

ORGANIZING ADVERTISING USING SMM TRENDS

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In 2023, the Internet audience will increase by 14.1 percent. Currently, more than half of the world's population uses social networks. Therefore, the advertising coverage has also increased. Although it is not easy to get people's attention in times of abundance! To keep them interested, you need to know the best SMM trends for 2024.

Trend 1. Sending from paid marketing methods

Fill the Internet with high-quality content. You'd think this would be a huge advantage for companies that put a lot of emphasis on getting high-quality prints. After all, it is easy to stay in a poor composition. Although, this is not always the case: this is because bad content makes it much more difficult to fix good publications. Is there a way out of this situation? Yes, buy the best paid ads.

Starting to see a decline in targeted ad reach in 2019: Fewer people saw content in document feeds. It used to be very difficult to attract the attention of a new audience, but now it has become an impossible task. Let's say you want to attract the attention of your subscribers. In this case, you need to offer high-quality content in response to material requirements. Great content must first fit the social media format it's published on. Learn how to create great posts for Instagram, Facebook, and Telegram with Lectera's courses dedicated to these platforms. After all, there is no universal template for all posts from day to day. Apart from that, if you want to put your post on the top, you need to buy an ad.

It has become more expensive to promote a company on the Internet, and the cost per customer has increased significantly. Sometimes website marketing costs so much and produces mediocre results that it's easier to just give up. This is where social media marketing comes into play.

Trend 2. Avoid bots

While increasing the number of likes, comments and views used to be the norm, it is now a thing of the past. It is no longer possible to quickly collect a large number of likes and views. The latest social media algorithms have now stopped this fake



engagement! In addition, the struggle of social networks against bots and fake accounts has reached a new level during the coronavirus pandemic.

In 2020, due to the quarantine, online activity on social networks has increased dramatically. Unfortunately, during this same period, the amount of misinformation circulating on the Internet has increased. Therefore, social networks began to improve filtering mechanisms to "catch" fake news and prevent it from affecting the public. Facebook, for example, has invested more than \$100 million in its content detection technology. Content identification also helps social networks fight against bots.

Currently, social networks are actively banning suspicious accounts. By 2023, the methods of combating bots will be much more effective. It is too early to say that bots will be defeated forever. However, increasing likes has become a much more effective way to promote your brand on social media.

Trend 3. Being socially responsible

"Tell me who your client is, and I'll tell you how to close the deal." Millennials are gradually being replaced by Generation Z, or "zoomers" as they are also called. Zoomers are people born between 1996 and 2010 (almost every scientist has their own opinion about the correct time frame for this period). Currently, representatives of a new generation are coming to the field. Therefore, their values are also quite widespread.

In marketing, you need to be a few steps ahead. For example, if in the past the brand allowed itself to speak condescendingly about the values of generation Z, today it is trying to speak their language. Therefore, the social agenda in marketing should be considered important to the youth now.

Some believe that zoomers don't have much money to buy things, so businesses don't need to use them as references. However, this is a misconception: spending money to attract these consumers more than pays for itself. For example, the most prominent representative of Generation Z, tiktoker Rahim Abramov, has an annual income of more than 10 million rubles (around £100,000). Believe me, Generation Z has money and is willing to spend it. Again, only companies that share their values will be able to attract these customers.

Social awareness is a driving force for the new generation: Zoomers think about how their behavior and habits affect the people around them. Representatives of this new



generation always analyze the political movements that any company supports, how it solves environmental problems, animal testing, etc. It is impossible to develop a position on all these issues that will satisfy every customer. However, it would be foolish not to consider their opinions on the most pressing issues.

Trend 4. Search for new formats Marketers have long discussed "banner blindness": users have stopped paying attention to banner ads, which means that this type of advertising is becoming less and less popular. So the best way to get rid of banner blindness right now is to offer something completely different.

Humans instinctively notice anything unusual. SMM managers often try to "break the pattern" so that a person has no choice but to pay attention to advertising. Although finding this solution is not an easy task. An alternative response to attracting the user's attention is to run advertising campaigns that involve several platforms.

If the user notices the advertisement of the product on different platforms, it helps to increase the trust in the product. For example, in 2020, the Monster Energy energy drink was widely advertised on social networks. Also, the main character of Death Stranding was constantly an energy drink. As a result, the production company's revenue in 2020 increased by 9.47% compared to 2019.

Advertising on social networks can be compared to a war between users and SMM managers. Users will do their best to never see or notice the ads, and SMM managers strive to ensure that the ads attract the attention of the audience. The best way for an SMM manager to win this war is to offer something really interesting and relevant to the user.

References

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