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OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2024 Issue: 09 Volume: 137

Published: 11.09.2024 <http://T-Science.org>

Issue

Article



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DIGITAL MARKETING STRATEGY FOR COSMETIC PRODUCTS

Abstract: Digitalization is one of the most important directions in the development of the global economy, and in particular digital technologies find their application in the marketing environment. The article examines the content of cosmetics distributed through media channels such as websites, landing pages, social networks, e-mail and mobile applications.

Key words: Advertising communication, brand, cosmetics, care cosmetics, advertising campaign.

Language: English

Citation: Shermukhamedov, A.T., & Hamraev, G.R. (2024). Digital marketing strategy for cosmetic products. *ISJ Theoretical & Applied Science*, 09 (137), 27-30.

Soi: <http://s-o-i.org/1.1/TAS-09-137-6> **Doi:**  <https://dx.doi.org/10.15863/TAS.2024.09.137.6>

Scopus ASCC: 2000.

Introduction

Digital marketing allows you to use all technologies to interact with customers. As you know, the beauty industry is developing more actively than many other industries. A number of new cosmetics brands have appeared, including on the territory of Uzbekistan.

At the moment, people are not receptive to offers that do not match their needs and preferences. At the same time, advertising should be shown to the client at a certain time and in a certain place, when he is looking for the best solution for himself and has an increased interest in specific categories of goods or services. If the company chooses the right moment for advertising communication, then the probability of making a purchase will increase.

According to the estimates of the Lifecode brand, care cosmetics, products with natural ingredients and face cream (dry skin) remain in the top sales. The optimal period for organizing a business in the beauty industry should be used not only a targeted marketing strategy, but also to use effective techniques in the implementation of an advertising campaign. The target audience, and these are mostly women, want their skin to shine and remain flawless

and beautiful. At the same time, care cosmetics become more versatile and multifunctional.

For example, the new moisturizing highlighter cream with SPF from Lifecode has a balanced combination of ingredients in its composition, which is extremely important for women to know that this product restores the skin's natural beauty and natural radiance. The cream comes in a convenient bottle and performs several functions at once. Face patches or hair serums are an interesting product, the main thing is to present it correctly, taking into account its effectiveness, with the help of proper advertising, otherwise any advertising will turn into a beautiful PR move without increasing sales and demand.

Research methods.

In the process of writing the article, we used methods of analysis and synthesis of necessary materials on the topic.

Discussion of the results.

Facial cosmetics remain the most popular and in great demand. To present the product in a modified form, it is easier to use any website.

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In order to implement such an advertising campaign, the company must understand the needs of its product well. It is necessary to clearly know the factors influencing her choice. In addition, you need to develop personalized messages. If the advertisement is impersonal, then its effectiveness will be much lower than with an individual approach.

Thus, companies are forced to look for new ways to collect information about customers [1,2,3]. Creating a competent description of skin care products with brief information and clear benefits. To display a product on social networks, you need to add keywords and tags to it. They must be present in every title and text that will meet the needs of the target audience. Useful content, blogging on the brand page, where useful information and articles will be located, plays an important role. Skin care tips or workshops, trends and other recommendations. All this allows you to increase site traffic, which means that facial cosmetics will be in demand.

It is worth noting that even minor site failures affect the negative customer experience. The official brand page should work perfectly, and also have two-way communication with the audience - support, answers to questions. Exchange reviews on the product page. Statistics show that before buying shampoo or face cream, many buyers study reviews. And this is always a profitable option for interacting with the client, increasing the conversion rate by 200% or more [4,5,6].

A company or store should strive to receive positive feedback on products that are in demand. If you run an advertising campaign, use new products, photos and videos, it is very important to target customers to leave feedback. It is worth noting that even minor site failures affect the negative customer experience. The official brand page should work perfectly, and also have two-way communication with the audience - support, answers to questions.

Such notes can be profitably used on your website, posted on social networks in order to get more conversions. In sales, a satisfied customer always comes out on top, who can bring several friends, girlfriends and relatives. The effectiveness of such a marketing move has been proven and is applicable to any product, including in the beauty field.

Paid, established and proprietary digital channels can be used to promote content. For example, SEO, SEM, pay-per-click (PPC) advertising, social media, email. Such notes can be profitably used on your website, posted on social networks in order to get more conversions. In sales, a satisfied customer always comes out on top, who can bring several friends, girlfriends and relatives. The effectiveness of such a marketing move has been proven and is applicable to any product, including in the beauty field.

At the moment, digitalization is one of the most important areas of development of the global economy. Some digital technologies have found their application in the marketing environment. Today, social networks are the best tool for interacting with customers. And this is not only a standard platform in Contact or Odnoklassniki, but also alternative channels for communication and information transmission: Telegram, Zen, Pulse and others. By promoting a new product line or hair serum, the brand will be able to provide information through channels that are understandable to the customer. A huge role is played by a person's ability to contact brand representatives, ask their questions or discuss products with other people. Of course, support requires some effort, but popularizes the brand and promotes it very gently [7,8,9].

