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SABAH CENTER

Development of social media marketing campaign for small businesses

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Abstract

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In accordance with general rules and objectives of this study, this thesis consists of an introduction, three chapters, conclusion, and list of references.

In the introduction, the reason and relevance for selection of the thesis, aims and objectives, theoretical and practical significance are clarified, its object and subject are determined.

In the first chapter "Theoretical analysis of the SMM and its campaigns", essentials of the social networks are clarified, evaluation of its benefits are revealed.

In the second chapter "Methodological aspects and empirical research of assessing attractiveness of SMM in Azerbaijan", features of promotion and action plan for small businesses are disclosed; answers of respondents are evaluated.

In the third chapter "Results of implementation of the SMM and empirical research in the process of assessing customer perspective", results of the data analyzes are summarized and graphs are systematized.

In the conclusion, results of the thesis and fundamental generalizations are presented.

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INTRODUCTION

Information and knowledge are the nucleus of human freedom and improvement in our society. Its creation and distribution in public play significant role in our perception of the world, what it is at the moment and what it will be. During the last decade, we can see a fundamental change in the organization of information.

Hundreds of millions of people spend innumerable hours on social networks to communicate and interact with other people, or to share information. Therefore, social networks, at this time, are a source of unique information about users. Such a rich data source provides unprecedented opportunities for research and promotion of many companies. Social networks, in many aspects, are an integral part of the internet: collaborative interaction between users and the distribution of content, ideas, and any other information.

Social networks have changed the expectations of consumers and organizational structures of the businesses. Even business models and the main social media algorithms are continuing to change. Social networks destroy the limits between the real and the virtual world, allowing the application of theories and methods to study how individuals (social atoms) interact with each other and how societies are formed (social molecules). The uniqueness of the information obtained from social media highlights the innovation of the "in-depth data analysis" technique.

For many organizations, including for-profit and non-profit, as well as government agencies, the use of social networks begins with the department responsible for marketing or any other department that has direct connections with customers and other interested parties. This strategy is also essential for the development of small businesses: achieve awareness, create a positive image of the organization, attract new customers, and retain them.

Actuality of the research reveals itself when we pay attention comprehensively to the study. In recent years, social networks have penetrated

both the daily life of people, and the dynamics of the development of small businesses. The distribution and its place in the marketing communications system are the relevance of this work. That is, users not only consume information, but also create their own content, communicate and come together in communities with people. In social networks, instead of in other channels, users are much more willing to share information about themselves, about their interests, which opens up additional opportunities for marketing professionals to segment and personalize advertising messages. The main focus in social media marketing is to create content that allows companies to increase awareness. The promotion in social networks gives the company the opportunity to reach the target audience, choose the sites and platforms where this audience is most represented and determine the most appropriate ways to communicate with customers when small businesses want to develop.

The **theoretical significance** of this study is an integrated approach to the marketing communications in social networks from people's views and develop small and potential businesses. The **practical significance** of this work is the possibility of using the results of the study in a later work on the problem of promoting and attracting the target audience through social networks.

The **aim** of this study is to develop a complex SMM campaigns to promote and develop small businesses in social networks and analysis of the collected data to measure the effectiveness of the SMM plan.

The **object** of the study is social networks as a channel and marketing communications, whose use is available to all companies, especially vital for the improvement of the small businesses.

The **subject** of the study is the tools of the SMM and the views of the people to the SMM campaigns for developing small businesses.

CHAPTER 1. THEORETICAL ANALYSIS OF THE SMM AND ITS CAMPAIGNS

1.1. Definition, history, and trends of the social networks

In "Influence of social media in business communications" by G. N. Neyaskin (2010), the concept of "social networks" appeared relatively recently due to the appearance of several new technologies (RSS, blogs, etc.) and internet resources (social networks, etc.). As the internet consisted mainly of static pages, the circle of these heterogeneous phenomena is united by the fact that they all serve to facilitate the exchange of information between users compared to the technologies of the previous generation. Currently, the concept of "social media" is not scientifically worked out. There are two common approaches to the concept of "social networks": how to use technology and how to use websites.

In practice, technologies are closely related to the virtual spaces that work with their help. The most popular sites that are commonly known as social networks (Facebook, Twitter, YouTube, etc.) have a unique interface work based on a certain set of technologies that make this site a unique communication tool. During the study, G. N. Neyaskin (2010) defined social networks as a category of websites that offer the possibility of publishing, sharing, and discussing content with a wide audience of users. Social media can gather an audience comparable in size to the audience of traditional media. The definition of "audience" is applicable to most of the users of social networks, since, despite the wide opportunities for feedback and the production of their own content, in reality, most users take the position of passive observers.

The phenomenon of feedback and interaction was considered by J. Nielsen (2006), who called this phenomenon as "Participation inequality" and proposed the formula "90-9-1". The essence is that 90% of participants in online communities are passive observers, 9% contribute from time to time and 1% show "strong activity".

Next, consider the classification of social networks. Despite a number of common characteristics, internet communication tools that fall into the category of social networks can vary considerably in terms of the functions and features they provide to users. The difficulty of classification also lies in the increasing integration of social networks.

G. N. Neyaskin (2010) in his report on "Influence of social media in business communications" pointed out that social networks can be divided according to their purpose. Some sites provide favorable conditions for individual expression, while the value of others lies in the cooperation of many users and this process is generally anonymous, which partly correlates with the classification of anonymity. A blog is an example of social network with a focus on the identity of the author. On the other hand, multiuser blog services provide users with the ability to create communities and generate content through the power of many users, a feature that characterizes collaborative social networks. Examples of purely collaborative social networks are Wikipedia and collective blogs.

Another classification is based on the fact that part of the social media mainly serve to store and place content called as "content storage", while the other part is primarily for sharing it with other users that called "content sharing". Examples of "repositories": hosting videos and photos (Flickr, etc.), wiki resources and examples of "distribution points": online social networks, blog services, team blogs, etc. (Neyaskin G. N., 2010).

A different type of classification is presented in the article by A. M. Kaplan (2010). He highlighted 6 types of social networks: Joint projects; Blogs; Content communities; Social networks; Virtual games; Virtual worlds.

Table 1.

Classification of social networks by presence in social networks and self-presentation

Self- presentation	Media richness / social presence			
		Low	Average	High
	High	Blogs	Social networking (Facebook)	Virtual worlds (Second Life)
	Low	Collaborative projects (Wikipedia)	Content Community (YouTube)	Virtual games (World of Warcraft)

Taking into account social presence and media richness, joint projects such as Wikipedia received a low rating, because in most cases, they focus mainly on the text and leave little space for interaction or exchange of information. The next level are the content communities such as YouTube and social networks such as Facebook, which, in addition to textual communication, allow you to share images, videos and other types of content. And at the last level there are virtual worlds such as Second Life and virtual games such as World of Warcraft, which try to imitate all aspects of real interaction and communication in a virtual environment. In terms of self-presentation, blogs, in general, are much appreciated compared to joint projects, because the latter specialize in certain areas of content. (Haenlein M.; Kaplan A. M., 2010). In addition, the author considers in detail each of these six different types of social networks.

Collaborative projects - There are two types of collaborative projects: wikis, where users can add, delete, and change text, and social bookmarks that enable group gathering and rating of internet links or media content. The essential idea of joint projects is the joint effort of many participants, which leads to a better result, compared to the result obtained by the participant individually. (Haenlein M.; Kaplan A. M., 2010). Although not everything that is written on Wikipedia

can be correct, more and more users believe that the information available on this resource can play a significant role in relation to the corporate crisis. (Ellison N.; Steinfield C.; Lampe C., 2007).

