

SOCIAL MEDIA MARKETING: HARNESSING THE POWER OF ONLINE PLATFORMS**Mo'minova Kanizaxon Yo'ldashali qizi**mominovakaniza@gmail.com**Kodirova Muzayyana Avazkhon qizi**muzayyanakodirova14@gmail.com

Annotation: This article provides an introduction of social media marketing and explains how companies can advertise their brands, goods, and services on different websites. It highlights how crucial it is to create a solid social media strategy and provides examples of typical approaches to interacting with followers and gauging performance. The potential advantages of social media marketing for organizations, such as greater brand awareness and client interaction are explained in the article.

Key words: social media marketing, customers, interpersonal engagement, word of mouth advertising, brands.

I. INTRODUCTION

Social media marketing, sometimes referred to as digital marketing or e-marketing, is the process of using social media platforms where people create social networks and exchange information to enhance a business's online visibility, boost sales, and improve website traffic. SMM includes built-in data analytics capabilities that enable marketers to monitor the effectiveness of their campaigns and find new opportunities for engagement, in addition to giving businesses a means to interact with their current clientele and attract new ones. Nowadays social media marketing strategies are crucial for businesses because of how widespread these platforms are.

II. METHODS

Businesses have devised several strategies to ensure that their social media marketing is at a high level. One of the strategies used by marketers to promote their products on social media is using celebrities to endorse these products [1]. These endorsements come through social media sites such as Instagram, twitter, Facebook, Tiktok, etc. These celebrities are viewed to have a high social value hence they attract a larger number of customers to products [2]. Celebrity influencers are powerful tools for advertisement in marketing because they can easily grab costumers' attentions and have the potential to reach more people than other traditional advertising methods, which can boost the brand awareness and enhance the brand credibility [3]. Nowadays, it is common for social media accounts that attract huge numbers of followers to be approached by businesses so that they can advertise the business's products to these followers. Part of these advertisements involve these celebrities going live on their social media platforms [4]. Previous research suggests that as many as 25% of all television commercials and 10% of advertising budgets involve celebrity endorsements [5]. And there is a direct relationship between the use of celebrities in advertisements and improvement in company profits because celebrities help companies create unique position and positive brand image in the marketplace [6].

Corporate advertising is another tactic used in social media advertising; its goal is to improve a company's reputation rather than only advertise its products and services. An

increasing number of commercials just seek to notify the public of a company's existence that draws their interest in learning more about the enterprise. Thanks to these tactics, social media marketing is now quite successful. The best approach to social media marketing is through image appeals.

According to the researchers' opinion, image attractiveness includes aspects of cognitive and orientation responses to consumer perception. Cognitive appeal involves problem-oriented situations, while response orientation involves the consumer's emotions. The use of visual appeals increases the knowledge of consumers, increases their emotional connection. As a result, this strategy effectively promotes valuable and expressive products to the target audience. Business organizations make image references on social media platforms to promote their brands.

III. RESULTS

It is evident that numerous advantages of social media marketing are available for both customers and organizations. First of all, it gives companies a chance to advertise their brands, products and services they provide. Secondly, based on clients' individual interests and site comments, social media marketers can also target audiences and customers. By doing this, businesses can increase word-of-mouth marketing and efficiently connect with those who are most interested in what they have to offer. Regardless these advantages, social media marketing has led to a number of challenges. First, interpersonal communication is being supplanted by computer use, which eliminates it altogether. Therefore, companies are unable to obtain direct feedback about their products from consumers. Businesses find it more difficult to comprehend the unique demands of their clients when there is a lack of interpersonal engagement between them and their clientele. This raises the possibility of a supply of low-demand products. Social media provides mischievous people with an opportunity to spread fake information regarding a company's products which may ruin a company's brand. The use of celebrities to promote products might result in over promotion of these products hence misleading consumers as to what the best products and features actually are [7]. In order to overcome these obstacles and preserve their positive reputation, businesses must make sure they exercise caution while using social media marketing.

IV. DISCUSSION

The trend of social media marketing is here to stay. Therefore, in order for businesses to meet their objectives and compete effectively, they must adjust to this trend. Corporate commercials and celebrity endorsements are among the tactics used in this trend. Benefits from these tactics include increased consumer pleasure, business brand awareness, the promotion of goods and services, and the enhancement of many economic sectors. Notwithstanding the advantages, there are drawbacks including false information and a decline in face-to-face communication. Social media marketing trends indicate that in the near future, this type of marketing will grow rapidly. Companies must be prepared to manage the trend completely.

V. CONCLUSION

Using social media isn't about establishments or money. It has nothing to do with billionaire stockholders. Ownership by a corporation is not at issue. Through social media, regular people may take charge of their surroundings and discover innovative ways to unite their voices in order to

achieve their goals. Although social media marketing (SMM) is mostly conducted online, it shares some characteristics with offline marketing strategies such as word-of-mouth marketing. Social media marketing (SMM) is the process of promoting a website, brand, or company by engaging with or drawing the attention of present or potential clients via social media platforms.

The most well-known social media platforms that businesses and celebrities frequently utilize to market their brands and themselves are Facebook, Twitter, and Youtube. With Facebook and other social networking sites seeing daily user growth, the firm will undoubtedly see an increase in clientele and a great deal more advertising, making social media the ideal medium for marketing.

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