



## THE IMPORTANCE OF INFORMATION TECHNOLOGY IN THE FIELD OF MARKETING

Radjabova Sarvinoz

Teacher at the Private School "Mutaallim"

Ruziyev Asadbek

Student of Karsu

### ABSTRACT

Information technology (IT) and its use in marketing is radically altering how companies practice marketing. The widespread availability of information and heightened communication abilities are changing the relationships between marketing and other functions and between marketing and suppliers and customers. Marketing in the 90s operates in a totally altered landscape demanding a radical rethink and redirection for marketing.

**Keywords:** IT, Marketing, Information, Communication, Relationship.

### Introduction

As IT in marketing develops and moves from automational use to transformational use these changes will be magnified. There are conflicting views as to the impact of IT on marketing with many heralding the widespread acceptance and use of IT as the beginning of the end of marketing, or as the greatest threat to the marketing department. Others view this development more positively and see IT as the saviour of marketing, which can now assume its glorious and central position in the company, with an increased customer and relationship focus.

As it can be witnessed every day the world is changing. Things are not the same as they were 10 or even 5 years ago. This is something you have to notice and take advantage of in your business just as you do in your day to day life. The widespread usage of the internet has made it an inexpensive yet very useful resource for your marketing objectives. Email marketing, special offers, seasonal promotions, multimedia marketing, all these just cost a fraction of what their offline counterparts cost. Most of the time all you have to invest is time. The world is changing, and it's changing to our benefit. You just have to keep a keen eye and seize the opportunities as they present.

Technology strategic plans often prioritize the wrong areas for improvement, too many activities at once, or fail to explain why one improvement is more important





than another. Ineffective prioritization ends up wasting money and opportunities. Technology evolves rapidly, and can change characteristics of society from national security to our daily lives. The Strategic Role of Technologies aims to understand how technology and innovation is transforming the world we live in.

Technology such as the web, mobile phones, social media, and customer relationship management systems greatly affect modern marketing. Tech helps businesses grow and prosper, create relationships, strengthen the effectiveness of organizations, allow people to learn about one another, and greatly affects the way companies communicate with prospective customers. Every marketer is starting to view technology as an important factor when it comes to development and growth.

Technology is definitely an important and strategic tool to increase your overall efficiency and stay on top of the competitors. Though the role of marketing has not changed due to technology, which is the dynamic power in buyer seller relationships, the corporate attitudes toward the marketing function and marketing approaches have all been impossible to separate save for the change brought about by rapid evolution of technology.

Through the use of the Internet, consumers have gained access to multitudes of data from around the world; data that is timeless, critical and verifiable. With just a click of a button consumers can gain meaningful insights about companies and their products. They can compare products, find lower prices, read reviews and even communicate with other users thru forums about product quality and buyer satisfaction. The evolution of marketing from the past years will find that technology started as a minor role player, and evolved into the star of the show.

In today's technology-driven life IT or information technology is essential in all businesses. Companies like Providyn are making strives to put IT on all fronts of marketings and industry. You may not think about the effect of IT on marketing and marketing careers, but IT knowledge can give you an instant step up in these kinds of careers. With technology as a centre point in today's successful marketing, a little knowledge goes a long way. If you are in the market for a career in marketing you should be prepared to know at least the basics of information technology.

Information technology is very important and you must have knowledge of information technology. Day by day it becomes very crucial. In this guide, I will talk about how information technology is important for marketing.

With most advertising and marketing today being through social media, television, and other technology it is an essential part of every marketer's career. Marketing professionals will be using various technology on a daily basis so it is important to know your stuff.





Blogging and Websites are some of the best modern ways to get your products seen, and marketing professionals should know the ins and outs of this technology. Knowing how to set up and manage a blog is an essential part of marketing, and knowing how to fix potential problems is a huge plus. Web design and maintenance are also skills that will allow you to excel at any marketing job. While you probably will not need to know every aspect of designing, programming, and maintaining a website you will need to be able to work with programmers and other professionals to get websites perfect for your marketing needs. Knowledge of these aspects of IT can give you a leg up on the competition when applying for marketing jobs.

