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**THE IMPORTANCE AND ROLE OF APPLICATION OF DIGITAL
MARKETING STRATEGIES IN THE EDUCATIONAL SYSTEM**

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Abstract

Time fast in development foundation being coming system this digital is an activity . This in the article digital activity marketing system with directly depends without apply through country development basis considered education system high in paces progressive to reach effect doer factors and education in the field interstate competitiveness level in raising adding contribution analysis , society development and economic and social stability in providing reflection which role to the discussion is placed and to them solution as from high school from beginning to middle special and higher education in systems done increase possible has been digital marketing strategies application will be done .

Keywords: digital marketing, digital technology , marketing strategies , education system , higher education.

Introduction

Of course each one in the state education in institutions own services level improve him the world standards adaptation main the goal and from tasks one is considered Many fields such as digital marketing apply through education field promote to do education institutions more students attraction does of the state social field directly set give this the system modern technologies and international level in practice using coming styles through development in front of us huge from goals one considered is coming Emphasize transition preferably in 2017-2021 Uzbekistan president by work developed "Uzbekistan Republic development five priority direction based on actions in the strategy " continuous education system more improvement , quality education services opportunities increase , education and teaching quality of assessment international standards current reach based on higher education institutions of activity quality and efficiency increase "¹ such as priority tasks set placed Uzbekistan in the Republic education system improvement state policy level is considered . An example of this as "Law about education" and one how many to education related of decisions acceptance to be done showing our passage can This decisions and laws not only education quality and his service increase and improve , perhaps in Uzbekistan education of recipients the right more expand the goal done Remember Our country , Uzbekistan president

¹PF-4947 dated 07.02.2017. About Uzbekistan Republic more development according to Actions strategy.



Shavkat Mirziyoyev 's Decree No. 637 dated September 23 , 2020 , Legislation chamber Received on May 19, 2020 done Senate Approved by on August 7, 2020 " Education ". in the law the following cause passed .

" Gender , race , nationality , language , religion , social come output , belief , personal and social from the position strict look , every to whom education take for equal to rights guaranteed . Education get the right to :

- education organizations development ;
- education in organizations innovative activity support _ and study programs innovative technologies used without done increase _ work from release separated (daytime) and not separated without (correspondence , evening , distance) education to receive organize reach
- personnel preparation , re preparation and their qualification increase
- general medium , medium special education and free initial professional education ;
- in the family or independent it's winter through education received to citizens as well common medium education didn't get to individuals from accreditation past state education in institutions externship in order from the attestation transition the right to give through provided .²

Education to get was of rights expansion this of course good to the results take will come , that 's it with one in line education services quality motivation to increase will be " International to standards " adaptation " task at the core digital technologies based on digital education system valid activities upgrade that it is necessary emphasizing transition it is permissible .

Literature Review

Man capital formation stages last in years many in the fields intellectual and digital to technologies separately accent is being given . The world across state scale digital management past they go that 's it with one in line education system step by step digitization on research take is going With this of society not only social , perhaps economic development designation more clarification is being observed . The results more more efficient and quality level perfection in order to education in the field from digital marketing systems use and strategic apply is becoming popular . In this thread medium in our country from education from (S. Eshonkulov , Kh. Yetmishov , 2021), higher education in the system digitization on (M. Sayfullayeva , 2022; M. Yarashov , 2022) scientific affairs take is going To education innovative approach and modern education concepts development such as "INTEGRATION OF SCIENCE " , " PEDAGOGS " , "SCIENCE AND EDUCATION" , and " Academic research of educational sciences" international in magazines and scientific and practical at conferences our researchers own style and suggestions with last in years active that they are and this topic more current and discussion in the center that observation can it.

Research Methodology

Research during education in the system constant observable changes account received without him from digital marketing strategies use through development styles , as well as the state scale

² O' RQ-637- number 23.09.2020. " Law about Education " <https://lex.uz/docs/-5013007>



education students in the system coverage digital system through increase for and his economic and social to life effect learning in order to primary and secondary data based on analysis take will go Analysis during comparative analysis , grouping , statistics analysis , systematic approach , observation and synthesis such as methods through of experts to their research relied on without discussion of the subject priority goals and solutions offer done. Also education system international to standards suitable to be and the world to the ratings entrance for basis to be possible has been style and strategic marketing plans emphasizing passed .

Analysis and Results

Education is our responsibility doing of the world indispensable part being a human being spiritual needs directly satisfy through material prosperity provides . In particular , developed countries young to generation education to give big attention is directed . Because them whole education to the system done investment to society 15-17 times in the future amount benefit brings . We have this the indicator is 4 times organize is enough US Gross internal 7.5% of its product , Norway 7.6%, China and 4%, Uzbekistan and 5.8% for education spends . Also the economy in development knowledge and a person resources main factor as looking after developed countries mostly rich natural to resources have didn't happen countries (Japan , Sweden and others are .). conducted by the United Nations Development Program research results land on the surface present to the day until collected total 16% of the capital is material in appearance to capital , 20% natural to riches and the remaining 64% are human to the capital right to come is showing .

