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HE ROLE OF DIGITAL TECHNOLOGIES IN IMPROVING MARKETING MANAGEMENT IN INDUSTRIAL ENTERPRISES

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Annotation (abstract): This article examines the theoretical and practical aspects of improving marketing management in industrial enterprises. The importance of regularly studying the market, identifying consumer needs, forming product and pricing policies, and effectively organizing sales channels to ensure the competitiveness of industrial enterprises is highlighted. The study focuses on issues of strategic planning of marketing activities, strengthening cooperation between marketing and sales departments, identifying the target audience, and evaluating marketing effectiveness. Also, the possibilities of using digital technologies, websites, SEO, social networks, email marketing, content marketing, web analytics, and CRM systems are analyzed. As a result of the analysis, applying digital marketing tools based on a unified strategy, increasing the strategic role of the marketing service in enterprise management, and developing employee skills are substantiated as important directions for improving the effectiveness of marketing management.

Keywords: marketing, marketing management, industrial enterprise, strategic planning, digital marketing, CRM, B2B marketing, SEO, marketing effectiveness.

(Note: The provided text contained the same abstract in Uzbek, Russian, and English. The above is the English translation of the content.)

INTRODUCTION

In the conditions of a market economy, marketing activities play an important role in ensuring the stable operation and competitiveness of industrial enterprises. In modern conditions, producing high-quality products by an enterprise alone is not enough. It requires regular study of the level of market demand for the product, consumer needs, competitor activities, pricing policy, sales channels, and advertising effectiveness. Marketing is a system of activities coordinating economic relations between the producer and the consumer, and its main task is to identify current and future needs, create appropriate products and services, and effectively introduce them to the market. In industrial enterprises, these tasks are of particular importance, as such enterprises often produce large volumes of products and operate in B2B markets. In industrial enterprises, buyers' technical requirements, delivery terms, price, product quality, and the reliability of the enterprise directly affect the purchasing decision. Therefore, organizing marketing management based on modern requirements, systematically collecting and analyzing market data, and interconnecting marketing and sales processes are among the urgent issues. The purpose of the article is to systematize the main directions of improving marketing management in industrial enterprises and to highlight the importance of using digital technologies in organizing marketing activities and evaluating their results.

LITERATURE REVIEW

The theoretical foundations of marketing management are aimed at harmonizing the interests of the producer and the consumer, studying the market, and purposefully organizing the market activities of the enterprise. A.A. Fattaxov links marketing with management activities based on the market concept. M. Yusupov covers the practical aspects of marketing science, focusing on issues of working with the market and the consumer. In the works of M.S. Qosimova and Sh.J. Ergashxo'jayeva, the basic concepts and practical directions of marketing are described. Generalizing the existing literature and the theoretical views in the article shows that marketing activities are not limited only to selling products. It encompasses tasks such as market research, segmentation, identifying the target audience, developing product and pricing policies, organizing sales channels, implementing communication policies, and developing long-term relationships with customers. The development of digital technologies expands this approach even further, allowing for a more accurate measurement of marketing activity results. Analyzing data on website visits, user behavior, inquiries coming from advertising channels, and demand for products can serve as an important source of information for justifying marketing decisions.

METHODOLOGY

The study used methods of systematic approach, analysis and generalization, comparison, and classification of the main directions of marketing activities. Marketing management of industrial enterprises was taken as the object of research, and the processes of organizing marketing activities and applying digital technologies as the subject of research. During the research, the following interconnected directions of marketing management were considered: studying the market and consumers; strategic and current marketing planning; identifying target segments; product and pricing policy; sales and marketing communications; customer relationship management; use of digital marketing tools; evaluating marketing results. This methodological approach allows evaluating marketing management in industrial enterprises not as a set of separate functions, but as a single management system from collecting market information to making strategic decisions, organizing sales, and monitoring results. Since the article does not provide statistical experiments or survey results for a specific enterprise, the results are based on the systematization of existing theoretical and practical approaches.

DISCUSSION AND RESULTS

1. Strategic marketing planning Effective organization of marketing activities requires careful planning. The marketing plan should be directly linked to the overall strategic goals of the enterprise. While long-term planning determines the development directions of the enterprise, a short-term plan indicates specific measures to be implemented in a certain period.