Many peoples publish and syndicate third-party content and I know it is also a great way to attract many visitors. But I think you peoples should think about the long term. That's why you should create original content. Creating high-quality original content is not easy, it takes time, but it's worth it. You can increase authority and can able to reach the front of many targetted customers. Another huge component of 21st-century marketing is social media. Promotion on social media has skyrocketed and knowledge of how these programs work is key in any modern marketing business. Marketing professionals are often required to set up and manage businesses many social media sites, and knowing how these platforms work is essential for this career. Become a social media expert is not easy, but if you do the right thing then you can become an expert.

The last important component of online marketing is Customer Relationship Management or CRM systems, as well as email. CRM systems allow marketers to keep track of many kinds of custom content such as sales calls, purchases, complaints, and more. Being able to update this information and keep an eye on it is an integral part of success at this career. Email is often used for communication and marketing so it will be a key part of a marketing professionals work day. Knowing how to use and maintain an email for advertisements and marketing as well as communication is a huge must for marketers.

Regarding marketing, the role of information technology cannot be over accentuated. Over the past three decades, subtle changes in the theory and practice of marketing have been fundamentally reshaping companies. These changes have also been evident in marketing and management related information systems. More and more, companies are faced with the need to control an ever larger and rapidly changing marketing environment. The information processing requirements of companies are expanding as their competitive environments become more dynamic and volatile. To handle the increasing external and internal information flow and to improve its quality; companies will need to take advantage of the opportunities offered by modern





information technology (IT). Information technology has a key role to play in new flexible organization forms such as strategic partnerships and cross-functional networks. While new organizations will be designed around business processes rather than functional hierarchies, we definitely have a need also for new kinds of IS in marketing. In fact, IS will be the cornerstone of a new approach to marketing. Therefore management and systems designers should be better aware of the avenues available to integrate marketing and management processes in new innovative ways. The companies and the government bank data and the results of the questionnaire surveys along with the library research made it clear that information technology has high impact on E. marketing. All the above mentioned sources show that IT leads to providing the opportunity at every place and time for advertisement; increasing the overall potential of advertisement; increasing the income for the companies; and decreasing the pollution and energy consumption.

## References

1. Erkaeva, G. P., & Shukurov, U. S. (2022). EXPERIENCE OF FOREIGN COUNTRIES IN INCREASING THE INVESTMENT ATTRACTIVENESS OF THE REGIONS. *Gospodarka i Innowacje.*, 24, 234-238.
2. Набиев, Д., & Эркаева, Г. (2021). ОЛИЙ ТАЪЛИМДА БОШҚАРУВ ФАОЛИЯТИ МУСТАҚИЛЛИГИНИНГ ДОЛЗАРБ МАСАЛАЛАРИ. *Экономика и образование*, (6), 193-199.
3. Erkin, G., & Shakhrizoda, H. (2022). THE IMPORTANCE OF GEOGRAPHIC LOCATION IN TOURISM. *Uzbek Scholar Journal*, 5, 145-150.
4. Khamidova, N. N., & Raskhodova, I. A. (2021). SPEECH EXERCISES AS A NECESSARY COMPONENT OF THE FORMATION OF THE COMMUNICATIVE PERSONALITY OF STUDENTS IN TEACHING FOREIGN LANGUAGES. In *АНГЛИЙСКИЙ ЯЗЫК В СФЕРЕ ПРОФЕССИОНАЛЬНОЙ КОММУНИКАЦИИ* (pp. 138-139).
5. Nurahmadqizi, K. N. (2022). The Development of a Semiotic Point of View in Structural Linguistics. *European Multidisciplinary Journal of Modern Science*, 4, 545-547.
6. Khamidova, N. N., & Raskhodova, I. A. (2021). Effectively engaging text as a basic unit of communication in EFL in learner centered classroom. In *АНГЛИЙСКИЙ ЯЗЫК В СФЕРЕ ПРОФЕССИОНАЛЬНОЙ КОММУНИКАЦИИ* (pp. 136-137).
7. Raskhodova, I. A., & Khamidova, N. N. (2021). THE ORIGIN OF THE CATEGORY OF INTENSITY IN LINGUISTICS AND STAGES OF ITS





