

## PROSPECTS FOR STRATEGIC MARKETING AND DIGITAL MARKETING ACTIVITIES IN ENTERPRISES AND ORGANIZATIONS

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**Abstract** *This article examines strategic marketing activities in enterprises and organizations, focusing on its essence, importance and main aspects. Strategic marketing is a long-term approach to the formation and implementation of marketing strategies aimed at achieving sustainable competitiveness and increasing profits. The study discusses the main ideas included in the concept of strategic marketing, its differences from tactical marketing, and the skills and knowledge necessary for the effective implementation of this activity. The historical development of this term and its significance in the modern business context are noted. The work emphasizes the importance of an integrated approach to the formation of a marketing strategy that takes into account changes in society and the economy, as well as the need for constant analysis of the environment to achieve success in the market.*

**Keywords:** *strategic marketing, marketing strategy, long-term planning, competitiveness, enterprises, organizations.*

### Introduction

Strategic marketing is an approach by which a company creates and implements a marketing strategy. The strategy guides all marketing activities of the company. Strategic marketing involves looking at the marketing of the company in the far future. Usually this is several years.

Strategic marketing is also a set of related skills and knowledge of a marketer or manager. The term "strategic marketing" appeared in the 1960s. It was developed by sociologist Alvin Toffler and economist Theodore Levitt. They proposed a new approach to marketing that takes into account changes in society and the economy.

Strategic marketing should not be confused with tactical marketing. The goal of strategic marketing is to increase the company's profits and ensure its competitiveness over the long term. Tactical marketing is aimed at achieving short-term goals - for example, increasing sales or increasing market share, usually within six months.

This is the name of the field of marketing, which is aimed at developing a company over a long period of time in conditions of constant change both within it and in the external environment. We can say that strategic marketing is a new philosophy in the business world. In his opinion, the goal of business is to satisfy the need for goods and

services that are of interest to the consumer by creating marketing strategies and implementing them in real life.

Strategic marketing involves a constant analysis of the requirements set by the market, requires the development of products that meet the requirements of certain groups of buyers and have characteristics that distinguish them from competing products, as a result of which they have a clear and sustainable advantage.

### **Literature review.**

Kotler and Keller, in their study of strategic approaches to marketing, emphasize the need for enterprises to adapt to changing market conditions. Their approach recommends that enterprises use powerful analytical tools to segment the market and create competitive advantages. The approach is presented by them as an important strategy aimed at the long-term success of organizations.

Chaffey and Ellis-Chadwick consider digital marketing as an integral part of strategic marketing. They recommend that strategic marketing be implemented by using technology to effectively connect with customers through digital channels and strengthen the brand. In their research, the importance of digital marketing tools and their effective management are considered.

Verhoef, Kannan, and Inman consider omnichannel marketing as a strategic approach. They provide companies with methods for effective marketing management by integrating customer service and sales processes across multiple channels. This approach aims to combine digital and traditional marketing.

Teece in his research studies methods aimed at increasing the competitiveness of enterprises in the market by integrating strategic marketing and innovation. He recommends incorporating innovation into marketing strategies and developing new business models.

Keller focuses on brand management and emphasizes the importance of the brand in marketing strategy. He studies the use of strategic marketing in brand management, measuring its value, and creating a brand image.

Kadyrov analyzes the implementation of strategic marketing using digital technologies in Uzbekistan. He shows how important digital marketing is for small and medium-sized businesses in the country and what methods can be used to create a competitive advantage in the market.

Ismailov studies the methods of implementing strategic marketing for small and medium-sized businesses in Uzbekistan. Their approach is aimed at increasing efficiency through optimization and transformation of marketing.

### **Methodology**

The study uses a mixed methods approach, integrating quantitative and qualitative methodologies. This approach uses quantitative data selected to leverage the strengths of each method to generalize the results, while qualitative data provides depth and context, enriching our understanding of the impact of marketing strategies on regional

development. The analysis carried out using this methodology is important for implementing innovations in marketing practices, increasing competitiveness in the market using digital tools, and optimizing overall marketing strategies.

### **Analysis and Results Section.**

A marketing strategy is a general plan for business development that includes attracting customers, increasing sales, and increasing profits. This plan is usually long-term - it is developed for 3 to 5 years. However, for small and medium-sized businesses, it is better to draw up an action plan for up to a year. Firstly, the market situation can change, and secondly, during the implementation process, the strategy still needs to be adjusted: getting rid of unsuccessful decisions and testing new hypotheses.