Blogs – also represent the equivalent of personal webpages and have many different variations, starting with personal diaries, describing the author's life and ending with reviews, where all the necessary information about a specific area is collected. Blogs are usually run by a single person, but by adding comments, they offer an opportunity to interact with other members. (OECD, 2007). However, in this case, companies face two types of risks:

- First, customers who for one reason or another are dissatisfied with the services / products provided by the company can leave complaints online or organize a protest in the form of websites or relevant blogs. (Wellman B., 1988). They may also spread unwanted information about companies in the online environment.
- The second type of risk is that companies that encourage their employees to be active on blogs may have to deal with the resulting problems because of employees writing negatively about the company.

Content communities - The main objective of content communities is to share multimedia content among users. Content, the most powerful tool for business development in the vast social network, is one of the main reasons for joining community. The content topic is becoming increasingly popular as it has become one of the most discussed and defining trends in internet marketing since mid-2015. Content communities contain various types of media, including text, photos, videos, and presentations. (Haenlein M.; Kaplan A. M., 2010).

Social networks - are platforms that allow users to interact with each other, create profiles with personal information, invite friends or colleagues, and exchange instant messages. Such profiles may contain personal information of various types: they may be photos, videos, audio or a blog (diary). Some companies use this networks to support the creation of brand communities (Muniz

A. M.; O'Guinn T. C., 2001) or for marketing research in the context of netnography. (Kozinets R. V., 2002).

Virtual games - About virtual gaming heard at least once by everyone who uses the internet or plays computer games. Virtual game is a non - existent world artificially created by technical means. A person immersed in it can perform the same actions as in real life, interact with the outside world, using virtual gaming systems and tools. Active presence of person in virtual gaming, makes advertising and promotion profitable and provides vast amount of information.

Virtual worlds - The scope of virtual world is quite wide - from entertaining interactive video games to auxiliary training methods for surgeons or pilots to safe airship piloting. As in virtual games, users of the virtual world can present themselves as avatars and interact in a virtual three-dimensional environment; however, there are no rules in this area that limit the range of possible interactions. Therefore, a wide range of self-presentation strategies is available here. It was also found that by increasing the intensity of use and consumption experience, users of virtual social worlds, or "residents", as they prefer to call themselves, behave as they would in real life situations. (Haenlein M.; Kaplan A. M., 2009). Virtual worlds offer many opportunities for companies working in the field of marketing (advertising / communication, online sales, market research), as well as in the field of human resources and internal process management. (Haenlein M.; Kaplan A. M., 2010).

Another type of classification was reviewed by the Digital Ingate Agency (Promotion in social networks: numbers, trends, recommendations - <http://digital.ingate.ru/#aware-books>), where social networks are divided into mass, thematic and photo / video accommodation. Mass social media is designed for any internet user where they can communicate on any topic (Facebook). Thematic social media have some kind of communication focus: by interest or professional. Photo and video hosting services involve communication through commenting photos and video clips (YouTube).

It's an inevitable future to use social networks, but the main thing is not to lose reality. Most of these sites maintain existing social connections, but others help unfamiliar people find each other based on common interests, political views or their activities. N. B. Ellison in her article "Social Network Sites: Definition, History and Scholarship" examined in detail the phenomenon of social networks, starting with their definition and history, and ending with their further research. (Boyd D. M.; Ellison N. B., 2008).

Early years - The prototype of the first social networks are the traditional forums, which appeared for the first time in the nineties. In these sites, people can lead discussions and share different opinions and experiences. This period can be called the era of internet sites, or the era of one-sided connections, when websites and applications created by the companies were primarily focused on their customers. At the same time, the communication of simple members of the network, which grew rapidly, was limited only to internet forums. Therefore, in the early stages of the development of a one-way communication model, professionals created information and users consumed it.

The widespread dissemination of blogs as a phenomenon began in 1996. Later, in the late 1990s, the word "blog" itself came into use, which was formed from the phrase "blogging the web" - the verb became a noun. In August 1999, the computer company Pyra Labs from San Francisco opened Blogger - the first free blog service. (Bondarev N. S., 2014).

Connecting online and offline - Ellison, Steinfield and Lampe (2007) suggest that Facebook is used to maintain and strengthen existing offline relationships, rather than to meet new people. These relationships may not be so close, however, as a rule, there are some common elements among people who have added each other as friends. J. H. Choi (2006), in his study "Living in Cyworld" noted that 80% of respondents are registered on social networks to maintain existing connections, and their use is the main motive for being in cyberspace.

Confidentiality of information - Publications of popular newspapers highlight the potential problems of confidentiality of private information, primarily regarding the safety of young users. (George A., 2006). In one of the first privacy studies on social networks, Gross and Acquisti (2005) analyzed 4000 Facebook profiles at Carnegie Mellon University and found potential threats to the privacy of personal information contained on students' personal pages. Privacy settings provided by social networks do not satisfy users with the resilience needed to resolve conflicts. (Preibusch S.; Hoser B.; Gurses S.; Berendt B., 2007). Moreover, social networks questioned some legal aspects regarding the confidentiality of private information. M. J. Hodge (2006) argued that the fourth amendment to the US Constitution and legal decisions that relate to private life, is not adapted to solve problems with social networks.

1.2. Promotion in social networks and benefits of the SMM

Now let's take a closer look at social media marketing: let's consider its benefits, which problems of organizations are solved thanks to social media marketing and what tools exist in social media marketing. According to the integrated marketing analytics platform TrackMaven (<http://trackmaven.com/>), SMM is a set of measures to promote companies, brands, goods and services in social networks, to attract thematic visitors to the main site due to unobtrusive exposure. Marketing in social networks is, first of all, the promotion (positioning) of a product or company using social services through the involvement of the existing audience of users on the service in the communication process associated with this product or company. With the help of promotion in social networks there is an increase in interest and loyalty of the target audience to the brand. The main tasks that are solved with the help of social media marketing: promotion of services; customer support; development and creation of communities, groups, publics in social networks; stimulating audience interest in the community, attracting new participants through, contests and competitions; creation of

applications, games, useful utilities and their promotion among users of networks; website promotion in communities (working on blogs and forums, leading discussions with real network participants, publishing posts, reviews and articles); analytics: monitoring networks and communities, analyzing the situation and developing recommendations for the promotion of a company, creating a strategy for promoting a company in the network; sales promotion.

Social networks can be a great traffic donor. To do this, simply collect the target audience in thematic groups and redirect it to your site. Another bonus work with social networks is the possibility of organizing an autonomous trading system; goods can be sold directly from your page; increasing brand awareness; creating a profitable company image; This is mainly due to the word of mouth; pooling loyal users. Social networks can assist you to "attach yourself" to customers. Participants in an organized community will not only be able to familiarize themselves in detail with the company's offer, but also read reviews from other users, win in some kind of competition and get a prize. All these actions hold potential customers and make them want to make a purchase; opposition to negativity. This is one of the most important tasks of SMM. In order not to destroy the positive image of the company, it is important for administrators of groups to react in time to the manifestation of negative from users.

The main focus of the SMM is on creating relevant and initiating communication between content users. To achieve this goal, it is necessary to periodically repeat the study of the needs of the audience. Messages that people will distribute independently will cause more trust among potential consumers of a given product or service. This is due to the recommendation scheme of distribution in social networks. From here, the following SMM tools can be distinguished: creation, design, content materials (maintenance) of the blog on various platforms; blog promotion; informational messages in thematic communities, support of discussions, responses to comments; working with popular thematic forums: launching and supporting discussions, hidden

marketing; conducting discussions on behalf of the company (direct marketing); direct advertising in thematic communities and on the pages of popular bloggers; viral marketing; monitoring positive and negative feedback; optimization of the company's internet resources for social media (SMO - Social Media Optimization).

