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ОДЕСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ

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## «ІНФОРМАЦІЙНІ ТЕХНОЛОГІЇ В ЕКОНОМІЦІ І УПРАВЛІННІ»

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# BENEFITS AND FEATURES OF SMM PROMOTION IN SOCIAL NETWORKS

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## ANNOTATIONS

**Vasyuta A., Orlyk O. Benefits and features of SMM promotion in social networks.**

*The article discusses the importance of such a marketing tool as SMM – promotion of goods and services in social networks for business. The features of this marketing direction are outlined. It is determined what exactly social networks provide for business and its promotion.*

**Keywords:** internet marketing, SMM, social network, promotion, target audience.

**Васюта А. В., Орлик О. В. Переваги та особливості SMM просування в соціальних мережах.** У статті розглядається значення для бізнесу такого інструменту маркетингу, як SMM – просування товарів та послуг у соціальних мережах. Окреслено особливості цього напрямку маркетингу. Визначено, що саме дають соціальні мережі для бізнесу та його просування.

**Ключові слова:** інтернет-маркетинг, SMM, соціальна мережа, просування, цільова аудиторія.

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**Problem statement in general terms.** With the development of digital and internet technologies in the economy began to change the mechanisms and structure of marketing communication. Today, the key to the success of any business is online marketing, which allows it to quickly attract the attention of a new customer. At the same time, it enables a potential client to find the company's competitors just as quickly. Therefore, it is extremely important for a company to build relationships with customers that would allow it to win their attention and trust. Social networks are becoming increasingly popular among

the population, which is why today one of the most widespread and relevant types of online marketing is social media promotion.

**Analysis of recent research and publications.** The emergence of new marketing opportunities in social media is becoming the subject of research by many scholars and practitioners. Such foreign scientists as: A. Toffler, A. Turen, B. Fay, E. Keller, J. Barry, L. Rice, M. Suster. Among the domestic scientists who have studied the peculiarities of organizing marketing activities in social networks and the feasibility of their use in the process of promoting goods and services of enterprises are: S. B. Romanishyn, I. R. Greskiv [1], N. L. Savytska [2], V. P. Pylypchuk [3], K. Y. Semenenko, N. P. Skryhun [4], O. Y. Yarmolyuk, Y. V. Fisun [5]. Also, research on the use of social networks in the promotion of goods and services was conducted by the co-author of this article – O. V. Orlyk [6–8].

**Identification of previously unresolved parts of the overall problem.** Without diminishing the significance of the scientific work, this area has not exhausted itself, since today social media marketing is the most effective method of company development. This is facilitated by the rapid pace of development of technologies on the internet and the increase in the number of social media users.

**The purpose of the article.** The purpose of the article is to outline the peculiarities of such a marketing area as SMM – promotion of goods and services on social networks, to analyze and identify the benefits that social networks provide for business.

**Summary of the main research material.** The development of digital and internet technology contributes to active use of the internet and social media. This trend is observed not only in the world, but also in Ukraine.

In September 2022, the number of internet users in Ukraine was 31.1 million people, and the level of internet penetration in the country was 71.8% of the total population. At the same time, from 2021 to 2022, the number of internet users grew by 526 thousand (+1.7%) [9]. And these data are not residual. Problems related to COVID-19 continue to influence the study of internet expansion, so the actual number of internet users may be higher than the figures suggest.

As for social networks, Ukraine had 28 million users of social networks in December 2022, which amounted to 64.6% of the total population. At the same time, from 2021 to 2022 the number of social media users in the country increased by 2.3 million (+8.9%) [9].

According to the statistics of Marketing Sherpa, 95% of people in the age from 18 to 36 years old note that it is easier and more comfortable to follow a brand, as well as interact with it through social networks [10]. This is quick, well-thought-out and does not require a lot of resources. This is one of the most important reasons for such a great demand for SMM specialists in this field.

Social networks are a large base of potential customers. Given the trends to active use of social networks by the population, enterprises are increasingly using them in their activities. It should be noted that actually almost every company has its own page on Facebook, Instagram, Telegram, YouTube, Pinterest, LinkedIn, etc. For many brands this is the only channel of promotion on the internet. Moreover, more than 60% of business exists only online, offline is out of the question. That is why modern business simply needs to promote itself in social networks in order to sell.

Businesses that use social media to promote their products seek to connect with their audience and attract more customers.

The number of Ukrainian companies that used social media in their activities was 13.0 thousand in 2019, 23.3% more than in 2017, and 5.7% more than in 2018 [11].

With the development of digital and internet technologies in the economy began to change the mechanisms and structure of marketing communication. Many social media users believe that SMM is just pictures, text from the internet and "empty" number of subscribers. But experience shows that it does not work, it is not marketing, not a strategy, and not something that can bring good results. What is SMM, why is it about strategy and sales, and how can social media marketing help the business?

SMM (Social Media Marketing) is marketing aimed at acquiring and retaining customers and sales in social media [10]. It is a method of communication with the digital world, the main purpose of which is to generate profits. SMM is suitable for B2B companies, online stores, services and media.