Focuses on the international market and territorial expansion of activities. The company takes into account international standards in production, cooperates with other enterprises, develops various types of activities, develops new methods of sales in the world market.

Main. Determines how the business will develop: reduce activities, grow or remain at the same level. The company can strive for leadership in a narrow range, stand out from competitors, or optimize processes and reduce costs, and ultimately the price of a product or service. For example, a company can differentiate itself from competitors by providing completely remote services where such an approach is atypical.

Competitive. It is based on unique advantages, thanks to which the brand develops new markets and attracts customers. The company can act as a leader - occupy a dominant position in the industry. Or a follower of the leader - imitate him or start competing with him. In addition, there are options when a company takes on the role of a competitor, that is, attacks the weaknesses of its competitors, or chooses a niche - a niche, focusing on a specific segment of the audience. For example, a company challenges competitors by positioning itself as an honest service provider with transparent tariffs.

Growth strategy. The company expands production, enters new markets or increases its share in existing markets, develops other territories or acquires other companies. For example, a hypermarket chain acquires a retail chain of grocery stores to increase its share in the retail market.

Developing a marketing strategy is an ongoing process. It is not enough to just draw up an action plan - it needs to be tested and adjusted based on the results. In addition, new offers appear, customers lose interest in the product or turn to competitors - all changes need to be responded to.

Stages of developing a marketing strategy

Analysis. The company collects all the information about the industry: studies competing brands, their weaknesses and advantages, identifies the target audience, determines the assortment, selects advertising channels.



Planning. Based on the analysis, the company sets its goals and objectives, sets priorities, evaluates resources. Sometimes it turns out that it is better to improve the product, increase the advertising budget, and change the positioning.

Implementation. The company determines which actions will help achieve the goals, sets deadlines for their implementation, appoints executors and responsible persons.

Control and adjustment. The company evaluates the results of each event, analyzes the reasons for success and failure. Thus, it gets rid of wrong decisions and, on the contrary, develops further.

The stages of developing a marketing strategy can change. After monitoring the first results, the action plan can be revised and finalized. In very rare cases, it remains relevant for several years.

It should be specific, measurable, with a set timeframe to achieve it. For example, the goal of "increasing online course sales" seems abstract. But "increasing online course sales by 15% in the second quarter of 2024 compared to the first quarter" is already concrete.

It is necessary to formulate a unique selling proposition: determine how your company differs from others in this industry and what problems consumers can solve. For example, you offer free delivery when ordering from 100 rubles - buyers do not have to attract a large amount of goods.

Determine which products or services are time to remove from the assortment, and which ones should be added. It is worth composing several sentences for different segments of the audience. For example, if you have a small bakery, you can offer customers freshly baked goods in a coffee shop or by courier.

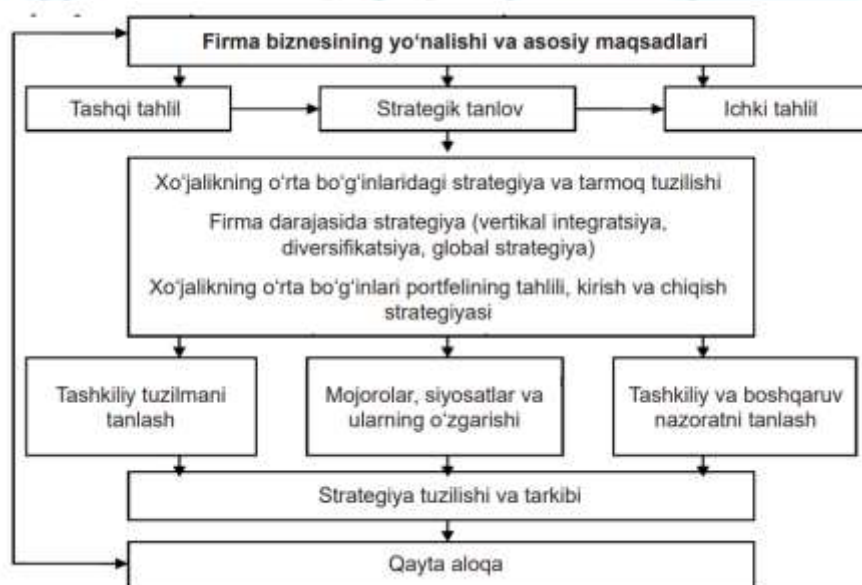
Draw up a step-by-step action plan, main instructions with deadlines and expected results. Describe your target audience, list advertising channels, create a loyalty program. Assign employees responsible for completing tasks.