Now while the world by combining standing “ spider tori ” statistics appeal who does in the case of the Internet whole the world from 4.7 billion across more a person cover took Traditional marketing strategies of them use fast growth because of because it gets old sellers potential customers with digital tools through fast and effective as well constant respectively communication to do they want Digital marketing is what it is your your services and your products on the Internet advertising to do possible the type of marketing that is . Professionally **digital marketing apply** it to the website more visit the commanders attraction in doing and loyal customers in finding help gives These are web sites , search systems , social networks , electronic mail and mobile applications such as digital channels through advertising from doing another thing not Digital Marketing Areas and in networks organizations for magical stick being coming out and education of them is one Education sector each how of the country success for solution doer important have Other each how industry like , of cyberspace and of technology development to him effect shows . In this field traditional marketing approaches still in use though , education institutions many students and to parents reach for digital participation to increase need Education in the field web and digital information of means use increased due to , education for digital marketing is promising to the platform is spinning . This in the field own activities continue wants to make those who are for in digital marketing one how many courses offer who does many institutions there is



Importance of digital marketing in education system.

Reliability increases : Education institution virtual available for of being main benefit is that he trusts increases . None doubt no , to Internet information enter main to the source became Both him watching to go through people confidence and interest save stands up

Purposeful to the audience achieve : Education institutions purposeful of the audience almost all of them on the Internet high active that it was because of , to them through digital marketing appeal to do very easy. Hence , digital marketing education institutions nature suitable coming of marketing the most suitable and active is the form

Quick and on demand flexible. Digital in marketing to the system relatively fast feedback get can So short time inside ineffective strategy change and him better with replacement can Experience too much for a lot opportunities there is So digital marketing channels purposeful to the audience , such as Facebook and Twitter social in networks high to activity have to those who advertising message of delivery the most fast method is considered

High conversions : Digital marketing education institutions social network sites , electronic mail messages , banner ads such as wider on platforms potential students with connection enable gives It 's own in turn conversion rates effect doer many traffic cause releases Digital of marketing to himself special advantage is that it is the Internet all fields cover to get able and therefore for study institutions for digital in marketing leader conversion to do probability very high

Rating improves : Agencies by scientific institutions Sort main criteria one this his students , parents , teachers , interested sides and others are , and this to thoughts digital marketing system through effect to do can If the students and another interested parties each how education institution about positive to the idea have if they are and they are this about on the Internet positive if they talk , that's it education of the institution rating to improve help gives

Your income increase : Digital marketing is different to traditional marketing methods relatively affordable . So so that 's it new those who came or non-profit organizations for good is a tool . Digital from marketing benefit who does not see of the field himself no Continue the ongoing global pandemic to the economy and to the economy significant contribution adding to enterprises hard blow gave . Education industry the most bad harm saw from networks one with simple marketing safe to stay for absolutely opportunity no Students their own education goals reach for applications and electron education tools inclined because of the world mostly in parts universities and another study institutions students for closed remains Such situations digital from marketing right use through there is organizations own place save stay or new service pointers the market high in share take over can Education institutions all of them students for online courses offer to do for competing is coming because students are also their own in their homes convenience and safety , courtesy , especially continue doing The coronavirus from the pandemic after more remote



study are choosing Such without , **education institutions for digital marketing strategies** acceptance to do in today's marketing world is mandatory . Above discussion As done , digital marketing education sector for a lot benefit brings , especially true to the audience thrift with in reaching

Our country scale looking after as for Uzbekistan Republic Accepted by the President on January 28, 2022 No. PF-60 made " **For 2022-2026 intended new of Uzbekistan development strategy** " to the decree according to country development 100 goals for set placed Priority from goals the fourth " Fair social politics conduct , human capital in the direction of development the following note will be :

Goal 38: Before school in education coverage level from the current 67 percent at least 80 percent deliver

Goal 41: Schools development national program current reach through people education in the system an additional 1.2 million students place create

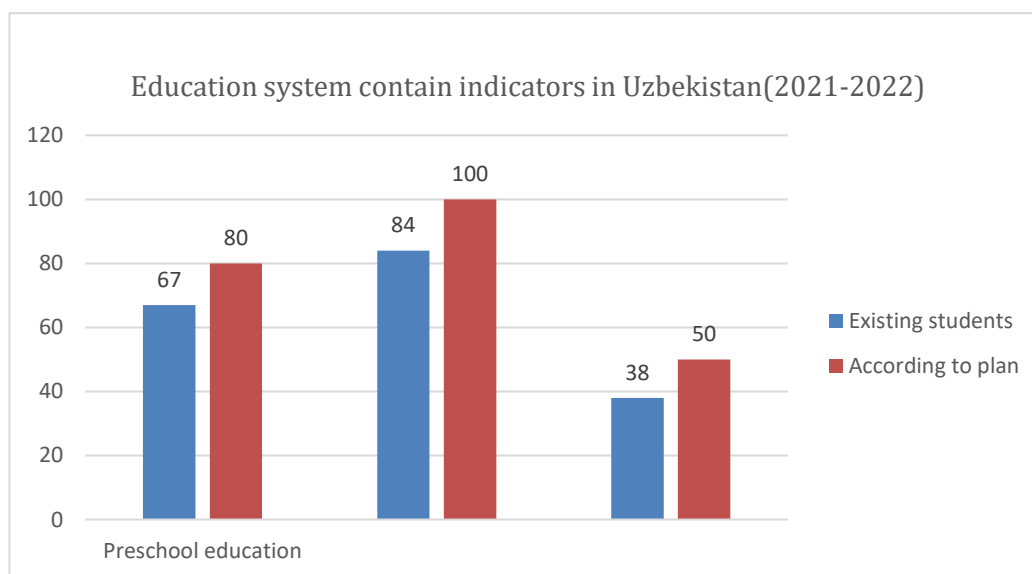
-by 2026 study programs and textbooks advanced foreign experience based on full again seeing out , in practice current to achieve

