



Ways to improve the marketing activities of e-commerce platforms

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Abstract: International e-commerce marketing strategies are the process of using digital platforms to promote products and services beyond national borders. Marketing strategies in the e-commerce market help attract new customers from different countries and cultures, increase turnover and strengthen positions in the international market. In the context of the modern development of e-commerce in the international market, the study of marketing strategies is especially relevant.

Keywords: E-commerce, cross-border e-commerce, marketing development strategies, international market.

Introduction: Marketing strategies for international e-commerce development are of great importance for the success of a company. In a world where borders are erased thanks to the Internet, access to international markets is becoming increasingly important for business growth and prosperity.

Researchers highlight a number of key marketing strategies for international e-commerce:

1. Creating original marketing content

Formation of marketing content for e-commerce is a fundamental step in its effective operation. For the prospective development of an organization in the field of e-commerce, the presence of unique content that appeals to the target audience will provoke them to subsequent purchase. Thus, a marketing strategy of unique content is an effective method to convey your point of view, spark a thought and leave a lasting impression on the target audience of the organization.

2. Optimizing the layout of the e-commerce site

For the effective development of e-commerce, it is extremely important to evaluate the style, content and positioning of the e-commerce website after its launch

or modernization. When customers come to your online store, it is important to make sure that the checkout process is simple and fast so that they are compelled to buy your products and that it is clear how to do so. It is necessary to evaluate the language used on the products and landing pages of the company's website, as well as the language used in the conversion components of the page and the thoughtful placement of symbols and other components.

3. Social Media Marketing Strategy

Businesses should engage with customers on social media. Social media is used by billions of users every month, and it can help brands build genuine relationships with their audience. Marketing teams can respond to comments, share relevant content, and provide more information about the products they sell on social media.

4. Email Marketing in E-Commerce⁸⁵

Email marketing is one of the most effective ways to connect with the e-commerce consumer base. There are about 4 billion regular email users worldwide. Emails are sent several times a month by 26% of marketers and once a week by 33% of marketers. In the last 12 months of 2022, 77% of advertisers have seen an increase in email messages⁸⁶. A company should include valuable content in their emails to successfully connect with the target audience. Through email, it is possible to offer worthy promotions, pre-personalized.

5. Search Engine Optimization (SEO) for eCommerce

Ensuring that an online store is targeted for search engines like Google requires a lot of work and is one of the most important marketing strategies for promoting an online store. It is important for organizations to maintain the visibility of the website on the internet with relevant and relevant information, encourage an outstanding user experience (UX), and design it to be as error-free as possible considering the current search engine optimization (SEO) criteria. At the same time, the content of the website should be comprehensive, reliable, and provide visitors with information that is relevant to their needs.

6. Optimizing the eCommerce platform for a mobile device. It is important to ensure that the company's website is responsive to every user interface. In order to provide a positive user experience (UX) for every person, it is imperative to consider the requirements of mobile users, which have begun to dominate the web user base, especially in the eCommerce space. Organizations must invest in a mobile version of the site so that it is fully responsive and meets the expectations of its customers.

7 Personalization of the offer in e-commerce

Nowadays, customers have a disproportionately large influence in the online retail sector. This means that a company must be different from others. This makes it more important than ever to tailor the user experience (UX) to the requirements of its target audience. This is an integral component of any advertising approach in e-commerce in the international market, as important as the brand reputation as a whole.

E-commerce is a fast-growing industry worldwide and offers great opportunities for economic development and business expansion. However, the growth of e-commerce in Uzbekistan faces a number of challenges that are holding back its full potential. In recent years, our country has experienced rapid economic growth and digital transformation. The government's commitment to digitalization and economic reforms has laid the foundation for the expansion of e-commerce. However, due to many factors, this industry remains poorly adapted to global standards. By identifying and addressing these challenges, we can fully unlock the potential of e-commerce in our country, stimulate innovation, create jobs, and boost economic development.

Number of Internet users by region: the largest number of subscribers in Tashkent city - 5.4 million people; the smallest number of subscribers in Syrdarya region - 0.7 million people. One of the main factors affecting e-commerce activities is, of course, the speed of the Internet, since poor quality of the Internet makes it difficult to use e-commerce software, and as a result, customers prefer to use traditional trading methods. As for the speed of the Internet in our country, we have seen high rates of development in this regard from year to year. That is, the speed of the Internet has increased significantly compared to recent years.

Security issues: cybersecurity threats, malware According to cybersecurity statistics: the number of malware attacks increased by 71 percent from 2016 to 2021³. In 2022-2023, the number of 128 victims of ransomware attacks increased by 17 percent. 4.1 million websites are constantly infected with malware, including data breaches and fraud targeting consumers and e-commerce businesses.

Technological literacy: A significant portion of the population lacks the necessary skills to effectively navigate e-commerce platforms. This digital divide hinders the widespread adoption of online shopping.

Regulatory issues

Legal framework. The lack of comprehensive and harmonized e-commerce regulations across countries complicates cross-border transactions. Different legal standards create uncertainty and increase compliance costs.

Tax issues: Different tax regimes and the complexity of cross-border taxation hinder the expansion of e-commerce. Businesses often face challenges in complying with various tax laws that impact profitability. Complex and inconsistent tax rules pose serious challenges to e-commerce transactions. According to a 2022 survey conducted by the International Finance Corporation (IFC), 45 percent of small and medium enterprises (SMEs) in Uzbekistan cited taxation as the main barrier to e-commerce adoption.

4 Compiled by the author based on various global literature

Consumer Protection: Inconsistencies in consumer protection laws leave consumers vulnerable to fraud and poor service. Strengthening these laws is critical to building consumer

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The development of e-commerce is multifaceted and influenced by technological, regulatory, socio-economic and cultural factors. Removing these barriers requires the concerted efforts of the government, business and other interactive parties.

Having overcome these problems, it is possible to realize the potential of e-commerce, stimulating economic growth and high quality of service to consumers and the whole world. The Law "On E-Commerce"⁵ was adopted by the Legislative Chamber on June 21, 2022. In Article 5 of this law, the main directions of state policy in the field of e-commerce are: support for entrepreneurship, strengthening health in the field of e-commerce; creation of conditions for private investment, modern technologies and equipment, as well as entrepreneurship implemented and e-commerce; creation of a favorable environment for the development of e-commerce, formation of the necessary technical and logistical infrastructure; ensuring protection of the rights and legitimate interests of e-commerce entities; creation of the necessary conditions for a competitive environment and the sphere of e-commerce; legal, economic, statistical, industrial and technological, scientific

Дlisiaprovision of technical and other information; stimulation of scientific and technical research in the field of electronic commerce, training, retraining and advanced training of personnel; implementation of international cooperation in the field of electronic commerce. All the detailed legal norms create a broad field for the development of electronic commerce in our country.

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