

CAN SMM DETERMINE THE SUCCESS OF A BUSINESS?

Yakubova Umidaxon*

*Teacher,
Department "Media Marketing and Media Design",
The University Of Journalism and Mass Communications,
UZBEKISTAN

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ABSTRACT

This article discusses the importance of social networks in the promotion of personal brands, goods, products and services through social networks, their success, the number of subscribers and buyers.

KEYWORDS: *Social Media Marketing, Expert Social Networks, Personal Brand, Brand, Service, Product, Twitter, Youtube, Linkedin, Google, Business, Marketing, Strategy, Content.*

"If your business isn't online, know you're not in business!"

Bill Gates

INTRODUCTION

15-20 years ago, when a human being bought a product from a store, it was done in a completely different way. For example, it was common for a person to go to a store to buy clothes, choose the clothes he liked, wear them, and then buy them. A dress could only be ordered if it was seen on another person's shoulder. Now, even without going to the store, you have the opportunity to order a dress or another product through photos posted on the social network page of the same store.

In this way, any type of business seeks to be in the public eye, to advertise itself from all sides, and most importantly, to get into the language of the people, to be in the spotlight. If a product, brand, service is needed by people, the interest in it will be just as high. And the types of businesses that humanity doesn't know they need, are slowly disappearing, no matter how hard they try to be active on social media.

The virtual home of the product is its social media pages. This is the reason why if they are not constantly developed and maintained, they will be left out of people's attention and business will not be able to find its place in society. Always tracking and using trending situations and events leads to the creation of a professional-level account.

Many business owners now try to acquire the basic knowledge of the SMM specialty on their own when they start a business and run the product's social media pages themselves. Initially, they plan to post up to 3 times a week. But it doesn't take long before they realize that it's not possible to do that, or that they have to do business or engage in its SMM activities. In this way, the SMM-related activities of the product are transferred to another person, another SMM specialist.

Usually, many business representatives, business owners, entrepreneurs also say that "if the product is high quality and necessary, it does not need SMM." But I can say without fear that this is a completely wrong idea.

If you remember, at a press conference before the match between Hungary and Portugal in the first round of Euro 2020, Cristiano Ronaldo pulled away a bottle of Coca-Cola, the player advised him to give up the drink and drink water. According to reports, Coca-Cola has lost nearly \$ 4 billion as a result of the Portuguese and Juventus striker's scams.

Shares of the company, one of the sponsors of Euro 2020, fell 1.6 percent on the stock exchange in the 30 minutes following Ronaldo's call to give up cola. Coca-Cola fell from \$ 242 billion to \$ 238 billion, bringing the company's total loss to \$ 4 billion.

The same data proves once again that any type of business and service can be skyrocketed or shattered through social media, right?

In the eyes of many, the job of an SMM-specialist is just to post. There are also quite a few who know that they are professionals who make good money by posting multiple posts. If there is an SMM-specialist who conducts several projects at the same time, then he is considered to be a person who is immersed in all the money.

SMM-specialist creates a brand strategy, searches for how to present the product to the public on the chosen social network platform, engages in content management (writing texts of posts, visually appealing, targeted use of hashtags), community-management (brand owner and buyers, establishes communication between subscribers, improves, answers questions from them, connects with them when needed, engages in performance analytics, and on the basis of these indicators determines which products should be introduced to the public, which topics are of interest to people. Manages multiple platforms of a product or commodity available on social networks at the same time, on a sequential basis. It studies competitors, takes steps not to repeat their mistakes and to attract public attention while adhering to healthy competition. Organizes interviews, briefings, interviews at the right time to improve the brand's reputation and strengthen people's trust in it. Learns the target audience. Creates posts with a unique approach to each.

Organizing an offline sale online is not an easy task. Most of the shops for rent in different parts of the city are priced depending on the location, square. Among them are shops located across the street, with no stairs at the exit, with open windows at the front. To open an online store, you do not need rent and other payments, paperwork. What if you need to open an online store of an offline store? Much research is needed in this regard.

