

THE ROLE OF SOCIAL MEDIA IN MODERN MARKETING STRATEGIES.

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1.0 ABSTRACT

Social media has undeniably emerged as a critical tool in the current and future marketing mix, changing the way organizations, and firms communicate with their target consumers, create product imagery, and facilitate consumption. This comes in handy in outlining the suitable topic of this article; the use of social media in modern marketing: advantages, disadvantages, and recommendations. The survey and secondary research analysis of the social media platforms underscore some important find out in relation to the use of social media by different businesses and corridors of success or failure.

The analysis shows that social media is a cheap promotional channel for enhancing customers' interest, and the proper broadcasting tool is video. Although currently Instagram reigns in marketing, the challenge is significantly huge for marketers where they have to deal with issues like generating organic content, and changing algorithms. Also, while posting must be consistent and analytics must be used to great effect, these are also important factors to consider. The discussion shows the evolution of the social media marketing and need for continuous update of knowledge in the area.

The following practical conclusions are given based on the results of the study: businesses should focus more on customer interaction, use video content, solve content production issues, and make efforts to adapt to changes on the platform. By adopting these strategies, it will be possible for the companies to exploit social media wholly to succeed in the rapidly growing future business environment.

Keywords: *Social Media and Marketing, Social Media Strategy, Social Commerce.*

2.0 Introduction

Research Background

Marketing has not been left behind by the social media boom which started in the early 2000s to become a key aspect in today's marketing. Now in the guise of corporate tools for two-way global content generating and user engagement, social media has become an indispensable tool in business audience relations. It offers a potent weapon for brand promotion, communication with customers and sales generation in the global, computerized environment. In the current complex business world where competition is rising at an alarmingly higher rate, social media is a functional tool in managing customer relations, market research, and increasing organizational productivity.

Research has established the fact that the brands that incorporate good social media communication mark higher levels of customer interaction, brand commitment and better income returns than the brands that rely on regular marketing techniques. Nonetheless, lots of

organisations fail to effectively employ this communication channel into their marketing mix and lack continuity in planning, resources and evaluation. Based on the current progress of changing the business, it is critical more than ever to grasp the importance of social media in today's definition of marketing strategies.

Research Problem

Thus, this research question: what role does social media play in the general marketing environment and the available marketing research evidence on the performance of current digital marketing initiatives? While more businesses are now adopting social media marketing, few organizations effectively harness the tool because many lack the expertise, alignment to the corporate strategy, or knowledge of the behavior of consumers online. This has implications in how organisations leverage social media for branding, engaging customers and getting to the relevant markets. Consequently, this research focuses on addressing the question: In what way does the use of social media affect marketing processes and its performance in today's organizations?

Research Objectives

The objective of this research is broad in terms of exploring the role social media plays in constructing and optimizing marketing initiatives, particularly exploring how effective social media is for building brand and business results. The primary objectives of this study are as follows:

1. In order to assess the impact of social media marketing on business organizations' marketing performance.
2. To make clear what parts of usage of social networks (posts producing, demographic and geographic targeting, data analysis etc.) are the most valuable for marketing.
3. In order to investigate social media impact on customer interactions, brand familiarity, and business performance.
4. In order to identify common practices and effective method to follow for the development and integration of overall social media strategy in the light of current marketing objectives.

Scope of the study

The present study reviews the use of social media in the marketing of a firm's products, with regards to size and type of business; small business or large business, for-profit businesses, and non-profit organizations. It will utilize a mixed-method approach:

Quantitative: Customer research about the use of social media, key performance indicators, and marketing effectiveness.

Qualitative: Surveys of marketing professionals for the purpose of obtaining information on emerging concepts, issues and trends in social media marketing.

Quantitative comparison will also be effected across various industries in to draw comparisons as well as discover fluctuation in the effect of social media. The research will also compared social medial approach in targeting local and global markets, so th`e study results are generalisable to various marketing contexts.

Research Significance

The topic of this research concerns how social media works in contemporary marketing and is important for both theoretical and pragmatic reasons. First, it can be useful for the

development of marketing theory since the interactions of social media and traditional and digital marketing tactics are analyzed. Second, it provides utility as it guides organizations for a strategic vision and planning of data driven, customer oriented social media initiatives to increase outcome. Finally, this research aims at reducing the theoretical-practical gap with the view to providing businesses with practical guidelines on how to use social media effectively for sustainable business outcomes.

