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08.00.06 Ekonometrika va statistika
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08.00.09 Jahon iqtisodiyoti
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08.00.17 Turizm va mehmonxona faoliyati

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THE ESSENCE, EVOLUTION, AND ROLE OF INTERNET MARKETING IN THE DIGITAL ECONOMY FOR SMALL BUSINESSES

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Abstract. The rapid development of the digital economy, the deepening of globalization processes, and fundamental shifts in consumer behavior necessitate the reorganization of marketing activities in small business entities based on modern digital technologies. Today, digital marketing has become a key factor in strengthening the market position of small businesses, enhancing their competitiveness, and ensuring sustainable development, as it enables them to reach a wide audience, establish effective and personalized communication with target customers, and analyze performance results in real time under conditions of limited financial, time, and human resources. This paper examines the essence of digital marketing, its evolutionary stages of development, and its role in the digital economy, while also clearly delineating the distinctions between digital marketing and internet marketing, as these conceptual differences are methodologically significant for developing scientifically grounded mechanisms to improve the use of digital marketing technologies in small businesses.

Keywords: small business, internet marketing, digital marketing, digital economy, marketing evolution, marketing technologies.

Annotatsiya. Raqamli iqtisodiyotning jadal rivojlanishi, globallashtirish jarayonlarining chuqurlashuvi hamda iste'molchilar xulq-atvoridagi tub o'zgarishlar kichik biznes subyektlarida marketing faoliyatini zamonaviy raqamli texnologiyalar asosida qayta tashkil etish zaruratini yuzaga keltirmoqda. Bugungi kunda raqamli marketing kichik biznes subyektlarining bozordagi mavqeini mustahkamlash, raqobatbardoshligini oshirish va barqaror rivojlanishini ta'minlashning muhim omiliga aylanmoqda. Chunki u cheklangan moliyaviy, vaqt va inson resurslari sharoitida keng auditoriyani qamrab olish, maqsadli mijozlar bilan samarali va shaxsiylashtirilgan muloqotni yo'lga qo'yish hamda faoliyat natijalarini real vaqt rejimida tahlil qilish imkonini beradi. Ushbu tezisda raqamli marketingning mohiyati, uning evolyutsion rivojlanish bosqichlari va raqamli iqtisodiyotdagi o'rni o'rganilgan. Shuningdek, raqamli marketing va internet-marketing o'rtasidagi farqlar aniq yoritilgan, chunki mazkur konseptual tafovutlar kichik biznesda raqamli marketing texnologiyalaridan foydalanishni takomillashtirishning ilmiy asoslangan mexanizmlarini ishlab chiqishda metodologik ahamiyatga ega.

Kalit so'zlar: kichik biznes, internet-marketing, raqamli marketing, raqamli iqtisodiyot, marketing evolyutsiyasi, marketing texnologiyalari.

Аннотация. Быстрое развитие цифровой экономики, углубление процессов глобализации и фундаментальные изменения в поведении потребителей обуславливают необходимость реорганизации маркетинговой деятельности субъектов малого бизнеса на основе современных цифровых технологий. В настоящее время цифровой маркетинг становится важным фактором укрепления рыночных позиций малого бизнеса, повышения его конкурентоспособности и обеспечения устойчивого развития, поскольку позволяет охватывать широкую аудиторию, налаживать эффективную и персонализированную коммуникацию с целевыми клиентами, а также анализировать результаты деятельности в режиме реального времени в условиях ограниченных финансовых, временных и человеческих ресурсов. В тезисе рассматриваются сущность цифрового маркетинга, этапы его эволюционного развития и роль в цифровой экономике. Кроме того, четко разграничиваются понятия цифрового и интернет-маркетинга, поскольку данные концептуальные различия имеют методологическое значение для разработки научно обоснованных механизмов совершенствования использования технологий цифрового маркетинга в малом бизнесе.

Ключевые слова: малый бизнес, интернет-маркетинг, цифровой маркетинг, цифровая экономика, эволюция маркетинга, маркетинговые технологии.

