Journal of International Economics Research

♦ ISSN: 3070-5665 Vol: 02 No.02, 2025 ♦ PP. 13-16

♦ Article DOI: https://doi.org/10.54216/JIER.020203



FULL LENGTH ARTICLE

Digital Marketing Tools in the Textile Industry: A Framework for Channel Selection and Performance Measurement

Tatyana Nam Gennadyevna[1,*]

[1] Tashkent Institute of Textile and Light Industry, Uzbekistan

Email: namtatana@gmail.com

Received: July 30, 2025 Revised: September 26, 2025 Accepted: October 30, 2025 ⋆ Corresponding author

ABSTRACT

This article develops a reproducible framework for selecting digital marketing tools in the textile industry and measuring performance for national brands with weak digital salience. The study covers 2021–2024 and uses a conceptual-methodological design: (i) a structured synthesis of peer-reviewed research on digital marketing, the customer journey, and marketing metrics, and (ii) operationalization into seven implementation tables. A two-tier measurement protocol is proposed: Tier A relies on open signals (official statistical releases, publicly observable Instagram/Meta signals, and a Google Trends branded-search index as a proxy for awareness), while Tier B (when firm access exists) uses Google Analytics 4 (GA4) and CRM/sales data to compute conversion, customer acquisition cost (CAC), return on marketing investment (ROMI), and customer lifetime value (LTV). Results include a tool taxonomy (social media marketing, content, influencer marketing, SEO, PPC, analytics, CRM automation, AI personalization, and AR/VR), a unified KPI dictionary, a digital maturity model, a risk/limitations map, a data-accessibility matrix, and a 90-day roadmap. The framework enables firms to move from reach-only reporting to conversion and retention management under explicit data constraints.

Keywords: Digital marketing ▪ Textile industry ▪ National brands ▪ Digital salience ▪ Social media marketing ▪ Influencer marketing ▪ SEO ▪ PPC ▪ Analytics ▪ GA4 ▪ CRM ▪ KPIs ▪ CAC ▪ ROMI ▪ LTV ▪ Branded search

1. INTRODUCTION

Textile markets are highly competitive and visually driven, making digital channels central to brand building, demand generation, and online sales support. In 2021–2024, social platforms increasingly functioned as the primary discovery layer for collections, while search and marketplaces became critical demand-capture mechanisms. Yet many national textile brands still exhibit weak digital salience: irregular content cadence, low branded-search intensity, fragmented KPI reporting, limited attribution, and scarce end-to-end measurement. Consequently, managerial decisions often rely on reach and engagement, which do not reliably translate into purchases.

The practical research gap is the absence of a textile-ready, reproducible mechanism that links tool choice to objectives (awareness, consideration, conversion, retention) and makes KPIs comparable under restricted access to internal data. Therefore, this article aims to develop (1) a channel-selection framework for the textile industry and (2) a minimum viable KPI system that works with open proxies and can be expanded with GA4/CRM when firm access is available.

2. METHODS

2.1 Study design and scope

This is a conceptual-methodological framework development paper reported in IMRaD logic. No primary consumer survey

© 2025 The Author(s). Published by ASPG. This article is licensed under CC BY 4.0.

Table 1. Tools, goals, and KPIs in textile digital marketing

Tool	Primary goal	Typical textile use-cases	Key KPIs (minimum set)
Social media marketing (Instagram/TikTok/ Pinterest)	Awareness, image, community	Reels/Stories, behind-the-scenes production, polls, live streams	Reach, ER, follower growth, CTR
Content marketing	Trust, expertise, organic demand	Blogs on trends, fabric care, tutorials, UGC	Organic traffic, time on page, leads
Email/Messengers (WhatsApp/Telegram)	Retention, repeat sales	Triggered flows, abandoned cart, personalized offers	Open rate, CTR, repeat rate
Influencer marketing	Fast reach and trust	Reviews, capsule collaborations, promo codes	Reach, ER, promo-code sales, CAC
SEO/PPC	Demand capture	Product pages optimization, keyword targeting, paid search	CTR, CVR, CPC/CPA, leads
Digital analytics (GA/Pixel)	Performance management	Attribution, behavior analysis, campaign evaluation	CAC, ROMI, CVR (if available)
AR/VR	Enhanced online experience	Virtual showrooms, 3D visualization, virtual try-on	Engagement, CVR, returns (if available)
AI personalization	Conversion growth	Recommendations, segmentation, chatbots	CVR uplift, AOV, churn (if available)
CRM/automation	Retention, service quality	Segmentation, automation, service scenarios	Retention, repeat purchases, LTV (if available)

