

## **Digital Marketing Strategies for the Development of Organizations in the Field of Culture and Arts**

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**Abstract:** In the 21st century, digital technologies are developing rapidly and are having a fundamental impact on all sectors, including the activities of cultural and art institutions. This article analyzes the role of digital marketing strategies in the development of cultural and art institutions, ways of their effective implementation, and prospects for application based on global experience.

**Keywords:** Digital marketing, cultural institutions, art organizations, strategic development, social networks, content marketing, digital technologies, audience engagement.

In today's information age, digital technologies, which are deeply penetrating every aspect of human life, are revolutionizing the development of social, economic, and cultural spheres. In particular, digital marketing tools are creating unprecedented opportunities in the processes of communication, consumer relations, brand promotion, and bringing products and services to the market.

The increasing attention to culture in society, along with the state policy aimed at preserving and popularizing national culture, is elevating the objectives of cultural recreation to a strategic level. In this regard, the Law of the Republic of Uzbekistan "On Cultural Activity and Cultural Organizations" adopted on January 20, 2021, the Presidential Decree No. PQ-406 dated December 25, 2023, "On Measures to Further Improve the Level of Cultural Services Provided to the Population," the Presidential Decree No. PQ-3920 dated August 26, 2018, "On Measures for the Innovative Development of Culture and Art in the Republic of Uzbekistan," the Presidential Decree No. PQ-4038 dated November 28, 2018, "On Approval of the Concept for the Further Development of National Culture in the Republic of Uzbekistan," the Presidential Decree No. PQ-112 dated February 2, 2022, "On Additional Measures for the Further Development of Culture and Art," and the Presidential Decree No. PQ-4307 signed on May 3, 2019, "On Additional Measures to Increase the Effectiveness of Spiritual and Educational Work" – all serve as the legal foundation for the development of the field of culture and art, including the advancement of digital marketing strategies for cultural and art institutions, as well as the formation and strengthening of cultural recreation formats.

In this environment, cultural and art institutions are also forced to abandon traditional management and promotion approaches and implement digital strategies based on modern technologies in their activities. After all, today's audience is a modern consumer living in the digital space, appreciating speed, convenience, interactivity and a creative approach.

Cultural and art institutions are the main social institutions that strengthen the spiritual and moral foundations of society, preserve national identity, and form aesthetic culture. Their activities have always glorified human values, positively influenced society through art. However, times have changed, technologies have developed, and the needs of the audience have taken on completely new forms. Today, the younger generation is turning not to the theater, but to TikTok and YouTube platforms, and is enjoying culture not through libraries or galleries, but through digital galleries, virtual tours, podcasts and blogs. In such circumstances, cultural institutions must reconsider their traditional

communication channels and not only maintain, but also expand their presence through digital technologies.

Digital marketing is an effective tool that can respond to these problems. Because digital marketing is not just advertising or posting on social networks, but a means of organizing deep, interactive and systematic communication between an institution and its audience. This tool allows cultural institutions not only to expand their audience, but also to increase the value of their services and cultural products, to convey them to the general public in modern ways, and to create a competitive image in the international arena.

A digital marketing strategy is a mechanism for effectively managing an institution's communication, information transfer and audience relations, based on a specific plan, clearly targeted, combined with digital technologies. Such a strategy is mainly focused on identifying the audience, studying their behavior, analyzing their needs and desires, developing customized content, attracting them through interactive tools, and, as a result, delivering services and products to consumers in a correct and effective way. From this point of view, digital marketing gives cultural institutions great advantages both in terms of communication, financial and organizational aspects.

First of all, with the help of digital marketing tools, a cultural institution will have the opportunity to analyze its audience. For example, through the statistics of followers on social networks, web analytics, email open rates, segmentation by interests, it is determined which content the audience pays more attention to. This, in turn, is of great importance in strategic planning - cultural programs, exhibitions, performances and other events are developed in a form adapted to the interests of the audience. Such an approach turns the audience from a passive viewer into an active participant.

Secondly, digital marketing tools serve to expand the scope of cultural events. Now, a concert or performance held only in one city or palace of culture can be brought to an audience in other regions of the country, even abroad. This is possible through online performances, livestreams, archived content on YouTube or other video platforms. As a result, cultural products and creative performances go beyond spatial boundaries and enter the global information space.

Third, interactive advertising and QR code posters are an important part of the marketing strategy. Through QR codes placed on posters, brochures and other promotional products, the audience will be able to purchase tickets directly from their mobile devices, view program details, get information about participants and even interact with the content. This approach, while creating convenience for the user, also reflects the institution's technological progress.

Fourth, digital marketing can showcase art and cultural products based on AR (augmented reality) and VR (virtual reality) technologies. These technologies enhance the cultural experience not only visually, but also emotionally and interactively. For example, through the digital application of an art gallery, a user can take a virtual tour without leaving their home, view works in 3D format, listen to their audio recordings or move images around. This is a very effective approach, especially in attracting a young audience.

