

CHATBOTS ARE AN EFFECTIVE TOLLS IN ADVERTISING OF MARKETING

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Annotation. This article shows the effective role technology of advertising, when you start your business in brand-new ways.

Key words: advertising, customer, consumer, media, internet, chat bots, product, campaign, blogger.

Introduction.

It is axiomatic that technology has entirely changed the way we communicate. It created a wide platform of broadcast ranges of channels and publication which has given consumers the opportunity to choose from different brands. Current trends of advertising globally are demonstrating a distinct change away from traditional advertising approach to more integrated and usually more accountable way of communications. This new attitude and technology is offering a novel ways of interaction with their target market. Therefore, conventional advertising is getting more and more insufficient relatively less effective day in a day out. The internet has revolutionized the information getting way. That is way most of the current advertising trends are in the basis of this phenomenal digital world. In the following paragraphs, I will cover some of those trends that the global advertising world is currently experiencing and some reasons why the advertisers, marketers and brands have to be closely familiar with them.

Literature review.

Generally, advertising is not just about producing different types of adverts in media, radio or Television, but is more like a communication between the advertisers and consumers. There Are many ways of communication to deliver the certain message to consumers. However, they are not all effective, as they were in the past. This is due to the fact that consumer behavior and the way they get the information has changed. As a result of these changes, it has become very significant for advertisers to find new communication channels which are noticeable, interesting and effectively engaging to the consumer. But why is traditional media considered as less effective because of several reasons. The very first reason is that traditional advertising is slow and planned which I do not think is a good combination of the fast changing lifestyle of people nowadays. In the past, when the certain company released a big campaign, they launched it, and wait for the result sitting in their comfortable chair.

Conversely, today they cannot air the content and walk away. Instead they interact with customers get feedbacks or opinions of them about the product that they are advertising.

Another significant reason is the market itself. It is now a personal market, not a public anymore. In other words, it is not about speaking to the general public directly, using one- way communication what is called a "Magic Bullet" theory in advertising field. Now instead of setting a particular time or a traditional media place advertisers use alternative and yet interactive methods to get feedbacks from them. Additionally, these ways are highly important to identify what the customers want and this, in turn, creates a valid opportunity to know the target market better and more effectively. A good example is can be creating brand 3 из 8community and engage more potential customers to the community. And at the same time such ways help to increase WOM scale as well, in my opinion. The other reason long life of the content is available now. In the past, when the advertisers bought a media spot from any of the traditional media they used to stay and get advertised as the time that they had a contract, while today there is a strong possibility to advertise for forever using the internet.

Particularly when they have their own internet advertising methods, this makes the ad live longer being more efficient or vice versa in terms of the message it has. I personally think that the availability of opportunities that the technology gave us today has an immense role to change the advertisers advertise their products.

That is why, they are trying to find more efficient and effective ways to get the consumer's attention, to build a strong brand and maintain their brand power using much different and more interactive ways than the past.

Research Methodology.

As the world of advertising is getting more digitalized than ever before, artificial intelligence has also been adopted successfully. Nowadays you can see chatbots are being used in digital marketing and advertising. Before going to discuss why these chatbots are being actively used in marketing activities, I want to give brief information about them. Chatbot is a program of the AI that creates a conversation using the set text-based signals and phrases.

They are mostly used for the basic customer service activities and getting immensely popular in the digital advertising. Effective marketing activity helps a brand or a certain company to find people who are into fulfilling the marketer's desire from marketing. To get it done successfully the marketers have to analyze the user's information, their interests and other things. These activities are normally time and resource consuming. And this is the task which the

Chatbots are making much easier and more effective. When we look their roles in the digital marketing strategy we can see that they are performing multiple tasks of the marketer.

Analysis and results.

For example, they can change the visitors to customers by real-time interaction. Moreover, they can be easily programmed for collecting data which I think is very important to know the customer's wants and needs. Even from the economical perspective, they are very cost-effective. Taking all those advantages and possible opportunities that Chatbots can crate from the marketing point of view, I think, their role in now is expanding and even in the future is also very huge. Chatbots are now also able to create an easier and faster method for auto-responses of potential customers, especially the questions like frequently-asked or popular ones. The most valuable feature of the chatboat is its ability to learn which actually it can find the answer to the customer inquiry in a short period of time. This is very impressive aspect of it because of our fast-paced living. This gives a promise to other businesses to get the inside of the marketing trend.