dataset is introduced in the core results; instead, the contribution is an operational framework expressed as tables and implementation steps that can be empirically validated in future work.

2.2 Structured synthesis procedure

A structured synthesis was conducted to inform the framework. The search focused on (i) digital marketing frameworks and omnichannel/customer journey research, (ii) marketing accountability and metric systems (including ROMI, CAC, and LTV), and (iii) fashion/textile-relevant applications of AI and AR/VR. Search strings combined terms such as "digital marketing framework," "omnichannel customer journey," "marketing metrics ROMI CAC LTV," "influencer marketing effectiveness," "AI personalization retail/fashion," and "augmented reality marketing fashion." Eligible sources were peer-reviewed journal articles, systematic reviews, and authoritative platform documentation; practitioner posts without methodological details were excluded.

2.3 Two-tier measurement protocol and data sources (2021– 2024)

The framework uses a two-tier measurement protocol. Tier A uses open sources: (i) official statistical releases (Stat.uz) for sector context, (ii) publicly observable social signals (e.g., reach/impressions and engagement proxies visible in Instagram/Meta reporting interfaces), and (iii) a Google Trends branded-search index as an awareness proxy. Tier B (firm access required) integrates GA4 events/conversions, CRM, and sales/margin data to compute conversion, CAC, ROMI, retention, LTV, and online sales share. Comparability re-quires fixed time windows, geography, and standardized KPI definitions.

2.4 Analytical procedures

Procedures include tool classification, goal–tool–KPI mapping, KPI formalization (definitions and notes), readiness as-sessment via a maturity model, risk/limitations mapping, and roadmap development. Where internal data are unavailable,proxy indicators and qualitative validation (expert interviews and consumer surveys) are recommended to test hypotheses about brand perception and conversion barriers.

3. RESULTS

The results are operational artifacts presented as seven tables that standardize channel selection and performance measurement. Table 1 links tools to objectives and KPIs; Table 2 maps tools to funnel stages (Awareness–Consideration–Conversion–Retention); Table 3 defines the KPI dictionary; Table 4 presents the maturity model; Table 5 summarizes implementation risks; Table 6 identifies feasible data sources; and Table 7 gives the 90-day implementation plan.

Table 2. Tool–funnel mapping (Awareness–Consideration–Conversion–Retention)

Tool	Aware-ness	Consider-ation	Conver-sion	Reten-tion
SMM	++	+	+	+
Content	+	++	+	+
Influencer	++	+	+	0/+
SEO	+	++	++	0
PPC	+	+	++	0
Analytics	+	+	++	++
Email/ Messengers	0/+	+	+	++
CRM	0	+	+	++
AR/VR	+	++	+	+
AI	0/+	+	++	++

Note: In this mapping, "High/Medium/Low" indicate expected relevance to the funnel stage. Firms should validate relevance using their own GA4/CRM data when available.

Table 3. KPI dictionary (definitions and notes)

KPI	Meaning	Formula / note
Reach	audience reach	platform metric
ER (engagement rate)	engagement intensity	(reactions + comments + saves)/reach × 100%
CTR	click-through rate	clicks/impressions × 100%
CVR	conversion rate	orders (leads)/visits × 100%
CAC	customer acquisition cost	marketing spend/new customers
ROMI	return on marketing investment	(incremental profit − spend)/spend × 100%
LTV	lifetime value	margin × frequency × lifetime
Branded search index	brand demand proxy	Google Trends (0–100, normalized)

Note: Definitions follow standard marketing analytics practice; ROMI and LTV require revenue/margin and customer-level data to avoid biased estimates.