Promotion in social networks is due to the extensive range of activities that is aimed at getting the target audience. A number of loyal clients increase when using in the course of advancement such an instrument of influence as communication and consultation. It is worth noting that the promotion in social networks allows companies to bring to the market a new product or service, while showing their unique characteristics, while increasing brand awareness. In the literature, the concepts of promotion and marketing communications often do not have fundamental differences. For example, A. L. Razumovskaya (2009) in his book "Technology of effective services promotion" does not distinguish between the terms promotion and marketing communications. A marketing communications complex, also called a stimulation complex, or a promotion complex, consists of four main means of influence: advertising; sales promotion; propaganda; personal selling.

Complex promotion is an integral part of the marketing mix. We can distinguish the main methods of promotion in social networks:

- Creating a community. A group of participants is formed where communication takes place around a brand (company).
- Special projects (draws, tests, prize contests, etc.). A plus, in this case, will be attracting and informing a large number of people about this product. However, the organization of such special projects does not guarantee an increase in consumer preferences regarding the product.
- Dialogue and interaction with potential customers. This method can be considered the most productive, but at the same time the most time consuming. It is based on the study and in-depth analysis of user

profiles, based on a list of potential clients. Further, these users are engaged in dialogue, using various methods and tools that will cause the client's interest in the company).

A. L. Razumovskaya (2009) highlighted the following stages of promotion: definition of the company's marketing strategy; formulation of marketing objectives; the formulation of the objectives of the promotion, including behavioral and communicative; deciding on the principle of budgeting promotion activities; target audience identification; positioning; definition of the concept and creative component of the planned promotion event; selection of integrated marketing communications channels, determination of frequencies, sizes, duration of outputs, impact volumes; budget definition and optimization; organization of feedback and evaluation of results.

Social networks have a number of advantages over other online marketing tools (search engine optimization, contextual and banner advertising), as well as traditional advertising tools (television and outdoor advertising, product placement). Next, consider the benefits of marketing in social networks, which highlighted by the author of the book, D. Khalilov (2013) - "Marketing in social networks": "Word of mouth" - Users tend to share interesting information with their surroundings. With the right approach, this feature can be used for the widest possible dissemination of information. It is on this mechanism that the so-called viral marketing (videos, infographics, viral sites, etc.) is built - the creation of brand-linked information leads, content, interactive applications that users distribute in their environment; Targeting / Hypertargeting - The key advantage of social networks is maximum audience targeting (i.e., focusing an advertising campaign on a specific segment of the target audience); Non-advertising format / Interactive interaction - The main mechanism of interaction is communication on topics of relevance to the user and the distribution of interesting content. Naturally, both communication and content contain obligatory promo-binding, but, unlike advertising, they are of value to the user. In the case of most other

marketing tools, work with the audience is built in one-sided format: the advertiser conveys information about his product and is not able to get feedback. In social networks, this process is bilateral: users can express their opinion, ask, participate in polls. As a result, there is a deeper interaction with the target audience than in the case of traditional advertising. Social networks, in a sense, are analogous to personal sales, when the possibilities of psychological adjustment for a client repeatedly increase due to the synchronous maintenance of contact with him and quick feedback. Users can express their opinion about the product, participate in online surveys, ask company questions, etc. In the process of communication with the brand on the social platform, the user himself imperceptibly begins to get involved in the life of the brand; Lack of compulsory familiarity, unobtrusiveness and active expression of interest from the target audiences. The user himself is interested in the thematic group or public page of the brand and consumes voluntarily relevant content of a hidden or open advertising nature. This situation is fundamentally different from the imposed interrupting commercial on television or radio; Image building - raising awareness of the product, increasing loyalty, increasing the number of brand advocates, tracking opinions and attitudes of the target audience.

In this section, we'll take a closer look at the benefits of social media marketing, such as company branding. Branding a company in social networks involves the pursuit of three main goals: bringing a new brand or product to the market with its presentation and attracting the attention of a new audience; receiving feedback from the target audience and, in this case, openness and willingness to directly interact with users on the social network, which strengthens the positive image of the company or brand and attracts loyal consumers; brand image, instant information dissemination among users of social networks, which allows companies to quickly and with minimal effort correct the already existing brand image, that is, to produce rebranding.

1.3. Evaluation of the effectiveness of SMM campaigns

As in any other marketing activity, in the case of SMM, one of the most important tasks is to evaluate the effectiveness of the campaign. The online environment provides more opportunities for analytics than traditional marketing tools such as outdoor or television advertising and through feedback mechanisms, social networks allow companies to analyze the effectiveness even deeper. As analyst D. Khalilov (2013) writes, the main sources of information for research can be: web analytics data (traffic, user activity, targeted actions); analysis of user actions in social networks (likes, comments, added materials); internal statistics of communities and blogs in social networks (attendance, number of pages viewed, portrait of the audience, etc.); monitoring data of social networks and blogs (number of mentions, their tonality, resonance); open statistics on third-party sites (number of views on video aggregators, number of visits to topics on forums, etc.); classical sociological tools adapted for social networks (polls, work with focus groups, etc.); special marketing activities (promotional code system, dedicated phone numbers, etc.).

Understanding the effectiveness of the ongoing SMM campaign is necessary for several main reasons: The final goal of any marketing actions is direct or indirect profit growth, therefore, the performance evaluation system should be built with regard to the ROI; Correction of the ongoing campaign. Failure to achieve certain metrics indicates one of the following facts: either the tools are not used efficiently enough, or the initial performance predictions were too high. Accordingly, in this case, it is necessary to adjust the campaign strategy; Evaluation of the effectiveness of using certain methods. Often, an evaluation of the effectiveness of a campaign shows that the return on certain instruments is much higher than on others. This may be due to various reasons, for example, the fact that there were not enough target audiences on the site. In such cases, you must first try to optimize your actions on these sites and, if this does not help, concentrate efforts on sites with the greatest return; Comparing the results of

SMM with the results of other marketing activities. Getting an idea of the impact of each direction of marketing allows companies to understand what gives the greatest effect and in which of the areas it is worth continuing to invest resources.

O. Blanchard (2011) highlighted the following measurement indicators: number of followers on social media; the number of outgoing tweets per day; the number of responses per day; volume of outgoing updates per day; the number of comments / likes per day; other activities (discussions, subscribing to events, downloading files); the number of daily blog visitors per day; the number of unique visitors to the blog for the message / article; number of comments per day / to the article; number of views and downloads (video); number of downloads (audio / podcast); the volume of references (brand and various keywords) by channels; overall brand assessment; positive reviews written directly to the corporate brand account; general brand complaints; negative reviews written directly to the corporate brand account; average amount of time to satisfy customer service request; the number of resolved / unresolved customer service requests; net potential coverage; unique site visitors; unique visitors to the site, following the link from the social networks; number of online transactions; sales volume (total, by products, categories, by location, etc.); event attendance.

Such key KPIs (Key Performance Indicator - performance indicator) are assessed in the framework of the standard SMM campaign. However, for each specific task its own performance evaluation system is selected. That is, if the task of the campaign consists of increasing user awareness of the brand, it will be necessary to analyze the involvement metrics. If the program is aimed at increasing sales, then it is worth tracking the conversion rate of visitors into buyers. Let us consider in more detail the main sources from which the final assessment of efficiency will be formed:

- Stable growth in the number of subscribers: it is necessary to establish a stable positive dynamics of growth of participants, because if growth

charts have sharp jumps that are not followed by continued growth, then perhaps the chosen marketing strategy does not fit the target audience.

- "Quality" of subscribers: in this case it is necessary to track the number of non-living accounts and the correspondence of the participants to the desired target number. Moreover, it is important not only socio-demographic conformity, but also the activity of the received audience.
- Subscribers activity in the community: what is the percentage of involvement in the published content. Specific figures depend on many factors: the size of the audience, the subject of business, socio-demographic characteristics of the audience, etc.
- The number of transitions from the community to the company's website (using the Googly Analytics service, unique URL identifiers are created, and then for each of them transitions to the corresponding page and further actions on the site are calculated).
- The number of transitions to the community: through search engines, external sites, from other communities, etc.
- "Quality" of transitions from the community to the website: tracking the actions of visitors on the company's website (time spent on the page, number of pages viewed, etc.).
- The number of attracted subscribers from advertising: how many people entered from advertisements or purchased posts.
- Growth in the number of subscribers and behavioral indicators during the competitions.
- Number of community references.
- Resonance - This is an indicator of how often materials (posts, photos and videos) are republished by users. The important task of the SMM is to initiate viral dissemination of information, to stimulate constant republishing, thereby reaching an increasing volume of audience.

