

**CONTENT, ESSENCE, AND USE OF SOCIAL MEDIA MARKETING AND SMM**

*Turgunov Shahzodbek Mukhammadjon ugli*

*KUAF, assistant teacher of the department of*

*"Social and economic sciences",*

*Soliyev Dilshodbek Alijon ugli*

*KUAF student*

**Abstract:** In this article, the author discusses the content and essence of social media marketing in the marketing system today, its specific aspects, as well as the advantages and disadvantages of social media marketing, and the issues of development through social media marketing platforms.

**Keywords:** marketing, management, social media marketing, digital platforms.

The rapid development of social networks has created a great opportunity to do business and develop a business through these networks. SMM is the effective use of networks that people use, such as Facebook, Instagram, YouTube, Telegram, to create and develop a brand in a business, increase the number of sales of products and services in it, and increase the number of customers who go to the website.

<sup>1</sup>The formation of the information society, consumer needs and The growth of demands, the acceleration of scientific and technological progress, characterized by information overload, the increase in consumer awareness, the proliferation of communication tools and media; etc., lead to problems in forming a balanced communication system that would be as effective as possible with minimal costs. In addition to providing business owners with ways to communicate with customers and attract new customers, SMM helps them track the success of their efforts and identify even more ways to attract them, and analyze the data based on this.

Social networks have now become the most popular Internet resources: in the USA and Western Europe, Facebook, Twitter and LinkedIn. In the Russian Federation, the SM rating differs significantly from other countries. The most popular resource is the VKontakte resource,

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<sup>1</sup> 1. Bakhmatova T.G. Bibliometric analysis of trends in the study of social media /

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Facebook is in second place in importance, and YouTube is in third place. Today, in Russia, the most effective and creative tool for promoting any type of product or service has become social media marketing (SMM).

To successfully operate in modern economic systems, an enterprise must create an effective communication strategy and constantly adjust it depending on the results.

Indeed, the term “social network” was first used in 1954 by sociologist J. Barnes, and in its modern sense was introduced in 1995 in the USA in the form of the Classmates website, and since the second half of the 20th century. it has become the central concept of the Web 2.0 concept and has gained great popularity all over the world since 2005 thanks to the likes of “MySpace”, “Facebook”, “LinkedIn”, “Twitter”, “Odnoklassniki.ru”.

Today, this term is understood as a resource that allows users to organize communities based on their industry and type of activity (social networks are used by 80% of companies in the world as a means of recruiting employees, and in 95% of cases, LinkedIn is used for this), interests (VKontakte), place of residence or study (Odnoklassniki), or any other characteristic. Today, there are already special computer programs that study the behavior of social network users and their perception of any brands and events in society. For example, V. Shalak's VAAL project The Scai4Twi computer system within the framework of the project allows you to analyze the content of Twitter microblogs. The new Google Analytics project allows you to measure the activity of the target audience using social networks. The most popular integrated services for monitoring social networks and the blogosphere: BrandSpotter, YouScan, BuzzWare.

Social media marketing is the easiest way to reach a large audience. Currently, half of the world's population, 3.8 billion people, use social networks. Moreover, this number is constantly growing - since 2019, the number of users has increased by 9.2%. Social platforms are essential for increasing brand awareness. According to Hootsuite, users find 52% of online businesses on social networks. This is where most people learn about new brands. Therefore, social platforms provide great opportunities for attracting a target audience and building long-term relationships. According to Oberlo, 55% of users search for a product on social networks before making a purchase. This means that the buyer's journey increasingly begins on Facebook, Instagram, and other platforms. In this regard, the impact of social media on sales is increasing every year.

Social media marketing (SMM) is a marketing strategy aimed at promoting a company, brand or product through social networks, strengthening customer relationships and increasing sales. It is part of digital marketing and is an important tool for modern businesses.

The essence of social media marketing can be summarized as follows:

1. Brand awareness: Promoting a brand by reaching a wide audience through social networks.
2. Customer interaction: Communicating with customers through comments, messages and interactive posts.
3. Building trust: Strengthening the brand image by responding to user feedback.
4. Reducing marketing costs: A more economical marketing option compared to traditional advertising media.
5. Information gathering: Identifying customer needs and desires through social media analytics.

The SMM strategy includes the following key elements:

**1. Content marketing:**

- Creating and posting written posts, articles, visual content (photos, videos, infographics).

- Reaching and engaging the audience with interesting and useful information

**2. Targeting and advertising:**

- Identifying the target audience (by age, region, interests).

- Optimizing advertising campaigns.

**3. Interactivity:**

- Answering questions, organizing contests and surveys.

- Bringing the brand closer to customers.

**4. Analysis and monitoring:**

- Tracking statistical data: number of views, comments, likes.

- Analyzing results to improve the strategy.

**5. Working with trends:**

- Monitoring current topics on social networks and using them to create content.

The benefits of social media marketing include:

- The ability to reach global and local audiences.

- Real-time customer engagement.

- Accurate measurement and optimization of marketing effectiveness.

To achieve success through SMM, it is important and very necessary to correctly define the strategy, create quality content and maintain constant contact with the audience.

**6.** It should be noted that social media marketing is a universal method and can be used by companies of any size, geographical location and industry. Products and services of any business can be instantly presented to millions of users around the world. For effective advertising on social networks, you can use paid and free tools to communicate with existing and potential customers. Direct communication with the audience allows you to clearly understand the consumer portrait, its socio-demographic characteristics, preferences, desires, interests, social status, etc. During the communication process, you can identify the weaknesses of your products and services, shortcomings in marketing activities and take them into account in the future. At the same time, active users are aimed at improving the processes of providing products and customer service

**7.** They can also act as idea generators. Taking their wishes into account allows the company to improve its business in accordance with emerging customer needs, which can later become market trends.

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