Table 4. Digital marketing maturity model for textile firms

Level	Description	Minimum stack	Marketing effect
1. Basic	Irregular SMM, low measurability	Social + simple site/catalog	low awareness
2. Developing	Content plan + SEO + tactical ads	SMM + content + SEO/PPC	reach and leads growth
3. Managed	KPI control, retargeting, message flows	analytics + pixels + email	conversion improvement
4. Intelligent	Personalization and automation	CRM + AI + omnichannel	higher LTV/loyalty

Table 5. Implementation risks and limitations

Risk/limitation	Implication	Mitigation
Limited access to GA/CRM/financials	ROMI/LTV/CAC cannot be computed externally	Use proxies and disclose limitations
Instagram Insights/API access constraints	Insights require permissions and professional accounts	Public metrics + consent
Google Trends normalization (0–100)	Relative index depends on time/region	Fix settings; compare carefully
Platform algorithm changes	Reach fluctuations over time	Diversify channels; continuous testing
"Nice content" without sales	Weak funnel linkage	CTA, lead magnets, retargeting, CRM

Table 6. Data accessibility matrix (open sources vs internal systems)

Data class	Example	Accessible without firm permission	Supported KPIs
Public social metrics	followers, likes, comments, posting frequency	Yes	Reach/ER proxies, audience dynamics
Google Trends	normalized branded-search index (0–100)	Yes	brand demand proxy
Website/catalog	SEO quality, content depth, speed	Partly	organic visibility proxy, leads
GA4/pixels	events, sources, conversions	No (requires access)	CVR, partial CAC/ROMI
CRM/sales data	repeat purchases, margins, cohorts	No (requires access)	LTV, retention, full ROMI

Table 7. 90-day implementation roadmap

Period	Goal	Key actions	Expected measurable output
Days 0–30	Measurement baseline	Channel audit, KPI dictionary, pixels/events setup (if available)	Unified metrics; baseline dashboard
Days 31–60	Demand and lead growth	Content plan + SEO + PPC tests; 2–3 influencer collaborations	CTR/CVR growth; branded-search increase (Trends)
Days 61–90	Retention and LTV	Segmentation, trigger flows, CRM automation, retargeting	Repeat rate growth; CAC reduction; LTV growth (if available)

4. DISCUSSION

4.1 Managerial implications

The framework highlights a necessary balance between brand-building channels (social media marketing, content, and influencer programs) and demand-capture channels (SEO/PPC). Without analytics and KPI alignment to funnel stages, reach inflation can coexist with weak conversion. The KPI dictionary ties actions to controllable levers: CTR is primarily a creative/targeting relevance signal, while CVR indicates landing-page and offer effectiveness. The roadmap supports staged capability building from baseline measurement to acquisition optimization and then to retention/LTV growth via CRM communication.

4.2 Theoretical contribution

Conceptually, the framework complements general digital marketing frameworks by operationalizing a textile-industry tool taxonomy and formalizing a two-tier measurement logic under data constraints. It integrates customer journey and omnichannel thinking with marketing accountability through a unified metric layer, enabling future empirical tests of how tool bundles and maturity stages relate to performance outcomes.

4.3 Limitations

First, full computation of CAC/ROMI/LTV requires firm access to GA4/CRM and sales/margin data; Tier A open proxies cannot replace profitability m easurement. Second, Google Trends is normalized and relative, which introduces comparability risks across regions and time; it should be used as an awareness proxy only with fixed s ettings. Third, the framework is tailored to textile/fashion contexts and may require adaptation for other industries. Finally, social metrics may be influenced by platform algorithm changes, content formats, and reporting availability.