3.0 Literature Review

▪ Secondary Research

Evenlyn (2024) argues in her research that in today's digital age the population has shifted increasingly towards use of social media in their lives, it is becoming very critical for businesses to ensure they engage customers through social media for reasons such as brand building and sales. Social media marketing means choosing the proper channels, producing exciting content, and encouraging clients' participation through the comments, polls, and live sessions. Others are Hashtag marketing, Influencer marketing, and Social commerce that can enhance the results. Engagement rates, reach, and conversion rates of the posts used as part of the campaign have to be kept track of. But issues such as how to deal with the negative responses, changes in algorithm and time constraints cannot be overlooked. Some more trends which are active and should be pursued in the future are short-form videos, Augmented Reality, and sustainability.

(Cutter, 2023) gives an answer from his article that social media has changed the faces of the modern business world as it provides a major tool for representing brands and getting the target audience. However, it proves to be very helpful for companies that seek social media marketing for being cheap and effective as well as offering consumer profiling and loyal consumer base. However, there are barriers like; dynamic algorithms; content creation; and, assessing return on investment, persist. They include setting up goals, who you are targeting, how you plan to capture the attention of your target group, maintaining continuity in delivery, and evaluating effectiveness. Digital marketing agencies can help businesses when dealing with certain complications and when looking for ways to improve their campaigns. Lastly, it is clear that social media is an indispensable resource for companies that want to adapt to conditions of the digital economy.

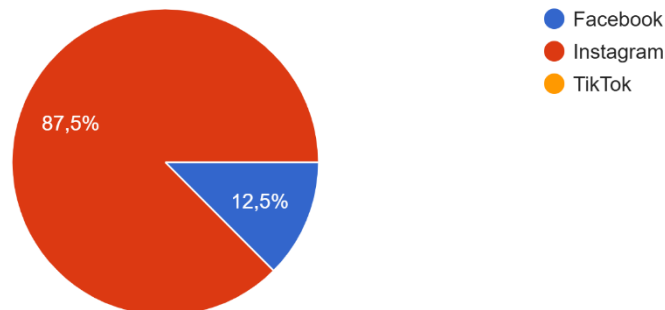
4.0 Research Methodology

▪ Primary Research

I find this statistic observation revealing another fact that depicts the percentage of businesses that perform services with concern to Instagram revealing the highest percentage response of 87.5% as the key social media marketing channel. Concurrently, only 12.5 percent of businesses use Facebook marketing, an indication that it may be on the decline in order to make way for apps which will attract the younger and more graphic inclined Generation Y audience.

1 Which social media platforms does your business currently use for marketing purposes?

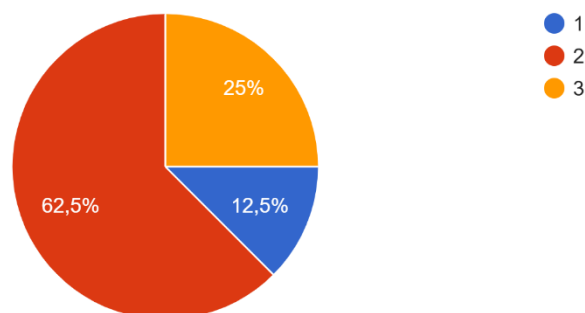
8 ОТВЕТОВ



Regarding the effectiveness of marketing on social media, a majority of the respondents 62.5% consider the platforms moderately effective, and 25% consider the platforms highly effective for the same. A mere 12.5% of respondents consider it less effective, which shows that there is potential to make the strategies better.

2 On a scale of 1 to 3, how effective do you think social media is in achieving your marketing objectives (e.g., brand awareness, customer engagement, sales)?

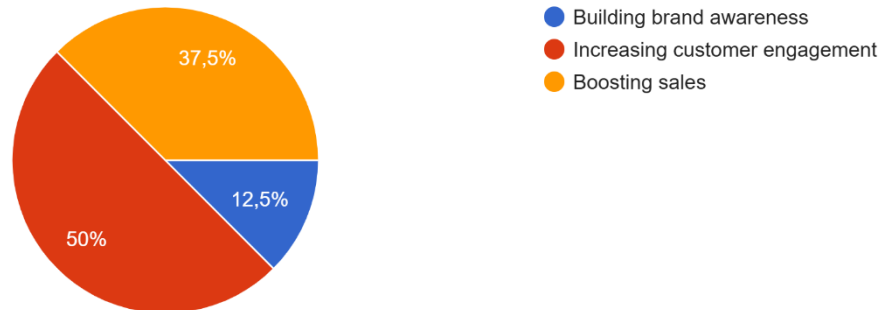
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Originally, 50% of the participants plan on enhancing customer interactions, while 37.5% are interested in sales growth; only one-fifth of participants target brand recognition as a primary goal.

