



# IQTISODIYOT & TARAQQIYOT

*Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal*

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# THE ROLE OF DIGITAL MARKETING IN INDUSTRIAL COMPANIES

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**Abstract.** In the rapidly changing landscape of Industry 4.0, businesses must continuously adapt their marketing strategies to respond to evolving consumer behavior. This article highlights the important role of digital marketing as a strategic tool for companies seeking to gain and maintain a competitive advantage in this transformative era. Using a qualitative research approach, the study examines various aspects of consumer behavior and the effectiveness of digital marketing strategies. Data were collected from multiple sources, including scholarly journals related to digital marketing.

By focusing on qualitative insights, this research provides a comprehensive understanding of how digital marketing supports brand awareness, strengthens customer engagement, and influences consumer loyalty within the framework of Industry 4.0. In addition, the study explores how businesses adjust their digital marketing strategies in line with changing consumer trends. The findings show that the complexity of digital marketing creates both challenges and opportunities, requiring a deeper understanding and innovative approaches.

Digital marketing is expected to play an increasingly important role, as marketers actively explore new strategies for online sales, cost-efficient lead generation, improved click-through and conversion rates, and the adoption of emerging trends in the digital environment. This article clarifies the key concepts of digital marketing and explains how businesses can use them to achieve a competitive advantage. Although the data may not cover all existing literature, this research serves as a foundation for developing more effective marketing strategies in the constantly evolving digital era.

**Keywords:** Industry 4.0, digital marketing, consumer behavior, marketing strategies, click-through rate (CTR), conversion rates, emerging trends, innovative approaches, digital transformation, marketing effectiveness, evolving digital age, strategic tool.

**Annotatsiya.** Industry 4.0 sharoitida biznes subyektlari iste'molchilarning o'zgarib borayotgan xulq-atvoriga moslashish maqsadida marketing strategiyalarini muntazam ravishda takomillashtirib borishlari zarur. Ushbu maqolada raqamli marketingning transformatsion davrda korxonalarining raqobat ustunligini shakllantirish va saqlab qolishdagi muhim strategik vosita sifatidagi o'rni yoritilgan. Tadqiqot sifatli (qualitative) tadqiqot yondashuvi asosida amalga oshirilgan bo'lib, unda iste'molchilar xulq-atvori hamda raqamli marketing strategiyalarining samaradorligi tahlil qilingan. Ma'lumotlar raqamli marketingga oid ilmiy jurnallar va boshqa ishonchli manbalardan to'plangan.

Tadqiqot raqamli marketingning brend xabardorligini oshirish, mijozlar bilan o'zaro aloqalarni mustahkamlash hamda iste'molchilar sadoqatini shakllantirishdagi rolini chuqurroq anglashga xizmat qiladi. Shuningdek, korxonalarining o'zgaruvchan iste'molchi tendensiyalariga mos ravishda raqamli marketing strategiyalarini qanday moslashtirishi ham ko'rib chiqilgan. Natijalar raqamli marketingning murakkabligi bir vaqtning o'zida ham imkoniyatlar, ham muayyan vazifalarni yuzaga keltirishini ko'rsatadi va bu innovatsion yondashuvlarni talab etadi.

Kelgusida raqamli marketingning ahamiyati yanada ortishi kutilmoqda. Marketologlar onlayn savdolarni rivojlantirish, xarajat jihatidan samarali mijozlarni jalb qilish, bosishlar soni va konversiya ko'rsatkichlarini yaxshilash hamda raqamli makondagi yangi tendensiyalarni amaliyotga joriy etish yo'nalishlarida faol izlanish olib bormoqda. Mazkur maqola raqamli marketingning asosiy tushunchalarini yoritib berish va undan raqobat ustunligiga erishish vositasi sifatida foydalanish imkoniyatlarini ko'rsatishga qaratilgan. Tadqiqotda foydalanilgan ma'lumotlar mavjud adabiyotlarning barchasini qamrab olmasa-da, u zamonaviy raqamli davrda samarali marketing strategiyalarini ishlab chiqish uchun muhim ilmiy asos bo'lib xizmat qiladi.

**Kalit so'zlar:** Industry 4.0, raqamli marketing, iste'molchilar xulq-atvori, marketing strategiyalari, bosishlar koeffitsienti (CTR), konversiya darajasi, yangi tendensiyalar, innovatsion yondashuvlar, raqamli transformatsiya, marketing samaradorligi, raqamli davr, strategik vosita.



**Аннотация.** В условиях стремительного развития Индустрии 4.0 предприятиям необходимо постоянно адаптировать свои маркетинговые стратегии к изменяющемуся поведению потребителей. В данной статье рассматривается важная роль цифрового маркетинга как стратегического инструмента обеспечения и поддержания конкурентных преимуществ компаний в эпоху цифровой трансформации. Исследование основано на качественном подходе и направлено на анализ различных аспектов поведения потребителей, а также эффективности цифровых маркетинговых стратегий. Информационная база сформирована на основе научных публикаций и других авторитетных источников по цифровому маркетингу.

