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Social Media Marketing as a tool for promoting services and goods on the internet

Social Media Marketing como herramienta de promoción de servicios y bienes en Internet

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Abstract

This article provides an in-depth analysis of the role of social media as a powerful tool for promoting services and goods on the Internet in the conditions of impressions economy. The authors take a closer look at the role of social media in marketing strategies, its impact on consumers, and the effectiveness of campaigns. The main purpose of the article is to explore various strategies, tactics, and success factors of using social media to support a brand, engage the audience and increase sales. Analyzing various social media marketing strategies, the authors of the article emphasize the importance of creating interesting and meaningful content and engaging with the audience. It reveals the importance of creating a brand identity and supporting it through social media channels. The article also examines the impact of social media on customer purchase, conversion, and loyalty. Among the key success factors of social media marketing, the article identifies the choice of the right platforms, measuring performance, establishing effective interaction with the audience, and analyzing the competitive environment. The authors emphasize the need to combine traditional

Resumen

Este artículo analiza en profundidad el papel de los medios sociales como poderosa herramienta de promoción de servicios y bienes en Internet. Los autores examinan detenidamente el papel de los medios sociales en las estrategias de marketing, su impacto en los consumidores y la eficacia de las campañas. El objetivo principal del artículo es explorar diversas estrategias, tácticas y factores de éxito del uso de los medios sociales para apoyar una marca, captar la atención del público y aumentar las ventas. Analizando diversas estrategias de marketing en las redes sociales, los autores del artículo destacan la importancia de crear contenidos interesantes y significativos y de captar la atención del público. Revelan la importancia de crear una identidad de marca y apoyarla a través de los canales de las redes sociales. El artículo también examina el impacto de los medios sociales en la compra, la conversión y la fidelidad de los clientes. Entre los factores clave del éxito del marketing en medios sociales, el artículo identifica la elección de las plataformas adecuadas, la medición del

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and digital marketing strategies to achieve the best results.

This article is a valuable resource for marketers, entrepreneurs, and marketing professionals looking to increase their online presence and use social media to successfully promote their products and services, taking into account impressions of market subjects. The article provides important tips, strategies, and examples of successful campaigns that contribute to achieving greater success in digital marketing through social media.

Keywords: marketing strategies, impressions economy, digital economy, digital environment, business, innovation.

Introduction

The relevance of this topic is due to the rapid development of technology and the growing popularity of the Internet, especially in the conditions of the impression economy. Today, social networks serve not only as a platform for personal communication but are also becoming an important marketing tool. One of the key elements of web marketing is the promotion of goods, services and the company's brand using innovative approaches. One of them is the use of social media to increase audience reach, increase brand loyalty and awareness, and use indirect advertising. Social media marketing (SMM) can be viewed as the process of driving traffic or attracting attention to a brand or product through a set of activities that use social media as channels to promote companies and achieve other business goals. Researchers perceive this concept as a process of building a loyal audience on social media by publishing useful information and interacting with potential consumers (Sivarajah, Irani, Gupta & Mahroof, 2020).

The main components of web marketing, as well as other forms of promotion, are:

1. Product or service that needs to be marketed through social media.
2. An offer that reflects the unique characteristics of the product or service being promoted and can have a beneficial effect for a potential client.
3. Target audience - a group of potential customers to whom the offer is directed.
4. Conversion - the process of turning social media visitors into your customers, which takes place through social media.

rendimiento, el establecimiento de una interacción eficaz con la audiencia y el análisis del entorno competitivo. El autor subraya la necesidad de combinar estrategias de marketing tradicional y digital para lograr los mejores resultados.

Este artículo es un valioso recurso para vendedores, empresarios y profesionales del marketing que deseen aumentar su presencia en Internet y utilizar las redes sociales para promocionar con éxito sus productos y servicios. El artículo ofrece importantes consejos, estrategias y ejemplos de campañas de éxito que contribuyen a lograr un mayor éxito en el marketing digital a través de las redes sociales.

Palabras clave: estrategias de marketing, economía digital, entorno digital, empresa, innovación.

5. Promotion - methods, forms, and strategies that are planned to be used to interact with the target audience to achieve maximum conversion (El Junusi, 2020).

