

Modern Tools of Digital Marketing in Small Business and Entrepreneurship

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Abstract. In this paper analyses modern tools of digital marketing in small business and entrepreneurship. Speaking about the development trends of the food market in Uzbekistan and abroad, we note that the Covid-19 pandemic in European countries contributed to the transformation of the bread market. Products with a short shelf life (bread, croutons) were at risk.

Keywords: Marketing, food, small business, modern tools of digital marketing, demand, market.

I. INTRODUCTION

At present, the Government of Uzbekistan has set the task of creating a favorable business environment and a good investment climate for the development of the food industry. Many enterprises of the food industry in Uzbekistan use advanced foreign equipment manufactured in Austria, Germany, China, Poland, which makes it possible to ensure a high level of product quality. As a result, the products of national factories are exported to more than 80 countries of the world: the export of fruit juices has doubled over the past 10 years, the export of confectionery products has increased 1.2 times, and foreign exchange earnings from the sale of food products have increased 6 times.[1]

At the same time, a large number of confectionery products were purchased by buyers via the Internet, this trend continued after the end of the lockdown. There is an increase in demand for snack products, the shelf life of which is 3-6 months.

II. ANALYSIS AND RESULTS

In the global confectionery industry in 2020, the main trend has emerged - a focus on healthy eating. For example, in 2020-21, foreign consumers chose the lightest desserts, the manufacturer is increasingly using natural sweeteners - maple syrup, brown sugar and molasses. In France, the following groups of confectionery products became widespread in 2020: parfait, soufflé, mousses, natural juice jelly, berry and fruit puree - all types of desserts that fit into the concept of "dietary".[2]

Another notable trend in 2021 is the focus on organic products. Every year the number of vegetarians in the world is increasing, which affects the confectionery industry. Consumers prefer to choose products of vegetable organic origin.

Given the availability of a raw material base in the regions for the production of confectionery, the Government of Uzbekistan plans to place modern facilities by 2025, including on the basis of the formation of clusters: Tashkent city - deep processing of cocoa beans, as well as the production of dietary and diabetic food products, an assortment line for the production of confectionery products on fructose.

For 2020 by small businesses produced products for 100.8 trillion. soum, the share of which in total production amounted to 27.5%.

The economic reforms carried out in the Republic of Uzbekistan are an important basis for the formation and development of small business, as a necessary element in the formation of market relations in the economic complex of the country. As a component of a market economy, small business gives it a certain flexibility, mobilizes the production and financial resources of the population, and accumulates a powerful antimonopoly potential. However, the influence of big business in Uzbekistan has the prospect of transforming into effective interaction for the benefit of the development of the country's economy through the use of the marketing approach proposed in this study.

Judging by a number of analytical reports, several promising niches have developed in the confectionery market of Uzbekistan, in which demand is not sufficiently satisfied, and which small businesses can satisfy:

- homemade cakes, pastries and other pastries made from natural ingredients, without dyes and harmful additives, sold by a small business;
- Cooking cakes or desserts on an individual order;
- Desserts targeted at supporters of healthy nutrition: gluten-free, sugar-free, etc.

Schematically, the process of developing a marketing strategy for a small business can be represented using the

following diagram (Fig. 1).

Most often in the process of conducting a needs analysis uses the segmentation method, which is the division market into clearly defined consumer groups (market segments), requiring different types of goods and different levels of effort. The choice of the target market for a particular product manufactured by the enterprise acts as the main working unit in order to carry out further marketing activities.



Fig.1. Organization of a marketing strategy for small businesses in the confectionery industry

Evaluation of the attractiveness of the market segment is carried out using a variety of marketing tools. At the same time, it is necessary to take into account the size of the segment, the trends in its change (growth or reduction), as well as the resources and goals of the enterprise itself, which is developing a particular market segment. Attractiveness analysis methods are based on studying the level of demand and the potential of the selected market segment. Among other things, it is necessary to take into account the life cycle of the products offered to consumers.