- DEVELOPMENT. In ПРИКЛАДНАЯ ЭЛЕКТРОДИНАМИКА, ФОТОНИКА И ЖИВЫЕ СИСТЕМЫ-2021 (pp. 549-551).
8. Raskhodova, I. A., & Khamidova, N. N. (2020). FEATURES OF PHRASEOLOGICAL UNITS IN LINGUOCULTURE. In Современные проблемы филологии, педагогики и методики преподавания языков (pp. 140-142).
  9. Sevinch, N. (2022). ANALYSIS OF TRANSLATION PROBLEMS OF ENDEARMENT TERMS. BARQARORLIK VA YETAKCHI TADQIQOTLAR ONLAYN ILMIIY JURNALI, 359-362.
  10. Nuriddinova, M. (2022). FRAZEOLOGIK IBORALAR VA ULARNING SEMANTIK-GRAMMATIK TUZILISHI. PEDAGOGS jurnali, 2(1), 108-116.
  11. Nuriddinova, M., & Turdiqulova, M. (2022). Develop Speaking Strategies in Teaching English. European Multidisciplinary Journal of Modern Science, 6, 172-176.
  12. Mohizar, M. (2022). Linguoculturological Study of Color Component Metaphors. EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION, 2(1), 229-231.
  13. Moxizar, M. (2022). LINGVOKULTUROLOGIK XUSUSIYATLARNING ASOSIY TUSHUNCHASI. Conferencea, 183-185.
  14. Ахмедова, М. М. (2019). О ПРОЦЕССЕ ТРАНСФОРМАЦИИ ГЕРОЯ (на примере рассказа З. Прилепина «Какой случится день недели»). Проблемы методологии и опыт практического применения синергетического подхода в науке, 39-40.
  15. Ahmedova, M. M. (2019). The role of artistic details in modern Uzbek literature (on the example of A. Yuldashev's work). In European research: Innovation in science, education and technology (pp. 39-43).
  16. Akhmedova, M. (2020). Studying the problems of comparative literature in the context of distance learning.
  17. Ахмедова, М. М., & Сабурязов, И. К. (2019). Роль современной литературы в деятельности юриста (на примере рассказа «Карлсон» Захара Прилепина). Вестник науки и образования, (24-2 (78)), 48-51.
  18. Akhmedova, M. M. (2018). Problems of teaching the grammatical aspect of the Russian language. In Problems and prospects of the development of philological science at the present stage: Int. conf.(Navoi, 2018). Navoi (pp. 45-48).
  19. Ахмедова, М. (2021). The image of the hero in the stories of Zakhar Prilepin (on the example of the collection "Sin"). Общество и инновации, 2(7/S), 157-162.





20. Madinabonu, A., & Nasiba, N. (2020). The Role of Literary Texts in Teaching (On the Example of Modern Literature—Z. Prilepin). *International Journal of Psychosocial Rehabilitation*, 24(05).
21. Akhmedova, M. M. (2021). The transformation of Russian prose of the XXI century. *Science and Education*, 2(4), 527-532.
22. AHMEDOVA, M. M. (2019). The role of Zakhar Prilepin in modern Russian literature. *Иностранные языки в Узбекистане*, (4), 230-240.
23. Исмоилов, Ш. О. У., & Ахмедова, М. М. (2020). Изучение основных аспектов современной прозы во время дистанционного обучения. *Science and Education*, 1(4), 268-274.
24. Akhmedova, M. M., & Khomidova, M. M. K. (2021). Modern methods and technologies in teaching literature. *Scientific progress*, 2(3), 317-325.
25. Pulatova, U. (2020). The originality of the heroes in russian literature of the XXI century.
26. Ахмедова, М. М. (2020). Рассказчик-герой в произведениях А. Юлдашева (Йулдашева)(рассказы «Пуанкаре» и «Близницы»). *Oriental Art and Culture*, (IV), 28-36.
27. Akhmedova, M. (2021). ОСОБЕННОСТИ ЛИРИКИ Э. ВАХИДОВА И А. АРИПОВА (11-й класс, выездное занятие на аллее литераторов).
28. Axmetovna, M. A., Qizi, N. I. E., & Mahmudjanovna, A. M. (2020). Modern hero of neorealism in XXI century (on the example of modern Russian literature—Zakhar Prilepin). *Oriental Art and Culture*, (II), 48-51.
29. Бахромов, С. Б., & Ахмедова, М. М. (2020). Роль современной литературы в развитии студента юриста (на примере рассказа «Калеса» Захара Прилепина). *Символ науки*, (1-2), 48-51.
30. Akhmedova, M. (2020). Современный герой неореализма в узбекской литературе.

