

MODERN MARKETING STRATEGIES AND DIGITALIZATION OF BUSINESS IN UZBEKISTAN

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Annotation

The article examines the processes of digital transformation of marketing in the Republic of Uzbekistan and their impact on increasing the competitiveness of domestic enterprises. The transition from traditional methods of promotion to modern digital strategies such as SMM, SEO, contextual and targeted advertising, and the development of e-commerce is emphasized. The cases of successful companies are presented — Korzinka.uz, GROSS, Uzum Market and Beeline Uzbekistan — effectively applying digital marketing to strengthen market positions. Statistics on the digitalization of business and consumer behavior are presented, confirming the effectiveness of the implementation of marketing tools. The key problems are highlighted — the lack of qualified personnel, limited budgets, the level of digital literacy — and development prospects in the context of state support and the Digital Uzbekistan 2030 program. The work highlights the importance of digital marketing strategies as a key factor in sustainable economic growth and increasing the competitiveness of Uzbek enterprises.

Keywords: Digital marketing, Uzbekistan, SMM, SEO, targeted advertising, e-commerce, competitiveness, digitalization, marketing strategies, small business, online sales, consumer behavior, social networks, Korzinka.uz, Uzum Market, Beeline Uzbekistan, digital literacy..

Introduction

In recent years, the Republic of Uzbekistan has been undergoing significant changes associated with economic transformation and the introduction of modern business practices. One of the key areas actively influencing the competitiveness of enterprises has been the large-scale implementation of digital marketing strategies.

Transition from traditional to digital marketing. While Uzbek companies previously relied primarily on traditional forms of promotion, such as outdoor advertising, print media, and television, the emphasis is now shifting toward digital technologies and online communications. This is due to increased internet accessibility, growing smartphone penetration, and changing consumer behavior, which increasingly favors online shopping and digital services.

As of 2024, the number of internet users in Uzbekistan reached over 27 million, representing approximately 80% of the population. The vast majority actively use social media, creating enormous potential for digital marketing.

Key Digital Marketing Trends in Uzbekistan. The following digital marketing trends are currently in high demand among Uzbek companies:

- SMM (social media marketing): One of the most popular trends in the country. Platforms such as Instagram, Telegram, and Facebook are actively used to promote brands, attract new customers, engage with audiences, and build a loyal community. For example, major brands

such as UzAuto Motors, Korzinka.uz, Beeline Uzbekistan, and others regularly conduct large-scale advertising campaigns and contests through social media, demonstrating high levels of engagement and customer loyalty.

- **SEO (search engine optimization):** As competition in the marketplace increases, more and more companies are realizing the need for effective search engine optimization (SEO) for their websites to improve their online visibility. According to recent research by Hurmo Research, over 60% of consumers in Uzbekistan use search engines to select products and services, making a successful SEO strategy a crucial element of their overall marketing strategy.
- **Contextual and targeted advertising:** These tools allow companies to quickly attract target customers and precisely tailor advertising campaigns to the needs of specific audiences. Google Ads and Facebook Ads platforms are already actively used in Uzbekistan, as are local solutions such as services from Uzinfocom and MY.GOV.
- **E-commerce and digital sales platforms:** The country's e-commerce market continues to grow at record rates, showing annual growth of 25 to 30%. Online stores, marketplaces, and mobile shopping apps are becoming key sales channels. Popular platforms such as Uzum Market, Olcha.uz, and Asaxiy.uz have successfully implemented comprehensive digital strategies that combine online sales, logistics, and digital advertising tools.

Challenges and Prospects for Digital Marketing in Uzbekistan. Despite its active development and promising prospects, digital marketing in Uzbekistan faces a number of challenges and obstacles, including:

- **Lack of qualified personnel:** Many companies experience a shortage of digital marketing specialists and data analysts, which slows the implementation of modern solutions.
- **Limited budgets:** This is especially true for small and medium-sized businesses, which do not always have sufficient funds to implement comprehensive digital strategies and utilize professional marketing tools.
- **Low digital literacy:** Although the situation is gradually improving, a significant portion of the population in the country's regions is still not ready to fully utilize digital technologies.