Особое внимание уделено изучению того, каким образом цифровой маркетинг способствует повышению узнаваемости бренда, укреплению взаимодействия с клиентами и формированию потребительской лояльности в условиях Индустрии 4.0. Кроме того, исследуются механизмы адаптации цифровых маркетинговых стратегий к изменяющимся потребительским тенденциям. Полученные результаты показывают, что сложность цифрового маркетинга одновременно создает как новые возможности, так и определённые вызовы, требующие глубокого понимания и применения инновационных подходов.

Ожидается, что значение цифрового маркетинга будет возрастать и в дальнейшем. Маркетологи активно разрабатывают новые стратегии онлайн-продаж, экономически эффективного привлечения клиентов, повышения показателей кликабельности и конверсии, а также внедрения современных цифровых тенденций. Статья раскрывает ключевые концепции цифрового маркетинга и демонстрирует возможности их использования для достижения конкурентных преимуществ. Несмотря на то, что исследование не охватывает весь массив существующей литературы, оно служит важной основой для разработки более эффективных маркетинговых стратегий в постоянно развивающейся цифровой среде.

**Ключевые слова:** Индустрия 4.0, цифровой маркетинг, поведение потребителей, маркетинговые стратегии, показатель кликабельности (CTR), коэффициент конверсии, новые тенденции, инновационные подходы, цифровая трансформация, эффективность маркетинга, цифровая эпоха, стратегический инструмент.

## INTRODUCTION

The current era has entered the phase of Industry 4.0, characterized by rapid technological advancements and a growing emphasis on the digital economy. Businesses are experiencing a significant transformation in their operational processes and competitive strategies. Advanced technologies such as artificial intelligence (AI), the Internet of Things (IoT), big data analytics, and cloud computing serve as key drivers of this industrial transformation.

In this environment, AI enables companies to make automated, data-driven decisions, predict market trends, and develop more intelligent marketing strategies. IoT facilitates seamless connectivity between devices and digital infrastructures, allowing organizations to collect real-time data from multiple sources and gain deeper insights into consumer behavior and product performance. Meanwhile, big data analytics enables businesses to process and analyze large volumes of data efficiently, uncovering valuable patterns and insights that support the development of more effective marketing strategies. By integrating data from various sources, companies can better understand consumer preferences, offer personalized products and services, and enhance customer experiences. This technological integration empowers businesses to adapt quickly and efficiently to changing market conditions.

## LITERATURE REVIEW

Industry 4.0 represents the latest stage of technological advancement in automation and data exchange within industrial and business environments. It encompasses cyber-physical systems, the Internet of Things (IoT), cloud computing, artificial intelligence, and cognitive computing technologies (Ghozali et al., 2019). The rapid development of these technologies has significantly transformed modern society and business operations, both directly and indirectly. As a result, organizations are increasingly encouraged to integrate digital industrial technologies into their processes to enhance efficiency and maintain competitiveness in the global marketplace.

The digital era not only facilitates access to information but also offers substantial benefits across various business functions, particularly in marketing activities (Tehci & Ersoy, 2022). Consumers can easily search for product information, read customer reviews, compare prices, and evaluate alternatives online before making purchasing decisions. At the same time, digital technologies enable businesses to reach wider audiences through platforms such as social media, corporate websites, and search engines, thereby strengthening brand visibility and market presence.

Furthermore, the internet plays a vital role in promoting product innovation and the development of new business models. One of the most widely adopted technologies in the Industry 4.0 environment is the Internet of Things (IoT), which connects physical devices to digital networks and enables seamless communication and



data exchange. In the field of marketing, IoT provides businesses with valuable insights into consumer behavior and preferences, allowing them to design more personalized products and services. This capability helps organizations attract new customers while strengthening relationships with existing ones through improved customer engagement, enhanced personalization, and more relevant user experiences. Consequently, the integration of IoT into marketing practices contributes to greater customer satisfaction and long-term business performance.

#### RESEARCH METHODOLOGY

This study employs a qualitative research approach based on a systematic literature review. Relevant scientific articles, journals, books, and online publications related to Industry 4.0, digital marketing, consumer behavior, and competitive advantage were collected and analyzed. The study uses comparative and descriptive analysis methods to identify key digital marketing strategies and evaluate their impact on consumer engagement, brand awareness, and business competitiveness. Secondary data obtained from academic databases and reputable sources were examined to develop a comprehensive understanding of the role of digital marketing in the Industry 4.0 era. The findings were synthesized to identify major trends, opportunities, and strategic implications for businesses operating in a rapidly evolving digital environment.

#### ANALYSIS AND RESULTS

The evolution of modern consumer behavior has been significantly influenced by technological progress and widespread internet accessibility. Consumers increasingly spend more time online, reflecting a substantial shift in the way they interact with brands and products. The internet has become the primary platform for researching products, comparing prices, and reading customer reviews before making purchasing decisions. The convenience of e-commerce platforms and digital shopping solutions has streamlined the purchasing process, making it faster and more efficient. Consumers increasingly prefer online shopping due to its accessibility, wide range of product options, and the ability to make purchases at any time without the limitations associated with physical stores (Roshen, 2023).