We should also consider such a metric as sales. However, an important clarification needs to be made: this indicator can be effectively calculated only for companies focused on direct sales: online stores, retail stores, etc. There are several mechanisms for tracking sales sources: Web analytics - If sales are made exclusively online, then companies can track their sources through web analytics: unique URLs are formed, a purchase is set as a target action, then these data are correlated with data in the customer relationship management system (CRM), and if the payment is received, then that the sale is made and its source is determined; Dedicated phone number. In this case, by using special services, several phone numbers are created (each of which forwards the call to the main number). As a result, it is possible to trace how many calls ended with the sale were made for each of the activities. (Khalilov D., 2013)

It is worth noting the performance indicators for such companies, whose task is to increase sales. In this case, companies need to track the number of transitions to the landing page (landing pages of the company's website) and, accordingly, the number of applications left. For example, such information can be obtained using the Google Analytics services.

CHAPTER 2. METHODOLOGICAL ASPECTS AND EMPIRICAL RESEARCH OF ASSESSING ATTRACTIVENESS OF SMM IN AZERBAIJAN

2.1. Analysis of the promotion of companies by means of SMM in Azerbaijan and features of promotion in the social networks

For a start, consider the number of users of internet and social networks in Azerbaijan, based on data provided by the WeAreSocial and Hootsuite (2018) in their report – "Digital in 2018 in Western Asia, Part 1 - North-West". (<https://www.slideshare.net/wearesocial/digital-in-2018-in-western-asia-part-1-northwest-86865983>). According to the data provided, in Azerbaijan, there are 7.90 million internet users that make up 80% of the total population (9.88 million total population). Since January 2017, there is 3% annual growth in the number of internet users. At the same time, active social media users are 2.70 million and constitute 27% of the total population. (29% annual growth in the number of active social media users since January 2017). There are 1.80 million active mobile social users, and since January 2017, an annual increase of 13% has been observed. Total number of monthly active Facebook and Instagram users are 2.70 million and 2 million, accordingly.

The penetration of social networks into everyday life in the world, as well as, in Azerbaijan is constantly growing. Social networks are one of the most popular online activities with a high degree of user involvement. Next, we consider the most popular social networks abroad (Stelzner M. A., 2018):

Table 2.

Widely used social networking sites

Social media platform	Percentage
Facebook	94%
Instagram	66%
Twitter	62%

LinkedIn	56%
YouTube	50%
Pinterest	27%
Snapchat	8%

As can be seen in Table 2, Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, and Snapchat are among the seven main platforms used by marketers, and Facebook is the leader among them. With billions of active users per month, Facebook is currently leading the market in terms of reach and scale.

Based on the main goal and to achieve it, lower-level main goals are formed, then intermediate, etc. Business objectives are the starting point for developing the objectives of a marketing plan. They become the basis for setting lower-level marketing goals and determine the long-term vector of the company's development in the market. (Batra R.; Meyers J.; Aaker D., 1999). Strategic marketing objectives are to improve or change the consumer base and grow the company's audience, increase loyalty to the company's product and attract a new audience.

Communication objectives are an important stage of marketing planning and objectives are formed from communication objectives for main advertising campaigns and individual marketing communications. Media goals are expressed in the form of key media indicators, communication channels and other parameters that should be considered in the media planning process. Thus, the marketing goals of the small business brand can be as follows:

- increase brand awareness; thus, the company needs to attach the attention of the potential consumer and form the initial pool of customers.
- development of a "distinctive advantage" (unique product range);

- formation of increased loyalty; in social networks, the brand behaves openly and is available for dialogue and suggestions.
- increase sales, thereby obtaining the desired profit.

Using RTM (real-time marketing) can also be an effective promotion strategy in SMM. Famous author D. M. Scott (2013), in his book, "The New Rules of Marketing and PR", noted that marketing and PR in real time allows: develop the business culture of the company and encourage speed of processes; read signals of readiness to purchase, from potential customers; increase the company's presence in the media; set high prices for goods; use technology to communicate and interact with potential consumers; use crowdsourcing to improve the product, naming and even creating promotional activities.

According to the authors, E. Walter and J. Gioglio (2014), such indicators as a positive attitude, interest, recommendations, purchase of brand products increased markedly due to real-time marketing.

One of the most popular social networks in Azerbaijan is Facebook, since promotion in it provides access to a large audience, most of which is the target segment of many companies. Facebook audience is very much alive, that is, not only studies the finished content, but also shares it, and even creates it. Sometimes users prefer to use the Facebook only and not to visit other sites. All of the above features make the social network attractive in terms of brand promotion. Despite the fact that every day more and more new social networks appear, the number of Facebook users does not decrease.

Despite minor flaws, Facebook remains the most sought-after platform of the SMM promotion in Azerbaijan: it is here that companies can implement most of the successful promotion programs. The most effective technologies for brand promotion are as follows: Cross marketing - This is a relatively new and effective technology to promote a product or brand on the market. One of the principles of this method is the expression "to fish where it is found", that is, communication and sales should be in the place where the person is. Some want to increase the

number of buyers at the expense of the customer base, others - to achieve awareness of their brand. Crossing audiences is the main criterion for the effective use of cross-marketing techniques. Often this opportunity is used for communities, groups; Targeted advertising is one of the most advanced online marketing channels. The main idea of targeted advertising is that an ad is displayed in the user's page, a link from which can lead anywhere within the Facebook network and to thematic sites; Advertising in well-known communities and authoritative groups for instant coverage of a large target audience. The publication about the company is placed in the most authoritative and popular communities of Facebook, the number of which is thousands or millions of subscribers, therefore, the company's awareness increases and the potentially interested users of the communities are motivated; Conducting competitions and contests alone or together with popular communities.

2.2. Development of an action plan for implementation SMM campaigns for small businesses

We will look at the analysis of running small businesses in social networks in general, the features of conducting marketing activities in the social networks and the step-by-step construction of a SMM campaign plan, namely, collecting information about the company, setting goals and objectives, analyzing competitors and developing content plan.

Most small business companies understand the importance of social media, because it is precisely small business that is most interested in sales growth, attracting new customers and shaping the brand image. Thus, we consider the statistics provided by the social media and online media monitoring service IQBuzz. (<http://iqbuzz.pro>).

Table 3.

Use of social networks by small businesses

Companies blogging in social media	50%
Use social networks to communicate with current and potential consumers	80%
Plan to organize social media events in the coming year to interact with their customers	60%
Consider their actions effective	60%

Next, we will look at a study conducted by the international center for online commerce, named among its subscribers — Allbiz, heads of Russian small and medium-sized businesses about sales efficiency through social networks. (<http://www.all.biz/>). According to the results of the study, the majority of managers (78% of surveyed companies) believe that customers can be attracted through social networks, however, the pages of their companies / brands in the social networks develop only 50% of respondents. As for the purpose of using corporate pages in social networks, 6% of participants expect to increase awareness of the company among potential customers. 28% use social networks to communicate with existing customers and get feedback from them, and as many are confident that they receive a new sales channel. And 7% of companies believe that using social accounts will be able to encourage current customers to buy something else.

The specific tasks of the organizations are as follows: develop and implement the SMM campaign for the communities in a social network to attract the attention of users and to form the support of the brand image; maintain loyalty to the existing audience; stimulate product discussions.

