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SOCIAL MEDIA MARKETING AS AN EFFECTIVE WAY OF PROMOTION IN MODERN SOCIETY

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In the modern world, social networks are playing an increasingly significant role in the life of society. If for some users social networks are the fastest way to get acquainted with information, then others consider them as a tool for achieving professional goals. Indeed, according to data, representation on the Internet is a kind of business card for both businessmen and companies interested in promoting their products, as well as for representatives of creative and other professions promoting their ideas and services.

SMM (social media marketing) has recently become one of the most popular and effective methods of promoting in modern society. What is this technology and how to use it?

As you know, SMM is part of digital marketing, that is, the promotion of goods and services using digital technologies. As marketers write: «The world of shopping has changed. Global e-commerce sales grew by nearly 30% last year and new ways have emerged to make online content more “shoppable”. People can now buy products directly from social posts, when tuning into favourite shows, and while watching YouTube content on connected TVs.» [1]. That is, over the past 2021, global e-commerce sales have grown by almost 30%. And spending on digital channels accounted for 72.2% of the total marketing budget, since during the pandemic the world completely switched to online mode [2]. In other words, today it is impossible to imagine the world without digital marketing.

The most common types of digital marketing are represented by search engine optimization (SEO), Content-Marketing and Social Media Marketing (SMM). SEO is the process of website optimization, content marketing is aimed at creating informative content in order to increase brand awareness, and SMM is the active involvement of people in online interaction and, through this, also attracting traffic and increasing brand awareness. Since our review article is aimed at familiarization with the SMM, we will focus in more detail on the Social Media Marketing tools.

Romi Center analysts give a brief overview of popular social networks from the point of view of SMM promotion (according to Mediascope research) [3]. The widest audience by demographic indicators is Facebook – 2.7 billion users, the average age is 25-54 years, 54% are women. In second place is YouTube with 2 billion users with an average age of 25 to 34 years, 53% are women. And the third

place is shared between Instagram and Tik Tok with 1 billion users each. On Instagram, the average age is 25-34 years, 60% women, and in Tik Tok, respectively, 16-24 years, 56% men. If we take into account that the tasks of SMM, along with appearing in search results, increasing brand awareness and creating an attractive image for the consumer, are also to increase conversion and increase the potential target audience, then the above social networks are great for building consumer relationships with the brand.

The most effective SMM tools include branded content, working with videos, various kinds of sweepstakes and contests tracked on Internet resources, streaming videos and working with bloggers.

Unlike simple advertising, branded content focuses on an emotional background, thanks to which a connection with the target audience is established. The positive aspects of branded content include the attention and trust of customers, as well as a wide coverage of potential consumers. The disadvantage is the very high price.

The popularity of videos is obvious, with high-quality performance, they are visual and visually attractive. It is much easier for most people to watch a short video than to read long texts. Especially often in SMM training videos are used, where they show how you can do something yourself. No less popular are the so-called backstage, showing the behind-the-scenes life of various events.

In sweepstakes and contests as SMM tools, considerable attention should be paid to prizes that attract consumers to the brand and create an atmosphere of potential customers' familiarity with the company's values and involvement in the corporate spirit of the company.

Streaming video is defined as a technology that allows you to broadcast multimedia content (video) over the Internet in real time. The key point of streaming is the involvement of the viewer in the process, which contributes to an active increase in conversion and attracting a unique consumer.

Working with bloggers, or influencers, that is, influential opinion leaders, is one of the most complex and, at the same time, very effective tools of the SMM. The difficulty is in finding a famous person who is positive about the brand being promoted. At the same time, the bard's appeal to consumers through a celebrity is much more effective than direct advertising. Working with influencers helps to promote the brand on the market and attract new consumers.

A brief overview of WSM tools shows that the modern market is very sensitive to brand promotion. SM create an individual approach to each digital channel, allows you to find a way to the heart of each unique consumer, proclaiming brand values through the above methods and technologies. Given the increasing popularity of social networks, it is safe to say that SMM remains today one of the most effective ways of promotion in the modern world.

Referenses

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