Fifth, by developing content plans on social networks, it will be possible to provide the audience with constant and systematic information, increase brand loyalty and ensure the openness of the institution's activities. For each cultural institution, the presence of its own page on platforms such as Facebook, Instagram, Telegram, YouTube is no longer just an addition, but has reached the level of necessity. Content on these pages should be posted in various formats - text, visual, video, interactive, and should adhere to regularity, aesthetic appearance and a culture of communication with the user.

Also, the transfer of ticket sales to the online system through digital marketing tools is not only convenient for customers, but also important for the institution in financial analysis and resource optimization. Electronic ticket sales allow you to analyze the institution's income, assess the effectiveness of events, and identify the most active audience segments. Based on the above, we can say that the digital marketing strategy has become not only relevant, but also a necessary tool for cultural and art institutions in the modern era. It serves not only to expand the audience, but also to

form the institution as a cultural brand, ensure its economic stability, gain international recognition, and most importantly, bring national culture to the global information space. Only if cultural institutions fully study the strategic opportunities of digital marketing and implement it with carefully planned and creative approaches, they will be able to continue their development in line with the times.

At the same time, digital marketing is not just advertising, but a complex management mechanism based on a strategic approach, systematic planning, data analysis and a set of technological solutions. Its effectiveness depends on the specific goals set by the institution, the correct identification of the audience, timely delivery of content and interactive communication with customers. Also, through digital marketing tools, cultural institutions will be able to strengthen relations with sponsors, donors, grant organizations, and financially stabilize their activities. This, on the one hand, ensures the economic independence of cultural organizations, and on the other, further increases their social significance in society.

Experts consider the communicative process as a kind of dialogue between the company and consumers, which is built at the stages of preparation for sales, the sale of the product itself, the purchase of the product and its subsequent use. Product manufacturers and distributors have many communication tools at their disposal to communicate with consumers. Competent planning of a communications strategy includes the organization's activities in this area. In particular:

- identifying the organization's target audience;
- setting communication goals;
- creating a message (appeals to consumers or other representatives of the external environment);
- choosing a channel for sending a message;
- setting a budget for communication;
- making decisions on the set of communications;
- evaluating the results of communication processes;
- managing the process of integrated marketing communications.

Advertising is also primarily aimed at the consumer, his attitude, thoughts and actions. The advertising strategy largely depends on the goals of the organization, its capabilities, the nature of the product, as well as other factors.

The development of an advertising strategy consists in the formation of an “editorial platform”. That is, it is the main document that determines the essence of the advertising appeal to consumers. It includes an offer to the consumer, supporting evidence, a description of the target audience, as well as the tone and style of the advertising message. The goals of advertising can be: to inform the consumer (at the initial stage of product promotion), to convince the consumer (at the stage of competition and at the stage of demand formation), to remind about the product (to promote certain products), to maintain an opinion about the product (to confirm that the consumer has chosen the product correctly). Sales promotion differs from advertising in that it is aimed directly at organizing consumer actions. Sales promotion is a key element of marketing strategy and involves the use of various incentives to help accelerate or increase sales of certain products.

Thus, the forms of sales promotion can be: discounts, price reductions; personal selling; demonstrations; coupons; lotteries; games and competitions; compensation offers; sample distribution; accumulation bonuses; credit points; service; sales.

PR activities or public relations activities (public relations) are “the activities of establishing relations with the public, including the implementation of programs aimed at promoting or protecting the image of an institution or its products.

The main functions of PR are to establish relations with the press, as a result of which positive information about the organization and its products is transmitted;

- ensuring the visibility (publicity) of the organization and its products;
- implementing corporate communication processes;
- interacting with representatives of the external environment (government, partners, consumers, etc.).

PR is a very diverse activity, the purpose of which is not only to create a positive image of the company, a positive reputation. Marketing goals are to form a favorable image of the product. For this, various methods of public relations are used:

- publications (including the publication of information leaflets);
- press conferences;
- events (receptions, presentations, promotions, holidays, exhibitions, excursions, performances, etc.);
- interaction with the media (news, interviews, press releases, etc.).

In the context of the formation of market relations in all sectors of the economy of society, marketing should be considered as a method of regulating the relationship between the external environment of the organization and the capabilities of the organization, which are determined by its potential. Let us consider the role of marketing as a management method on the example of cultural and artistic organizations. For organizations operating in the field of culture and art, this means the development, implementation and evaluation of innovative technologies for cultural and educational activities by studying the requirements of potential customers in the field and region related to the organization's activities. This ensures the harmony of interests between cultural and artistic institutions and the segment of the population they serve. It is on this basis that marketing, which is an independent scientific discipline, should be classified as one of the management methods. The use of marketing as a management method provides great assistance. Marketing helps an organization or creative individual to find their place in the market of cultural and educational services and form their specific mission in this field of activity. Marketing exists in the field of cultural and educational services and has its own characteristics. In the field of spiritual and material production, its specific features include:

- increasing the number and level of competition among potential participants who want to have the opportunity to create cultural and educational services;
- competition between organizations and creative individuals in order to attract customers (audiences) to use cultural and educational and educational services;
- uncertainty of the goals of cultural and educational services and the possibility of their expansion;
- non-market pressure on the organization's ability to provide paid services.