In the strategic planning of industrial enterprises, it is necessary to take into account the future development of the market, demand for new products, capabilities of competitors, technological changes, and consumer behavior. It is appropriate for the marketing plan to reflect target segments, sales volume, product assortment, pricing policy, advertising and communication costs, marketing budget, sales channels, and marketing effectiveness indicators.

Forming a marketing budget is also an important part of management. The distribution of funds by directions and the monitoring of results serve to increase the efficiency of utilizing marketing expenses.

2. Integration of marketing and sales departments The task of the marketing service should not be limited only to assisting in product sales. In the modern marketing concept, the marketing department actively participates in market research, proposing the development of new products, developing relationships with consumers, and forming the image of the enterprise in the market. As a result of strengthening cooperation between the marketing and sales departments, market information is delivered to the sales process faster. At the same time, information obtained from the direct communication of sales staff with customers can be reused to improve the marketing strategy. Thus, the exchange of information between the two departments strengthens the customer-oriented management of the enterprise.

3. Use of digital marketing technologies The development of information and communication technologies has a significant impact on the content of industrial marketing. Along with traditional advertising media, industrial enterprises can use corporate websites, search engine optimization (SEO), social networks, email marketing, content marketing, and analytical platforms.

An important advantage of digital marketing is the ability to more accurately measure the results of marketing activitiesAn enterprise can analyze the number of website visitors, which pages users spend more time on, which advertising channels bring inquiries, and which products have high demand. This information helps in making fact-based marketing decisions. The use of digital technologies is especially important in B2B industrial marketing. Before making a purchase, corporate buyers look for detailed information about the product and the manufacturer on the internet. Therefore, having a modern and informative website, clearly showing the technical features of products, and creating quick communication channels with customers is an important element of marketing management.

4. Identifying the target audience and CRM tools Another important direction for improving marketing management is precisely defining the target audience. An industrial enterprise should study the potential buyer's field of activity, enterprise size, purchasing capabilities, needs, problems, and the purchase decision-making process. Identifying the target audience allows for accurately directing marketing communications. As a result, the opportunities to increase the efficiency of marketing costs and turn potential customers into real buyers are strengthened. It is advisable to use digital tools such as CRM systems, web analytics, and email marketing to systematize customer information. CRM systems are viewed as a tool that allows marketing and sales staff to systematically maintain customer relations, keep a history of inquiries, and systematize information about customer needs. In this regard, CRM is one of the practical tools that strengthen the integration between marketing and sales departments.

5. Evaluating marketing effectiveness The effectiveness of marketing management needs to be regularly evaluated. Indicators such as sales growth, number of new customers, customer acquisition cost, advertising effectiveness, conversion rate, and repeat purchases can be used for this. Regular monitoring of these indicators helps identify the strong aspects of marketing activities and those that need improvement. Digital tools allow for quickly monitoring some of these indicators and comparing the results of various marketing channels. According to the results of the analysis, improving marketing management in industrial enterprises should be carried out not just by implementing a single advertising tool, but by combining strategic planning, identifying the target audience, using digital technologies, integrating marketing and sales, and regularly evaluating effectiveness into a single system.

CONCLUSION AND RECOMMENDATIONS

Based on the generalization of the research results, it can be concluded that improving marketing management in industrial enterprises can serve to increase the enterprise's adaptability to market demand and the organizational efficiency of marketing activities. Marketing should be considered in enterprise activities not just as a function related to advertising and sales, but as a management link providing information for strategic decisions.

First, it is recommended to conduct regular marketing research and systematically analyze market size, consumer demand, competitor activities, and price changes.

Second, it is appropriate to organize the enterprise's professional website, social media activities, SEO, content marketing, and digital advertising tools based on a unified marketing strategy.

Third, it is necessary to strengthen information exchange between marketing and sales departments, systematize customer information through CRM systems, and closely link the sales process with marketing data.

Fourth, it is essential to regularly evaluate the effectiveness of marketing activities through indicators such as sales volume, new customers, acquisition costs, conversion, and repeat purchases.

Fifth, it is necessary to continuously improve the skills of marketing staff in digital marketing, data analysis, CRM, SEO, and modern marketing communications. Comprehensive implementation of these recommendations will help shape marketing management in industrial enterprises based on modern requirements.

List of used literature

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