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INNOVATIVE APPROACHES TO THE DEVELOPMENT AND INCREASE OF THE EFFICIENCY OF MARKETING IN SOCIAL NETWORKS

The article considers the development novation trends of e-commerce and social media marketing, it analyzes the use of marketing tools, examines the implementation of novation trends in Internet marketing to promote the enterprise in social networks. Systematization of literature sources on the research topic showed that the use of Internet marketing tools to promote their products and services is very effective. These Internet marketing tools are considered: SEO-optimization; e-mailing; advertising on social networks; contextual advertising; video marketing; intuitive marketing; marketing 3.0; analytical marketing. The main trends that dominate in the field of Internet marketing and social media marketing are identified and analyzed. They are: dynamic activation of mobile marketing, active use of web analysis, advertising in video format, influence marketing, email marketing, content marketing, Instagram promotion, Facebook, chatbots and messengers, personalization of business pages.

Keywords: social media marketing, novations, internet marketing, e-commerce, marketing effectiveness

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Statement of the problem in general form and it's connection with important scientific or practical tasks. The relevance of the research topic is that the processes of digitalization are developing rapidly and affect the forms and methods of doing business. In the era of information technology development the number of Internet users is increasing daily, which leads to the growing popularity of social networks and the use of marketing tools in promoting goods and services in a virtual environment. Today businesses will not be able to operate successfully without the use of information resources on the Internet. The realities of our time take the needs of consumers to a qualitatively new level, forcing enterprises to adjust their marketing strategies and develop e-commerce.

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Business is becoming online because it is not only convenient but also profitable. In addition, comparing the capabilities of traditional advertising channels and the Internet, experts are convinced that the leader in development will be the second option. Therefore, it is important to pay attention to new trends in e-commerce, so that advertising campaigns continue with maximum efficiency and are targeted at potential consumers.

Most modern businesses and nonprofits have a website, blog or social media page. However, creating a network resource and filling it only with information content does not ensure its popularity. It is necessary to work purposefully on its promotion, SEO promotion and increase conversions, which, in fact, is what Internet marketers do.

Analysis of the latest research and publications, which initiated the solution of this problem and on which the author relies. The theoretical and methodological basis of the article are the works of domestic and foreign scientists, and the works of practicing marketers with the consideration of problematic issues of e-commerce, Internet marketing, development of social media marketing.

A significant number of scientific works are devoted to the study of the current state of the e-commerce market. Scientists have analyzed the indicators of e-commerce and identified general trends that are formed in this area. J. Efendi and M. Kinney studied the main trends of the e-commerce market, identified the most profitable segments and the main participants [4].

In the scientific works of L. Hlinenko and Yu. Dainovsky [6] and S. Malovychko [14] has been studied the current state of development of e-commerce in Ukraine in recent years.

Recently, the problems of Internet marketing development are being actively considered. Famous scientists: F. Kotler, H. Kartadzhaya, A. Setiawan [11] are considered in the works the main issues of scientific and applied nature of digital marketing. They proposed a new concept of marketing 3.0, which defines the place of marketing in social networks. In today's management conditions, the concept of marketing 3.0 provides the best approach to consumers, as it takes into account the impact of rapid social, economic and environmental changes. The authors comprehensively study the marketing environment and its main factors: technology, the paradoxes of globalization and the creative society. Technology is a priority in the marketing environment of business entities, because it contributes to the rapid and widespread dissemination of information, ideas and opinions [11].

I. Lyilyik [12] is the author of the term "intuitive consumer marketing", which reflects current trends in inbound marketing. Modern business practice does not rule out the role of intuition, because in modern conditions there is a rethinking of the mechanisms of application of psychotechnology in business. Intuitive marketing is rather seen as a product promotion technology that enhances the emotional component of brands, which is very important in a growing number of brands, particularly in the service segment. It is important for the management of enterprises not only to feel intuitively the needs of the consumer, but also to form a positive image in his mind [12].

