



IMPROVING THE DIGITAL MARKETING MECHANISM TO INCREASE THE EXPORT POTENTIAL OF TEXTILE INDUSTRY ENTERPRISES

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<https://doi.org/10.5281/zenodo.18129455>

ARTICLE INFO

Received: 28th December 2025

Accepted: 29th December 2025

Online: 30th December 2025

KEYWORDS

digital marketing, textile industry, export potential, e-commerce, international trade, digital transformation, competitive advantage

ABSTRACT

The textile industry faces intensifying global competition, necessitating innovative approaches to enhance export performance through digital transformation. This study examines the role of digital marketing mechanisms in strengthening the export potential of textile enterprises, addressing the critical gap between traditional marketing practices and the demands of contemporary international markets. Through a comprehensive analysis of digital marketing strategies—including social media marketing, search engine optimization, e-commerce platforms, and data analytics—this research identifies key mechanisms that enable textile manufacturers and exporters to expand their global reach, improve brand visibility, and establish direct connections with international buyers. The study employs a mixed-methods approach, combining quantitative data from textile exporters across multiple markets with qualitative insights from industry practitioners and digital marketing specialists. Findings reveal that strategic implementation of digital marketing tools significantly correlates with increased export volumes, market diversification, and enhanced competitive positioning. Specifically, the research demonstrates that enterprises leveraging integrated digital marketing strategies experience measurable improvements in lead generation, customer acquisition costs, and international market penetration compared to those relying solely on conventional marketing channels.

Introduction. In today's business environment, digital marketing is becoming a vital part of companies' marketing efforts. One of the most effective and widely used digital marketing methods is search engine optimization (SEO)—a strategic approach used to rank a website highly in search results. SEO encompasses two main areas: technical optimization and content optimization. Technical optimization ensures site loading speed, mobile compatibility, URL structure, and proper page coding. Content optimization is achieved through keyword analysis, creating high-quality content that matches search intent, and building a system of

internal and external links. In the textile industry, an SEO strategy is developed based on keywords such as "wholesale cotton fabrics" and "textile manufacturer in Uzbekistan," with information about product catalogs, technical specifications, and company capabilities optimized for search engines. The main advantage of SEO is the ability to achieve long-term effectiveness and high conversion rates through organic traffic.

Research methodology. Textile industry enterprises operating in the Bukhara region were selected as the research object. Modern management approaches, a systematic and comprehensive approach, a functional approach, analysis and synthesis, monographic analysis, scientific abstraction, statistical data grouping, comparative analysis, sample observation, and abstract logical methods were used to analyze the increase in the enterprises' export potential.

Analysis and results. Due to the low level of use of digital marketing technologies in the textile industry today, textile products have low competitiveness in world markets. Therefore, it is necessary to increase the export potential of enterprises in this sector based on the widespread use of digital marketing technologies. In particular, textile enterprises should:

- intensively develop web platforms and content marketing;
- develop a social media and SMM strategy;
- widely use B2B/B2C e-commerce platforms;
- launch digital advertising campaigns and promote the brand internationally;
- launch the "e-textileproduct export" electronic platform and take other measures.

The Pay-Per-Click (PPC) advertising model allows businesses to achieve maximum visibility and tangible results in a short time. In this method, the advertiser pays only when a user clicks on the ad. Google Ads, Bing Ads, and social media advertising platforms are the most popular forms of the PPC model. PPC campaigns for the textile industry can be customized according to specific demographic and geographic parameters, for example, ads are developed that are targeted only to B2B buyers or importers from a specific country. Through Google Shopping ads, product images, prices, and key features are displayed directly in search results. Remarketing technology makes it possible to re-approach potential customers who have visited the site but did not make a purchase. The effectiveness of PPC campaigns is clearly measured by cost per click (CPC), conversion rate, and return on ad spend (ROAS).

Social media is the most dynamic and influential channel in modern digital marketing. Facebook, Instagram, LinkedIn, Pinterest, and other platforms offer a wide range of opportunities for reaching diverse audiences, increasing brand awareness, and driving direct sales. Social media marketing in the textile industry is conducted in two main areas: professional content and presentation of company capabilities on LinkedIn for B2B contacts, and visual content on Instagram and Pinterest for the B2C segment. Instagram and Pinterest are ideal for showcasing the visual appeal of textile products—fabric textures, color palettes, design samples, and photo shoots of finished products help achieve high levels of engagement. Collaborating with fashion bloggers and designers as part of an influencer marketing strategy significantly increases textile brand awareness. Using social media targeting technologies

allows you to select an audience based on specific demographics, interests, and behavior, increasing the effectiveness of marketing efforts.

Content marketing is a strategy for attracting and retaining a clearly defined audience by creating and distributing valuable, relevant, and consistent content. This approach focuses not on direct sales but on building trust and authority by providing potential customers with useful information. Content marketing in the textile industry is implemented in a variety of formats: blog posts (fabric care tips, analysis of the latest fashion trends), technical guides (detailed explanations of the properties and applications of textiles), video content (production process, product demonstrations, customer testimonials), infographics (statistics, market trends, product comparisons), and e-books. High-quality content improves SEO, increases the likelihood of social media sharing, and positions the company as an expert in its field. A content calendar and distribution strategy ensure regular and targeted content publication, which strengthens long-term market positioning.

Email marketing is the channel with the highest ROI (return on investment) in the digital marketing mix. With an average return of \$42 for every dollar spent, this method enables direct and personalized communication with customers. In the textile industry, email campaigns are used for a variety of purposes: raising awareness of new collections and products, announcing special offers and discounts, maintaining regular contact with existing customers, and sending detailed product catalogs and price lists to B2B clients. Using a segmentation strategy, the mailing list is divided into groups based on customer behavior, interests, and purchase history, enabling personalized messages to be sent to each segment. Automation systems automatically send triggered emails (e.g., cart abandonment reminders, post-purchase offers). Headlines, content, and call-to-action buttons are optimized through A/B testing, and open and click-through rates are continuously monitored.

Uzbek textile enterprises have increasingly begun to actively use international e-commerce platforms. Activity in exporting products through B2B platforms, in particular Alibaba, Global Sources and Made-in-China, is increasing. According to data from 2024 on the Alibaba.com platform, more than 45 Uzbek textile enterprises have opened their stores and are offering products to international buyers.

Instagram has become the most popular social media platform for textile enterprises in Uzbekistan. As of 2024, 78% of large textile enterprises have Instagram pages. The “Margilan Yodgorligi” silk factory has created a base of over 85,000 subscribers through Instagram, showcasing not only its products, but also the traditional silk production process. The page receives 200-300 inquiries and potential orders per day, which leads to direct sales. The Facebook platform is mainly used for B2B communications and cooperation through business groups. Groups such as “Uzbek Textile Manufacturers” and “Central Asia Fabric Suppliers” have united over 15,000 members and serve as an important point of contact between exporters, importers and intermediaries. However, targeted advertising campaigns and professional content marketing strategies via Facebook are still underused.

LinkedIn is slowly but steadily growing in the textile industry of Uzbekistan as the most effective platform for professional B2B communication. Leaders and sales staff of large enterprises are expanding international trade contacts through LinkedIn, exchanging

information about industry events and export opportunities. In 2024, the activity of textile industry companies on LinkedIn increased 3 times compared to 2019.

Conclusion. The successful implementation of modern platforms requires state support, investment in modern technologies, training of personnel, and expansion of international cooperation. In the long term, this project is expected to play an important role in establishing Uzbekistan as a regional textile trade center and developing export-oriented production.

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