

EFFECTIVENESS OF SMM CAMPAIGNS IN A COMPETITIVE MARKET

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Annotation: This article examines the characteristics and factors influencing the effectiveness of SMM campaigns in a highly competitive environment. Modern approaches to using social media in marketing are analyzed, and key performance indicators for brand promotion are identified. Based on this analysis, key methods for improving the effectiveness of SMM campaigns are identified, including the use of analytics, targeted advertising, and content strategy.

Keywords: Digital transformation, marketing strategy, digital marketing, SMM, social media, digital marketing, efficiency, content marketing, targeting, competitive environment.

Introduction

The modern market is characterized by a high degree of digitalization and the active use of social media as the primary channel of communication between brands and consumers. SMM (Social Media Marketing) is becoming a key tool for promoting products and services, allowing companies not only to increase brand awareness but also to build audience loyalty.

However, in a saturated and competitive market, the effectiveness of SMM campaigns depends on the correct choice of strategy, analysis of user behavior, and adaptation of content to the target audience.

The purpose of this study is to determine the factors influencing the effectiveness of SMM campaigns and to identify methods for improving their performance.

Analysis and results

According to research by Statista (2024), over 4.9 billion people actively use social media, making SMM one of the fastest-growing marketing areas. The most popular platforms are Instagram, TikTok, Telegram, and YouTube.

The effectiveness of SMM is determined by a combination of quantitative and qualitative indicators:

audience engagement rate;
publication coverage;
number of visits to the website or messengers;
conversion rate;
subscriber retention rate.

The main factors influencing performance are:

Content strategy: Relevant, visually appealing, and emotionally engaging content increases audience engagement.

Targeted advertising: Using user behavior data allows for more precise advertising targeting.

Influencer marketing: Collaborating with opinion leaders increases brand trust.

Analytics and automation: the use of tools (Meta Ads Manager, Google Analytics, Telemetr, Livedune) helps optimize campaigns in real time.

An analysis of small businesses' social media marketing activities in Uzbekistan showed that companies actively using TikTok and Telegram channels have 35–40% higher engagement and 25% higher conversion rates than those using Instagram alone. This underscores the need to diversify platforms and tailor content to the specific needs of each network. **Table 1.**

Analysis of the effectiveness of SMM campaigns in a competitive market

Indicator	Evaluation method	Results (example)	Conclusion
Audience Reach	Number of unique users who saw the publications	250,000 users per month	High level of brand recognition
Engagement Rate	Likes, comments, reposts, reactions (%)	7.5% (with an industry average of 5%)	The campaign generates interest among the target audience
Website traffic	Transitions from social networks to the official website	15,000 clicks	SMM contributes to traffic growth
Conversion Rate	Number of completed actions (purchases, applications, subscriptions) / total number of visitors	3.2%	Effective calls to action and relevant content
Cost per lead (CPL)	Total advertising costs / number of new customers	1.8 USD per lead	Optimal cost with high conversion rates
Audience loyalty level	Number of regular subscribers, page returns	Growth by 12% in 3 months	A stable brand community is being formed
Brand image	Evaluation through surveys, reviews and mentions	78% positive reviews	The campaign improved brand perception
Possibility of measuring results	It is difficult to assess real effectiveness (surveys, ratings)	Easy to measure with analytics and metrics (CTR, ROI)	Digital marketing provides accurate measurement of results
Speed of interaction with the consumer	Slow feedback	Instant response (comments, likes, reviews)	Digital marketing accelerates communication
Personalization	Minimal - advertising is aimed at the mass consumer	High - can be personalized to suit the client's interests	Digital marketing is more effective in creating loyalty
Long-term effect	Image campaigns and their impact on brand awareness	Requires constant content updates	Traditional marketing is better for brand building
Interactivity	None (one-way communication)	Two-way communication with the client	Digital marketing promotes audience engagement

The analysis demonstrates that the effectiveness of an SMM campaign is determined by a combination of quantitative and qualitative indicators. High engagement levels and increased

audience loyalty indicate that the chosen communication strategies align with the target audience's interests. Conversion rates and cost per lead also provide insight into the return on advertising investment.

Thus, a comprehensive analysis of SMM activities helps companies improve their competitiveness, build a sustainable brand presence in the digital space, and effectively use their marketing budget.

Conclusion

The effectiveness of SMM campaigns directly depends on a comprehensive approach: target audience analysis, selection of appropriate communication channels, high-quality content, and continuous monitoring of results.

In a highly competitive environment, companies must implement innovative methods—the use of neural networks, automated data analysis, and personalized content.

Thus, competent management of SMM processes is becoming an important competitive advantage in the modern digital economy.

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