S. Illiashenko [9] systematized the tools of Internet marketing and research on the Internet, developed recommendations for their rational use to promote products and maintain the highest level of communication with their economic counterparties and contact groups. The author identified 4 types of Internet marketing tools: Owned Media (own channels of brands communication), Paid Media (paid communication channels), Earned Media (advertising of the brand, generated by its audience), Social Media (use of social media to promote your brand). The set of Internet marketing tools is divided into 8 categories that are responsible for the functionality of the application: search marketing; Internet advertising; social media marketing; viral marketing; video marketing; E-mail marketing; innovative marketing; analytical marketing [9].

M. Oklander and T. Oklander [15] identified the stages of formation and essential characteristics of digital marketing. They identified the main methods of digital marketing: web-site, SEO-marketing, social networks, SMM-marketing, SMO-marketing, digital advertising, digital PR, E-mailing, WiFi-marketing, mobile marketing, SMS-mailing, App-marketing, Game-marketing [15].

Highlighting the previously unresolved parts of the general problem to which the article is devoted. However, marketing environment is constantly changing and, accordingly, needs to be updated and analyzed by new trends that affect the development of e-commerce and social media marketing.

Formulation of the purpose of the article (statement of the problem). The main goal of the research is to identify trends in Internet marketing, social media marketing. In accordance with the purpose of the study and analysis of the literature, the main trends in the development of e-commerce and business in social networks were formulated.

The rapid growth of Internet business leads to the emergence of completely new tools and technologies of Internet marketing, which specifics of use have not been considered in existing publications, which allows to develop recommendations for their rational use and generalization of new business trends in social networks.

Thus, it is important to analyze the features of the latest tools of Internet marketing, compare them with already known ones and generalize trends. This is especially relevant for the tools of the promotion of products through social networks, as practice shows that many domestic producers, even having competitive products, can not sufficiently assert themselves in the social network, form their own image and the image of their products in the minds of target audiences, form and support target groups of loyal consumers and other economic counterparties.

The study period is 2014-2022 with a forecast for 2023-2025, as trends in the development of marketing in social networks are changing, especially with the mass transition of business into online.

Statement of the main material of the research with full justification of the scientific results obtained. Let's consider the main innovations in the development of social media marketing. Today, the most adapted social platforms for doing business are Facebook and Instagram. The main purpose of using social networks to promote your business is to create cheap advertising that is broadcast directly to potential consumers. Facebook is one of the fastest growing advertising networks, contains a significant number of advertising targeting options, and their effectiveness depends on the segment. As with Google Ads (Google AdWords), Facebook's performance may vary by industry.

Currently, there are a number of major trends that began to develop in social networks in 2020. All of them appeared due to the constant interest of users in social networks. This has become a driving force for innovative solutions in the long run.

The first and probably the main thing is Stories. As expected, users liked the small videos as a new format of storytelling. This format first appeared on Snapchat in 2013, and since 2016 has been actively promoted on Instagram. It is Stories that has brought into trend the following qualities inherent in modern popular mass media, the first place among which is definitely occupied by the Internet. Today, Instagram has become not only a popular application, but also a productive trading platform. This forces entrepreneurs to create their Instagram profiles to promote their products more effectively [1-5].

The next trend is the focus on involvement. Earlier it was believed that if the information has enough likes, it deserves attention. The logical chain does not contain visible shortcomings: if it is liked by a significant number of users, you need to read it. The only problem was that due to the artificial increase in likes and obsessive advertising the information "thumbs up" was

no longer perceived as an argument. Now the main role is played by involvement, which demonstrates the promotion of the profile, the interest of users in the content [1–5].

Here are the most important criteria: coverage - is the total number of users (unique) who watched the advertising content; involvement - a set of likes and comments under the post or Stories (in the case of Stories likes are replaced by surveys and tests); views - focus on the number of actions, not users (five views from one person remain five views, not converted to one); saving - unlike likes it is impossible to wind up saving [1–5].

Involvement among all these factors is the most important indicator. Involvement by combining two directions at once (likes and comments) shows as objectively as possible how much the audience liked the presented material. If the account is subscribed by 5 thousand users, and the involvement is 50 people - advertising is not shown even to all subscribers, because the content did not interest - it was not responded to - no one sees it. Therefore, there was a major trend (involvement parameter), which provoked the emergence of several more point ones [1, 7–9].