If you look closely, you can see thousands of accounts of any type of business. There are a number of examples of clothing alone. But being different from everyone else is not the same as creating consumer content. From a cell phone screen, this simple clothing account may seem like beautifully embellished content, but real SMM professionals know exactly how much work goes into that content and the dozens of posts.

Maintaining a certain product, product, type of service, personal block requires a great deal of responsibility. It would be a mistake to think that running a brand's social media page is only for the public. This is very important, first of all, for the brand owner, the person. Because the

appearance, color, visual appearance of the product "virtual home" on the social network determines your identity and the quality of your product. Of course this idea is relative. The appearance of the best product's social media pages will naturally be beautiful enough to attract buyers. If the product is not a buyer, if it is of poor quality, no matter how beautiful the page on the social network, it will not be recognized and followed by people. No matter what business you are in, whether you are a teacher or an electrician, a social network can help you become a demanding professional.

A brand is what people say about you when you're not in the room. Brand promotion is when a series of actions you take through social media to promote yourself get your name or brand name into people's mouths. In other words, Telegram became famous because it was created by Pavel Durov, not Petya Ivanov. The Tesla project was somehow noticed because it involved Snake Mask, not John Smith.

Didn't anyone create messengers before Pavel Durov created Telegram? Perhaps the diploma project of a gifted student of a technical higher education institution was even better. Is that so? But no one knows about him, and everyone knows Durov. The same can be said about the Snake Mask.

It can be said that a brand is a specific image that is not created in a day. This is achieved through time and experience. When people hear your name or the name of your brand, they imagine exactly that image.

Specialization and experience are important for people. They are willing to pay more in return. The price of peace of mind and confidence is high, of course. In order for a customer to want to pay, they have to work hard to create a certain image of a specialist in their brain. Let's talk about what aspects of social media attract people and what makes a product popular.

If you want to run a personal brand, your actions must be clear and set your path to the goal. There are many professions that a personal brand needs: from hairdresser and stylist to doctor and builder, from lawyer and sales manager to copywriter, designer and SMM specialist, teacher, veterinarian, cook, artist. None of this can fully exist without a personal brand. If people don't know you, your business won't last long.

A personal brand achieves a certain level through public trust. A personal brand is like a rating book at an institute: first you work for it, then it works for you. Everything is very simple. Most people who have their own brand make a lot of money by advertising other people's products and services.

If you're bringing a product, product, or service to people's attention, opening up their page on social media is itself lacking. It is necessary to constantly introduce the product to the public, show it, share information about it, give the necessary advice. To do this, you need to work together with a designer, photographer, copywriter, SMM-specialist on each post and photo.

In any case, there is a need for SMM and SMM-specialist. Using digital tools, an SMM specialist can take a business from 0 to a certain level in a few months.

After the same thoughts, "Where can you find such SMM-specialists, where are they trained?" The question naturally arises. Today, there are private training centers, digital studios and

specialized universities that train SMM specialists. It is also grown by a narrow range of specialists.

When hiring such specialists, it is good to know the direction in which he worked before, to review his cases, to get acquainted with his diplomas and certificates. However, in some cases, there are SMM specialists who do not have a certificate or diploma, who can think more creatively than certified professionals.

Almost every business that emerges in the world needs one or more SMM specialists. According to statistics, this figure has increased by 40 percent over the past few years. The number of times a product enters the world market through its English-language social network page has increased almost 10 times.

A number of multi-storey houses of Murad Nazarov, the founder of Murad Buildings, have found their owners through social networks.

The fame of Turkish chef Nusret Gokce restaurant has spread widely on social media. The world began to recognize him through the dishes he cooked, the videos he took with the guests coming to the restaurant, and the videos of the waiters waiting their turn behind the door.

The songs created by the American singer Billie Eilish also became popular on social networks, and now she has a lot of fans in Uzbekistan. In the past, we only knew Michael Jackson when we heard his songs presented on TV and radio, didn't we?

There are many business owners who are known through social networks and have found their buyers, subscribers, customers. If you know how to use them properly and effectively, you too will be on their list.

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