Digital marketing allows you to use all these technologies to interact with customers. At the same time, content is distributed through media channels such as websites, landing pages, social networks, e-mail and mobile applications. Digital marketing allows you to use all these technologies to interact with customers. At the same time, content is distributed through media channels such as websites, landing pages, social networks, e-mail and mobile applications.

People are not receptive to offers that do not meet their needs and preferences, but, at the same time, advertising should be shown to the client at a certain time and in a certain place when he is looking for the optimal solution for himself and has an increased interest in specific categories of goods or services. If the company chooses the right moment for advertising communication, then the probability of making a purchase will increase. In order to implement such an advertising campaign, they must understand the needs of their products well [11,12].

It is necessary to clearly know the factors influencing the choice of a particular cosmetics. In addition, it is necessary to develop personalized product information. If the advertisement is impersonal, then its effectiveness will be much lower than with an individual approach.

Thus, companies are forced to look for new ways to collect information about customers. Paid, established and proprietary digital channels can be used to promote content. For example, SEO, SEM, pay-per-click (PPC) advertising, social media, email. A specific feature of digital marketing is its informational orientation. Digital technologies will do a great job of increasing brand awareness and bringing product information to the consumer.

Conclusions.

When a new product appears, it is necessary to inform the target audience about the novelty through digital marketing (information about the new product and its cost.

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Digital marketing uses digital communication methods. To make an appointment with a potential client, you need to find communication channels with him. To use this channel, it is necessary to use tools for collecting and processing contact data and message distribution systems.

Social networks are online platforms with millions of people participating. Marketing in this digital environment allows you to reach a specific product and establish communication with customers and partners.

Each social network has its own specific types of content. At the same time, the visual component is the most important. Modern companies must take this aspect into account. When developing content, it is necessary to understand how it will be distributed through social networks.

The services that are developed by the owners of social networks provide many useful opportunities for interacting with customers and using address contacts to promote goods and services. Social networks are online platforms with millions of people participating. Marketing in this digital environment allows you to reach a specific product and establish communication with customers and partners.

Such functionality attracts companies of different levels – from small to multinational. They use social media as an essential set of communication channels with the audience.

Effective messages should be as concise as possible. Therefore, marketers use the short message service (SMS), in which there is nothing but text, and multimedia messages (MMS), which allow you to send videos and gif files. Most of the experience of users interacting with the Internet is related to the use of search engines. In particular, Google and Yandex. They are the starting points when searching for products, services, reviews, and recommendations.

Content marketing is necessary to personalize communication with potential customers and buyers. If the content is tailored to a specific customer, then they will most likely be interested in the offer. It is necessary to ensure that the materials used correspond to the wishes of the customers. The content must be of value to the audience. This is what will ensure engagement and increase conversion. With the help of a paid channel, you can increase awareness and attract new users. Companies can use context or target settings and personalize promotional offers based on the user's experience with the site or application. Many influencers use social media and other online platforms to attract an audience. By creating content for users, bloggers can act as mass media (mass media).

When applying digital marketing in business, first of all it is necessary to develop a strategy using a step-by-step algorithm for its compilation;

1. It is necessary to work out the goals of a digital advertising campaign. They must be digitized;

2. Determine the target audience of the advertising campaign in correlation with the target audience of the product;

3. Identify the competitive advantage of a product that can be promoted in a communication message;

4. Select the distribution channels of the communication message.

5. Develop a communication message, as well as its design, corresponding to the selected channels;

6. Calculate the budget and determine the deadlines;

7. Predict performance indicators for each channel;

8. Control, analysis of results and adjustment as necessary.

Modern people have completely switched to large channels, communities and pages on the Internet, using them to familiarize themselves with important information.

If a person downloads a mobile application to his smartphone, then constant contact is established between him and the company. This allows businesses to communicate with their audience, collect more detailed information about it and build a new consumer experience.

For cosmetics brands, user-generated content is of particular importance. Consumers of cosmetics are more likely to trust the opinions and reviews of other consumers. When making a purchase decision, consumers consider user-generated content to be 9.8 times more effective than the content of influencers [4].

The experience of unbiased buyers is more valuable to the audience than brand promises. Targeted advertising is a targeted impact on the target audience with a higher probability of being interested in the advertised product [5].

Targeted advertising as a method of promotion is necessary for a brand to attract an audience potentially interested in buying. Its main advantage is the ability to select the parameters of the users of interest with maximum accuracy. Targeted advertising tools allow you not only to base search criteria on socio-demographic characteristics, but also behavioral factors.

With the help of targeted advertising, you can attract users who are interested in cosmetics, self-care, and follow other brands with similar characteristics on social networks. The most effective format for targeted advertising is animation or a short video that allows you to visually demonstrate a cosmetic product.

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