The notion of influencer marketing is not a new concept as it has been known for many years. However, it has gained its popularity in the last few years. The development of this marketing tool has also generated by the technological advancement. So, what is influencer advertising and marketing? Influencer marketing is a strong and influential connection between a particular brand and an influencer. All the product promotional activities are done by the influencer using various media channels such as You Tube and Instagram. As the influencer in this tactic does more than celebrity endorsement it clearly differs from that. In order to use it more effectively, the chosen influencer should have a wide loyal following community, followers, in other words. For example, a famous tourist blogger on one of those media outlets, like you tube with extensive knowledge about the tourism characteristics and comfortable opportunities may be asked to advertise a certain touristic agency or a service to advertise their services. Usually common influencers are adventurists, how-to experts who have unofficial educational service providers, artists, models on the list goes on. In influencer advertising, they create the advertising contents by themselves and integrate the company's advertising details into it. The role of the influencer is to control the brand's message and deliver it to the followers who may be future customers of the company's products or services. This can be useful tool to promote authenticity and assist to reach a target audience.

In regards to the importance of influencer marketing, in the not long time ago TV was the one and mostly effective platform that the advertisers used to promote their products or services, but today because of the widely available channels to deliver the message of the companies, it has become several times more challenging to get the wide audiences' attention unless those chosen media channel is really effective. As a result, influencer marketing has got significance in its sense to be one of the most effective marketing tools by advertising agencies to solve the problem of getting attention and retain the loyalty of customers to the brand.

One of the best-known examples of this advertising tool is ad campaign by Samsung. It took place in 2014 Oscar Awarding Ceremony. In that occasion the famous TV hostess Ellen DeGeneres captured a selfie with famous faces of the movie industry such as Brad Pitt, Julia Roberts and many others. The selfie was made using Samsung Galaxy Note 3. And the hostess uploaded the photo in her SNS accounts and the photograph went truly viral. Within very short time, in fact in 40 minutes, over a million retweets made the selfie the most retweeted selfie in the history. In this ad campaign, the Samsung got succeed its goal from the campaign as the selfie broke many world records in relatively short time after the post. It was remained as a list leader of selfies of all time until, the president Obama posts his first picture on the same SNS media channel. Through the influencer marketing the brand can get the opportunity to place and advertise directly to their target audience usually on a daily basis. However, the issue of trust is immensely crucial in this advertising technique to engage and keep them in the community to stabilize the demand forecast as well. It increases the effectiveness of the ad. If the trust is successfully organized between three parties, brand, influencer and the target audience, it gives overall effective results of the method. Another point for the brand to consider deeply is assuring the content aligns of the influencer with the brand image.

The utilization of the negative content or information by the influencer can easily damage the brand reputation and affect negatively to the overall brand image. This is especially important when having an experienced or relatively less knowledgeable influencer who may probably have less professionalism and responsibility. Apart from that the company should have to be more careful with the influencer's followers as well. Because of the fact that there is always possibility to fake the followers showing them to be increased in number several times to earn more money. In fact, the influencers earn money by the number of the followers they have. For such purposes, there is a number of digital tools have been created to detect the fake accounts by analyzing them in detail.

In today's market based on the digital technology, it is not an easy job to keep up with the time. However, Artificial Intelligence can be one and the most effective innovation to shape the future of advertising. This is already in the process of existence now. But how the AI can bring more positive results than the current advertising campaigns that are on the market. I will list several of its benefits and unique features that the advertisers are really into in the next few paragraphs. First of all, Artificial Intelligence offers a wider opportunity to focus on more like a decision making processes rather than analyze or making comparisons between choices. It stores the data, processes, keeps, and analyzes it. And this will in fact opens a wide way to make consequential decisions that can be either beneficial for the advertisement's quality.

Conclusion/Recommendations.

It is expensive, but the result definitely worth it when the normal situation is dominant. At the same time, however, we have to remind that AI is only efficient when it is mature enough to be used for such purposes which is not an easy job to do overnight.

In other words, AI requires a lot of investments in hardware, software and other important areas. And also as the human intelligence artificial intelligence also needs time to improve and get developed, which is about long time. The prospects for the development of advertising technologies include: advertising media and channels are becoming predominantly electronic, trends, the trend towards greater mobility based on gadget models; the search and delivery of advertising information will be simplified and accelerated while enhancing the severity of content and the creativity of its performance in relation to a specific consumer; interactive technologies will be decisive in the development of advertising media; Media technologies will begin to develop intensively; the choice of technology for delivering an advertising message will increasingly be determined by the consumer

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