

SOCIAL MEDIA MARKETING (SMM) AS NEW FORMS OF MARKETING

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Анотація

Розглядається тема маркетингу в соціальних мережах (SMM) та його значення в сучасному бізнес-середовищі. Соціальні медіа стали потужним інструментом комунікації та маркетингу, що дозволяє організаціям залучати свою аудиторію в масштабах, які раніше були неможливими.

Ключові слова: маркетинг, SMM, таргет, цільова аудиторія, соціальні мережі.

Abstract

The topic of social media marketing (SMM) and its importance in the modern business environment is considered. Social media has become a powerful communication and marketing tool, enabling organizations to engage their audiences on a scale that was previously impossible.

Key words: marketing, SMM, target audience, social networks.

Currently, marketing trends are rapidly evolving. Therefore, it is not surprising that traditional methods of introducing a new product or service to the market require specific promotional techniques. Simply creating a brand and making a statement about oneself is no longer sufficient. It is necessary to win the favor and interest of the audience. That is why social media marketing (SMM) has become the most effective tool today.

Social media marketing involves leveraging social media platforms to establish a connection with your target audience, enhance brand recognition, boost sales, and generate website traffic. It encompasses activities such as sharing high-quality content on your social media profiles, actively engaging with and responding to your followers, analyzing the outcomes of your efforts, and implementing social media advertising campaigns. The use of social media networks is widely employed, even by large companies. They have begun using SMM for advertising and promotion on social networks. There is a hypothesis that it is through the active use of social media that trust-based relationships with the brand's audience are improved.

In order to understand and determine the effectiveness of the use of SMM, it is necessary to find out its advantages and disadvantages. As to the advantages we mean the following:

1. Increased brand awareness. Social media platforms provide a wide reach, allowing companies to increase their brand visibility and awareness among a wider audience.
2. Increase Website Traffic. By promoting content, products or services on social media, businesses can drive traffic to their websites, resulting in potential leads and conversions.
3. Quick and easy content promotion. Social media offers a convenient way to promote content, whether it's articles, videos or other media formats. This makes it easy to share, engage and go viral, helping to expand the reach of your content.
4. Regular interaction with the target audience. Social networks facilitate constant communication and interaction with the target audience. Companies can interact with customers, respond to inquiries, solve problems and build relationships, promoting customer loyalty and satisfaction.
5. Industry, market and competitor research. Social media platforms provide valuable information about the industry landscape, market trends and competitor activity. By tracking conversations, analyzing engagement and studying competitor strategies, businesses can gather information to inform their own marketing decisions and stay ahead of the market.

Now we can consider the disadvantages of SMM:

1. Time-consuming. Effectively managing social media accounts and campaigns requires consistent effort and time. Creating content, engaging with the audience, and analyzing results can be time-consuming, especially for businesses with limited resources.

2. Potential for negative feedback. Social media platforms provide an open space for users to voice their opinions, and this includes negative feedback or criticism. Managing and responding to negative comments or reviews can be challenging and requires careful attention to maintain a positive brand image.

3. Difficulty in measuring ROI. Determining the return on investment (ROI) of social media marketing efforts can be challenging. While engagement metrics and follower counts can be tracked, it can be more difficult to attribute specific conversions or sales directly to social media activities.

4. Information overload. Social media platforms are filled with a vast amount of content, making it challenging for businesses to cut through the noise and capture the attention of their target audience. Standing out and maintaining a consistent presence can be difficult in such a crowded digital landscape.

Despite these disadvantages, the advantages of SMM outweigh the drawbacks when executed strategically. Businesses should carefully plan their social media activities, allocate sufficient resources, and adapt to changes in the dynamic social media landscape to maximize the benefits and minimize the impact of limitations.

To fully utilize SMM, it is necessary to determine the tools for implementation on a social media platform, which can be multiple. The main tools of this type of marketing include:

- organizing a community is creating a community for a brand and working on interaction with its participants.
- content marketing takes place in the placement of advertisements of one's resource on platforms of similar topics;
- targeted advertising arises in the creation of creative advertising and shows it to an interested audience according to certain characteristics;
- branding of games, placement of the brand logo in popular games, as well as sponsorship of players;
- online trading platforms are social network capabilities thanks to which online stores are created within the usual interface of the resource;
- a hashtag means a special thematic label, by which users can over time find the content or material they need within the network;
- the term SMO means optimization of a page on the Internet for the operation of search engines.

The use of social media networks is an important and valuable tool for modern businesses. It provides an opportunity to increase brand awareness, drive website traffic, engage with your audience, and market research. With precise targeting and a wide user base, social media allows you to reach the desired target groups. However, the use of SMM also comes with challenges. Sufficient time and effort must be invested in effectively managing social media accounts and campaigns. It is important to be able to respond effectively to negative comments and feedback. Also, measuring the return on investment in SMM can be a difficult task.

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