



THE ROLE OF DIGITAL MARKETING IN SELLING NATIONAL CRAFT PRODUCTS

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Abstract: This article examines the effects of digital marketing in the craft industry as e-commerce, communication with customers, cost reduction and time saving, crafters entering the global market through the internet without any barriers, great opportunities in increasing sales.

Keywords: National craft, enterprise, digital marketing, commerce, internet, sales, communication.

INTRODUCTION. Businesses of all sizes are using modern information and communication technology to manage their operations. In the conditions of strong competition, the number of competitors is an important factor for entrepreneurs.

In recent years, a number of laws and decisions have been adopted by the Government and the President of the Republic of Uzbekistan to support this industry. A clear example of this is the increase in the share of the private sector in exports in the state program, which is stated in the decree of the President of the Republic of Uzbekistan No. PF-60 dated 28.01.2022: "On the new development strategy of Uzbekistan for 2022-2026", as well as the priority directions, goals and objectives of the program include the promotion of artisan products to the world implementation mechanisms, such as covering the costs of publishing and advertising on electronic trading platforms from the funds of the export promotion agency, are highlighted

Appropriate marketing and media techniques are used to reach the target market, improve sales and profits. Digital marketing is one of the most popular ways to promote various products and services to the general public. They are gradually abandoning the traditional marketing paradigm in favor of more modern digital marketing. As a result of digital marketing, businesses can conduct operations in any direction. Small and medium-sized businesses can take advantage of the growing number of chat-based social media users, and the number of chat-based social media users is expanding day by day.

Marketing and operational strategies are now inextricably linked. An integrated marketing strategy that includes both online and offline marketing efforts is beneficial for both corporate and operational purposes. In the beginning of 2022, the number of Internet users in Uzbekistan exceeded 31 million, according to statistical data. 29.5 million of them connect to the network through mobile internet. It is also reported that the speed of connection to the international Internet channel has increased by 2.6 times in the last two years, reaching 3200 Gbit/s.

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The latest generation mobile phones or smartphones are already used by craftsmen. Market segmentation continues to grow as marketing reach expands with the many benefits of digital marketing, including improved segmentation through the Internet. Since it is available to everyone in the world, the Internet has no geographical boundaries when it comes to marketing.

High standards of accountability are established for marketing initiatives. Through the Internet technology of social media, artisans can share information about their activities and meet their colleagues. Social media represents a big change when it comes to finding, reading, talking and sharing information in today's world. It is becoming increasingly popular due to the convenience of social media and the ability for people to connect online through personal relationships, politics and business. In addition, social media serves as a platform for social interaction.

Craftsmen can benefit greatly from using social media in a number of ways, including communicating directly with clients, promoting their work, and tracking and receiving requests from clients. Using social media as a marketing tool for home sector items has been a huge success for crafters.

One of the driving factors is the continued use of social media by artisans to produce products, communicate with consumers and customers, distributors, and develop a wider market network that leads to increased sales volume.

Digital media is considered a successful channel for B2B and B2C communication in any business sector. Most of the artists are already using digital media, social media and the internet for daily communication and a successful marketing strategy. Despite being digital, media and especially digital marketing is an important tool to replace the old business model. Faster, more efficient and convenient communication provides better availability of information to the potential customer and cost savings, which are still not realized in some areas. This can lead to an uncompetitive environment, unfavorable prices and low production capacity. This is the problem of traditional craft villages in Uzbekistan,

Thus, the sale of handicraft products needs to be supported and promoted in a modern way to reach national and international customers. One of the effective instruments of digital marketing is web marketing, which can have a significant impact on the sale of handicraft products. Management capacity would be appropriate if different marketing channels are used to reach the target audience.

The impact of digital marketing in the craft industry is as follows:

- e-commerce as an easy way to communicate with customers;
- reduces costs and saves time;
- the artisan enters the market in a global direction through the Internet without any barriers;
- great opportunities to increase sales;
- specific target markets;
- opportunity to conduct improved marketing research;
- absence of market entry barrier; - such as building customer loyalty.

Several elements influence the use of digital marketing in crafting. Craft businesses face other marketing challenges due to "speed" such as changing consumer preferences and tastes, misleading advertising and promotion, unfair pricing, and exploitation by middlemen.

**Research methodology.** Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

**Analysis and results** The following suggestions can be made to solve the above problems:

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- providing advice on improving the skills of employees, selling craft products online and increasing their competitiveness;
- introduction of modern management technologies and establishment of quality standards;
- marketing research and consulting, promotion of participation in trade exhibitions abroad;
- market research;
- improvement of the appearance of craft products and introduction of packaging systems;
- improving the quality of handicraft products;
- such as expanding the range of handicraft products.
- legal advice, it is necessary to organize a number of measures for formalizing documents.

We would recommend the following measures to use digital marketing to increase the income of artisans operating in Uzbekistan and support their entry into the global market:

- product development for tourist markets;
- retail store management, sales training;
- brand development campaign to compete with imported products;
- work with tour operators, hotels, travel guides and online travel sites;
- Measures such as increasing awareness of retail outlets for festivals and events would be desirable.

If the measures mentioned above are encouraged by the state, it would be possible to improve and expand the activities of artisans in the future.

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