

## ISSUES FOR INTERNET MARKETING MANAGEMENT

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### Abstract

Internet marketing management has become a critical element of enterprise development in the digital economy, enabling organizations to interact with customers more efficiently and expand their market reach. This study examines the theoretical foundations and managerial challenges of internet marketing, focusing on the integration of digital tools, data analytics, and customer-oriented strategies into overall business processes. The research analyzes key issues such as rapidly changing online environments, increasing competition, data privacy concerns, technological complexity, and difficulties in measuring marketing effectiveness. Particular attention is given to the role of digital platforms, social media, and automation technologies in improving communication, personalization, and operational efficiency. The findings indicate that successful internet marketing management requires strategic planning, cross-functional coordination, and continuous innovation. The paper concludes that a systematic and integrated approach to digital marketing enhances customer engagement, strengthens competitiveness, and supports sustainable enterprise growth in dynamic market conditions.

### Keywords

internet marketing, digital marketing management, online strategy, customer engagement, data analytics, competitiveness

### 1.Introduction

Internet marketing management has become a critical component of modern enterprise strategy due to the rapid development of digital technologies, e-commerce platforms, and online consumer behavior. However, the effective implementation of internet marketing activities is associated with several managerial, technological, and strategic challenges.

One of the primary issues is the dynamic and highly competitive digital environment. Market conditions, consumer preferences, and online trends change rapidly, requiring companies to continuously adapt their marketing strategies, tools, and content. Failure to respond promptly may lead to loss of visibility and reduced competitiveness. Another significant challenge concerns data management and analytics. While digital channels generate large volumes of customer data, many enterprises lack the competencies and systems necessary to analyze this information effectively for decision-making and personalization.

### 2.Literature Review

The development of internet marketing management has attracted significant scholarly attention as digital technologies increasingly reshape enterprise–customer interactions and competitive dynamics. Early conceptualizations of digital marketing emphasized the transition from traditional promotion tools to interactive online channels. Chaffey and Ellis-Chadwick (2019) define internet marketing as a strategic process that integrates online communication, distribution, and relationship management to create customer value. Their work highlights the importance of aligning digital tools with overall business objectives rather than treating them as isolated promotional instruments.

Kotler, Kartajaya, and Setiawan (2017) argue that the evolution toward Marketing 4.0 reflects the convergence of offline and online environments, where firms must combine digital engagement with personalized customer experiences. This perspective underscores the growing role of social media, mobile technologies, and content marketing in shaping consumer behavior. Similarly, Strauss and Frost (2014) emphasize that effective internet marketing management depends on data analytics, segmentation, and performance measurement, enabling organizations to make evidence-based decisions and optimize campaigns.

Recent research has focused on the integration of digital technologies with enterprise systems. Ryan (2016) notes that marketing automation, customer relationship management (CRM), and artificial intelligence enhance targeting accuracy and operational efficiency. However, Tiago and Verissimo (2014) identify challenges related to technological complexity, skill gaps, and organizational resistance that hinder the adoption of advanced digital strategies, particularly in small and medium-sized enterprises. Moreover, scholars highlight concerns about cybersecurity and data privacy, stressing that consumer trust and regulatory compliance are essential for sustainable online operations.

Overall, the literature indicates that internet marketing management is evolving from a tactical function to a strategic, cross-functional process combining technology, analytics, and customer orientation. Nevertheless, gaps remain in developing comprehensive managerial frameworks that systematically integrate digital marketing activities with enterprise strategy and performance evaluation, which justifies further research in this area.

### 3. Analysis and results

Internet marketing, or web marketing, is a revolutionary process for all types of business operations. It is a contemporary topic in every business sector and continually plays a vital role in any company's multichannel marketing strategy.

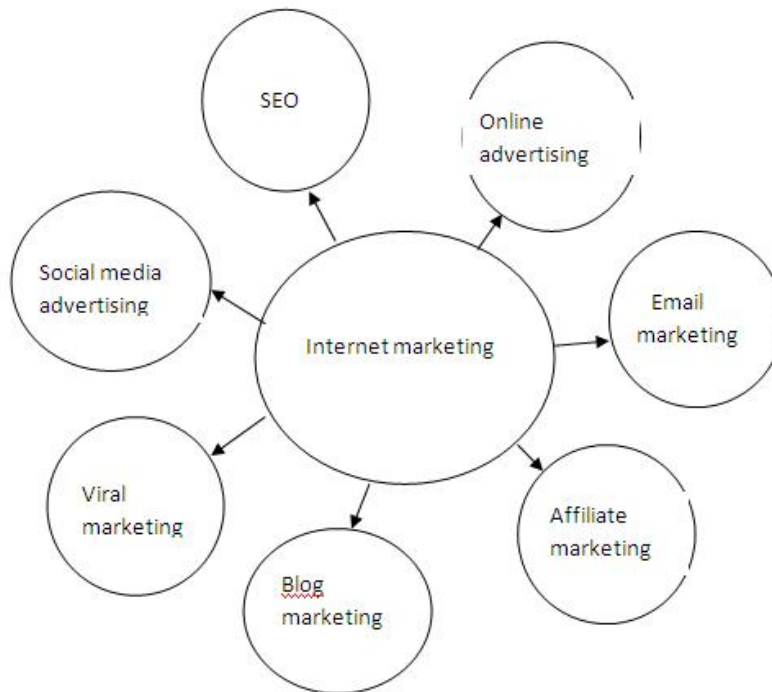
The internet has provided advanced business operations and models for the international financial system. Internet marketing is adapting to the rapid development of online business. In the field of internet marketing, online advertising has achieved great success. Companies must carefully select the appropriate internet marketing strategy, as one can never be sure that a strategy that works for one organization may be ineffective for another.

