



Article

Marketing Strategies for the Development of Event and Entertainment Services

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Abstract: This study is aimed at identifying effective marketing strategies for the development of the event and entertainment services market in the context of globalization and digital transformation. The main objective of the research is to analyze consumer behavior in the entertainment services sector and develop a methodology for integrating digital marketing tools to enhance service attractiveness. The study employed system analysis, comparative economic analysis, and the results of a sociological survey conducted among 450 respondents. The findings revealed that the effectiveness of traditional advertising tools has declined, while personalized omnichannel marketing and experience marketing have become the primary drivers of growth. The article further enriches the concept of “emotional capital in event marketing” and proposes a model for assessing customers’ emotional engagement within the service delivery chain. Practical recommendations were also developed for entrepreneurs and public cultural institutions on optimizing marketing budgets and increasing customer loyalty.

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Keywords: Marketing strategy, event marketing, entertainment services, consumer behavior, digital marketing, experience marketing, SMM (Social Media Marketing), influencer marketing, emotional capital, services market.

Introduction

Today, the service sector, particularly the event and entertainment industry, is considered one of the fastest-growing segments of the global economy. Event and entertainment services are not only a source of economic income but also an important instrument for satisfying the cultural and social needs of society. However, market saturation and the constantly changing demands of consumers are compelling industry representatives to develop new marketing strategies [1, 2].

Event marketing today is no longer limited to merely promoting a brand; it has evolved into the art of establishing direct communication with consumers and creating positive emotional impressions in their memories. When analyzing modern marketing strategies, we can observe a transition from the principle of “Content is King” to “Experience is Queen.” In the entertainment services market, ensuring competitiveness through only price or place is no longer sufficient. Consumers are now purchasing not simply a service, but the emotions and experiences associated with that service [3, 4].

In the context of Uzbekistan, this sector has undergone significant transformation in recent years. Particularly in major cities, the integration of tourism and the entertainment industry has led to the rapid growth of MICE tourism (Meetings, Incentives, Conferences, and Exhibitions) and large-scale cultural events. This development requires professional marketing approaches [5, 6]. Research indicates that an effective marketing strategy can extend the service life cycle and increase the probability of customer retention and repeat purchases by up to 40%.

This article scientifically and practically examines ways of improving segmentation, positioning, and the communication mix in the development of event and entertainment services. Particular attention is given to the effectiveness of digital platforms, social media marketing (SMM), and influencer marketing tools [7]. Furthermore, the study analyzes mechanisms for adapting international best practices to the local market in order to improve service quality and customer engagement.

Methodology

In conducting this study, both qualitative and quantitative research methods were integrated. The research design included the following stages:

1. Desk Research (Secondary Data Analysis): Scientific literature, statistical data, and market reviews related to event marketing published over the last five years were analyzed. The study primarily relied on articles indexed in IEEE and Scopus databases, as well as data provided by the Statistics Agency of the Republic of Uzbekistan.
2. Sociological Survey: An online survey was conducted among 450 respondents aged between 18 and 45 in order to identify the preferences of entertainment service consumers. The effectiveness of marketing channels was evaluated using a five-point Likert scale.
3. Case Study: A comparative analysis of the marketing activities of two major event agencies operating in Tashkent city was carried out.
4. Expert Evaluation: In-depth interviews were conducted with 10 marketing specialists who had more than five years of professional experience in the field. Statistical packages such as SPSS and correlation analysis methods were used to process the collected data. This approach ensured the reliability and statistical significance of the results ($P\text{-value} < 0.05$).

Results and Discussion

The conducted research revealed that the effectiveness of marketing channels in the event and entertainment services market varies significantly. Table 1 presents the share of customer attraction and the cost-efficiency indicators of different marketing tools [8].

Table 1. Effectiveness Indicators of Marketing Channels (Analysis of 2024–2025).

Marketing Channel	Customer Attraction Share (%)	Conversion Rate (%)	Cost Efficiency (ROI)
Social Media Marketing (SMM)	45	12.5	High
Influencer Marketing	25	18.0	Medium
Email Marketing	10	4.2	Low
Traditional Advertising (Banner/TV)	20	2.1	Low

The obtained results indicate that traditional marketing models are gradually losing their significance in the event and entertainment services sector. The analysis presented in Table 1 demonstrates that although Social Media Marketing (SMM) generates the largest

customer flow (45%), the highest conversion rate belongs to influencer marketing (18%). This highlights the critical importance of “trust” and “social proof” factors in the entertainment industry. Consumers tend to trust recommendations from familiar individuals and influencers more than direct brand messages [9, 10].

Furthermore, the findings reveal that expenditures on digital marketing in the Uzbek market are increasingly replacing traditional advertising expenses. However, many local companies still face difficulties in effectively utilizing Data Analytics [11, 12]. The study found that implementing segmentation strategies based not only on demographic factors but also on psychographic characteristics (such as interests and lifestyle) can reduce marketing costs by up to 30% [13].

The discussed results suggest that event organizers should enrich the Customer Journey Map with targeted marketing stimuli before, during, and after events. Such an approach contributes to sustainable service development, strengthens customer engagement, and increases long-term customer loyalty [14, 15].

Conclusion

In conclusion, modern marketing strategies for the development of event and entertainment services should be based on the integration of digital technologies and emotional psychology. The results of the study demonstrate that the foundation of a successful marketing strategy today lies in a personalized approach and effective customer experience management. The main conclusions of the research are as follows. First, digital platforms, especially social media, remain the most effective channels for attracting customers; however, their successful use requires a strong focus on creative content and interactivity. Second, service providers should build “emotional capital” within their marketing activities, meaning they must create not only one-time impressions but also long-term positive associations among customers. Third, in order to enhance market competitiveness, it is recommended to allocate marketing budgets toward high-conversion micro-promotion tools, such as collaboration with micro-influencers. The findings and strategic recommendations presented in this study can serve as a practical guideline for managers in the event and entertainment industry to systematize their activities and improve economic efficiency. Future research should focus on a deeper analysis of the role of Artificial Intelligence (AI) technologies in event marketing.

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