INTRODUCTION

The rapid advancement of the digital economy, the deepening of globalization processes, and fundamental transformations in consumer behavior have increased the need for small business entities to reorganize their marketing activities based on modern digital technologies. Today, digital marketing is becoming a key factor in strengthening the market position of small businesses, increasing their competitiveness, and ensuring sustainable development. It enables reaching a wide audience, establishing effective and personalized communication with target customers, and analyzing performance results in real time under conditions of limited financial, time, and human resources. This paper examines the essence of digital marketing, its evolutionary development stages, and its role in the digital economy, while also clearly delineating the distinctions between digital marketing and internet marketing, as these conceptual differences are methodologically significant for developing scientifically grounded mechanisms to improve the use of digital marketing technologies in small businesses.

Although academic literature often uses “digital marketing” and “internet marketing” interchangeably, there are fundamental differences between these concepts in terms of content, strategy, and technology. Clearly defining these distinctions is methodologically important for organizing marketing activities effectively in small businesses and conducting appropriate scientific research.

Internet marketing is a subset of marketing activities aimed at promoting goods and services, establishing customer relationships, and executing sales processes exclusively through the internet. It encompasses a narrower range of online channels, including websites, social networks, search engines, email, and contextual advertising.

Digital marketing, in contrast, is a broader concept covering all types of marketing activities implemented through all digital technologies: the internet, mobile communications, digital television, interactive screens, voice assistants, artificial intelligence, big data, and IoT devices. It represents a strategic approach focused on creating a unified, seamless, and personalized customer experience across all digital interaction channels in the customer’s environment.

According to D. Chaffey and F. Ellis-Chadwick [1], “internet marketing is a part of digital marketing that covers activities conducted exclusively through the internet.” Meanwhile, P. Kotler [3], in his work *Marketing 4.0*, defines digital marketing as “understanding customers’ digital lifestyles and creating value propositions adapted to them,” viewing internet marketing as merely one channel within this broader process [3; 4].

These distinctions are significant for clarifying the research focus. While this study primarily examines the practice of using internet marketing technologies in small businesses, elements of the broader digital marketing concept, particularly customer relationship management [4; 6], automation, and personalization, are also partially incorporated within the improvement mechanisms.

In the context of modern economic digital transformation, internet marketing technologies are becoming an integral part of small business operations. Internet marketing is defined as a comprehensive set of marketing activities aimed at promoting goods and services, establishing customer interactions, and executing sales processes through the global network. This concept retains the traditional marketing functions—analysis, planning, implementation, and control—while operating through new technological tools, including social networks, search engines, email, messengers, marketplaces, mobile applications, and AI-based platforms.

Table 1. The Evolution of Internet Marketing Technologies¹

Stage	Period	Key Characteristics
First Stage	1990s–2000s	Static websites and banner advertising; primary focus on information dissemination
Second Stage	2000–2010	Search engine optimization, contextual advertising, and rapid development of e-commerce
Third Stage	2010–2020	Wide adoption of social media marketing, content marketing, influencer marketing, and mobile marketing
Fourth Stage	2020–Present	Artificial intelligence, chatbots, personalized recommendation systems, automated marketing, and big data-driven decision making

¹ Source: Compiled by the author based on [1; 3; 7].

First, low-cost accessibility. Traditional marketing channels—television, radio, print media, or outdoor advertising—often require substantial budgets that may be difficult for small enterprises to afford. Internet marketing, however, enables advertising placement on platforms such as Facebook, Instagram, Telegram, or Google with minimal financial investment [8].

Second, precise targeting capabilities. Small businesses can identify their target audience and deliver advertising messages specifically to that segment. For instance, targeting women aged 25–35 who live in Tashkent and engage in sports is an opportunity that is more difficult to achieve through traditional marketing [5].

Third, measurability and analytical capabilities. The effectiveness of each advertising campaign can be monitored in real time, tracking impressions, clicks, purchases, and inquiries. This enables rational budget allocation.

Fourth, two-way customer communication. Social networks, messengers, and chatbots enable businesses to engage in rapid customer interaction, collect feedback, and continuously improve service quality.

