising, but are more related to the assortment, site, service or reputation of the Online Store. 2) Media advertising is usually given for image purposes, to increase brand awareness, to generate demand for new products. Targeting to the target audience is carried out according to the subject of advertising platforms, according to the socio-demographic characteristics of users and according to their previously observed preferences on the Internet. Advertisements are executed in graphic or video formats, in such a way as to have an image effect on the user even if he does not follow the ad to the online store's website. The main communication takes place on banners, which are usually placed on sites with high attendance. To increase memorability, the ad is shown several times to the same user. Image advertising is usually available only to large advertisers with large budgets.¹ Based on the above, digital marketing tools differ from traditional media (television, radio, outdoor advertising and the press) the fact that they give users the opportunity to actively choose. By entering queries in search engines and clicking on links on websites, users choose what they are currently interested in. Moreover, at the moment of selection, there is an interaction in which the actions of the user and the actions of the Online store can be distinguished. User actions are his search queries and clicks on links. The actions of an online store are pre-programmed reactions of advertising systems and websites to user actions by staff or hired specialists. For users, it is necessary to simplify the achievement of the main goals as much as possible (information search, interaction with the offline services of the online store, ordering). In addition, all elements of the site should contribute to increasing trust in the company as a whole. The following pages and site elements are of great importance for increasing conversion. As a result of this interaction, the visitor is provided with the product he is interested in. At the same time, online stores that have incorrectly programmed this interaction will not be found by users and will lose customers.

3) Search engine optimization (SEO) is the process of working on a website in order to increase the relevance of a resource to certain, pre-known keywords, increase the popularity of the site for search engines and, accordingly, increase positions in search results to attract more visitors. The most important stage of search engine optimization of an online store is the compilation of a semantic core - a list of queries for which the site will be promoted in search engines.

The queries included in the semantic core differ significantly in the frequency of their use by search engine visitors. Each high-frequency (HF) request will bring a lot of visitors to the Online store. However, the number of different RF requests is small and the visitors who come to them rarely make purchases. Online stores pay for contextual advertising systems every click, and the cost per click varies widely depending on the level of competition between advertisers. The higher the price, this is due to the fact that RF queries are usually generalized category names, and they are used by users who have not yet decided on the choice of a specific product model. Only large online stores with large budgets can afford to promote high-frequency queries. According to RF requests, it is advisable to bring visitors to the main page of the site, or to the pages of large sections. On the contrary, it is advisable to bring visitors to the product card pages for low-frequency queries. Usually low-frequency queries contain the names of specific product models, they are used by users who have already made their choice and know exactly what they need. Therefore, visitors who come by low-frequency requests make purchases more often. In addition, such requests usually give the online store a lot of traffic, since the number of different low-frequency requests is large.

4) The website. Improving the website of an online store indirectly affects the promotion of this site in search engines. However, the main goal of improving the site is to increase the conversion of visitors to buyers. For users, it is necessary to simplify the achievement of the main goals as much as possible (information search, interaction with the offline services of the online store, ordering). In addition, all elements of the site should contribute to increasing trust in the company as a whole. The following pages and elements of the Online store's website are of great importance for increasing conversion:

- cards with detailed information about each product (model name, photos, price, description, characteristics, reviews, recommendations), which also contain information about the terms of delivery and return, about the availability of goods in offline stores with the ability to view their location on interactive maps;
- checkout pages that allow you to edit the quantity of goods in the cart, select the payment and delivery method, enter the delivery address and contact details;
- tools that allow you to quickly find the necessary product (site search and filtering by the most important parameters);
- functionality for tabular comparison of products by all characteristics;
- a variety of ways for a visitor to communicate with the sales department, including a callback and online chat;
- web analytics systems that allow you to collect and analyze data on the behavior of site visitors in order to evaluate the effectiveness of advertising campaigns and changes on the site.

Online store. The main communication takes place on banners, which are usually placed on sites with high attendance. To increase memorability, the ad is shown several times to the same user.

5) Social Media Marketing (SMM). Social platforms are social networks, response sites, forums and any other platforms where users can communicate. One of the most relevant tasks for Online SMM stores is reputation management. The company should carefully monitor the appearance of negativity in its address on the network. If another negative comment is found, regardless of the degree of its constructiveness, first of all, it is necessary to ask the author of the negative to indicate specific facts. If they really took place, it is necessary to promptly compensate the buyer's losses, solve his problem, and reflect this decision on the social platform. If the facts are not confirmed, it is necessary to point this out to the author, which in itself usually puts an end to the conflict. Constructive negativity can be useful as a source of information to improve the store's service. Destructive negativity is usually created by offended visitors, competitors, or trolls (people who provoke conflict solely for their own pleasure and self-affirmation). The rules for dealing with negativity depend significantly on its type. However, in any case, it must be remembered that the reaction to the negative is given not only for its author. In the future, it affects the attitude of other users to the company who have read the correspondence.

Online stores need positive customer feedback, as this significantly affects the purchase decision of new visitors. Satisfied customers rarely write reviews on their own initiative, usually online stores have to encourage them to do so by providing discounts on their next purchases. Moreover, positive reviews are usually written by the employees of the Online store themselves, or by hired specialists for money.

6) Email marketing is designed more to retain previously attracted customers. Subscribers regularly receive informational and sales newsletters by e-mail, which, in addition to additional sales, increase

the company's recognition¹. Unlike many other types of digital marketing, when creating email newsletters, there are no costs for paying for advertisements, and this determines the high economic efficiency of this tool. It is no coincidence that many online stores are ready to offer significant discounts to site visitors in exchange for leaving an email. Intrusive advertising in email marketing should be avoided, as it irritates subscribers. The most important stage of search engine optimization of an online store is the compilation of a semantic core - a list of queries for which the site will be promoted in search engines. The queries included in the semantic core differ significantly in the frequency of their use by search engine visitors. Constructive negativity can be useful as a source of information to improve the store's service. Destructive negativity is usually created by offended visitors, competitors or trolls. Links should consist mainly of useful information that is interesting to users. The main goal is to evoke positive emotions, build trust in the company, and increase customer loyalty. Email is a great tool for getting feedback. For example, you can offer customers to fill out a questionnaire after purchase to assess the quality of the delivery service. Thus, the online store can receive valuable information to improve the service.

Based on the above, digital marketing tools differ from traditional media (television, radio, outdoor advertising and the press) the fact that they give users the opportunity to actively choose. By entering queries in search engines and clicking on links on websites, users choose what they are currently interested in. Moreover, at the moment of selection, there is an interaction in which the actions of the user and the actions of the Online store can be distinguished. User actions are his search queries and clicks on links. The actions of an online store are pre-programmed reactions of advertising systems and websites to user actions by staff or hired specialists. For users, it is necessary to simplify the achievement of the main goals as much as possible (information search, interaction with the offline services of the online store, ordering). In addition, all elements of the site should contribute to increasing trust in the company as a whole. The following pages and site elements are of great importance for increasing conversion. As a result of this interaction, the visitor is provided with the product he is interested in. At the same time, online stores that have incorrectly programmed this interaction will not be found by users and will lose customers.

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