

THE ROLE OF MARKETING STRATEGIES IN THE SALE OF HANDICRAFTS

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Abstract: *This article reveals the essence and importance of marketing strategies aimed at expanding the trade in handicrafts. The article also presents a classification of the most used marketing strategies in enterprises in the handicrafts market.*

Key words: *marketing strategy, digital market, ng, account-based marketing (ABM), SEO marketing, social media marketing (SMM)*

Today , a lot of attention is paid to the production, procurement and sale of National Handicrafts in Uzbekistan.

In the following years, a number of laws and resolutions have been adopted by the President and Government of the Republic of Uzbekistan in order to support the national craft sector.

As a result of the comprehensive measures implemented to develop national crafts, folk art and applied art, to support representatives of the field in every possible way, in the last five years the number of master craftsmen in our country has increased by 7 times, apprentices by 9 times, and the number of people employed in the field has grown to 230 thousand people[2].

The marketing strategy of handicraft enterprises in the sale of their products plays an important role. Because the marketing strategy consists of determining the direction of action, the choices that are made as part of the strategy, determining the competitive advantage and obtaining a stable profit from these choices[1].

The strategic marketing process begins with the selection of marketing objectives. The main goals of marketing strategy in this area[4]:

1. To attract customers and increase the number of orders in order to increase the volume of sales of National Handicrafts
2. To increase the interest of the target audience in handicraft products.
3. Increase the profit of the enterprise.
4. Handicrafts occupy a large share of the market.
5. The leadership of this type of product in the selected market segment.

So to achieve the above goals, craft products enterprises will be able to form sales volume and demand if they use the following marketing strategies:

- There are several elements that affect the use of digital marketing in the craft. Craft businesses face other marketing challenges due to " agility " such as changes in consumer desires and tastes, inaccuracies in advertising and advertising, unpaid pricing, and exploitation by intermediaries[5]. Today, all social groups are active on the internet, where they share their feedback with everyone. Therefore, researchers seek relevant information on social networks, blogs, forums, reviews and other resources and determine the wishes and needs of customers. This describes the analysis and evaluation of data from and through the World Wide Web, a digital marketing study. This is done using digital data processing from manual data collection analysis to artificial intelligence[6].

- account-based marketing (ABM) – involves the development of marketing activities for specific customers who decide to purchase the product[3]. ABM is a system for searching and working with specific people who make decisions. When developing a policy for the sale of National Handicrafts, it is possible to attract customers based on the use of the ABM type of marketing;

- SEO is a key part of digital marketing. The reason is that humans do trillions of searches every year, with products and services primarily commercially sought. Searches are the main source of digital traffic for brands and also complement other marketing channels[7]. However, over the past few years, search results have been evolving to give users more direct answers and information, which is more likely to keep users on the results page instead of taking them to other sites. It should also be borne in mind that features such as rich results in search results and knowledge panels can increase visibility and give users more information about the company in direct results[8].

- Social media marketing (SMM) is a concept that is very important for businesses. Through this marketing method, companies will be able to make their brands more widely known, reach more potential customers, and consequently increase sales[9]. Among the benefits of a well-formed SMM strategy are important factors such as increasing brand recognition, attracting new customers, and raising conversions to a higher level[7].

In conclusion, the use of modern advertising tools guarantees the implementation of the company in the market, on the basis of the use of various sites in the sale of handicrafts, each craftsman can create a brand for his national products, after the creation of the brand, it is possible to increase the demand for National Handicrafts products based on content advertising. It is important to know what factors lead to changes in the competitive situation when managing the competitiveness of tourist business entities in Uzbekistan. From the above analyzes, as a result of improving economic relations in Uzbekistan on the creation of a business environment in National Crafts by the state:

- ◆ the number of competing crafts will increase and they will be relatively comparable;
- ◆ the demand for handicrafts gradually grows.
- ◆ different methods of competition (price and cost-free) are used;
- ◆ the supply of competitors' products will expand;
- ◆ the effect of successful strategic actions increases the volume of space;

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