5. CONCLUSION

The study shows that effective use of digital marketing tools in the textile industry depends on institutionalizing measurement through a unified KPI dictionary and an explicit data-collection protocol. For brands with weak digital salience, immediate priorities are consistent content standards, baseline tracking (GA4 events and conversions where feasible), and parallel development of demand-capture capacity via SEO and PPC. Capability building should follow the maturity logic: baseline reach/engagement discipline, then CTR/CVR optimization and experimentation, then CAC/ROMI computation with margin awareness, and finally CRM-driven retention and LTV growth. The 90-day roadmap provides a feasible sequence to establish a baseline, launch measurable campaigns, and create prerequisites for sustained online sales growth. Future research should empirically validate the framework on national brands (2021–2024) using GA4/CRM and sales data, or mixed methods, to quantify effects on conversion, CAC, and ROMI.

REFERENCES

[1] M. H. Al Khasawneh, S. Al-Haddad, R. Mbaideen, R. Ghazi, T. Irshaid, and H. Alnaimi, "Investigating the impact of social media marketing on research online and purchase offline for fashion luxury brands," *International Journal of Business Excellence*, vol. 32, no. 1, pp. 25–49, 2024.

[2] W. Chang and J. Park, "A comparative study on the effect of ChatGPT recommendation and AI recommender systems on the formation of a consideration set," *Journal of Retailing and Consumer Services*, vol. 78, Art. no. 103743, 2024.

[3] R. Y. Du and T.-Y. Hsieh, "Leveraging online search data as a source of marketing insights," *Foundations and Trends in Marketing*, vol. 17, no. 4, pp. 227–291, 2023.

[4] P. W. Farris, N. T. Bendle, P. E. Pfeifer, and D. J. Reibstein, *Marketing metrics: The manager's guide to measuring marketing performance*, 3rd ed., Pearson, 2015.

[5] S. Ivanova, A. Kilchenko, and T. Novytska, "Google Analytics 4—a modern open-access tool for monitoring the use of the scientific digital library web resource," *Education. Innovation. Practice*, vol. 12, no. 10, pp. 18–26, 2024.

[6] S. U. Jung et al., "The impact of digital marketing innovation on firm performance," *Sustainability*, vol. 15, no. 7, p. 5711, 2023.

[7] P. K. Kannan and H. A. Li, "Digital marketing: A framework, review and research agenda," *International Journal of Research in Marketing*, vol. 34, no. 1, pp. 22–45, 2017.

[8] A. M. Kaplan and M. Haenlein, "Users of the world, unite! The challenges and opportunities of social media," *Business Horizons*, vol. 53, no. 1, pp. 59–68, 2010.

[9] K. N. Lemon and P. C. Verhoef, "Understanding customer experience throughout the customer journey," *Journal of Marketing*, vol. 80, no. 6, pp. 69–96, 2016.

[10] K. Liu, "The measurement errors of Google Trends data," *Discover Data*, vol. 2, Art. no. 7, 2024.

[11] C. Lou and S. Yuan, "Influencer marketing: How message value and credibility affect consumer trust of branded content on social media," *Journal of Interactive Advertising*, vol. 19, no. 1, pp. 58–73, 2019.

[12] Meta for Developers, "Instagram API changelog: July 23, 2024," Meta Platforms, Inc., 2024.

[13] C. Söderström et al., "Augmented reality (AR) marketing and consumer responses," *Journal of Business Research*, vol. 182, p. 114991, 2024.

[14] Stat.uz, "National statistical database of Uzbekistan: Open publications and press releases, 2021–2024," 2024.

[15] P. C. Verhoef, P. K. Kannan, and J. J. Inman, "From multi-channel retailing to omni-channel retailing," *Journal of Retailing*, vol. 91, no. 2, pp. 174–181, 2015.

[16] L. Xue, C. J. Parker, and C. Hart, "In-store augmented reality design: Fashion retail's perspectives," *International Journal of Retail & Distribution Management*, vol. 52, nos. 7–8, pp. 817–832, 2024.