It is necessary to attract the target audience, to create the desired image of the brand, product or service. Coming to social networks should be meaningful, planned, with clearly defined objectives. Only in this case, the campaign will give a tangible effect. Therefore, it is necessary to analyze in advance all the

prerequisites of the campaign, form a system of promotion in social networks and continue to work according to a clear plan. (Pimenov Y. S., 2002).

Target audience determination - The definition of the portrait of the target audience should be made for the following reasons: determination of the total value for the target audience on the basis of which in the future to build marketing processes; formation of appeal to consumers, which will be present in many promotional materials; choosing the most effective promotion channels and not wasting advertising budget. (Khalilov D., 2013)

Analysis of competitors and audience behavioral characteristics - After analyzing consumers, it is necessary to find out which competitors in this market and how they promote their businesses in the network.

Content Strategy Development - The objective is to create and distribute useful information to attract and retain the attention of the target audience. However, what is it for? Why does content need to have some value for the audience?

- Informational: inspires consumer confidence in company expertise.
- Educational : such content helps the client to avoid those or other mistakes that the client would make without becoming familiar with it.
- Entertaining content: engages in dialogue and creates a positive impression of the openness and friendliness of the company. The task of such content is also to reduce the distance between the company and the audience.

First, consider what constitutes viral content. Viral content is a publication with a potential for self-replication, i.e. natural replication of materials by users of social networks. The audience uses sharing buttons to distribute publications. (<http://www.cossa.ru>).

Getting directly to the development of a content plan, you need to decide on the main theme of community content. In addition, it is necessary to monitor the reaction of the audience to the latest events in the world to be aware of the

mood of users. Analyzing the content of other sites with similar or common themes will also help determine the content vectors. In addition to thematic news, companies can track news from other areas such as politics, sports, etc. And to be aware of the latest events, companies need to constantly monitor news resources, which is not the easiest task. For this there are special tools, among which are: media and social media search services; graphic analysis tools; blog search services; information services.

In addition to unpredictable information shows, there are a number of events that take place in the world at set intervals, namely, the Oscar ceremony, presidential and parliamentary elections, the Olympic Games, music festivals, the long-awaited premieres of the films, etc. In addition, international holidays, such as New Year, Valentine's Day are also such informational occasions with which companies can realize real-time marketing in social networks.

The next element that will shape the content strategy for the community is the frequency of publications. Information content or annoyance is the main problem that may arise when choosing the frequency of publication. Based on the current frequency of posting posts in the community, companies do not try to be intrusive to the audience and publishes content 3-4 times a week, on average.

The next important element of content strategy is the stylist of publications. The task of the current marketing campaign in social networks is to increase brand awareness and increase loyalty. Accordingly, in order to keep in touch with the audience and their interest, it is necessary to publish content that is close to the subject of the community: announcements of new products; professional photos; amateur photos of customers or reviews of satisfied customers; photos / videos of the processes; entertaining (humorous) posts; discounts, promotions, contests, sweepstakes; congratulations on holidays, reviews and discussions, collection of opinions of community members and active dialogue with them.

Calculation of the budget and efficiency of implementation of the promotional campaign in social networks - the compulsory stage of the

development of the program for the promotion of the small businesses in social networks is budgeting and evaluating the effectiveness of the promotion package conducted in social networks. Such a strategy is costly and an important expense point is not only the prize for participating in the contest, but also advertising costs and targeted advertising.

Determining the nature of the situation - to determine this, it is necessary to analyze the possible risks:

- Financial: demand instability; the rapid growth of competitors who can offer better products.
- Production: increase in the cost of materials for the production; problems with the delivery and a decrease in the number of manufactured products.
- Social: solvency.

Calculation of the cost of promotion in social networks - there are some types of promotion in social networks: placing an advertisement; advertise posts; contests.

Calculation of the effectiveness of the implementation of marketing activities in the social networks - there are two fundamentally different types of advertising campaign effectiveness: the effectiveness of psychological influence (communicative efficiency) is the degree of the influence of advertising on a person, i.e. evaluation of consumer attention, memorability of advertising, the impact of advertising on the motive of purchase, etc.; economic efficiency is an economic result obtained as a result of using an advertising medium or conducting an advertising campaign. The main difficulties in determining the economic effect are: any advertising or advertising campaign, as a rule, does not give the full effect immediately; growth in turnover or profits may be caused by other (non-advertising) reasons.

2.3. Evaluation of the answers of respondents about SMM

For identifying methodological aspects and analyzing results of the empirical research of assessing attractiveness of SMM, I conducted an online survey with 10 questions covering 204 respondents from Azerbaijan. Given that the diversity of people's opinions can create different approaches to the SMM, I have decided to conduct this survey. Chapter 3 of this work will contain the results of the analysis in the form of figures in Microsoft Office Excel. The answers of the respondents are given in the following tables:

Starting with the gender of respondents, we can get acquainted with the gender distribution of the respondents through the table below.

Table 4.

Gender of the respondents

Gender	Frequency	Percentage
Male	104	51%
Female	100	49%
Total:	204	100%

As can be seen from the table above, 51% of respondents were male and 49% were female. Gender equality is also protected to avoid future problems.

Question 2 was related to the age group of respondents. The table below provides information on the respondents' age group.

Table 5.

Age of the respondents

Age group	Frequency	Percentage
18 - 25	181	88.7%
26 - 35	14	6.9%
36 - 45	3	1.5%
46 and more	6	2.9%
Total:	204	100%

As can be seen from the table above, 88.7% of respondents were included in 18 – 25 age group, 6.9% of respondents were in 26 – 35 age group, 1.5% of respondents were in 36 – 45 age group, and 2.9% of respondents were aged 46 and more. The fact that most of the respondents are young is important because of their role and ideas in future activities of the SMM.

The third question was related to the respondents' education levels. The table below provides information on the respondents' educational degrees.

Table 6.

Education of the respondents

Degree	Frequency	Percentage
Bachelor	183	89.7%
Master	9	4.4%
PhD	5	2.5%
Secondary education	7	3.4%
Total:	204	100%

As can be seen from the table above, 89.7% of respondents were bachelor degree students, 4.4% have masters degree, 2.5% have PhD degree and 3.4% have secondary education. As the education level plays a special role in the evaluation of SMM and scientific viewpoint, 96.6% of the respondents have a scientific degree.

Question 4 was related to the work-life of respondents. The table below provides information on the respondents' work-life cycle.

Table 7.

Work-life cycle of the respondents

Work-life cycle	Frequency	Percentage
Currently not working	127	62.3%
Less than 1 year	41	20.1%

1 – 2 years	14	6.9%
2 years and more	22	10.8%
Total:	204	100%

As can be seen from the table above, 62.3% of respondents were not working currently, 20.1% of respondents were working for less than 1 year, 6.9% were working for 1 – 2 years, and 10.8% were working for 2 years and more. The relatively large portion of the currently unemployed can give them the opportunity to create small business in the future and apply SMM activities to this business.

The fifth question was used to find out whether the respondents or the company they were working on are aware about social media marketing.

Table 8.

Awareness about SMM by respondents

Awareness about SMM	Frequency	Percentage
Yes	134	65.7%
No	70	34.3%
Total:	204	100%

As can be seen from the table above, 65.7% of respondents or the company that they working on were aware about social media marketing and the remainder 34.3% were not aware about social media marketing. This is a proof that the social media marketing can be developed in Azerbaijan among companies and workers. Awareness level can also be increased in this sphere.

Question 6 was designed to measure how much time spent by the respondents to use internet and social networks during the day. The following table includes data about it.

Table 9.