#### Company strategy

The main task of a business when developing a strategy within the framework of focusing is to firmly establish its position in any niche with a unique offer aimed exclusively at a specific target audience.

This strategy helps to determine the main vectors of the company's development and product development within the target market.

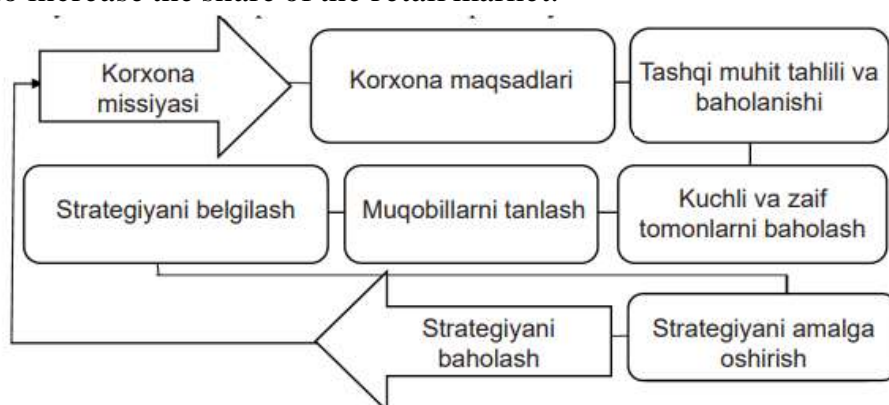
Thanks to this, the price of the product or service can be higher than that of competitors, but the company will still have its customers.



**Figure 1. The essence of strategic management .**

This strategy involves optimizing the production process to the maximum and reducing the company's costs without compromising product quality. The tasks and goals of the business are to reduce the cost of production as much as possible and thereby gain more loyal customers.

Reduction can occur due to changes in the production process, increasing the effectiveness of advertising campaigns, optimizing the supply chain, and opening new stores to increase the share of the retail market.



**Figure 2. Strategic Planning Process .**

In 2023, the world of marketing is evolving faster than ever, thanks to the constant emergence of new technologies and ever-changing consumer behavior. Therefore, it is crucial for brands to stay up-to-date with the latest statistics on marketing and advertising trends.

#### *Artificial Intelligence in Marketing*

Artificial intelligence will revolutionize marketing strategy in 2023. OpenAI is leading the way with DALL·E 2 and ChatGPT, which have become an integral part of

the marketing and advertising industry in just a few months. From improving customer experience with AI-powered chatbots to personalizing campaigns and generating leads, the impact of AI on the industry is undeniable. Let's take a look at some statistics.

According to a survey of 1,000 marketers conducted by Salesforce:

51% of marketers are currently using generative AI, such as ChatGPT or DALL·E 2. 60% of marketers believe that generative AI will transform their role. 71% of marketers said that AI saves them time. Marketers estimate that AI saves them about 5 hours per week, or up to a month per year. However, it's not all rosy — 39% of marketers said they don't know how to use generative AI safely and are skeptical about its validity.

Another survey conducted by Influencer Marketing Hub showed similar results: 61.4% of marketers are already using AI in their marketing activities. 44% of these respondents said they use AI to create content.

These statistics were taken from a survey of marketers in the UK, US, and Australia, but the phenomenon is global. A Statista survey of marketers in 35 different countries found that by 2022, 90% of companies are using AI to automate customer interactions. According to Statista, global AI marketing revenue is expected to grow from \$27 billion to \$107.4 billion between 2023 and 2028, a 291% increase.

### **Conclusion**

Strategic marketing is a key element of successful modern business operations, allowing organizations to not only survive, but also thrive in dynamically changing market conditions. The effective application of strategic marketing allows companies to create a sustainable competitive position, anticipate and respond to changes in the external environment, and better meet the needs of their customers. Unlike tactical marketing, which focuses on short-term actions and results, strategic marketing requires in-depth analysis, planning, and implementation of concepts that can bring benefits in the long term.

Thus, to succeed in strategic marketing, it is necessary to develop the relevant skills and competencies of managers and marketers, as well as constantly update their knowledge of trends and changes in the market. It is important for companies to focus on creating and implementing flexible marketing strategies that are adequate

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