3 What is the primary goal of your social media marketing efforts?

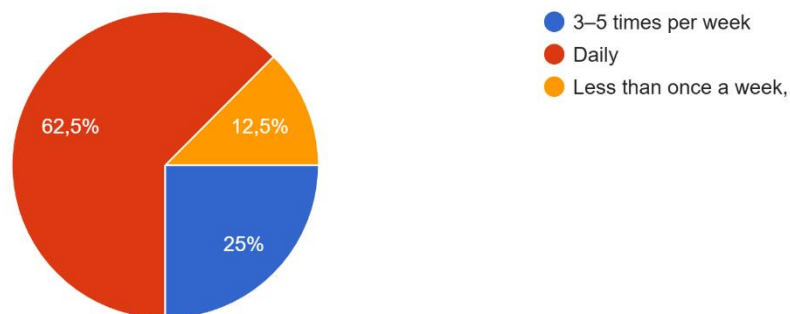
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It was also found that most respondents (62.5% of them) post content on their social media pages on a daily basis, suggesting high levels of commitment towards updating activity; 25% of the respondents post 3-5 times a week and the rest (12.5%) post seldom, less than once a week.

4 How often does your business post content on social media platforms?

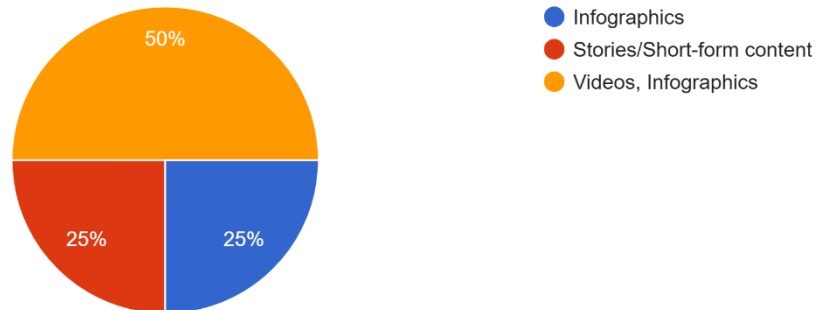
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These results proved that video is one of the best content types preferred by 50% of people showing more engagement power. It also discovered that there is no clear preference for any visual content type: Infographics and stories/short-form content stand at 25% each.

5 What types of content do you find most effective for engaging your audience on social media?

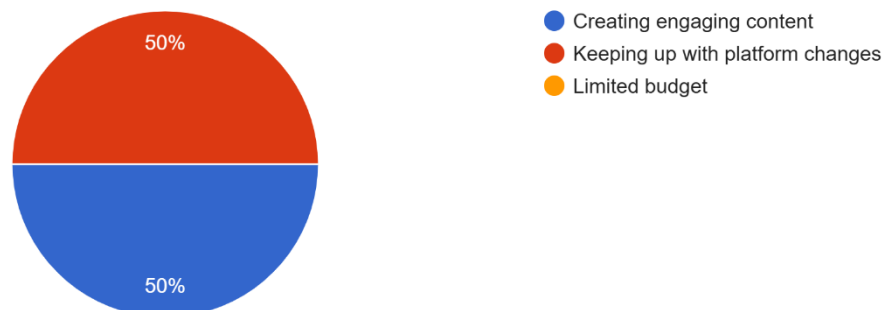
8 ОТВЕТОВ



The greatest issues that businesses encounter in social networking advertising can be summed up by equally divided concerns about generating quality content (50%) and about alterations of the platform (50%); budget limitations do not appear to be a problem (0%).

6 What challenges does your business face in implementing social media marketing strategies?

8 ОТВЕТОВ



5.0 Research Findings

The survey, observations, and analysis of the status of social media in contemporary marketing philosophies drawn from the current study provide the following major insights into the effects of social media on businesses. The use of social media platforms has greatly enhanced the communication between organizations and its target customers, marketing strategy and general goal achievements. The results are classified under platform utilisation, content impact, marketing objectives, post frequency, and business issues encountered.

Platform Usage in Social Media Marketing

The survey results indicate that Instagram is the most popular social media for the promotional purpose by having 87.5% of people who use it, while only 12.5% people use

Facebook. Such findings imply that companies prefer aesthetic-based applications that feature innovative elements for interaction and materials sharing. Several theories were worth considering to explain why Instagram took over Facebook; First, more youthful people have embraced the platform, and second, it supports many forms of content, including posts, stories, and reels.