Time spent by respondents on the internet and social networks

Time spent	Frequency	Percentage
Less than 1 hour	10	4.9%
1 – 2 hours	63	30.9%
3 – 4 hours	63	30.9%
4 hours and more	68	33.3%
Total:	204	100%

It is obvious from the table above, 64.2% of the respondents spent 3 – 4 hours and more to use internet and social media during the day. 35.8% of the respondents spent 1 – 2 hours at least to use internet and social media during the day. It means that all age groups in Azerbaijan spend time to use social media and the internet during a day. Therefore, the effective and efficient use of social media marketing can attract the attention of the population and thus, achieve marketing objectives.

The seventh question was used to find out respondents' perspective on the scope of SMM activities when creating a small business. The following table includes data about it.

Table 10.

Respondents' perspective on the scope of SMM activities

Scope of SMM activity	Frequency	Percentage
Broad scope of activity	118	57.8%
Medium scope of activity	81	39.7%
Narrow scope of activity	1	0.5%
No SMM activity	4	2%
Total:	204	100%

It is clear from the table above, if respondents create a small business, 57.8% of them would apply broad scope of SMM activity, 39.7% of them would

apply medium scope of SMM activity, and 0.5% of them would apply narrow scope of SMM activity. 2% of respondents think that there is no need for SMM activities. It is evident from this table that, 98% of the respondents think SMM activities are important for companies and they would apply these activities if they have small businesses.

Question 8 was used to find out respondents' perspective on the benefits of SMM activities when creating a small business. The following table includes data about it.

Table 11.

Respondents' perspective on the benefits of SMM activities

Businesses can benefit from the SMM activity	Frequency	Percentage
Totally agree	91	44.6%
Agree	87	42.6%
Partially agree	20	9.8%
Disagree	3	1.5%
Totally disagree	3	1.5%
Total:	204	100%

From the information given in the table above, we can conclude that, 97% of the respondents is agreed on businesses can benefit from the SMM activities. This result shows that it is possible to take advantage of SMM activities when creating small business. The perspective of respondents also coincides with this results.

The ninth question was used to find out respondents' perspective on the significance of SMM activities when creating a small business. The following table includes data about it.

Table 12.

Respondents' perspective on the significance of SMM activities

SMM is significant for the company	Frequency	Percentage
Totally agree	88	43.1%
Agree	87	42.6%
Partially agree	23	11.3%
Disagree	5	2.5%
Totally disagree	1	0.5%
Total:	204	100%

From the information given in the table above, we can conclude that, 97% of the respondents is agreed on "SMM is significant for the company". This result shows that respondents are aware about significant role of the SMM activities when improving small businesses.

Question 10 was used to find out respondents' perspective on the increasing role of SMM activities in the future. The following table includes data about it.

Table 13.

Respondents' perspective on the increasing role of SMM activities in the future

SMM's role will be further increased in the future	Frequency	Percentage
Totally agree	116	56.9%
Agree	64	31.4%
Partially agree	20	9.8%
Disagree	3	1.5%
Totally disagree	1	0.5%
Total:	204	100%

From the information given in the table above, we can conclude that, 98% of the respondents is agreed on "SMM's role will be further increased in the future". This result shows that respondents are aware about future importance of the role of SMM in the development of small businesses. This results coincide with world practice on the sphere of SMM.

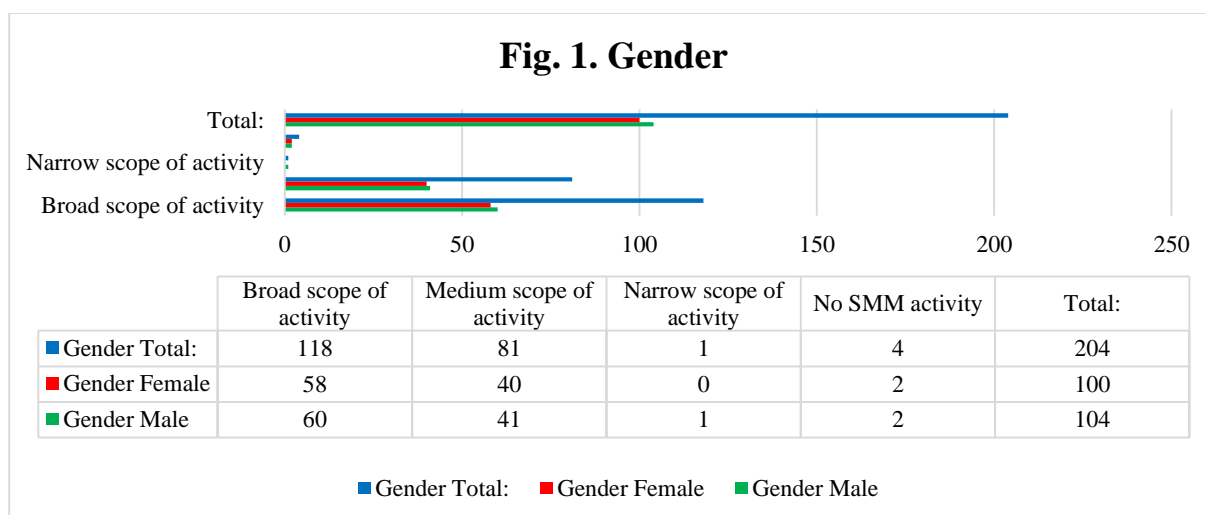
From the general analysis of the survey we can conclude that in Azerbaijan, people are quite aware of SMM activities and spend enough time on internet and social networks. The importance and benefits of SMM can play an essential role in the development of small businesses in the future in Azerbaijan.