The first is gamification in Stories, which provides that the user is given the opportunity not only to watch the micro-plot, but also to take part in it. The user gets moral satisfaction, because his opinion was asked, allowed to express it directly and in one motion, to play a mini-game instead of writing a long comment. The author gets more interest, more involvement of each user. The more gamification in Stories and the more diverse it is, the more interesting it is for the viewer to watch similar stories constantly [1].

The second is to use low-frequency hashtags to find the information you need. This works only in theory, because over time, due to the emergence of a huge number of third-party services, the amount of unnecessary information on high-frequency hashtags has increased [1].

The third is the rejection of mass following. At the moment, due to the fact that the feeds on social networks, in particular, on Instagram, consist of posts that are interesting to the audience, and not of those that have more positive reviews. You can spend time and money to buy bots, artificially increase likes and subscriptions, but as a result lose to a competitor who converted subscribers to customers, clients and partners. Keep in mind that artificially increasing likes provokes the network and puts the profile at risk of blocking [1, 7–9].

It is worth noting a new genre in social media - podcasts. Now there are quite a lot of players in this market, but if we talk about the most famous, we should note those who, according to Brand Analytics, are in the lead: Youtube, Soundcloud, Apple Podcasts, Mixcloud, Yandex Music, Google Podcasts, Spotify, Castbox and Podster [1–5, 7–9 14].

The world of SMM is constantly changing - the functionality is updating, new social networks and services appear. You need to follow trends to learn how to advertise on social media - what is effective and what is not relevant, what features may appear in the future and how to use them for advertising [1–5, 7–9 14].

Let's consider what changes will affect the strategy of branding in social networks in 2023–25 [1–16].

1. Decreased coverage of watched publications and Stories due to the massive transition of business to online and increased content which is published. This trend is already visible in all social networks, because there is a lot of content, and the more content, the average fewer impressions for subscribers. This trend is facilitating the transition to paid methods of promotion on social networks.

2. Short videos will become even more popular, Facebook and Instagram continue to compete with Tik-Tok. These two trends are interrelated, as with the advent of Tik-Tok short video format has become popular, and the network is actively developing. However, similar

features began to appear on other networks (Instagram Reels, Shorts on YouTube, Snapchat launched Spotlight).

3. Penetration of Stories in all social networks. Social networks appreciated the popularity of stories from Instagram (where they have already attracted the main attention of users from the feed) and began to create similar functions: Classmates launched moments, LinkedIn tests history, Twitter launched a fleet, YouTube - Stories, Douyin (Chinese version of Tik-Tok) launched video diary, it may be added to Tik-Tok itself. Services that already have stories improve this type of content.

4. Cleaning social networks from bots and fake pages. Social networks improve the algorithms for detecting low-quality accounts every year, so this trend can already be called constant. Users have also learned to distinguish between high-quality profiles and are more willing to subscribe to them. This suggests that you need to completely forget about cheating and move on to improving the content and design of the profile.

5. Emphasis on personal brand development. Social media users are more interested in watching real people than watching the brand's impersonal posts. Therefore, it is necessary to focus on the creation and development of a personal brand, as in the coming years this trend will intensify. The business can be represented by its owner, employee or a specially designed "personal photo".

6. Social networks become marketplaces. Recently, social networks are trying to capture part of the market of online stores, for example, there are Shopping tags and ordering function via Instagram (not yet in all countries), Facebook Pay, the "Buy" button on Pinterest ("Buyable Pins »). Obviously, in 2023 there will be new features that allow you to use social networks as a full-fledged showcase of goods.

7. Development of messaging functions. We are talking about independent messengers (Viber, WhatsApp, Telegram) and messengers on social networks (directly on Instagram, Facebook Messenger, messages Tik-Tok). As communication with customers moves from e-mail and mobile messaging to instant messaging, new features will appear in the coming years.

In 2020 Telegram created folders for chats, disappearing messages which were posted on Instagram, and businesses could process correspondence through the Business Suite.