Effectiveness of Social Media Marketing

The extent of utilizing social media for marketing the business was measured on a scale of 1 to 3 to ascertain the extent to which it has support the business objectives. About half of the respondents (45 %) said that it was not very useful, and another 17.5% said that it was not useful at all. And only the 12.5% considered it less effective. These findings suggest that, overall, businesses are inclined to perceive social media as an effective means to accomplish the corporations' goals, namely building brand image, identifying the customers, and making sales, however the rates of the effectiveness may depend on the undertakings used.

Primary Goals of Social Media Marketing

Self-generated questions Regarding the important objectives of social media marketing, the large percentage of the respondents, that is 50% of them pointed to friendliness as the greater need while 37.5% pointed to the need for sales while the remaining 12.5% pointed to the need for brand recognition. This points out that businesses can harness the underlying interactive capabilities of social media as a tool for creating profound bonds between an organisation and its customers, while at the same time, create value for the business. However, brand awareness, which is critically important, seems to be the less significant priority of most enterprises.

Content Types and Effectiveness

Content relevance is a crucial factor of SMM, and the results show that video content is the most relevant type, which was preferred by 50% of respondents. Both infographics and the sections were rated 25% for the stories kind of content. In the following reasons videos are preferred by businesses because they are engaging and can be used in different ways. This share is increasing in parallel with the focus on the platforms like Instagram and TikTok that incorporate more video material.

Posting Frequency and Its Impact

Based on the frequency of posting, 62.5% of businesses said they post daily while 25% said they post 3-5 time per week. As few as 12.5% of the subject posts less than once a week. The focus to post on the channel continuously pointed to the fact that failure to keep active in a given social media platform means that you are gradually becoming irrelevant. Consistent creation enables business people to retain their audiences and maintain connection with them.

Challenges in Implementing Social Media Strategies

Yet, organizations have a number of issues when it comes to the execution of social media plans. The survey identified two main challenges: Developing interesting and relevant material (50%) and knowing about changes to the social media site (50%). However, not a single participant claimed that having a low budget was an issue, suggesting that the major problems are more to do with imagination and flexibility than money. These results raise the importance of professionals and working in the content creation business and understanding of changes in algorithms and platforms.

Thus, the results also confirmed the importance of social media networks in the contemporary concept of marketing. Sites like Instagram represent the largest market share since they are cross-domain and visually oriented, and video content is proven to be the most effective for engagement. Engagement or customer relations and sales are major goals highlighted, proving the versatility of the social media tool. But, the problems of content generation and platform customization need to be solved to enhance social media's capabilities fully. These findings are informative to the current generation of organizations to develop effective social media marketing strategies and sustain success in the era of globalization.

6.0 Discussion

The findings from this research provide significant insights into the use of social media in contemporary marketing communication while providing a rich picture of the promotion of marketing goals and objectives among organisations. This discussion revisits these findings and discusses them in light of current trends in digital marketing.

The Dominance of Instagram in Marketing Strategies

Instagram is proven as the most popular platform among all businesses with 87,5% of them using it for marketing which is very important for the modern world. It also possesses new facilities such as reels, stories, and posts which include videos and images consistent with the need of consumers for exciting content. This dominance may well mean businesses and especially those more inclined towards the younger generations understand and appreciate Instagram as the necessary platform for brand exposure and audience engagement. I for one, only use Facebook sparingly, which is evidence that the audiences have shifted and have decided to go with more graphic and technologically advanced channels.

Social Media's Effectiveness and Its Role in Business Goals

The study unveils that most firms agree that social media marketing is moderately to highly effective for their marketing goals. Customer engagement came out as the most important goal which demonstrated the importance businesses accord to directly engaging their audiences. This is in accord with the dynamic nature of social media strengthening business customer interface with the customer providing a channel through which the business can directly interact with the customer, get immediate feedback from, and establish a close relationship with. However, the comparatively smaller importance of brand recall indicates the fact that businesses might already take social media presence for granted and are now beginning to explore ways to bond more closely with the audience and sell to them.

Content Strategies: The Rise of Video Content

The perception of video content as the best and most suitable format with which one can capture the audience corresponds with the overall trend in social media marketing. For instance, TikTok, YouTube, and Instagram Reels have brought in more engagement with videos because they are now more versatile content types. Videos work not only for grabbing people's attention immediately but also for telling stories, presenting products, and developing loyalty with people. Such an effect underlines why firms must invest in Video production tools as a way of countering the existing competition.