CHAPTER 3. RESULTS OF IMPLEMENTATION OF THE SMM AND EMPIRICAL RESEARCH IN THE PROCESS OF ASSESSING CUSTOMER PERSPECTIVE

3.1. Results according to the respondents' perspective on the scope of SMM activity when creating a small business

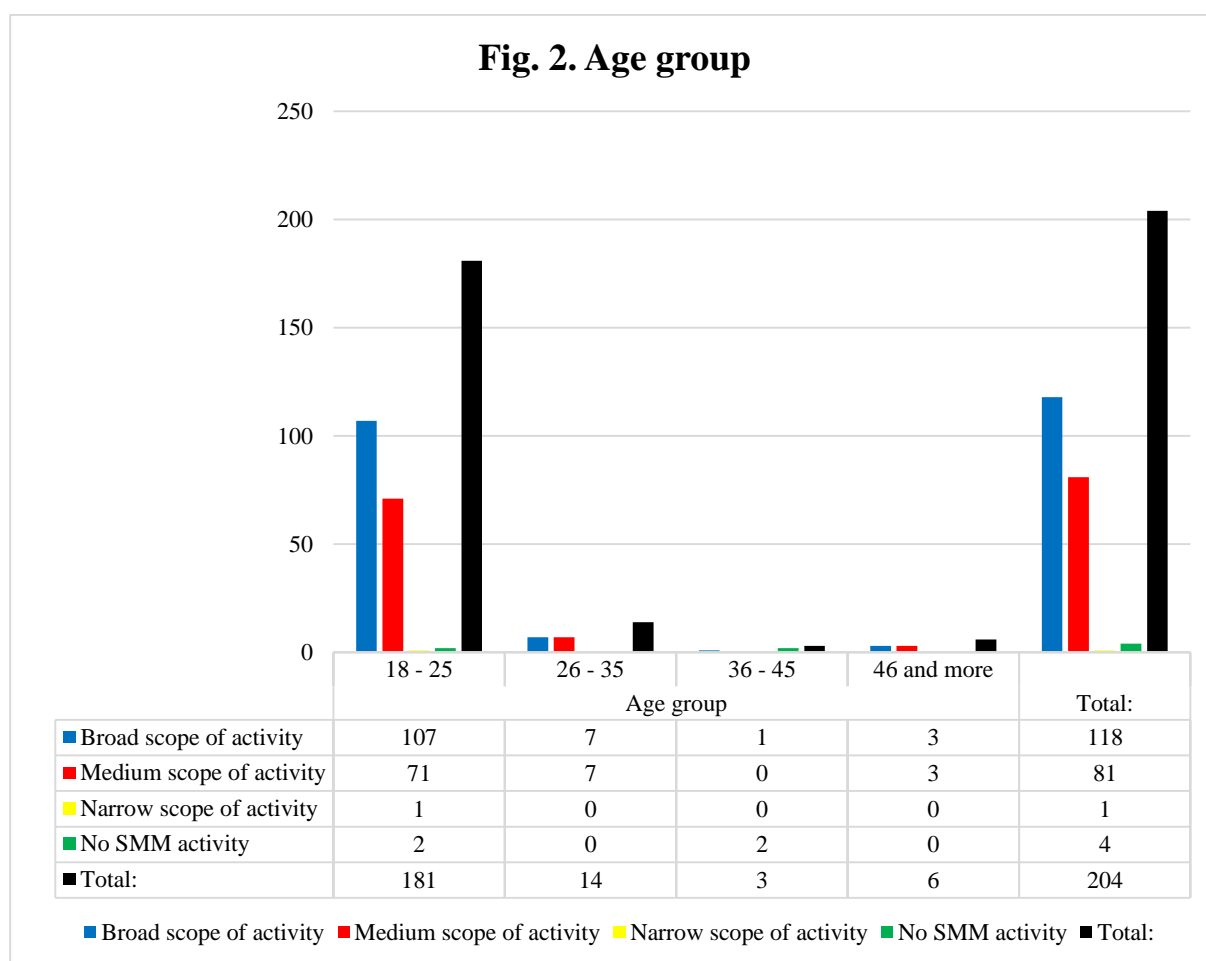
Following the section "Evaluation of the answers of respondents about SMM" in Chapter 2 of this work, a general analysis of approaches to the SMM in Azerbaijan will be conducted in this chapter. The purpose of this analysis is to study how people in Azerbaijan, with a differences such as gender, age, education, work-life cycle, awareness about SMM and time spent on the internet and social media, reacts to the scope of SMM activities and its significance, benefits and increasing role in the future. To do this, I'll combine the data collected through the survey into figures. Starting with "Respondents' perspective on the scope of SMM activities", we already know that 57.8% of them would apply broad scope of SMM activity, 39.7% of them would apply medium scope of SMM activity, and 0.5% of them would apply narrow scope of SMM activity. 2% of respondents think that there is no need for SMM activities. It is evident that, 98% of the respondents think SMM activities are important for companies.

Firstly, we can analyze the combination of the respondents' gender and perspective on the scope of SMM activities. The following figure includes data about it.



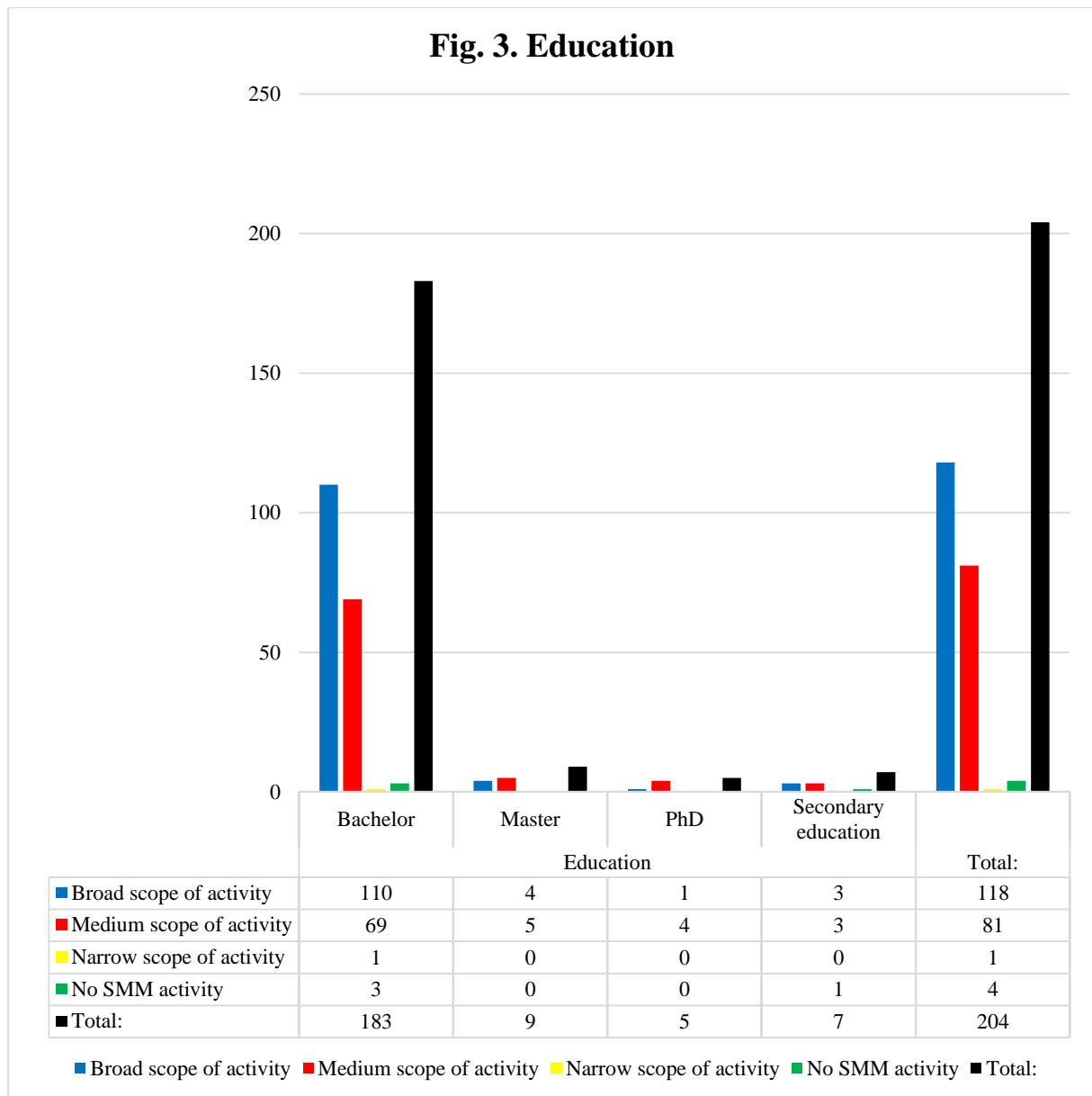
From the information given in the figure above, we can conclude that both males and females have almost the same idea on the scope of SMM activities. Regardless of gender, individuals in Azerbaijan support broad scope of the social media marketing.

Secondly, we can analyze the combination of the respondents' age and perspective on the scope of SMM activities. The following figure includes data about it.



From the information given in the figure above, we can conclude that most of the supporters of broad and medium scope of SMM activities in Azerbaijan are youngsters. Taking into account the important role of youth in the future, these results indicate that the scope of the SMM activities will increase further.