Assessment of the competitiveness of a small business confectionery enterprise is the process of assessing the level of competitiveness of small and medium-sized businesses, as a result of which it is necessary to identify their competitive advantages. The presented type of marketing analysis is closely related to the method of preliminary positioning of the company's products, which is included in its "portfolio", offered to a clearly defined group of consumers. Here, a variety of analytical approaches are used, which are based on the process of studying the supply in the market [3].

"Portfolio" analysis is a tool through which the management of small and medium-sized enterprises identifies and evaluates various areas of their financial and economic activities in order to invest money in the most attractive and profitable of them, as well as to eliminate weak areas.

The enterprise development strategy is the most important component of marketing activities in general. In the process of following a marketing strategy, small and medium-sized businesses strive to achieve their main goals.

Despite the rather dynamic development of small business, both in the confectionery sector and in general for small businesses in the Republic of Uzbekistan, its indicators indicate a significant untapped potential. This untapped potential is recommended to be unlocked and used with the help of digital marketing tools.

At present, due to the growth of Internet users and the development of information technology, a large number of digital marketing tools have appeared. More and more people are spending time in the virtual space, so marketers are using various opportunities to influence potential consumers in this environment.

The use of digital marketing tools is a promising direction for small food businesses. In our opinion, digital marketing tools in the activities of small food enterprises make it possible to:

- bring products and services of small food enterprises closer to consumers;
- inform consumers about the products of a small enterprise;
- to attract new consumers;

- focus on the needs of each client;
- improve the image of a small food enterprise;
- reduce the cost of searching and placing orders;
- to increase sales volume and profit of the enterprise.

In turn, the practical use of digital marketing tools by consumers of products of a small confectionery enterprise should provide (Fig. 1)

Many small businesses choose to promote online because of the lower "entrance" threshold: significantly less money and time to attract first customers. However, this also has the opposite effect: competition on the World Wide Web is high, and people easily change the object of preference.

When using digital marketing tools, it is necessary to determine the target audience for confectionery products (table 1).

Table 1. Segmentation of the assortment in the confectionery market

Segment	Product range
Chocolate products	- chocolate sweets; - sets of chocolates; - chocolate bars; - chocolate bars
Sugar products	- caramel; - marmalade; - pastille; - marshmallow; - delights; - soufflé; - low sugar sweets
flour products	- cakes, pastries; - cookie; - waffles; - cakes, rolls; - gingerbread; - biscuits, crackers

The most important selection criteria for confectionery products are taste, price, product freshness, previous consumption experience. The target audience of small confectionery enterprises can be characterized as follows: portraits and interests of the target audience set the main vector of promotion.

Portraits of the target audience set the vector of all promotion: you need to promote products where the audience lives, using marketing hooks that will be of interest to these people.

Table 2. Target audience of small confectionery enterprises

Representatives of the target audience	Keywords for customizing advertising on social networks based on the interests of the target audience
Wedding and event organizers	event, wedding planner, wedding, event planning

Newlyweds	wedding, bride, wedding cake, engagement ring, engagement
Parents of children of different ages	Children's holiday, products safe for children, school, kindergarten
People leading a healthy lifestyle	natural foods, diet, gluten-free diet, sweeteners

Studying the use of digital marketing tools by small confectionery enterprises, we conducted a survey of 10 small confectionery enterprises in Tashkent about their use of any digital marketing tools.

The data obtained indicates that small confectionery enterprises do not use all digital marketing tools.

The most popular digital marketing tools among small businesses in the confectionery industry are mobile marketing and SMM (used by 60% of respondents).

Mobile marketing can provide customers with time and location information, personalized information that promotes products, services, and ideas. This type of digital marketing is similar to advertising distributed through other electronic channels such as text, image and voice messages. Advertising campaigns based on mobile marketing usually have 10-25% higher success rates than other marketing tools. This efficiency is due to the fact that the phone is a device with which the user practically does not part.

With the help of the SMM tool, an audience loyal to the enterprise and its products is created in social networks by publishing useful information and communicating with potential consumers. Depending on the type of business, services may be involved: Vkontakte, Facebook, LinkedIn, Twitter.

