

Research on the Effectiveness of the Use of Social Network Marketing Services in Higher Education Institutions

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Abstract

This article highlights the most important areas for the effective use of marketing services in social networks in higher education institutions.

Keywords: *information space, information technology, social networks, marketing services, Internet environment, consumers, online services.*

INTRODUCTION

The process of providing quality education to students in the higher education system is one of the most important requirements of the modern information age. In the system of higher education, students are exposed to a variety of information in a large "information field". It is desirable that the information collected in modern society be assimilated in an organized way by students who are trying to understand the content of various processes and situations. Today, the worldview of every person, especially students of higher educational institutions, is changing under the influence of various situations, information and conditions in social networks. At the same time, the application of information technologies to the educational process in a new way, the improvement of the educational process based on the requirements of the time, is one of the most important requirements of today.

DISCUSSION

In today's world, social media marketing services are one of the most important achievements of mankind and one of the most effective services that are developing at an amazing pace due to their importance and importance in society. "By the beginning of the 21st century, new trends emerged in the world economy that were not typical of previous periods of human development. The meaning and character of the economy has changed radically." [1]

Today we see that one of the most pressing issues is to improve the system of effective organization and development of the use of social network marketing services by students of higher educational institutions:

Firstly, the content of the social environment, family education, the activities of higher educational institutions, parents, the personal approach of students and spiritual and moral values, as well as the role of social networks in the life of students, in the worldview of students in higher educational institutions is influenced by factors such as life and its impact on man;

Secondly, higher education institutions today must have as much information as possible about social networks, which are the environment in which they spend a lot of time;

Thirdly, as one of the harmful aspects of being connected to the Social Network, it is necessary to prevent students from losing their desire for real communication, turning into a type of person who is afraid to express his opinion and the public, and disappear as a person. and turning into a shell;

Fourth, today, in the development of the worldview, students need to be informed about the dangers and mistakes in social networks and familiarize with actions aimed at preventing them;

Fifth, in the field of higher education, it is advisable to consider social networks as an innovative and effective mechanism for introducing new pedagogical and technological approaches to increase the effectiveness of higher education from marketing services.

As President Shavkat Mirziyoyev stated in his address to the Oliy Majlis and the people on December 20, 2022, "The activity of our population, the desire for modern technologies and professions is increasing. Every day, new directions and industries are being created in our economy." [2]

Marketing services in social networks have their own characteristics, unlike traditional means. One of the main characteristics of the Internet environment is its high efficiency in providing and absorbing information. This situation greatly increases marketing opportunities in strengthening the interaction between the company and the buyer. In addition, social networks are becoming a global Internet market, including the possibility of concluding transactions, making purchases and making payments, not limited to communication functions.

If we consider the possibilities of social networks related to marketing, then they can be used primarily in the following areas:

Firstly, advertising (posting information about the product, sending e-mails, participating in teleconferences);

Secondly, interaction with the public in social networks (posting press releases on the network, providing up-to-date information to shareholders and the public, better representing the enterprise, answering questions about the enterprise and its products, etc.);

Third, the sale of goods via the Internet (electronic commerce);

Fourth, the provision of after-sales service (consultation, information upon request).

The use of social networks in the field of marketing means the means of searching for information and directories on the Internet, analyzing their activities by visiting competitors' servers, monitoring the market, obtaining information about competitors' communications; conducting surveys among visitors to the company's server on various aspects of marketing; studying the results of teleconferences; using the results of queries made on other servers; For example, searching for clients and partners.

"Marketing management itself is a strategy and tactics of behavior, a flexible system focused on its products." [3]

Using social media to take advantage of new opportunities for economic outreach and customer service, to better demonstrate the benefits of the products offered, and to show consumers the results of research on their opinions in order to obtain their positive attitude towards the effectiveness of marketing services. can be increased.

In addition, enhancing the shopping experience of consumers is also important for improving the effectiveness of social media marketing services. At the same time, mainly to give advice to consumers about products that satisfy their wishes at the highest level, to establish contact with

suppliers of additional products to fully satisfy the wishes of consumers, and to consumers, the proposed product, which part of this can be achieved by helping to develop their own systematic desires.

It is important that the business is promoted by various companies through social media marketing services. There are telecommunication companies of various industries, car manufacturers, global sports industries in social networks.

RESULTS

Now there are different people in social networks, among them there are heads of factories and industrial enterprises, banks, transport companies and many other enterprises.

First, Consumers can order goods 24 hours a day, no matter where they are. Their time and transport costs are saved.

Secondly, Consumers can get complete information about a company or product without leaving their home or office. They can focus on such objective factors as price, quality, service life and availability of goods (services).

Thirdly, when using online services, there is no face-to-face communication with the seller, and the consumer cannot be influenced by persuasive and emotional factors.

Fourth, Internet users can quickly place an order and wait for the goods or services to be delivered to their homes.

Fifth, online purchases can be made while maintaining the privacy of the buyer's identity. This is especially true for the rich and famous.

CONCLUSION

Entrepreneurs who want to conduct business through social networks often ask the question of the most profitable way to trade on social networks. Firstly, such a product provides a high level of income, it can be distributed through social networks, and when shopping through social networks, the consumer must have an advantage over ordinary purchases, and the product must have a steady demand and satisfy a general need.

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