

## Improving the Efficiency of Media Advertising in Textile Enterprises

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**Abstract:** In recent years, an increasing number of companies have been considering media advertising as a tool that helps to increase competitiveness. Whatever the sphere of activity, be it textile production, cargo transportation or telecommunications, the management of the enterprise strives to satisfy the needs of the client, to take into account the market requirements as much as possible. General economic patterns that appear every year determine the need to organize marketing activities, including at industrial enterprises.

**Keywords:** media advertising, textile production, marketing activities, industrial enterprises, Internet promotion, Internet marketing.



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**Introduction:** The relevance of this problem is that the reach of consumers in the domestic market of Internet technologies is rapidly increasing every year. Internet promotion is of particular importance for industrial markets, since a huge number of industrial buyers are increasingly focused on independently searching for suppliers of goods and services, primarily on the Internet. That is why the competent inclusion of Internet marketing tools allows companies to significantly increase the awareness of potential customers about the products and the company itself, and most importantly, to increase sales.

At the same time, the study of this issue has a specific practical value: for marketers of industrial enterprises in Uzbekistan, it is extremely necessary not to make an “intuitive” choice of Internet marketing tools, but rather a certain methodological approach that will allow the company to successfully integrate into the online environment.

It should be noted that in most cases, the implementation of Internet marketing tools in industrial enterprises entails a revision of existing business processes, reorganization of the activities of entire structural divisions, and in some cases, the entire business model, which obviously requires significant investment.

The above features are the main barrier for textile companies in using Internet marketing, but the benefits of using it are obvious today. The company becomes more flexible, open to potential buyers, and additional opportunities for continuous improvement of service and quality of service appear.

As practice shows, media advertising allows for more effective solution of business tasks, including: an additional channel of communication with the target audience, clients and partners, increasing recognition, awareness and brand value.

**Purpose of the study:** development of scientific, methodological and practical recommendations for the selection and evaluation of media advertising tools at textile enterprises. To achieve this goal, the following tasks have been set:

- to study the tools of Internet promotion as one of the elements of the distribution system of the products of a textile enterprise;
- to analyze the methods used to promote the products of textile enterprises and the role of Internet tools in the distribution activities of the business;
- to develop methodological recommendations for the selection and implementation of Internet promotion tools at textile enterprises.

**The object of the study** is the distribution activity of a textile enterprise.

**The subject of the study** is Internet promotion tools.

**The scientific novelty of the work** lies in the fact that:

- a classification of Internet marketing tools is proposed, covering a more complete set of tools, based on differences in the content, purpose and technologies of their application and allowing for systematic and effective Internet promotion of the enterprise's products;
- an algorithm for developing a program for online promotion of textile enterprise products is proposed, including additional stages and methodological solutions for the implementation of individual stages, allowing to increase the efficiency of product promotion on the B2B market and objectively evaluate the results of using Internet marketing tools.

### **Main part.**

Media advertising is a type of advertising aimed at the spectacular perception of the audience. It is developed using special techniques to attract the attention of readers and can include text, a company logo, photographs and other images, indicate the location on a map, etc.

Display advertising is an excellent addition to contextual advertising; this type of advertising creates an impressive image and is capable of ensuring long-term sales.

Types of media advertising:

- ✓ image advertising (advertising of a trademark, brand);
- ✓ product advertising (advertising of a specific product);
- ✓ trade advertising (advertising of a point of sale, promotions, sales).

Reasons why media advertising is suitable for textile companies:

- ✓ media advertising creates an impressive image and increases the effectiveness of other types of advertising;
- ✓ advertising on thematic industrial portals is cheaper than on resources with more general topics;
- ✓ media advertising can ensure long-term sales.

Another basic tool is online PR. According to Kim Larson, international director of Google Brand Lab, today there is a trend of consumer trust not so much in the official communications of the company itself, but in reviews and information from consumers themselves or other independent

sources. “Instead of telling your story through video, invite users to participate in this video,” says Kim.

Therefore, another block of Internet marketing should be included in the communication channels for textile enterprises: these are professional forums, news sites, webinars, teleconferences and even social networks.

Professional forums help solve the following tasks:

- ✓ recommend the company's products;
- ✓ track customer reviews;
- ✓ collect information about possible orders and future projects;
- ✓ track competitors;
- ✓ answer frequently asked questions about products and the company.

With the help of news sites (informing a wide audience about the company's activities, current and future projects), it is possible to purposefully form the desired format of interest in the audience.

Finally, it is impossible not to mention such a tool as social media. It is not surprising, because according to Nielsen research, a modern person on average spends up to 25% of his time in social media (social networks, blogs, social media, etc.). The popularity of this type of Internet resource and its innovative specificity open up a whole range of opportunities for marketers that are simply impossible to ignore.

There are several reasons why industrial companies should work with social media:

- without representation in social networks, an industrial company is not taken seriously. Many will find this statement controversial and contradictory. It would seem that the chemical or metallurgical industry does not need social promotion. However, at the end of the last century, industrial business had not even heard of websites. Over the past 10 years, the situation has changed dramatically - now a website for an industrial enterprise is a mandatory condition for promoting products, the company's image and customer loyalty. Now the situation is very similar to the one described above, but in relation to representations in social media;
- presence in social media allows you to receive prompt feedback on the attitude of potential customers to the company and brand. Provided that a high-quality audience is formed around the company (this can be either an open or a closed community), the likelihood of receiving prompt information increases. The costs of conducting marketing research with such a community are minimal;
- promotion in social networks helps search engine promotion. This is an indisputable fact. The website of the company that promotes its products in social networks is promoted by search engine optimization methods faster and more successfully;
- positioning of the company in social networks is an important factor for choosing a place of work among young people. It is no secret that at the moment there is an acute problem with personnel in industrial enterprises. Taking into account the fact that modern youth literally "lives" in social networks, then the company that will speak the same language with them, namely the language of social networks, will win when recruiting personnel of different levels;
- with the help of social media, you can organize technical support. For older people, the fact that technical support can be provided on a social network seems quite strange. But if you think about it and take a closer look at what the social network offers as a service, it will

become clear that it is quite possible to resolve operational issues regarding technical support, and most importantly, inexpensively, precisely on social media.

### **Conclusion:**

People who need answers to questions are often on a social network (from a phone, from a work computer, from a tablet), if they know that if problems arise, they can solve them without leaving their favorite social network, this will greatly simplify the work of the support department.

Of course, this is not possible everywhere and not always, but examples of such support can be found on the Internet in large numbers.

The social network is an official platform for working with the public.

The official platform here means the official account of the company on the social network. In particular, the presence of such accounts allows you to quickly deal with negativity.

Not all social networks are suitable for industrial companies. When choosing a social network, it is necessary to consider the target audience that is present in these social networks.

E-mail marketing allows industrial companies to stay in touch with their potential and existing clients and partners, reminding them of themselves from time to time, unobtrusively offering solutions to certain issues. Properly built e-mail marketing allows sending letters only to those people who have voluntarily subscribed to the mailing list. These people have already expressed interest in the company and expect to see the company's letters in their e-mail.

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