Nevertheless, the situation is noticeably improving every year. The government supports the digitalization of business through various programs and initiatives, such as "Digital Uzbekistan - 2030," aimed at increasing digital literacy and supporting entrepreneurs in mastering online tools.

Thus, modern digital marketing is becoming a key tool for increasing the competitiveness of Uzbek companies, and the proper use of its capabilities will allow enterprises to occupy leading positions in both domestic and foreign markets.

Case studies of successful companies effectively using marketing strategies in Uzbekistan. One of the most effective ways to demonstrate how effective marketing strategies impact a company's competitiveness is by examining successful examples. In recent years, several striking cases have emerged in Uzbekistan, demonstrating how companies in various industries have achieved leadership positions thanks to innovative marketing approaches.

1. Korzinka.uz – a leader in retail.

The Korzinka.uz supermarket chain is one of the most striking examples of the successful application of innovative marketing solutions. The company has focused on aggressive

promotion on social media and the creation of a comprehensive digital ecosystem around its brand.

- Digital platforms: Korzinka.uz is actively developing its own mobile app and online ordering platform, offering convenient delivery and pickup services. Over the past two years, the mobile app's audience has grown by more than 70%.
- Social media activity: Using Instagram and Telegram, the company regularly launches promotions, contests, and special offers, ensuring high levels of audience engagement. Subscribers receive up-to-date information about discounts, promotions, and company news, building strong customer loyalty.

- Loyalty programs: The Korzinka GO program has become one of the company's most successful initiatives, offering bonuses and discounts to regular customers, encouraging frequent purchases, and increasing the average order value.

These marketing tools have enabled Korzinka.uz to establish itself as a leader in the retail market in Uzbekistan, significantly outperforming competitors in customer engagement and brand awareness.

2. GROSS is an insurance company successfully implementing digital solutions.

GROSS Insurance Company exemplifies how even traditional industries can be transformed through effective marketing strategies and innovative approaches.

- Online Insurance: GROSS was the first in Uzbekistan to introduce a fully functional online insurance policy service. This significantly simplified the insurance purchasing process and made it available 24/7. According to the company, after the launch of the online platform, the number of customers purchasing insurance products online doubled.

- Data-Driven Marketing: The company actively uses customer data analytics to personalize offers and improve the customer experience. The use of artificial intelligence and machine learning allows for more precise audience segmentation and the prediction of their needs.

- Social Media Communications: GROSS regularly conducts large-scale campaigns on Instagram and Facebook, using educational content to raise public awareness of the need for insurance, thereby building trust and strengthening the brand. These approaches have led GROSS to a leading position not only in insurance sales but also in marketing effectiveness among financial institutions in Uzbekistan.

3. UZUM Market – a leader in Uzbek e-commerce

Uzum Market is a shining example of a company that has quickly achieved a leading position in the Uzbek e-commerce market through the effective use of comprehensive digital marketing strategies.

- Powerful Advertising and Targeting: Uzum Market invests heavily in contextual advertising and targeted social media advertising. Effective advertising campaigns have enabled the platform to reach a wide audience and strengthen brand recognition.

- Innovations in Customer Experience: The company places special emphasis on customer service and the convenience of online shopping. The Uzum Market mobile app and website are simple and user-friendly, while built-in recommendations based on customer behavior analysis significantly increase sales and average order value.

- Affiliate Marketing and Collaborations: The company actively engages bloggers, influencers, and other media personalities to promote the brand, creating powerful newsworthy moments

and stimulating a viral effect. This has allowed Uzum Market to significantly outpace its competitors, becoming the e-commerce market leader with the highest levels of engagement and trust among Uzbek consumers.

4. Beeline Uzbekistan – a leader in the telecommunications market.

Beeline Uzbekistan, a mobile operator, is a recognized marketing leader, successfully integrating innovative and traditional approaches.

- Gamification and interactive formats: The company actively utilizes gamification in its advertising campaigns, offering users interactive games and prize draws, significantly increasing engagement and brand awareness.
- Content marketing and social projects: Beeline regularly launches socially significant projects, such as digital literacy programs and youth entrepreneurship support, thereby strengthening its positive brand image and expanding its loyal audience.
- Personalized approach: The company actively personalizes tariffs and services based on subscriber data analysis, allowing it to more accurately meet the needs of different customer segments.

