

DEVELOPMENT OF ORGANIZATIONAL MARKETING STRATEGIES: THEORETICAL BASIS AND PRACTICAL DIRECTIONS

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Today, organizations pay great attention not only to the quality of the product or service, but also to the overall value proposition offered to the consumer, the long-term relationship established with the customer, and the brand image. In this context, marketing strategy is an important tool that determines the ways to achieve the organization's long-term goals, ensures the effective use of resources, and serves to rationally exploit market opportunities. A modern marketing strategy embodies the principles of customer orientation, the use of digital technologies, data-based decision-making, and social responsibility.

In recent years, the widespread use of digital platforms, the increasing importance of social networks as a marketing channel, and the introduction of artificial intelligence and big data technologies have fundamentally changed the content and form of marketing strategies. Now organizations have the opportunity to analyze the market not only on the basis of general segments, but also at the level of individual consumers. This requires marketing strategies to be more flexible, personalized, and effective.

In today's globalization and digital transformation, marketing strategy has become not just a simple advertising or sales promotion tool for organizations, but an important management mechanism that ensures their long-term competitive advantage. The complexity of consumer needs, increased competition, technological innovations and the speed of information flow require constant revision of marketing strategies.

Developing a marketing strategy in a modern organization is a complex and multi-stage process that begins with a thorough analysis of the market environment. The organization must first assess its internal capabilities - resources, qualified personnel, technological potential and financial condition, as well as determine the external environment - market size, competitors, consumer behavior and macroeconomic factors. Based on these analyses, the marketing strategy is aligned with the organization's overall development strategy.

An important element of the marketing strategy is market segmentation. In the process of segmentation, the market is divided into groups based on demographic, geographic, psychographic and behavioral criteria. This allows the organization to effectively allocate resources, identify the most promising market segments and develop a suitable value proposition for them. As a result of segmentation, a special marketing program is developed for the selected target audience, which increases the accuracy and effectiveness of the strategy.

The next stage is positioning. Positioning determines what place the organization or its product will occupy in the consumer's mind. In today's competitive environment, it is not the technical characteristics of the product that are important, but what benefits it will bring to the consumer, what problems it will solve and what values it represents. Therefore, the positioning strategy serves to build a brand image, increase loyalty and stand out from competitors.

One of the practical areas of marketing strategy is digital marketing. The Internet, social networks, mobile applications and online platforms allow organizations to communicate directly and constantly with consumers. Through digital marketing, you can receive advertising, personalized offers and quick feedback that are clearly targeted to the target audience. This helps to optimize marketing costs and increase efficiency.

The implementation of customer relationship management (CRM) systems is also becoming an important component of marketing strategy. Through CRM systems, an organization collects and analyzes information about customer needs, purchase history, and behavior. As a result, the organization can further customize its offerings, expand its loyal customer base, and improve service quality.

In general, developing a marketing strategy requires a combination of theory and practice. Only through a scientifically based approach and the use of modern technologies can organizations successfully operate in market conditions and achieve sustainable development.

Therefore, analyzing the current state of marketing strategies, adapting their theoretical foundations to modern conditions, and identifying practical directions is of urgent scientific and practical importance.

While in the traditional approach, marketing strategy was seen as a plan aimed at capturing the market and increasing profits, today it also encompasses building long-term relationships with customers, social responsibility, environmental sustainability, and digital adaptation.

Modern marketing strategy is characterized by the following aspects:

Customer orientation;

Data-driven decisions (data-driven marketing);

Personalization;

Omni-channel approach;

Compliance with the principles of sustainable development.[1]

Today's factors influencing marketing strategies. Today, the following main factors influence the formation of marketing strategies:

Digitalization. The Internet, artificial intelligence, big data (Big Data), CRM systems have radically changed marketing activities.[3]

Changing consumer behavior Consumers are becoming more active, free to choose and rich in information.

Increasing complexity of the competitive environment Global companies are entering local markets.

The following strategies dominate in today's practice:

Digital marketing strategy;

Content marketing strategy;

Influencer marketing;

Sustainable marketing;

Experiential marketing (experience marketing).[5]

E-commerce, online advertising and branding are actively developing in Uzbekistan. State support for entrepreneurship, export-oriented policy and innovative development impose new requirements on marketing strategies. In short, marketing strategies have become one of the main tools for ensuring the sustainable development of organizations today. The combination of theory and practice increases marketing efficiency.

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