Consistency and Posting Frequency

The study found out that most companies share content on a daily basis, this indicate the need to be active on social media platforms. It also keeps businesses in-sight and in-mind with

their target market, through consistency and constant communication. However, the pressure of generating as many quality contents every day might need business organizations to embrace efficient content development and posting calendars or hire content development professionals.

Challenges in Social Media Marketing

Of all of the issues determined—there are two that stand out as the most fundamental barriers businesses must surmount if they are to glean the most value from social media; content production that is at once compelling and content modification that accounts for changing platforms. One major factor that defines success is the capacity to generate large volumes of quality, creativity and relevance. Secondly, social media is never standing still as its algorithms and features change more frequently than publishing and advertising tools. To overcome these challenges businesses will have to invest in strengthening skills, knowledge and remaining current with advancements in the platform.

Implications for Modern Marketing Practices

These findings are suggestive of the indispensability of social media to contemporary marketing initiatives. It is concerning to see that for any business, it has to be customer-led by focusing on platforms customers use and frequent. Moreover, the consideration of videos and daily post activities suggests the ultimate dependence on the adaptable and flexible marketing departments that are going to operate in the dynamically changing environment created by social platforms.

Future Considerations

The research has reveal that social media works However, it has ignited some questions concerning sustainability. The competition for attention increases progressively as a growing number of companies follow the same approach. This, therefore, implies that businesses need to think creatively and advance constantly and investigate novel approaches including the AR, customized content and cognition solutions, and AI analysis.

Finally, one can conclusion that social medial has become an integral part of contemporary marketing techniques. It is beneficial to businesses as it is an efficient, inexpensive method of reaching out to a company's customers, as well as promoting product sales, while also fostering brand loyalty. However, to optimise its advantages businesses must overcome the weakness that are connected with content developing and flexibility while keeping up with new tendencies and options.

7.0 Conclusion

While working on this research on the place of SMM in present day business strategies, I wanted to know how these firms use the media platforms to achieve their goals. The insights have been revelation, especially identifying Instagram as the leading tool for marketing and establishing that video content is constantly on the rise.

From my point of view, the focus businesses are putting on customer relations highlights the role that has shifted from merely using social media as a promotional function. It is rather interesting that, along with sales, platforms as Instagram and TikTok help to build up trust and brand familiarity among the audience.

Nevertheless, I understand the difficulties which businesses have, including the production of shareable content and changes affecting the platform. This has made me realise the importance The need to enhance innovation and flexibility in the area of digital marketing. In light of these observations, I can assert that organizations that continue to fund creativity, analysis, and flexibility shall endure the constantly shifting environment above.

In the future, more prompt of trends including augmented reality and personalized content need to be adopted to expand the effect of social media marketing. From this study, I have come to appreciate the strategic importance of social media beyond being used as a marketing communication tool but as a channel that connects brands with their consumers in the current world.

8.0 Recommendation

Based on the findings and discussion of this research on the role of social media in modern marketing strategies, several actionable recommendations can be made to help businesses optimize their efforts and overcome challenges:

▪ Focus on Customer Engagement

Since raising customer engagement became the important goal for business, it becomes crucial to focus on creating engagement. When choosing the regular interaction formats, brands should make use of poll, live sessions, and interactive stories to establish the dialogue mode.

▪ Prioritize Video Content

If 50% of the respondents see videos as the most effective content type, business should consider it important to invest in videos as part of their social media content creation plans. Campaigns are particularly suitable for posts and important information and concepts should be included in short-form videos such as reels or a TikTok post.

▪ Consistency in Posting

Since 62.5% of businesses posted content daily, continuity is paramount more often for increased viewability and audiences' attention. The management of businesses should consider the use of scheduling tools so that there can be constant posting with respect to quality.

▪ Adapt to Platform Changes

Platform updates and algorithm change is other issues highlighted and this therefore requires that a business should spend some time to learn more on matters related to social media platform. Sessions with senior HR personnel or linking with other professionals, who manage the site, can come in handy when addressing these changes.

▪ Leverage Social Media Analytics

To be able, for example, to track ROI more effectively and adjust certain approaches in this sphere, there must be utilized analytics tools offered by the platforms that host businesses, such as Instagram or Facebook. Measuring the level of engagement, the conversion rates as well as various other parameters will help in making the decision.

▪ Explore New Tendencies

Companies have to try such promising trends as augmented reality, individual approach, and messages concerning sustainability. All these elements may assist the brands to stand out from the competitors and meet the changing tastes of their clients.

Using the obtained information, business companies can ensure the efficiency of using social networks as an advertising platform, minimize existing shortcomings, and address primary issues related to generating consistent growth in the context of the continually evolving digital environment.

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