

MODERN MARKETING

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Abstract: The thesis discusses role of modern marketing in business and how it has been changed recently.

Key words: targeting, customer needs, social media, optimize campaigns, customer behavior.

Introduction. It is true that marketing plays crucial role in today's business world. In other words selling things is no longer the only goal of modern marketing. Instead, it involves forging deep connections, resolving actual issues and crafting gripping narratives that appeal to consumers. Nowadays marketers blend creativity with data, leveraging technology to understand what makes you tick. So whether it's AI recommending your next favorite product or brands going green to align with eco-conscious mindset. Unlike traditional marketing which mainly focuses on selling, modern marketing builds long-term relationships with customers by offering value, engaging contents and targeted communication. A basic element of modern marketing is the 7 Ps of marketing (product, price, place, promotion, people process and physical evidence) which are designed to meet requirements and desires of the consumer while ensuring efficient distribution and communication. Furthermore, by combining data analytics, social media, content marketing and personalization, digital transformation has completely changed the marketing management industry. These days, marketers use tools like customer relationship management (CRM) systems to comprehend consumer behavior and provide campaigns that are specifically targeted.

Importance of contemporary marketing concepts.

Discussions. It is obvious that in modern marketing, the focus shifts to understanding customer's unique needs and catering to them. A customer -centric

approach helps business place value delivery over the simple pushing products to the customer. Because customer behavior, preferences and feedback and relationships, create brand loyalty and increase satisfaction. Moreover, data- driven decisions are becoming the foundation of modern marketing. Marketers are able to make well-informed decisions, optimize campaigns and gain a detailed understanding of customer behavior when they have access to plenty of data from several touch points. For example data driven marketing improves targeting , hones messaging , and boosts conversations using customer analytics, A/B testing or predictive modeling. In rapidly changing environment, companies make sure they remain effective and relevant by continuously evaluating and modifying their tactics.

Results. There is no denying the digital revolution in marketing. Since the rapid expansion of the internet, social media, and other online tools, businesses have bid farewell to traditional marketing strategies and shifted their focus toward digital marketing. It has made brands able to reach audiences worldwide, engage with customers in real time, and optimize campaigns for maximum impact. Having a solid brand positioning is crucial in competitive market of today. Businesses must clearly articulate their distinct value proposition if they want to differentiate themselves from the competition. Customers will perceive your brand as unique, pertinent and useful if it is positioned correctly. Product attributes, brand personality customer support or even distinctive brand narrative can all attract specialized audiences and foster enduring loyalty by highlighting their unique selling points. Good positioning conveys the brand's identity, values and reasons for consumers to pick it over competing products.

Conclusion. Finally modern consumers increasingly expect brands to act responsibly and ethically. Whether its sustainability, fair labor practices, or contributing to social causes, businesses are under pressure to align their actions with their values. In addition social responsibility builds trust and credibility with customers, which is crucial in today's market. Ethical branding helps establish a positive reputation, foster customer loyalty, and attract a like-mind audience. As

consumers become more conscious of where their money goes, brands that take a stand on social responsibility can differentiate themselves and create meaningful connections with their customers.



Literature review

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