

## ADVERTISING STRATEGIES IN SOCIAL NETWORKS (BY THE EXAMPLE OF "UZUM MARKET" LLC)

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### ABSTRACT

In this article, social media marketing, its advantages, strategies of social media marketing, stages of implementation of strategies, the activity of marketplaces in the online trading markets on the example of "Uzum Market" LLC are analyzed using concrete examples.

**Keywords:** social media marketing, strategies, stages, Information perception, advantages of

SMM strategy, KPI, opportunities of online sales channels.

SMM strategy allows you to understand how to reach the largest audience. With its help, tactics for brand recognition and attracting subscribers are built. This is one of the most important points in the plan. To compare indicators, you need to understand what performance parameters you need to monitor in the work of the team. Based on the results of the analysis, if necessary, a decision is made to correct the work plan or to continue the work in the same direction.

The SMM strategy should answer the following questions:



An SMM strategy often takes the form of a presentation. Each step is on a separate slide for ease of understanding information. Sometimes it is created in PDF format for ease of viewing on different devices.

**Advantages of SMM strategy.****Table-1**

Advantages of SMM strategy.	SMM strategy significantly facilitates the operation and promotion of the brand in the social network.
Saves money.	Since the action plan is already developed, there is no need to endlessly test different tools and channels. You can immediately determine the direction of development and promotion, because the market analysis was carried out and the target audience was determined.
Saves money.	All test advertising campaigns are quite expensive. And if financial opportunities are limited, then you can try different options. Using an SMM strategy, you can invest a small amount of money in research activities and then promote the brand with a ready-made plan.
Facilitates team work.	If there is a clear action plan, each employee knows what to do. Thus, teamwork becomes much easier and more consistent. Choose an individual approach. Each brand is unique, so the approach must be individual to stand out from the competition.

For this purpose, we analyzed the implementation of social media marketing and the use of IMM strategy in the activities of "Uzum Market" LLC, one of the fastest growing marketplaces in Uzbekistan.

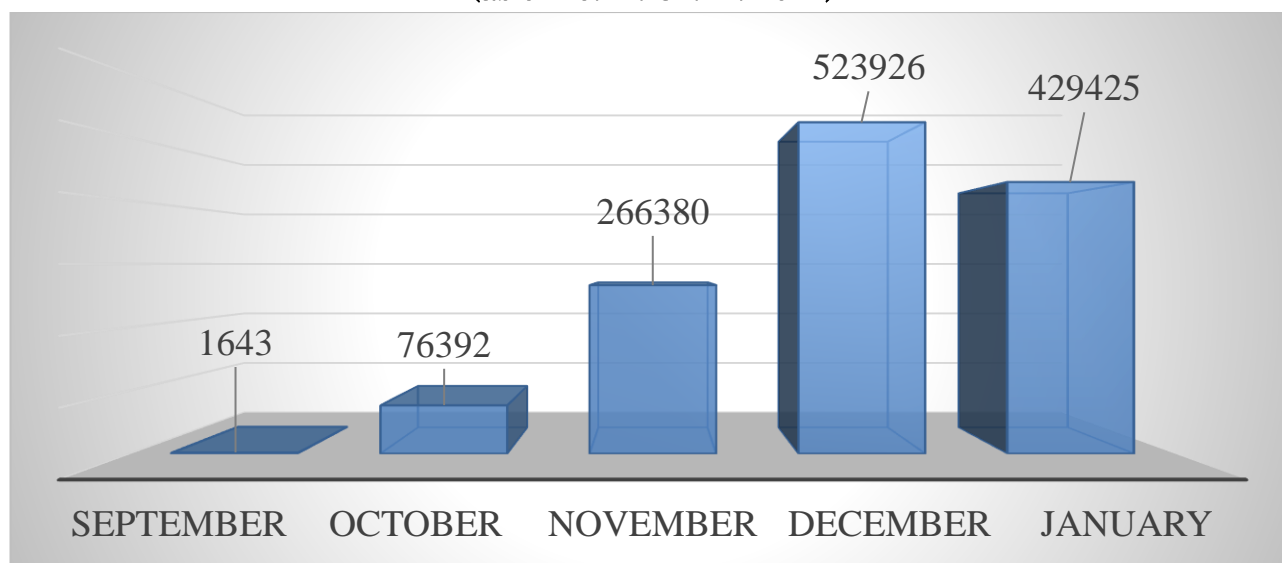
The stages of SMM strategy at "Uzum Market" LLC were analyzed as follows.

Any strategy is based on previous experience. But even if you don't have experience, creating a plan for a step-by-step upgrade will make it much easier to control the work and help save money, as new tools are gradually introduced. The step-by-step SMM strategy was analyzed in the following order.

**Stage 1. Market analysis. (As of 2022.)**

Marketplaces	Number of delivered goods, pcs
Amazon	353 000 000
Kazan Express	1 381 468
Zoodmall	60 000
Sello	50 000
Uzum Market	120 000

Statistics of "Uzum Market" LLC's goods release to the markets, in pieces.  
(as of 16.12.-31.12. 2022)



As of 16.12.-31.12, 2022, the amount of goods sold by "Uzum Market" LLC was 407,836 units. In 2022, the company offered customers 200,000 items of a variety of goods, and by the end of 2023, it plans to increase this figure to 800,000 items.

In this case, you need to understand whether your service or product is in demand and how promising it is to spend money on this enterprise. This will also help you reconsider your plans and maybe invest in another product. Analysis of commodity products. At this stage, it is important to understand how unique your product is and how it can compete with other similar offerings. The simplest thing is to get feedback, i.e. feedback on your proposal. You can also view comments or reviews. If this is not possible, try your product yourself.

Target audience analysis.

Your advertising campaign and strategy should attract people who are interested in your product. Therefore, before launching it on social media, it is important to understand how you can attract potential customers. A clear portrait of the target audience helps to create an advertising and sales plan.

Competitor analysis.

As a rule, 3-5 main competing brands are selected for monitoring, they offer products similar to yours. And if competitors are doing very well, you need to find out what traffic channels they use, what content they post, how followers react to innovations, etc. It is important that your brand is recognizable. The minimum that needs to be done is creating a logo, tagline, choosing colors, etc

In conclusion, it is important to say that SMM strategy is a method of promoting a product with open eyes, not intuitively. If we have spent a lot of time, money and effort using an action plan. The strategy determined the target audience, the demand for the product, demonstrated the effectiveness of our work. Most importantly, with the help of SMM strategy, we analyzed the competitors.

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