Currently, organizations widely use the internet for business promotion and advertising. The internet is one of the most successful and cost-effective marketing methods for businesses. The main advantage of all internet marketing strategies is that companies can overcome barriers or distance, and management teams can not only promote their products and services worldwide but also sell them and generate huge revenues. Internet marketing also helps businesses, companies, and individuals leverage the growing importance of social media platforms such as Facebook, Twitter, Instagram, and VK.

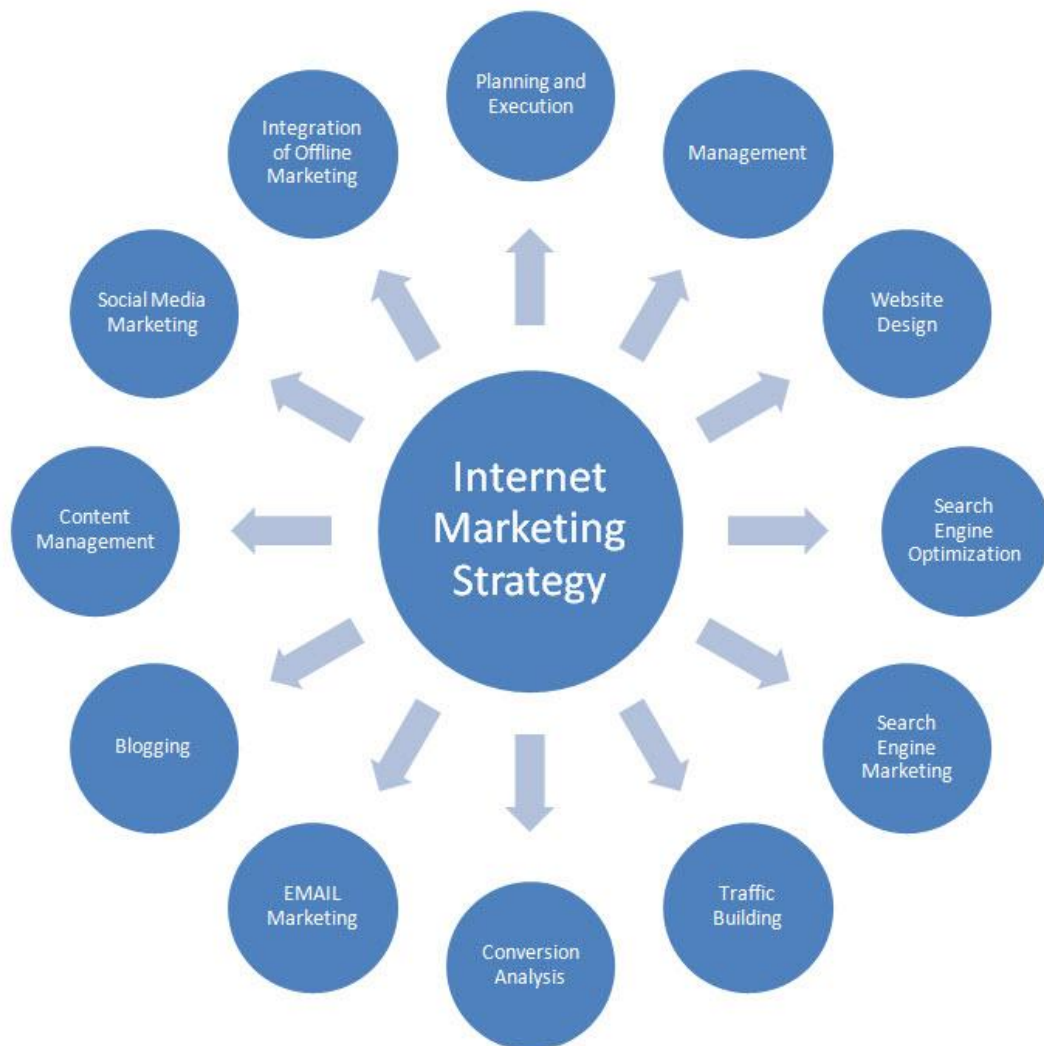
Internet marketing generally refers to the application of social media and related digital technologies in conjunction with traditional communications to achieve marketing goals. Internet marketing has many synonyms used in business, such as email marketing or digital marketing, although these have a broader scope of application as they also include electronic customer relationship management systems (e-CRM systems).