Internet marketing is an economical and accessible means of achieving marketing goals. The use of social media in the conditions of impressions economy (SMM) is based on principles that stem from the rapid growth of the user audience (Dykan, Pakharenko, Saienko, Skomorovskyi & Neskuba, 2021). These principles include:

1. Low cost, which makes online marketing affordable for many companies.
2. Flexible advertising payment systems that allow you to effectively place ads.
3. Targeted targeting, which makes it possible to fine-tune advertising to a specific audience.
4. Quickly change the content of advertising messages to adapt to the changing needs and requirements of consumers.
5. Technical capabilities for using visual and audio elements in the presentation of information.
6. Accurate tools for measuring the effectiveness of advertising campaigns and collecting statistics.
7. Ensuring two-way online communication between advertiser and consumer.
8. Cost-effectiveness, which contributes to the growth of the popularity of marketing campaigns in social networks.
9. Attracting user interest and increasing demand for a product or service.

10. Development of the market of providers and services related to Internet marketing.
11. Increasing the youth audience and access to broadband Internet.

One of the features of promoting business through social media is the ability to communicate directly with the audience, which allows you to track their reactions in real-time. Daily contact with social media users has a significant beneficial effect, as they are willing to share information and spread brand messages. This helps to increase the activity of the audience, both online and offline, in relation to the company's product on social media.

However, it should be noted that although social media marketing has received considerable attention and recognition, there is a need for further research into some aspects. For example, more research is needed on the effectiveness of different social media marketing strategies and their impact on different types of businesses and audiences. It is also important to study the role of online personalities (influencers) in social media and their impact on consumer awareness and purchasing decisions. Further research in these areas can broaden the understanding of social media marketing, contribute to the development of more effective strategies and identify new opportunities to improve the effectiveness of social media marketing campaigns.

The purpose of the article is to study the role of social media in the modern marketing environment and determine its importance as an effective tool for promoting goods and services in the online environment in the conditions of impressions economy. The article aims to explore various strategies, tactics, and key success factors for using social media to support a brand, engage an audience and increase sales.

Theoretical Framework or Literature Review

The article by Martynenko, Losheniuk, Demchenko, & Osypenko, (2023), reveals the development and implementation of future digital marketing strategies to improve the quality of a product or service and competitiveness in the market. The study emphasizes the need to adapt to changes in the marketing environment and use innovative digital approaches to improve the effectiveness of marketing strategies. The article offers a study of the prospects for the development of digital marketing strategies and practical methods to ensure the success of future campaigns.

Karapetov, & Rakhimov (2021), discusses future trends in the field of event marketing in the context of economic instability. The study emphasizes the importance of adapting event marketing strategies to changes in the social and economic environment, which requires specialists to find new approaches and tools. The article analyzes the predicted impact of economic factors on future effective event marketing strategies and recommends ways to improve their effectiveness.

Drummond, O'Toole, and McGrath (2020) explore the various strategies and tactics used on social media to promote goods and services. They identify the main factors that influence the effectiveness of social media marketing campaigns.

Ampountolas, Shaw & James (2019) examine the role of social media as a distribution channel for promoting pricing strategies. They analyze the impact of social media on price perception, consumer behavior, and competitive advantage.

Ebrahim (2020) examines the impact of social media marketing on brand equity and consumer loyalty. He highlights the role of trust in the effectiveness of social media marketing strategies and their impact on creating positive brand attitudes and consumer loyalty.

For this study, it is worth mentioning the work of Dolega, L., Rowe, F., & Branagan, E. (2021), which explores the impact of social media marketing on web traffic, orders, and sales in retail. The authors draw attention to the importance of digital communication channels for achieving sales results and identify the connection between social media activity and retail website metrics.

The article by Maria, Pusriadi, Hakim, & Darma (2019), investigates the impact of social media marketing, peer-to-peer, and advertising effectiveness on consumer brand awareness and purchase intentions. The study shows that the use of social media in conjunction with peer-to-peer and effective advertising increases brand awareness and purchase intentions.

Melović, Jocović, Dabić, Vulić, & Dudic (2020) examined the impact of digital transformation and digital marketing on brand promotion, positioning, and development of the network business in general. The study shows that the use of digital technologies in marketing helps to improve brand promotion in the market.

