

EVALUATION OF ADVERTISING CAMPAIGNS ON SOCIAL MEDIA NETWORKS

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Abstract:

Social media advertising has created new opportunities for companies to interact with their target market. Social media advertising has become a popular choice for companies of all sizes due to its capacity to reach a wider customer base and communicate with them in real-time. To make sure that social media advertising initiatives are creating a return on investment, like with any other advertising campaign, it is crucial to assess their efficacy.

Key words: social media networks, advertising campaigns, business, report, conclusion, evaluation.

Introduction:

Social media networks have transformed the world of advertising. Businesses can now reach their target audience through various social media platforms at minimal costs. However, with millions of businesses competing for attention on social media, it is essential to evaluate the effectiveness of advertising campaigns. This study aims to evaluate the effectiveness of advertising campaigns on social media networks.

The emergence of social media has revolutionized the advertising landscape by offering new opportunities for marketers to engage with their target customers (Gandini, 2018). Social media advertising is more affordable compared to traditional advertising methods such as television and print ads. Social media networks allow businesses to reach their target audience with precision by targeting specific interests, demographics, and behaviors.

Despite the many advantages of advertising on social media, the advertising landscape is highly competitive, and brands need to find creative ways to stand out. One way businesses can evaluate the effectiveness of their advertising campaigns is through evaluating their return on investment (ROI). ROI measures the financial



profit or loss resulting from an investment, and businesses can use it to track the success of their advertising campaigns.

Evaluating advertising campaigns on social media networks is a crucial step in determining their effectiveness and ensuring the return on investment. The following factors should be considered while evaluating advertising campaigns on social media networks:

Reach and Engagement: The reach of the campaign measures the number of individuals who have seen the advertisement, while engagement measures the level of interaction individuals have with the ad. Monitoring the reach and engagement rates of the campaign can help determine its effectiveness in terms of capturing attention and promoting engagement among users.

Conversions: Conversions help measure the number of individuals who took an action after seeing the ad. This could be through website visits, email subscriptions, or product purchases. Tracking conversion rates can help determine whether the campaign is producing ROI or not.

Cost per Action (CPA): The CPA measures the cost of a desired action taken by an individual after seeing an advertisement. The lower the CPA, the more effective the ad campaign is in terms of producing a desired result within the given budget.

Return on Ad Spend (ROAS): The ROAS is a measure of the efficiency of ad spend, calculated by dividing the revenue generated by the ad campaign by its cost. ROAS provides insight into the success of the advertisement campaign in generating revenue.

Brand Awareness: Advertising campaigns can impact the overall brand awareness of a company among its target audience. Therefore, it is essential to evaluate whether the campaign is creating positive awareness and increasing brand recognition among the target audience.

Using the appropriate social networks and their platforms, an organisation can use an advertising campaign on social media to communicate with a target audience for a set period of time with the goal of informing, motivating, persuading, or influencing the target audience to meet the organization's communication objectives. Thus, the following measures can be proposed to overcome them:

- To estimate the number of impressions, clicks and the number of visitors, a combination of server and client monitoring tools and statistics of advertising publishers should be used in order to obtain the most accurate data by calculating the average value according to these three sources.



- User interest can be measured by analyzing user behavior when browsing the site (the number of views pages, their order and the duration of the viewing session, which can be obtained through a detailed analysis of the statistics of the advertised website).

- To assess the communicative effect, you can use small questionnaires to determine where the customer learned about the product or service. Another possible method is to provide customers on the site with special promo codes that entitle them to discounts, and which serve as an individual customer identifier.

In addition to helping businesses understand and adapt to the changing informational needs of their customers, ensuring targeted customer communication, and collecting feedback, advertising campaigns on social media networks also present businesses with unique complexity assessment challenges due to the diversity of approaches and factors. As a means of reaching out to potential consumers, social media marketing initiatives set the stage for quick and reasonably low-cost expenditures that will reinforce the bonds between the company and its clients. Users have the ability to create communities, exchange information, voice ideas, and debate a variety of subjects on social media platforms. However, a thorough evaluation of the success of marketing efforts is necessary to ensure good communication.

Conclusions and suggestions:

On the basis of the aforementioned, the following suggestions might be made: Overall, it is critical to evaluate different metrics to determine the success of advertising campaigns on social media networks. By analyzing data and tracking various metrics, companies can optimize their campaigns and improve ROI while enhancing brand recognition and creating a lasting impact on their target audience.

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