The concept of internet marketing has evolved and provided organizations with greater opportunities to reach consumers globally. [4] Previously, the internet was used solely as a tool for customer communication and was part of direct marketing. Currently, the internet, primarily websites, is becoming a popular medium for any company presenting its products and services.

The internet is considered a powerful and effective marketing tool. Between 2018 and 2019, the number of internet users quadrupled.



Online marketing allows various organizations to track their customers and easily develop relationships with them. The main creative mechanism of internet marketing includes social media marketing, email marketing, affiliate marketing, content marketing, and online video marketing, which are available to online businesses to include their overall internet marketing crusade. Other successful internet marketing tools include blogs, keywords, new updates, and a domain name. The peculiarity of internet marketing is that it is growing rapidly and always changing with the times. Therefore, companies that adopt internet marketing strategies are advised to always update themselves with both new and emerging technologies and use the latest technology or software to gain more benefits from online marketing. [3] The main activity of internet marketing is aimed at directing customers to the organization's website, where they are motivated to make purchases online or through another channel. But internet marketing includes many strategies for interactive interaction with customers and other stakeholders.



The most common internet marketing activities include developing a company website, placing online advertising, sending emails, and engaging in search engine marketing to position the company's name at the top of search results when a customer searches for a specific product or service online.

Furthermore, internet marketing can include other activities, such as marketing through online games, mobile phones, or live streaming. Internet marketing differs from traditional marketing because it offers new ways to engage with customers and other stakeholders. Extensive information and services can be provided through online formats, which "can be consumed by users as needed, rather than being transmitted to interested and uninterested parties through conventional offline formats." [4]

The benefits of adopting internet marketing strategies depend on the size of the company. It offers a new medium for advertising and PR (Public Relations), as well as a new channel for product distribution. Internet marketing also offers new opportunities for developing new international markets without the need for representative offices, sales offices, and agents. The Internet offers new methods for developing customer service and is considered the most advantageous marketing tool, as it reduces paperwork and staffing, and bypasses back-office visits. Internet marketing can be targeted to specific cultural groups, as different groups may

respond differently to the same stimulus. Furthermore, cultural manifestations such as values, heroes, rituals, and symbols provide insight into how internet marketers organize effective online advertising campaigns. In such cases, effectiveness is enhanced by internet marketing, which harmonizes these campaigns with consumer culture and ensures the use of appropriate symbols. [1]

This can be considered a subset of search engine marketing. It is used to increase the quality of traffic coming to a website from search engines. Every time a website visitor searches for a specific keyword and finds a match, they see several websites that appear on the first page of search engine results.



The goal of SEO is to provide users with relevant links to the website. They want their clients' websites to be listed higher in search results. This gives their clients, i.e., companies, a better chance of being noticed by consumers. SEOs can target various search queries, such as image search, local search, or vertical search engines. People involved in search engine optimization are called SEOs. These can be either company employees trained in SEO or third-party agencies that take on the responsibility for the company. [2]

Generally, SEOs are required to understand how search engines actually rank pages. This can be done by obtaining information about search engine algorithms or freely disseminating information about search engines through the patent system. SEOs must record changes to their client web pages, adding sensitive information. Because they need to modify web pages related to organizations, some businesses may be hesitant to provide information, as it may be confidential and pose security risks. Companies should engage SEO staff to train their employees. There are two types of SEO staff: white hat and black hat. [3] White hat SEOs use methods that search engines consider acceptable. Black hat SEOs use methods that may lead to spammy links. The goal is to improve page rankings. Z. Gyongyi et al.

#### 4. Conclusions

Resource constraints also affect internet marketing management. Small and medium-sized enterprises may lack financial resources, skilled personnel, or technological infrastructure to implement advanced digital tools such as automation, artificial intelligence, and customer relationship management systems. Moreover, measuring marketing effectiveness remains complex due to multi-channel interactions and challenges in accurately attributing conversions.

In conclusion, successful internet marketing management requires strategic integration, continuous innovation, data-driven decision-making, and strong organizational capabilities. Addressing these issues enables enterprises to enhance customer engagement, improve operational efficiency, and achieve sustainable competitive advantage in the digital economy.

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