The next most popular digital marketing tools are search engine optimization (SEO) and targeted social media advertising (used by 50% of respondents).

Search engine optimization (SEO) is used only by businesses that have their own website, since such website optimization helps to obtain high rankings in the search engine for queries that match the subject of the site. Companies that do not have enough funds to create a site and maintain it, or do not consider it appropriate, do not use SEO optimization.

Targeted advertising in social networks affects the target audience, and therefore is the most effective. The most well-known services that provide targeted advertising services are Vkontakte, Facebook, Target@mail.ru.

Contextual advertising and video advertising are used by 30% of respondents. Contextual advertising includes displaying advertisements to users who are currently interested in them. In contextual advertising, payment is made for visitors. This traffic is easy to manage, but according to the respondents, the use of this marketing tool is more expensive than search engine optimization.

Video advertising, which includes the broadcast of promotional videos on the Internet, is a marketing tool that is rapidly gaining popularity. One of the most popular video advertising services is Youtube.

Display advertising, which includes the display of advertising banners on websites, is used by 20% of small businesses. Display advertising is used to increase brand awareness, so this type of advertising is most popular with entrepreneurs who use the franchise of well-known retail chains.

The most unpopular digital marketing tool among respondents is e-mail marketing, which is used by only 10% of respondents. Despite the low cost of this marketing tool and the possibility of using it without attracting additional material and human resources, survey participants point out the following disadvantages of e-mail marketing:

- many users consider e-mail mailings as spam and delete them;
- this marketing tool is used by a large number of companies, which creates competition and a large amount of content sent to the consumer.

None of the entrepreneurs who participated in the survey use such a tool as affiliate programs, which for the most part offer payment for a completed action on the advertiser's website. With a well-designed offer and high profitability and relatively low time costs, this is a very effective channel, but not popular among small confectionery enterprises.

Thus, each tool has its own characteristics. For example, search promotion is aimed at the long term and will not be able to give an instant effect, unlike contextual advertising. Social networks and e-mail are more aimed at supporting the relationship between the company and consumers [4].

Digital marketing is one of the most effective marketing methods for attracting customers online. A good digital marketing strategy is essential to help all businesses small and large. Maintaining an online presence is more important than ever to connect with today's consumers. A number of business owners are moving to a digital marketing service provider to improve their online presence.

Many small business owners are unaware of the importance of digital marketing, these marketing strategies

will help grow the business in this competitive scenario and it will leave a positive impression on our business. The most important advantage is that it is more cost effective than traditional marketing.

At the same time, the survey conducted indicates that small businesses use only a small part of digital marketing tools. Entrepreneurs explain this phenomenon by the following reasons:

- Of all the small businesses that participated in the survey,
- Cake Lab chain of pastry cafes uses the most digital marketing tools and has its own website.
- One of the main goals pursued by all commercial enterprises is to reduce the cost of attracting customers: both new and existing ones.

Acquisition costs are made up of many factors: the cost of advertising campaigns, brand and product promotion costs, outsourcing, promotions, and much more. All these costs, in a given campaign, affect the cost of attracting a client.

III. CONCLUSIONS

Therefore, it can be concluded that small enterprises in the confectionery industry of Uzbekistan are not competitors to large enterprises, but have their own target audience in such segments as making homemade cakes, pastries and other pastries from natural ingredients, without dyes and harmful additives; making custom cakes or desserts; production of desserts for supporters of proper nutrition: free of gluten, sugar, preservatives, thickeners.

Despite the fact that digital marketing tools are the most convenient way to promote products of small businesses, our survey of small business owners working in the confectionery industry indicates that small businesses use only a small part of digital marketing tools. The most popular among small businesses in the confectionery industry are digital marketing tools such as mobile marketing and SMM, the least popular are e-mail marketing and affiliate programs. However, every digital marketing channel you use contributes to customer acquisition, so underestimating and not using these channels is a mistake.

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