National according to the curriculum new to methodologies teachers teaching in order to Electronic qualification increase platform for until 2026 a total of 769 video lessons create

Goal 46: High education with coverage level by 50 percent deliver and education quality increase

Goal 47: 10 potential until 2026 higher education institution QS and THE international to the ratings to enter purposeful preparation³

Above intended to goals reach for state education system international to the degree release it is necessary Education field for digital marketing itself very useful that proved Education digitization from the beginning since education growth in the field to see can Through digital marketing online , remote and hybrid education students for competitive to the platform take came. Through digital marketing students for many new doors opened . So it is this the system more improvement process continue carry on no doubt above to goals according to will be.



³ Uzbekistan Republic President decree No. PF - 60 " **For 2022-2026 about intended new of Uzbekistan development strategy** " <https://lex.uz/uz/docs/-5841063>



Histogram 1⁴

From indicators understanding maybe to education coverage level increase for purposeful strategies done increase it is necessary High education to the system coverage another to periods than a much lower figure reflection is making and to this of students many reasons or of the state known errors and disadvantages reason to be can In this process " gold " of marketing if the rule " is considered primary " Consumer – king in the market ". So service pointer his requirements suitable offer to give only through to balance reach and intended benefit to the hand input can High education profitable business is the market value about 568.2 billion dollars organize does The world across universities their own diploma programs for only the most good students attraction to do for they compete .

Education institutions their own scientific degree programs aggressive marketing in a way with universities for separate standing and future students attraction to do very difficult being is going Of the contests abundance because of students right the address in finding they hesitate . If the university the most good students attraction to do marketing efforts some to questions answer to give focus need. Universities appeared on the Internet from being since digital from marketing is using This is great education institutions purposeful the audience with one instantly contact enable gives that.

Conclusion and Discussion

Today's digital in the landscape future students schools , colleges and like Google universities search in systems they find Universities this in searches appearance SEO , Facebook ads and education institutions Google ads for with depend If the offer giver more students attraction to do and of the university online appearance increase universities if desired for in digital marketing this Suggestions their to the goal suitable will come

➤ **Education of the institution social digital role increase** Social media is supreme in education for digital marketing the first digital is a tool . Why ? Because students in practice social in networks they live

➤ **From video marketing maximum level use .** Video content text or to the image based on to the content relatively much more value offer does It also has a lot of content a lot edged . Current in the day the world universities to their websites more visit the commanders attraction to do and them modifier to the leader rotate from video content for is using Video coming soon to students education to give and them students life for preparation for great is a tool

➤ **Efficient decisions acceptance to do for information analysis to do and observation :** Google Analytics is useful information present If so , the website on the pages more precisely activity observation for goals The setting is automatic in Google Analytics respectively present which of things high and from him except strong information present is enough This is the data of students site with how in relation to be and they are how actions to do better to understand

⁴This histogram prepared based on Uzbekistan Republic state Statistics committee information.
<https://stat.uz/uz/>



help gives Goals observation through of the site which fields good work and which one improvement possible to see can Tracking through different in segments the audience the goal by doing get for efficient decisions acceptance in doing in this help giving advertising and another paid campaigns for from the data use can

➤ **Quick and comfortable platforms , applications work exit.** State scale possible has been in the fields High education institutions for online, remote and hybrid education in the system seats Create and possibility until them maximum education quality provide Through this in the state education in the system coverage efficient expand can Of this as a result while students by digital to the platforms has been need natural respectively increased goes

➤ **Brand awareness increase for international advertising from displays use.** Through this state education to the system the world students attraction to do and scientific potential and education quality according to above telling passed development purposes defined from ratings place get can

➤ **Professional Digital Marketing Agency with work**

Current in the day future of students most of them higher study their countries search online way starts and finishes Very little universities potential of students attention attraction do it takes and them own programs to enter forced does Universities on behalf do digital marketing increase very difficult High education field How profitable that it is account if we get it , it's big competition because of the university necessary students attention get easy not If digital advertising and university marketing campaigns transfer for time or resources if not and high from lists place get to the goal reach for good quality the results Create highly professional knowledgeable digital marketing agency hired is the best way.

Education system modern methods and technologies with depends respectively development to the goal traditional the way with to go than much fast and is effective .

It 's on the way strategy right choose and the main thing steps own in place done increase intended priority is a task .

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