One of the most important unexplored issues in the scientific community is the study of the impact of interactive content on social media on consumer acquisition and retention. Little is known about how different formats of interactive content, such as polls, quizzes, or contests, affect consumer engagement and stimulate their participation in brand activities. The literature analysis showed that there is a need for further research on the effectiveness of personalization in digital marketing. Although personalized advertising messages and offers are becoming more common, it is necessary to determine which specific personalization strategies are most effective for different groups of consumers and what factors influence their reactions and perceptions. Given the above-mentioned unexplored aspects, further research can expand our understanding of the impact of digital marketing on consumers and identify new opportunities for improving marketing strategies.

Methodology

This study used a wide range of methods to analyze the situation and prospects for the development of digital marketing in the field of promoting goods and services in the conditions of impressions economy. Our methodology was based on a comprehensive analysis of the scientific literature on digital marketing, as well as information from open sources.

To achieve the research objective, we used the methods of grouping, classification, and comparison to systematize the data and establish links between them. The method of comparison was used to analyze the experience, where data from different sources were contrasted with each other to draw conclusions about the effectiveness of digital marketing.

Also, the forecasting method was used to assess the prospects of digital marketing, which allowed us to make assumptions about the possibilities and directions of further development of this industry. Thus, the application of a set of theoretical research methods made it possible to carry out a detailed analysis of the state of digital marketing and identify the prospects for its development.

Results and Discussion

The promotion of goods and services has become an integral part of the marketing strategy. One of the main factors contributing to the evolution of promotion is the development of information and telecommunication technologies and the creation

of a single global Internet network. The modern economy is in transition from the industrial model to the information model, in which impressions play a big role, so impressions of economy, how new directions. An information society is defined as a society in which information is a key element of economic and social life, and most people are engaged in the processing, collection, and dissemination of information, especially knowledge, which is its highest form. Information has become a commodity and is as important to society as other material resources, and it has become one of the main factors of production (Dubovyk, Buchatska, Zerkal & Lebedchenko, 2022).

The information technology sector is becoming dominant in the modern economy, knowledge is becoming an important capital and they should take into account the impressions of consumers and partners about products and services of enterprises. New products and services that require significant research and knowledge to develop are introduced to the market. To ensure a competitive advantage, it is necessary to constantly improve and update products, taking into account the reduction of their life cycle, as well as to be aware of market trends and respond quickly to incoming information. The development and introduction of new products, organization of production, and sales must be carried out at the highest speed to meet customer needs and ensure the expected results. In this process, modern information technologies play an important role, facilitating technological preparation of production, design, and development of higher quality and more competitive products.

The use of modern information technologies reduces the time and costs of product development, facilitating the rapid exchange of information and interaction between producers and consumers. Technological tools help to maintain close communication with the market, conduct research and analyze consumer demands and needs. In addition, these technologies contribute to the implementation of effective marketing strategies, in the field of digital marketing, which provides opportunities for precise targeting and personalization of communication with a mass audience (Vrontis, Makrides, Christofi & Thrassou, 2021).

Thanks to information technology, businesses can improve their products and services based on data and customer feedback. Analytical tools allow collecting and analyzing large amounts of data, which allows making informed decisions

about product improvement, pricing, advertising, and promotion strategies. In addition, digital communication channels, such as social media, blogs, and electronic resources, enable businesses to effectively interact with their target audience, build relationships, receive feedback, and provide the necessary information about their products and services (Nazir, Khadim, Asadullah & Syed, 2023).

Digital marketing opens up many opportunities to expand the geography of markets and attract new customers. With the help of e-commerce, websites, mobile applications, and other online platforms, businesses can easily penetrate new markets and offer their products and services to a global audience. This allows them to increase sales and expand business opportunities. The transition to the global information economy is made possible by the following achievements, which are shown in Fig. 1.



Figure 1. Conceptual model of modern achievements of the digital environment
Developed by the authors of the article based on content analysis

In addition to the advantages mentioned above, the Internet provides marketers with unique opportunities to target specific audiences, taking into account not only language and location but also their specialization. For example, the Set tool allows you to collect complete statistical information in a video format that is easy to analyze, evaluate the effectiveness of your marketing program, and quickly make the

necessary adjustments. Such opportunities are especially relevant in the context of active use of popular social networks such as Facebook and LinkedIn, which allow you to reach a wider and more targeted audience. Table 1 shows the advantages and disadvantages of using SMM (Sanakuiev, Mykhalchenko, Semenda & Vdovichena, 2023).