8. Development of monetization tools for bloggers to involve authors. One of the tools to involve bloggers for the development of business became more favorable conditions of monetization. For example, Instagram has launched Baggio for donations and test of IGTV monetization, Tik-Tok allows to receive donations live, and in some countries the payment for ads in video is already being tested, YouTube started adding 2 ad integrations in 8 minute videos (previously it was 10 minutes). However, it's a minus for authors - now advertising on YouTube will be shown on all videos even those where monetization is not connected.

9. Control of advertisement market for bloggers in social networks. Now advertisements can be bought bypassing social networks having agreed with the blogger directly or through a special services. Apparently, social networks do not get enough financial resources, and advertising from bloggers is in competition with targeted advertisements. Besides, not all bloggers mark publications as advertising and this is a risk for the social networks themselves.

In the UK and many other countries, bloggers are required to tag commercial posts with the hashtag #ad or #sponsored. Lack of marks can lead to lawsuits.

10. In 2016, a new marketing strategy on social networks was finally formed – influence marketing, which involves the use of celebrities as promoters of brands – influencers (bloggers, stars, athletes, public opinion leaders). The effectiveness of the marketing influence strategy depends on the image of the influencer.

Also in this strategy there are such concepts as brand advocates and brand advocacy. Brand advocates are loyal customers, they are encouraged to form a brand position in the minds

of consumers. Brand advocacy is formed as written responses, recensions, product reviews and more.

It should be noted the presence of ambassadors - the face of the brand, advertising goods in their social profiles. Today, brands choose several ambassadors for different countries.

11. Starting in 2020, business interest in advertising among micro- and nanobloggers is growing. Users have become less trusting of millionaires bloggers, more trust in a microblogger's post (especially if the ad is native).

12. Increasing user content. This trend echoes the previous one. The user is more likely to believe his friend's reaction to the product than advertising on the page of a millionaire blogger. Businesses need to take into account this trend and motivate users to create such content by providing discounts for writing a positive review, quality service and individual approach to each customer's requests.

13. Communication with customers and subscribers will become more socially oriented. It is important to customers what value a product or company has. Accordingly, the posts should touch on socially important topics, talk more about the "pain" of customers and ways to solve them, engage in charity.

14. Improvement and new application of AR / VR technologies. In the coming years, we will see the development of augmented reality technologies, especially AR masks. Complex, functional, interactive masks will appear, new cases of successful application of AR / VR technology in marketing will appear.

15. Longread on Instagram. In November 2020, the "Guides" feature appeared on Instagram, which allows you to combine several posts on one topic, create collections and guides - longreads. It is likely that in 2023-2025 the limit of signs in Instagram will be expanded (2000 signs), which will allow you to create longreads in the text of publications.

16. More vivid visuals in social networks. Social media feeds are saturated with content, so you need to create a bright visual. Brands that pay attention to the design of the page will receive more views in 2023-2025.

Having determined the main development tendencies, we developed the main directions and stages of increasing the effectiveness of marketing in social networks for domestic enterprises (Fig. 1).

Thus, the use of internet marketing tools, knowledge of marketing development trends in social networks, publishing quality content and interesting Stories, which will help subscribers become potential customers and share this content in their profiles - will provide more target audience and increase efficiency of business activity.

Conclusions from this research and prospects for further developments in this area. The development of e-commerce contributes to a more efficient sale of goods or services through social networks, but every year the level of competition increases, which poses new challenges for business. The analysis of scientific and practical research in the field of internet marketing revealed the main trends and prospects for the development of SMM, including: increasing competition in the field of e-commerce through the mass transition of business online; in the field of social media marketing - reducing the coverage of publications due to the growing amount of content; increase the number of short videos and Stories; cleaning social networks from bots and fake pages; personal brand development; transformation of social networks into marketplaces; development of monetization tools for bloggers; expansion of messaging functionality; increase user content.