Given these changing consumer habits, maintaining an online presence is no longer optional for businesses; it has become essential. Companies must establish a strong presence across digital platforms to remain competitive and effectively engage with their target audiences. Without a robust digital presence, businesses may miss valuable growth opportunities and face challenges in keeping pace with an increasingly dynamic marketplace. By shifting their marketing strategies toward digital platforms, organizations can reach broader audiences, strengthen consumer engagement, and measure marketing performance more effectively (Yulindasari & Fikriyah, 2022).

Digital marketing has emerged as an effective response to the challenges associated with business transformation and technological advancement in the modern era. Social media platforms, in particular, enable companies to implement highly interactive marketing campaigns and foster direct engagement with consumers (Roshen, 2023). This two-way communication allows businesses to receive immediate feedback, build stronger relationships with customers, and respond rapidly to changing market conditions, thereby creating a more dynamic and customer-oriented marketing approach.

Furthermore, digital marketing provides organizations with opportunities to develop strong online brand identities by utilizing visual and narrative elements that differentiate them from competitors. Given the internet's capacity to facilitate business expansion and connect companies with global audiences efficiently, identifying the appropriate target market and designing effective marketing strategies have become critical priorities. Digital marketing extends beyond increasing online visibility; it also involves leveraging advanced technologies to enhance relevance, improve operational efficiency, and create sustainable competitive advantages in an increasingly dynamic business environment (Yuan, 2023).

Various forms of digital marketing, including content marketing, social media marketing, search engine optimization (SEO), and email marketing, enable organizations to implement comprehensive and integrated marketing strategies. Content marketing facilitates the delivery of valuable information to consumers, establishes industry authority, and improves SEO performance, thereby increasing online visibility. Social media marketing leverages online interactions to build digital communities and enhance customer engagement. Meanwhile, SEO improves a company's position in search engine results, making it easier for potential customers to discover its products and services (Mushka, 2023). By integrating these digital marketing approaches, businesses can effectively achieve their marketing objectives and remain adaptable in a continuously evolving marketplace.

This research employs a systematic literature review approach, analyzing journals, articles, and scholarly publications related to digital marketing to enhance understanding of how businesses can strengthen their competitive advantage by aligning marketing strategies with consumer behavior in the Industry 4.0 era. Through



a comprehensive review of the existing literature, this study explores the role of digital marketing in enhancing competitive positioning and identifies key factors influencing a company's ability to sustain competitive advantages. The findings are expected to provide valuable insights for organizations seeking to strengthen their market position through the strategic implementation of digital marketing practices (Table 1).

Table 1  
Digital Marketing in Industrial Companies – Key Statistics<sup>1</sup>

Metric	Statistic
Lead Generation	98% of manufacturers generate sales-qualified leads through digital marketing.
Conversion Rates	77% of manufacturing marketers report improved conversion rates.
Top Strategy	18% consider email marketing the most effective digital tactic.
Marketing Approach	56% of B2B companies use both in-house and outsourced marketing.
Buyer Behavior	57% of industrial buyers decide before contacting a supplier.
Content Consumption	40% of B2B buyers consume 3-5 pieces of content before engaging with sales.
Website Traffic	114% increase in visits for companies using digital marketing.
Lead Generation Growth	543% increase in form submissions for industrial firms with digital strategies.

This table illustrates the increasing influence of digital marketing in the industrial sector. It presents a summary of key statistics demonstrating the effectiveness of digital marketing strategies in industrial companies. The data show how digital tools and online marketing approaches, including content marketing, email campaigns, and search engine optimization (SEO), contribute to lead generation, improve conversion rates, influence purchasing decisions, and increase website traffic. Overall, the findings emphasize the growing importance of digital marketing as a strategic instrument for enhancing business performance and maintaining competitiveness in the digital era.

## CONCLUSION AND RECOMMENDATIONS

Building a brand through social media plays a vital role in shaping a company's image and strengthening brand awareness. Technological advancements such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) are increasingly being integrated into marketing strategies to enhance user experiences. In addition, Search Engine Optimization (SEO) is essential for improving a company's online presence, as it not only helps analyze consumer search behavior but also provides valuable insights for measuring campaign effectiveness.

Social Media Marketing (SMM) serves as a key component of digital marketing, with a strong focus on consumer engagement, personalization, and data-driven decision-making. Through SMM, businesses can build strong customer relationships, increase brand visibility, and achieve a sustainable competitive advantage. Furthermore, influencer marketing has a significant impact on consumer behavior through authentic recommendations, thereby strengthening brand credibility. Meanwhile, viral marketing supports the evaluation of campaign success by using effective social media management practices.

Ultimately, digital marketing is more than a promotional tool; it is a comprehensive and adaptive strategy that responds to evolving consumer demands in the era of Industry 4.0. By effectively using technology and data, companies can maintain a competitive advantage, strengthen customer relationships, and successfully operate in the dynamic modern marketing environment.

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<sup>1</sup> author's development



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