Table 1.
Advantages and disadvantages of SMM promotion of goods and services

Advantages of SMM promotion	Disadvantages of SMM promotion
1. Affordability: low costs compared to traditional forms of advertising.	1. Dependence on social media platforms and their algorithms.
2. Targeting: the ability to accurately identify and reach the target audience.	2. The possibility of receiving negative feedback or criticism in the public space.
3. Interactivity: the ability to communicate with customers and receive feedback.	3. The need to constantly monitor and respond to comments and messages.
4. Wide content options: use of various content formats.	4. Risk of insufficient control over the dissemination and perception of information.
5. Effective measurement of results: availability of analytical tools to measure the effectiveness of campaigns.	5. The need to constantly update strategies and techniques to maintain competitiveness.
6. Global reach: the ability to reach audiences in different geographical areas.	6. The possibility of a negative impact on brand reputation in case of incorrect interaction with the audience.

Developed by the authors of the article based on content analysis

Over the past decade, the Internet has become the most dynamic information medium of all time. Today, the number of users exceeds 2 billion, which indicates not only the prospects but also the existence of a completely new high-quality information and communication reality. Modern Internet technologies offer many methods for promoting organizations, products, and services online.

The main purpose of using Internet marketing methods is to attract visitors to an organization's web resource (website, social network, forum, etc.) and to stimulate their active participation on these platforms. These activities can include registration, regular visits to the resource, purchasing products or services, subscribing to news or newsletters, and active communication with company representatives and other users (Park, Hyun & Thavisay, 2021).

The use of the Internet as a marketing tool opens up great opportunities for organizations to unleash their potential and achieve success in the digital market. It should be borne in mind that the effectiveness of online marketing depends on

competence in its application and continuous improvement of strategies for interacting with the target audience in the conditions of impressions economy.

Speaking about the differences between Internet marketing and traditional marketing, some experts believe that Internet marketing is just the application of familiar marketing tools on the global network platform, while another group of experts argues that Internet marketing has its own uniqueness and peculiarities and should be considered as a separate category. Some marketing agencies consider it expedient to use exclusively Internet marketing tools, bypassing traditional methods. However, in practice, it turns out that successful company development is achieved through an effective combination of both Internet marketing and traditional marketing tools. For a more complete understanding of the similarities and differences between traditional and online marketing tools, the table below provides a comparative analysis of these two types of marketing. Table 2 shows a comparison of traditional and digital marketing (Dubovyk, Buchatska, Zerkal & Lebedchenko, 2022).

Table 2.
Comparison of digital and traditional marketing.

Feature	Traditional marketing	Digital marketing
Main communication channel	Television, radio, press, direct mail, exhibitions, meetings	Websites, social media, email, banner ads, contextual ads, video ads
Scale of audience coverage	Local, regional, national, or global	Global, the ability to reach an audience from anywhere in the world
Interaction with the audience	One-sided, few opportunities for interactivity	Two-way, interaction, comments, feedback, discussion
Directions of communication	Brand-consumer, brand-brand, brand-retailer	Brand-consumer, consumer-consumer, brand-brand to enhance impressions
Discussion of the results	Difficult to measure effectiveness, more quantitative analysis	Easy to measure performance, detailed data analysis, ability to track conversions
Response time	Some delay in response, more time to deploy campaigns	Quick response, instant connection with the audience
Cost of advertising	High cost of TV advertising slots and print advertising	Various opportunities for advertising with different budgets, flexible cost customization
Global reach	Limited geographic coverage, requires the deployment of physical infrastructure	Instant global audience reach

Developed by the authors of the article based on content analysis.

Comparing traditional and digital marketing, we can draw several conclusions about their characteristics and impact on business. One of the main differences between these two types of marketing is the main communication channel. Traditional marketing uses television, radio, press, and direct mail, while digital marketing is based on websites, social media, email, and

advertising formats that are present in the online environment. This indicates a change in the way we communicate with the audience, from more one-way to more two-way communication.

It is also worth noting the difference in the scale of audience coverage. Traditional marketing usually has a limited geographic audience, while

digital marketing allows you to reach a global audience from anywhere in the world. This enables businesses to expand their markets and attract customers from different countries.