Fifth, reduction of geographic limitations. Although small businesses are physically located in one area, the internet enables them to reach national or even international markets, creating additional opportunities for businesses operating in handmade products, digital services, consulting, education, and logistics.

Despite these advantages, certain challenges remain, including insufficient digital literacy, limited time and financial resources, rapid technological change, cybersecurity concerns, and competitive pressure from larger companies. Addressing these challenges requires the development of methodologies and models adapted to the specific needs and capabilities of small businesses.

Internet marketing technologies used by small business entities are distinguished by their diversity, functional capabilities, and application levels. A scientifically grounded classification facilitates a deeper understanding, appropriate selection, and effective management of these technologies.

Internet marketing should be viewed not merely as a modern tool but as a strategic mechanism for ensuring competitiveness under conditions of limited resources. Each technology type has distinct characteristics, and together they create synergy, covering various stages of marketing activity.

SEO and PPC technologies represent some of the most important entry points for small businesses. Local SEO enables businesses to attract customers in their geographic area through search queries such as “gas station near me,” “shoe store in Tashkent,” or “nearby.” This helps small businesses strengthen their position in local markets [9; 10; 11]. Contextual advertising (PPC) provides rapid results through platforms such as Google Ads and Yandex.Direct, enabling precise audience segmentation.

Social Media Marketing (SMM). Social media marketing is the most accessible and popular channel for small businesses. It enables the rapid distribution of visual content and helps strengthen customer trust through audience engagement, shares, and interactions. Telegram channels and bots facilitate rapid communication, Instagram enables visual commerce, and Facebook is effective for reaching older demographic audiences. SMM enables small businesses to build a brand image, establish direct customer communication, and conduct promotional campaigns efficiently.

Content Marketing. Content marketing represents a long-term strategy for small businesses, attracting customers through the creation of valuable and engaging information. Blogs, video tutorials, product interviews, and customer success stories all enhance brand trust. Content marketing offers the advantage of relatively low cost while gradually expanding the customer base and strengthening the brand position over time.

Email Marketing. Although often overlooked, email marketing can generate a relatively high return on investment compared with many other marketing channels. Retaining existing customers and encouraging repeat purchases may be more cost-effective than acquiring new customers. Sending information about discounts, special offers, new products, and other updates via email helps maintain continuous customer engagement. This technology can contribute to strengthening customer loyalty and increasing sales.

Marketing Automation Technologies. Automated marketing represents one of the most advanced and rapidly developing areas. Chatbots automatically respond to typical customer inquiries, assist with product selection, and process orders. CRM systems collect customer data, analyze behavioral patterns, and generate personalized offers. Retargeting technology enables the re-engagement of users who visited the website but did not complete a purchase by displaying relevant advertising across other platforms. These technologies save time, increase efficiency, and strengthen customer relationships for small businesses.

Synergy and functional structure. Internet marketing technologies do not function as isolated elements but as a complementary, synergistic system. Their functional structure is aligned with the main stages of marketing activity, covering customer acquisition, retention, sales promotion, and long-term relationship building. Therefore, the comprehensive utilization of internet marketing technologies is an essential condition for the sustainable development of small businesses in the digital environment.

CONCLUSION AND SUGGESTIONS

In summary, the essence of utilizing internet marketing technologies in small business entities lies in improving marketing efficiency through digital channels under conditions of limited resources. The significance of these technologies is manifested in enhancing small business competitiveness in the market, establishing strong customer relationships, increasing sales volume, and ensuring sustainable development. The classification of internet marketing technologies by implementation mechanism, audience targeting, budget requirements, implementation speed, technical complexity, and measurability provides a methodological framework for appropriate technology selection. The functional synergy across different technology types—from search engine optimization to automated marketing—demonstrates that comprehensive, integrated approaches may provide greater effectiveness than the isolated use of individual technologies. For small businesses, understanding both the strategic potential and the practical constraints of internet marketing technologies is essential for operating effectively in the digital economy.

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