



THE IMPORTANCE OF SOCIAL NETWORK MARKETING, WHICH IS A PART OF INTERNET MARKETING IN THE ACTIVITIES OF SMALL BUSINESS ENTERPRISES

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Annotation:

The article reveals the essence and popularity of social networks, their capabilities as a promotion tool. The concept and characteristics of social media marketing (SMM) as a field of activity are given, advantages, as well as disadvantages and risks associated with the use of SMM are shown. The results of foreign studies on the use of SMM in the marketing strategy of companies are analyzed.

Keywords: SMM, business, media, tool, method, marketing.

INTRODUCTION

Social media marketing is definitely an interesting and trendy area of marketing. However, despite the extensive experience of promoting brands in social media, not all companies know how to do it correctly, and do not use the full range of tools that can and should be used in social networks. That is why the topic under study is relevant, because the analysis of the characteristic features of marketing activities in social networks will help marketers make more informed decisions regarding the implementation or refusal to implement such a policy and increase its effectiveness in general.

MATERIALS AND METHODS

Modern conditions for the development of ICT have led to an active growth in the popularity of the Internet, the number of users of which is constantly increasing. "Social media", despite their active study by representatives of different scientific fields, is an ambiguous concept and, in addition, for the



analysis of SM, terms such as new media, social networks, Web 2.0 are often used as synonyms. The concepts of "social media" and "new media", in our opinion, cannot be considered as synonyms. We agree with the point of view that "new media is a broader concept that refers to all the latest technologies in communications. The terms "Internet media", "Internet media" and "social media" can be used as components of the term "new media" [1, p. 276-277].

RESULTS AND DISCUSSION

Social networks have now become the most popular Internet resources: Facebook, Twitter and LinkedIn in the USA and Western Europe. The rating of SM in the Russian Federation differs significantly compared to other countries. The most popular resource is VKontakte, Facebook ranks second in importance, YouTube is third [1, 278]. Today in Uzbekistan, social media marketing (SMM) has become the most effective and creative means of promoting any type of goods or services [2].

For successful operation in modern economic systems, an enterprise needs to build an effective communication strategy and constantly adjust it depending on the results [3,4]. The implementation of this task without the use of social networks is impossible. It is social networks that allow you to better understand the interests of the target audience, its needs, desires, intentions, motives, ambitions, fears, and the like. That is, based on the social network capabilities of an industrial society, a socio-psychological image of a potential consumer should be formed and effective mechanisms of interaction with him should be designed [7]. Today, this term is understood as a resource that allows users to organize communities according to the field and type of activity (social networks are used by 80% of companies in the world as a means of recruiting personnel, and in 95% of cases the LinkedIn network is used for this purpose), interests (VKontakte), place of residence or study (Odnoklassniki) or any other sign.

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, the Scai4Twi computer system, within the framework of the V.Shalak VAAL project, allows you to do content analysis of microblogs in the Twitter network [1]. The new Google Analytics project allows you to measure the activity of the target audience using social networks [2]. The most famous integrated services for monitoring social networks and the blogosphere: BrandSpotter, YouScan, BuzzWare.



Thus, social networks are a multifunctional tool for promoting any ideas, organizations, brands, personalities. The popularity and possibilities of this mechanism are growing rapidly, there are methods for studying and analyzing social networks in sociology, psychology, marketing, management, and the like. Social media marketing (SMM) is a relatively new and actively developed area of activity for manufacturers of goods and services, regardless of the scale and specifics of work. However, there is no single and generally accepted definition of SMM.

So, according to D. Falls and E. Deckers, who systematized numerous definitions, SMM is:

1. Content creation activities carried out in order to attract attention to the brand, expand the circle of consumers, increase brand popularity;
2. The process of getting traffic for the site, implementing marketing through social networks;
3. Activities to promote the site, to attract consumers
4. Tool to attract consumers

However, after analyzing the publications indicated The above authors can formulate the following definition: social network marketing is a special Internet marketing tool that involves the promotion of a product/service/company/brand through social networks in which content is generated and updated by the efforts of their visitors. Using viral marketing, social network users not only increase the amount of information presented on the manufacturer's website, but also raise the site's rating in search engines.

Many marketers experience failure when promoting a product / service on the Internet due to the erroneous belief that the main task of SMM is to stimulate sales. Although the true goal of SMM is the formation of consumer interest, the creation of a positive image and positioning of the company as aimed not at making a profit, but at satisfying consumer needs. A feature of social networks is the possibility of direct interaction with the consumer, without the obtrusiveness of traditional marketing technologies.

The role of the marketer in the implementation of SMM is to start and maintain this process. So, S. Gunelius, President and CEO of KeySplash Creative Inc., in her study [7] developed 10 laws of successful SMM that solve the problem of determining the functions of a marketer in social networks (Table 1).



Table 1 Ten Laws of Successful SMM

No	Law	Content
1	"Listen more, talk less"	It is necessary to monitor the content of the target audience, engage in discussions with readers, perceive criticism and wishes of consumers
2	"Focus on the essentials"	Clear specialization, focusing the company's strategy on building a strong brand
3	"Quality is more important than quantity"	A thousand online fans who read and talk about enterprise-related content with others are more valuable than a million people waiting for the next promotion
4	"Publish quality"	It is necessary to create and publish only valuable, relevant in the current conditions and original content
5	"Work Hard"	Internet activity should be regular and systematic
6	"Attract Influencers"	Opinion leaders - individuals and brands that have influence in the market, have a quality audience and may be interested in cooperation
7	"Value the audience of readers"	Dialogue with consumers and opinion leaders is of great value: they will then become powerful engines of "word of mouth"
8	"Be thankful to users"	It is necessary to remember each user, pay attention to everyone who accesses via the Internet
9	"Be available"	It is necessary to constantly publish content, participate in discussions and communication after publication
10	"Share Content"	Materials that have been published by others should be exchanged and discussed

CONCLUSION

Strategic goal-setting using social networks helps to obtain the necessary information about your own company and potential competitors, form a convincing image (brand) of the products offered, arouse the interest of not only the target, but also adjacent social groups, track the main trends, see changes in the activity of advertising campaigns, solve other problems of the market economy. Only after an adequate understanding of the strategic prospects of economic activity with the active use of social networks, it becomes a feasible task to achieve the planned success.



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