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### SOCIAL MEDIA MARKETING IN 2022

*The main goal in this scientific work is to analyze the Social Media Marketing, its popular ways to promote, new updates, marketing strategies, marketing plans, platforms to promotion.*

**Keywords:** *Social Media Marketing, promotion, platform, TikTok, Instagram, Facebook*

Starting with the Social Media Marketing (SMM) and its main methods. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook, Instagram, and LinkedIn, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales. But also, marketers use platforms such as TikTok, or Instagram and YouTube reels to promote goods and services there as it is very popular all over the world. Simply, the easiest way to introduce and sell anything. Social media marketing requires an evolving strategy with measurable goals and includes:

Maintaining and optimizing your profiles-posting pictures, videos, stories, and live videos that represent your brand and attract a relevant audience. Responding to comments, shares, and likes and monitoring your reputation. Following and engaging with followers, customers, and influencers to build a community around your brand.

Also, social media marketing includes paid social media advertising, where you can pay to have your business appear in front of large volumes of highly targeted users. These are usually famous people or celebrities, as they are the ones, who people trust. Talking about the benefits of SMM, with such widespread usage and versatility, social media is one of the most effective free channels for marketing your business today. Here are some of the specific benefits of social media marketing:

– *Humanize your business.* Social media enables you to turn your business into an active participant in your market. Your profile, posts, and interactions with users form an approachable persona that your audience can familiarize and connect with, and come to trust.

– *Drive traffic.* Between the link in your profile, blog post links in your posts, and your ads, social media is a top channel for increasing traffic to your website where you can convert visitors into customers.

– *Generate leads and customers.* You can also generate leads and conversions directly on these platforms, through features like Instagram / Facebook shops, direct messaging, call to action buttons on profiles, and appointment booking capabilities.

– *Increase brand awareness.* The visual nature of social media platforms allows you to build your visual identity across vast audiences and improve brand awareness. And better brand awareness means better results with all your other campaigns.

– *Build relationships.* These platforms open up both direct and indirect lines of communication with your followers through which you can network, gather feedback, hold discussions, and connect directly with individuals.

Moving to the next, I have analyzed marketing strategies in Belarus and US in food industry and ready to give the information, concerning that. I will not take as an example McDonald's, as usual, but the KFC. Comparing KFC advertisement in Belarus is firstly based on affordable coupons, which make the purchase better and non-pricey. Also, a thing, that is similar to US KFC is billboards all over the State or city. KFC usually promotes everything via Instagram and Facebook, sometimes they even have Twitter.

According to United States statistics: the average US adult spends 2.25 hours on social media every day:

- Over 70 % of people who have a positive experience with a business on social media will recommend that business to their networks.
- Facebook users click on 12 Facebook ads on average every month.
- 81 % of people use Instagram to research products and services.
- Nearly 80 % of Twitter users feel more positive about a business when they get a response to their tweet.
- 4 out of 5 people on LinkedIn drive business decisions.
- 46 % of TikTok users engage in the app without any other distractions [1].

According to Belarus statistics, 4.35 million Belarusians (46.1 % of the population) use social networks. In 2021, this figure was lower – 3.9 million, or 41 %. Thus, over the previous year, the number of social network users increased by 0.45 million, or 11 %, and, according to experts, the rate of further growth will remain high. In terms of gender, 59.8 % of active clients of communication Internet platforms are women, the share of men is 40.2 %. This is one of the lowest rates in the world. Interestingly, 95.7 % of users access social networks from mobile devices. The leader in terms of driven traffic to websites is Pinterest with a share of 25.55 %. In second place is Vkontakte (15.16 %), in third place is Instagram (13.23 %), which bypassed Facebook (13.12 %) and YouTube (12.94 %). Closes the top six Twitter with a share of 10.84 % [3].

There are also some things common in Social Media Marketing strategy, I will get the points on them, they are:

- *Knowledge of your audience.* What platforms they use, when they go on them and why, what content they like, who else they're following, and more.
- *Brand identity.* What is the message you want to convey to your audience? How do you want them to feel when viewing your content?
- *Content strategy.* While there is a level of spontaneity on social, you'll need a structured content strategy to be able to have a consistent voice and produce quality content regularly.
- *Analytics.* Quantifiable insights will inform your strategy, including who you're reaching, the right content to share, the best times to post, and more.
- *Regular activity.* Social media is a real-time platform. If you want to use it to grow your business, you need to post regularly, stay on top of engagements with your business, engage back, keep up with trends, and maintain accurate profiles.
- *Inbound approach.* Don't use social media to pitch your business. Focus on adding value through useful and interesting content and building up those around you. This, in turn, will organically promote your business and others will promote it for you.

These strategies will help to better promote any service and product, but you need to consider, if it suits the thing you are working with. We can also implement SMM plan here, Align SMM goals to clear business objectives, learn your target customer (age, location, income, job title, industry, interests), conduct a competitive analysis on your competition (successes and failures), audit your current SMM (successes and failures), create a calendar for SMM content delivery, create best-in-class content, track performance and adjust SMM strategy as needed.

For now, we will consider the best social media marketing platforms in details. The best social media marketing platforms for business include Facebook, YouTube, Instagram, LinkedIn, Twitter, TikTok, and Snapchat. Different social media marketing sites require different approaches, so here's a brief overview on each one-its user base, main vibes, pros, cons, and content types.

First is Facebook is the largest social media platform globally as well as one of the biggest local business directories. People of a diverse range of age groups use it to communicate with friends and

family, participate in groups and forums, find and visit businesses near them, and follow brands. Facebook is a great SMM: build relationships with current customers, announce hours changes, events, and milestones, hold discussions and live streams, market to baby boomers

Next is YouTube, you may not think of YouTube as a social media marketing channel, but it fits the bill: you can post videos to your channel; share, comment on, and like other videos, and follow other accounts you like. Plus, you have a curated feed in your homepage with recommended videos. The key to social media marketing on YouTube is not to try to «go viral», but to add value. It's best for:

- Tutorials, how-tos, and explainer videos.
- Shoppable YouTube live streams.

And taking one of the famous – Instagram, though it came onto the scene years after LinkedIn and Twitter, Instagram quickly surpassed those platforms and reached one billion monthly active users in 2022. It's popular for its diverse content formats, including Feed posts, Stories, Lives, Reels, and IGTV. People use Instagram to follow influencers and brands they buy from and who support their personal values. Create your Instagram\_bio and then use it for:

- Social shopping.
- Influencer marketing, user-generated content, company culture.

In conclusion I would like to note how important is Social Media Marketing in 2022. It is the fastest and yet easiest way to promote and sell goods. And regardless of which platforms you use or how you use them, the most important thing to remember is that social media is not a platform to pitch your business. It's a community for you to express your personality, demonstrate your values, share useful information, and build up those around you. With people naturally following you and promoting your content, there will be no need for pitching. And with this approach, you'll achieve not just your business goals but all of the other intangibles that translate to gratification and fulfillment. The most important thing is to choose the platform based on the industry you are working in, as it will change everything.

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