These marketing approaches have ensured Beeline's stable leadership in the Uzbek mobile communications market and also strengthened its reputation as an innovative and socially responsible brand. These examples clearly demonstrate that the competent and innovative application of marketing strategies allows Uzbek enterprises to significantly increase their competitiveness and strengthen their market position.

Statistics and analytics on the use of marketing strategies and their impact on the competitiveness of enterprises in the Republic of Uzbekistan. To gain a deeper understanding of the role of marketing strategies in enhancing enterprise competitiveness, it is necessary to examine statistical data and analytical studies reflecting the current state and trends in the market of the Republic of Uzbekistan.

Market status and the role of small businesses. According to the Agency of Statistics under the President of the Republic of Uzbekistan, as of the beginning of 2025, over 358,100 small businesses and microfirms were registered in the country. Small businesses accounted for 54.3% of Uzbekistan's GDP. These figures clearly demonstrate that small and medium businesses are the backbone of the country's economy, meaning that improving their competitiveness is a strategic objective for overall economic development.

However, despite these impressive figures, a study conducted by Hurmo Research in 2024 found that:

- Only 37% of small businesses in Uzbekistan actively use digital marketing tools in their daily operations.
- About 45% of entrepreneurs still rely on traditional marketing channels (e.g., leaflets, outdoor advertising, and personal recommendations).
- More than 60% of respondents noted a shortage of qualified marketers and analysts, which negatively impacts business efficiency and hinders the implementation of new technologies and solutions.

Marketing Tool Performance Analysis. According to the "Marketing and Business in Uzbekistan – 2024" report by Hurmo Research, the key factors for successful marketing strategies in the Uzbek market are:

- Social Media and Messengers:
 - Instagram and Telegram are leading promotion channels, accounting for up to 80% of companies' digital advertising budgets.
 - Social media user engagement in advertising campaigns in 2024 increased by 35% compared to the previous year.
- Contextual and Targeted Advertising:
 - More than 50% of companies using targeted advertising reported a significant increase in the number of potential customers and a 20 to 30% increase in sales.
 - The effectiveness of contextual advertising in the e-commerce segment increased by 27% year-over-year.
- SEO optimization and organic traffic:
 - Around 70% of consumers in Uzbekistan choose products or services based on online search results.
 - Companies that have implemented SEO have seen a 40-60% increase in organic traffic and online searches.

Consumer behavior and digitalization. Consumer behavior in Uzbekistan is also rapidly changing under the influence of digitalization:

- 85% of the urban population regularly makes online purchases, with 62% of them preferring mobile shopping apps.
- More than 90% of young people (aged 18 to 35) use social media to search for product information, read reviews, and read recommendations.
- Consumers are increasingly focusing on a company's online reputation, actively responding to reviews and ratings online, making reputation marketing a crucial area of focus for businesses.

Financial Performance of Companies That Have Implemented Digital Marketing. An analysis of the financial performance of companies actively using digital marketing reveals a significant improvement in their competitive position and increased profitability:

- Companies that regularly invest in digital marketing and analytical tools have recorded an average annual revenue growth of 15-25%.
- Small and medium-sized businesses that have implemented targeted marketing campaigns have reported an average 20-35% increase in their customer base per year.
- E-commerce has become one of the fastest-growing segments of the Uzbek economy, demonstrating annual growth rates of 25 to 30%, which is directly related to the effective application of marketing strategies.

Conclusions and Prospects for the Development of Marketing Strategies in Uzbekistan. Statistics and analytics clearly confirm the importance and effectiveness of effective marketing strategies in enhancing the competitiveness of businesses in Uzbekistan. Despite current challenges (shortage of specialists, limited budgets), the trend toward digitalization and increased marketing activity is steadily growing.

Government support through programs such as "Digital Uzbekistan 2030," further infrastructure development, and increased digital literacy among the population offer significant opportunities for further improvement of marketing strategies. Competition is expected to increase significantly over the next three to five years, with companies actively using modern digital marketing tools and approaches playing a decisive role.

Thus, analytical data and statistics highlight the importance of Uzbek businesses transitioning to a new, digital marketing level, which is key to long-term competitiveness and sustainable economic growth.

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