Marketing as a management method in the field of culture and art is used, first of all, to create the image of an organization or creative person, the owner of intellectual property. A marketing image is a set of thoughts, ideas, impressions associated with the activities of a particular organization or creative person. Its formation is determined by the talent of the creator, the quality and demand for it. It is associated with the use of innovative technologies and material and technical, advertising and social support of the creative or other process, etc. Marketing makes it possible to determine how people perceive a particular organization, creative person, its relevance and ability to meet the needs of a particular culture. At the same time, the attitude of competitors of educational services, competing organizations and creative individuals to it is also assessed. To maintain the image of the organization and individual creative individuals and solve practical problems, a marketing orientation of all activities is required. The creation of a marketing service in the organization and special marketing centers in the field of culture and art ensure close cooperation between departments within the organization and provide communication with the external environment. The tasks of the marketing service in the field of culture and art include:

1. studying the market of cultural and educational services and its segment size, trends in changes in the needs of an individual creative person for the services of the organization;
2. studying the needs and requirements of the market of cultural and educational services and the level of their satisfaction in certain segments;
3. ensuring the well-being of the organization or creative person and a positive attitude from partner organizations and the public;
4. assisting in the development and promotion of fundamentally new and innovative projects and programs;
5. developing communications, participating in mass and advertising events that promote the goals of the organization.

In today's global cultural environment, it is increasingly difficult for an institution that does not have a digital marketing strategy to participate in international cooperation, win grant projects, attract a modern audience, and stand out in the information flow. For this reason, it is necessary for organizations operating in the field of culture and art in Uzbekistan to introduce the concept of digital marketing into their activities, increase their human resources, improve technical infrastructure, and develop effective communication strategies. Thus, digital marketing strategies are of great importance in the development of cultural and art institutions. These strategies are not only a means of communication with the audience, but also an invaluable tool for delivering cultural products to the general public, ensuring the sustainable development of the institution in the digital economy, forming a brand image, and promoting national culture at the international level. In-depth study of this topic, analysis of international experiences, and development of advanced models that can be used in the national context are issues of not only practical but also strategic importance. After all, culture is the soul of a nation, and digital marketing is a powerful voice that makes it heard to the world.

Digital marketing is not just a means of expanding the audience for institutions, but a comprehensive management tool that includes thoughtful, targeted, analytical and strategic approaches. Through this tool, organizations establish two-way communication with their audience, analyze their behavior, develop content based on individual needs and deliver it effectively. Such processes increase the value of cultural services and products, strengthen the reputation of the institution, and finally, culture itself becomes closer and more understandable to the consumer. Today's analysis shows that cultural institutions that have correctly and comprehensively implemented a digital marketing strategy are managing to organize their activities on a more active, dynamic and innovative basis. In particular, QR-code posters, interactive banners, online ticket sales, active content plans on social networks, livestream events, virtual exhibitions, works of art presented through AR/VR technologies – all this is becoming an integral part of modern cultural marketing. Through these tools, cultural products are delivered to audiences in a faster, more convenient, and more aesthetically appealing way.

In particular, through the use of digital marketing tools, cultural institutions will also be able to improve their internal management system. With the help of digital analytics tools, audience preferences, statistics of active and inactive participants, the level of brand loyalty, demand indicators for services and many other factors are analyzed in depth. This allows for a review of the strategy, ensuring flexibility where necessary, and increasing efficiency. At the same time, digital marketing tools also expand the opportunities for cultural institutions to enter the international arena. By being active on online platforms, joining global networks, and preparing content suitable for a foreign audience, it is possible to achieve significant results not only in popularizing national culture, but also in international grants, sponsorship projects, and cultural diplomacy. Digital tools take culture and art beyond national borders and put it into global circulation. This is considered a factor that strengthens not only the internal but also the external image of the institution.

It should be noted that by effectively developing a digital marketing strategy and its gradual implementation, cultural and art institutions will be able to fulfill their tasks in a more precise, systematic and measurable manner. This, in turn, is a reliable tool for developing culture, supporting

creators, forming aesthetic tastes and cultural values in the minds of young people, and creating a healthy spiritual environment in society. Therefore, a digital marketing strategy for cultural institutions should not only be a necessity of today, but also serve as the main guarantee of their successful activities in the future, a tool for adapting to socio-cultural changes, and the most powerful tool for promoting national culture on the global stage. Each step in this direction begins with openness to digital changes, a creative approach and strategic thinking.

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