Thus, it can be argued that social media performs an integrating function within the overall complex of marketing communications on the Internet. The use of SMM communications offers considerable advantages due to their low cost, the possibility of constant updating, a limited number of employees involved in their processing, methods for quickly determining effectiveness and receiving an instant response. It should be noted, however, that it is impossible to imagine online communication, starting with social media, without taking into account a company's website, as this is the place where potential customers come after viewing advertising messages. Consideration of any form of online communication is impossible without analyzing the effectiveness of the website as part of a marketing program that uses SMM tools (Wang, 2021).

Social media marketing (SMM) covers the process of driving traffic and attention to a brand or product through social platforms. A few years ago, the term Social Media Optimization (SMO) became known along with SEO (search engine optimization). Website promotion in social media is a set of activities aimed at attracting visitors from social media, such as blogs, social networks, and others, to a website.

Over time, SMO has been divided into two branches: optimization of the website itself (SMO) and promotion of the website in social media, such as blogs, forums, and online communities - this is social media marketing (SMM). Social Media Optimization (SMO) is the optimization of website content in order to make it as easy as possible to use in online communities such as forums and blogs.

In today's information technology environment, the Internet is becoming increasingly popular, and the number of its users is constantly growing. Experts define the SoLoMo concept, which includes social integration, localization, and mobility, as the main trends in the development of modern business. Mobility in the retail sector is associated with the development of mobile commerce, which has become possible due to the proliferation of smartphones and the introduction of mobile acquiring, which allows smartphones to be used as payment terminals for electronic payments. Changing consumer culture also plays an important role in this. Localization is directly

related to the development of mobile applications that allow to determine the geolocation of a customer using GPS or Foursquare technologies. Social integration in online commerce has become possible thanks to online social networks. Global retail leaders have a significant number of followers on social media. Social integration is a key element of social media marketing and is based on Phygital technology, which combines digital technologies with personal communication with consumers. It enables interaction between brands and consumers across the physical and digital worlds to understand and meet consumer needs and preferences, including social and personal relationships (Fernandez & Shaw, 2020).

The development of information technology and the growing popularity of the Internet are affecting the business environment, changing the way companies and customers interact. The use of the SoLoMo model, which includes social integration, localization, and mobility, is becoming a necessity to maintain business competitiveness (Riabov & Riabova, 2021).

Phygital technology, combining digital and physical elements, creates a unique experience of interaction with brands. It allows combining the benefits of digital tools, such as online sales and personalization, with the personal communication and emotional connection that comes from physical interaction. This opens up new opportunities for brands to identify and meet consumer needs, taking into account their social and personal aspects.

Mobility is driven by the expansion of mobile commerce, where smartphones act as payment terminals and provide a convenient way to make online purchases. Localization, through mobile applications and GPS technologies, allows brands to customize their presence and provide personalized solutions for local consumers.

Conclusions

The article explores the role of social media in marketing and its impact on the promotion of goods and services in the online environment of impressions economy. The authors of the article examine various strategies, tactics, and key factors that influence the effectiveness of social media marketing campaigns.

One of the main topics covered is the role of social media as a distribution channel for promoting products and services. They find out how social media affects price perception,

consumer behavior, and competitive advantage. The results of their research show that social media can be an effective tool for promoting goods and services by providing a wide audience and the opportunity to interact with it.

The second aspect is the impact of social media marketing on brand equity and customer loyalty. They highlight the role of trust in the effectiveness of social media marketing strategies and their impact on creating positive brand equity and consumer loyalty. Research shows that social media can help increase brand trust and strengthen the connection between the brand and the consumer.

In addition, the article emphasizes the importance of combining traditional and digital marketing tools for the successful development of a company. Today, successful business development requires an integrated approach, where social media is only one of the tools of the marketing strategy in the conditions of impressions economy. Traditional marketing provides an opportunity to reach audiences through television, radio, press, and direct mail, which can be effective in attracting local audiences or emphasizing a national brand. Digital marketing, on the other hand, allows for global reach and interaction with audiences through websites, social media, email, and other online tools.

It is important to note that both approaches have their advantages and disadvantages. Traditional marketing can be expensive and has limited performance measurement capabilities, while digital marketing allows you to accurately measure results and customize your advertising campaigns based on your budget. Both approaches have their role in the modern business environment and can complement each other. The general conclusion is that social media marketing is an essential tool for promoting services and goods on the Internet. They allow reaching a wide audience, attracting the attention of consumers, and establishing communication with them. The following research should be aimed at comparing the effectiveness of traditional and digital marketing tools.

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