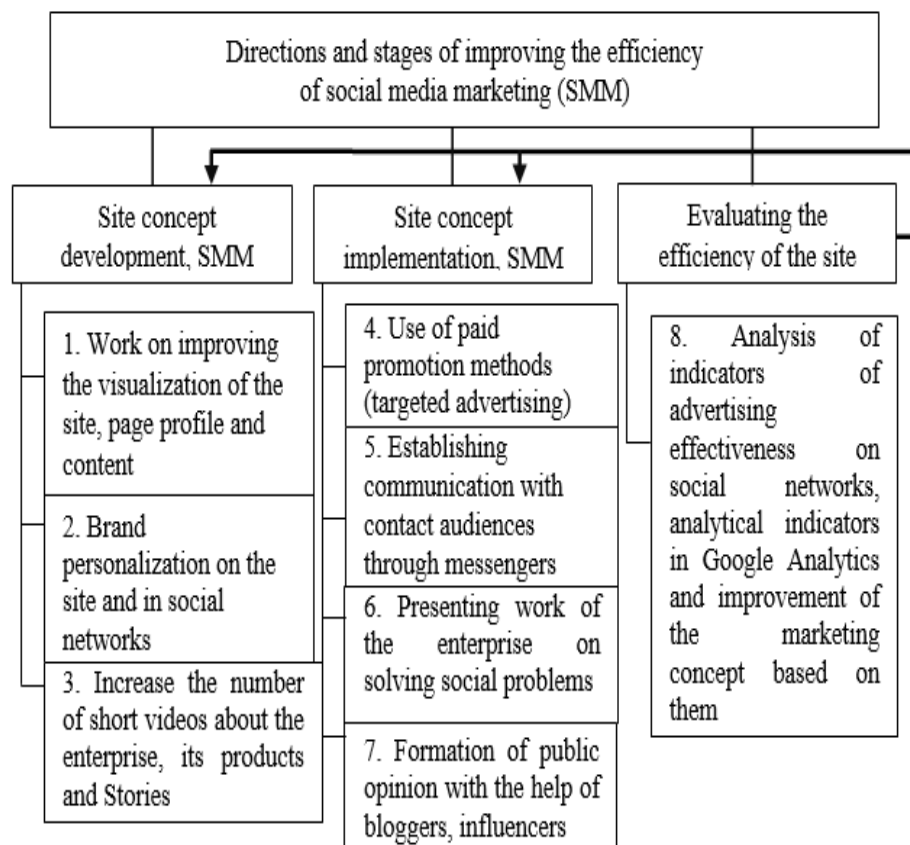


Figure 1. Directions and sequence of stages of improving the efficiency of social media marketing, 2023-2025

Having analyzed the innovations and development trends of e-commerce and marketing in social networks, we have developed a sequence of stages of improving the efficiency of Internet marketing and social media marketing for businesses: work on improving the visualization of profile and content; brand personalization in social networks; increase the number of short videos and Stories about the enterprise and its products; use of paid promotion methods; establishing communication with contact audiences through messengers and chatbots; presenting work of the enterprise on solving social problems; formation of public opinion with the help of bloggers, influencers; analysis of indicators of advertising effectiveness on social networks, analytical indicators in Google Analytics and improvement of the marketing concept based on them.

Prospects for further research in social media marketing are the development of approaches to the implementation of personal branding, the use of the blogosphere, PR through social networks and evaluation of performance indicators of their implementation in enterprises.

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Новаційні підходи до розвитку і підвищення ефективності маркетингу у соціальних мережах.

У статті розглянуто тенденції розвитку маркетингу у соціальних мережах, досліджено новативні для просування продукції у соціальних мережах. Розглянуто інструменти інтернет-маркетингу: SEO-оптимізацію; e-mail розсилки; контекстну рекламу; відеомаркетинг; інтуїтивний маркетинг; маркетинг 3.0; аналітичний маркетинг. Визначено новативні SMM: активізацію мобільного маркетингу, використання веб-аналізу, рекламу у відеоформаті, маркетинг впливу, контент-маркетинг, чат-боти і месенджери, персоналізація бізнес-

сторінок. Підсумовано, що основними новаціями SMM стануть: зниження охоптів публікацій; збільшення кількості коротких відео та Stories; очищення від ботів та фейкових сторінок; розвиток особистого бренду; перетворення соціальних мереж у маркетплейси; розвиток монетизації; розширення функціоналу обміну повідомленнями; збільшення користувацького контенту.

Ключові слова: маркетинг у соціальних мережах, новації, інтернет-маркетинг, електронна комерція, ефективність маркетингу.

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