The SMM manager creates and designs corporate pages on various social networks, develops a strategy for their development (how to attract users, what kind of content, frequency of posts), fills the page with useful content that will attract and interest the target audience, creates and maintains communication on the page or group, answers questions and comments from participants, deletes spam, promotes the corporate page (comes up with various contests and promotions, is responsible for advertising that should attract new participants) [12]. This can be targeted advertising (through your Facebook account), advertising on bloggers, collaborations, and other methods. It should also be noted that the above methods of advertising are the most effective of all.

In addition, an SMM manager also maintains and analyzes statistics on promotion, traffic growth, and traffic conversion. Such a specialist must have knowledge of the latest SMM news, be well versed in trendy SMM products, and know modern advanced SMM tools. The work of a specialist requires constant communication and online presence.

Let us find out what social media give to businesses:

– First, a portrait of the business target audience – who they are, what they like, what problems they have, why your product can solve this problem, etc. Communication with their audience, the contact and own observations to

be more close to their subscribers, as well as better understand their needs. And after a painstaking, professional analysis and work with your audience's requests, you can already corrigue your content and final product.

– Otherwise, hunting and talking about the business. The more about your business or person, which stands for this company, say or tell other people, the greater the number of subscribers grows, and as a result – the business. If people at least 5 times will see or feel that the service and products of your company are better, they will surely want to buy them from you. Even if the prices of the products will be the highest for others.

– Third, go to your site. This point is the most important for online services or commerce. Through social networks, you can get an audience with the subsequent possibility to sell through the site, promotional pages of the business or advertising campaigns. For this gathered leaders (potential applications, which then can sell your product), applications for registration or reservation, personal data for further dissemination or a special offer.

– Fourth, the image and the real "soul" of your company. Samy social networks as dopomagayut show you and all your values, and your audience to understand why you have to turn, as opposed to, for example, your competitor, whose prices are 25% lower and the company exists for 4 years longer than yours.

It is important to understand that social media is not always a priority communication channel. It is worth thinking about the importance of SMM if your business belongs to the B2B sector or has a narrow profile, where the main way of communication is not social media, but some other types of interaction: personal communications, exhibitions, internal mailings.

Besides, we shouldn't forget that SMM is not about repeating 1:1 or copying someone else. We live in a time when it seems that everything possible has already been invented, but then we learn about some unique startups and photo processing apps. Therefore, it is necessary and important to spend some time and find your unique difference, how you will be positioned or presented in a social network [13].

Speaking specifically about interacting with your audience, you shouldn't forget that social media is a channel that allows you to get much more than just a one-time sale on a page or the provision of a single service. Any well-chosen social network can give you a right, loyal, trusting and "permanent" audience that will buy from you again and again, even the same product over a long period of time. It should be noted that this requires work. Just posting a story or a post on Instagram with a photo of a product will not help you sell, let alone make a new subscriber who knows you little loyal and open to your business.

Let's also consider the option with good, attractive content for the client, but no promotion and development of the page on social media. Let's say you've found a good designer or content maker who can make your page look professional in terms of visuals without any problems. Some time passes, but you see that no one buys anything from you, even though you have already spent money on a new employee for the team. Why is this happening?

The thing is that no matter how well your page is packaged, if there are bots (fake subscribers), or no new subscribers to work with for further sales. How exactly will people find out about you if you don't promote and develop your business page? And when we noted at the beginning of this article that SMM is not just about a pretty picture, but about a strong and well-thought-out strategy and sales, we meant this point as well.

Buying new subscribers can be a costly mistake for a young company on a social network. This is a complex algorithm that Instagram tries to block and prevent further promotion. It's worth remembering that a fake audience is an inanimate user who will not comment on your new posts and will not buy your product or service in the future [13]. Yes, it is cheap, fast, and easy, but it is not effective.

So, why SMM – not about pictures and simple text, but about a well thought-out strategy and sales? The usual photos, videos and text that have nothing in common with what we said above – is not marketing, which works "long" for the result.

The strategy is created according to certain tasks, which are urgent for business here and now. For example, for a new brand – it can be a recognition and increase the active, loyal audience. For those who have long been in the market and actively conduct social media, the main task can be to reach a new level of product and profit. For this it is necessary not only to identify the main tasks and set goals, but also to form a portrait of the audience, turn social media as the most comfortable, vigorous for you and the further promotion, growth of your business, create a rubric, identify the brand and support the tone of voice companies.

It should be noted that together the strategy and SMM create more impression of the brand, inspire and maintain trust, as well as a kind of "pre-conditioning" client to the purchase.

**Conclusions from this study.** Based on the above, we can draw the following conclusions. The use of SMM promotion radically changes approaches to doing business and provides ample opportunities and benefits for its development. The benefits of social media for business include determining audience preferences, forming a portrait of the target audience, reaching the audience in popular social networks, mentioning the business, increasing website traffic, creating a favorable image of the company, a positive reputation, etc.

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