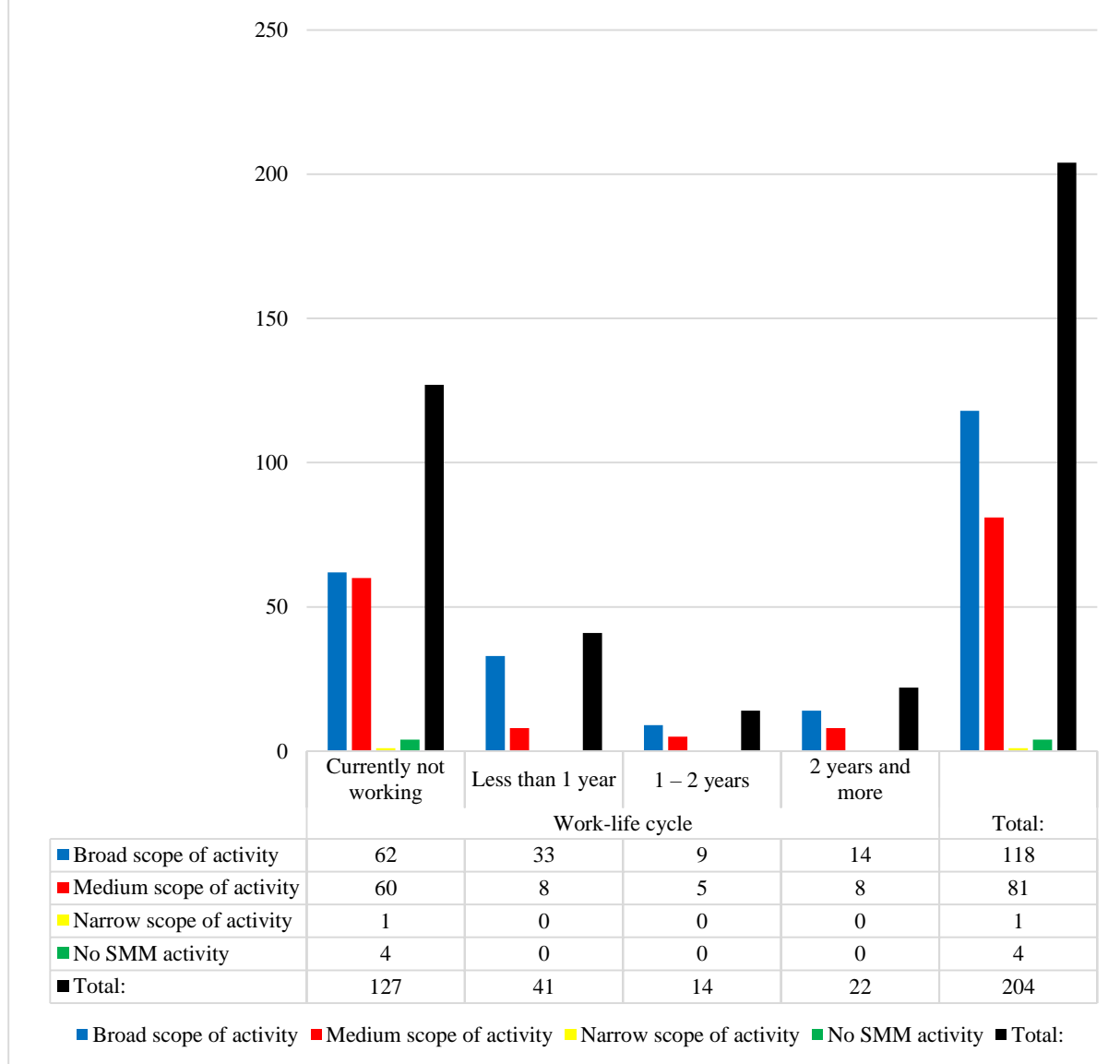
Thirdly, we can analyze the combination of the respondents' education level and perspective on the scope of SMM activities. The following figure includes data about it.



From the information given in the figure above, we can conclude that most of the supporters of broad and medium scope of SMM activities in Azerbaijan have degrees in bachelor, master or PhD. The fact that respondents have educational level or academic degree has created a new and scientific viewpoint for SMM on them. As the education level is quite high, respondents understand that SMM's high-scope application can play an essential role in the development of small businesses.

Next, we can analyze the combination of the respondents' work-life cycle and perspective on the scope of SMM activities. The following figure includes data about it.

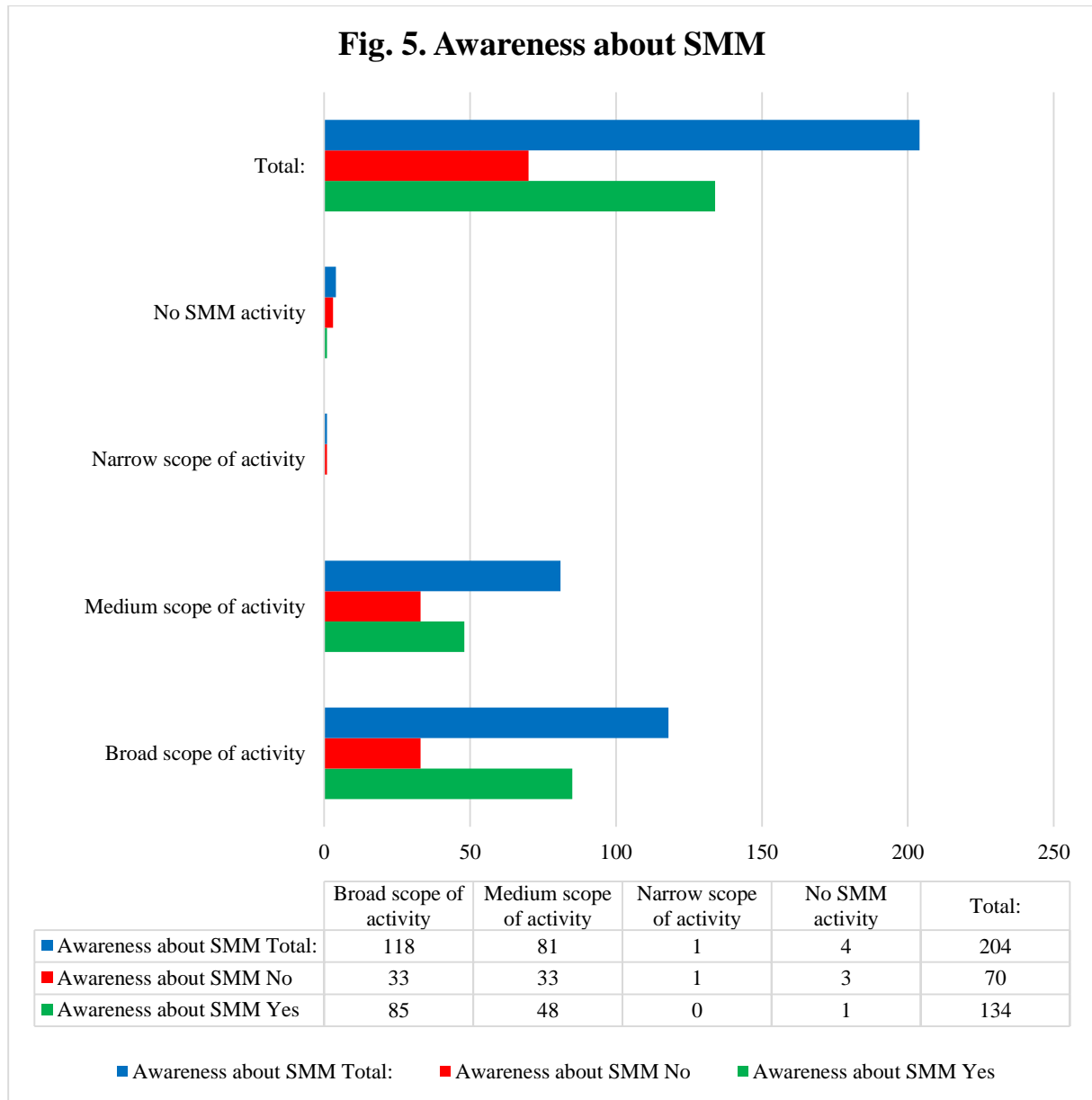
Fig. 4. Work-life cycle



From the information given in the figure above, we can conclude that most of the supporters of broad and medium scope of SMM activities in Azerbaijan are currently not working or have working experience. The working experience of respondents has changed their attitudes towards the role of SMM and has allowed them to better understand it. The lack of experience of respondents allowed them to pay greater attention to the role of SMM, to understand the benefits of it, and to apply SMM to their businesses if they set up business in the future.

Following, we can analyze the combination of the respondents' awareness and perspective on the scope of SMM activities. The following figure includes data about it.

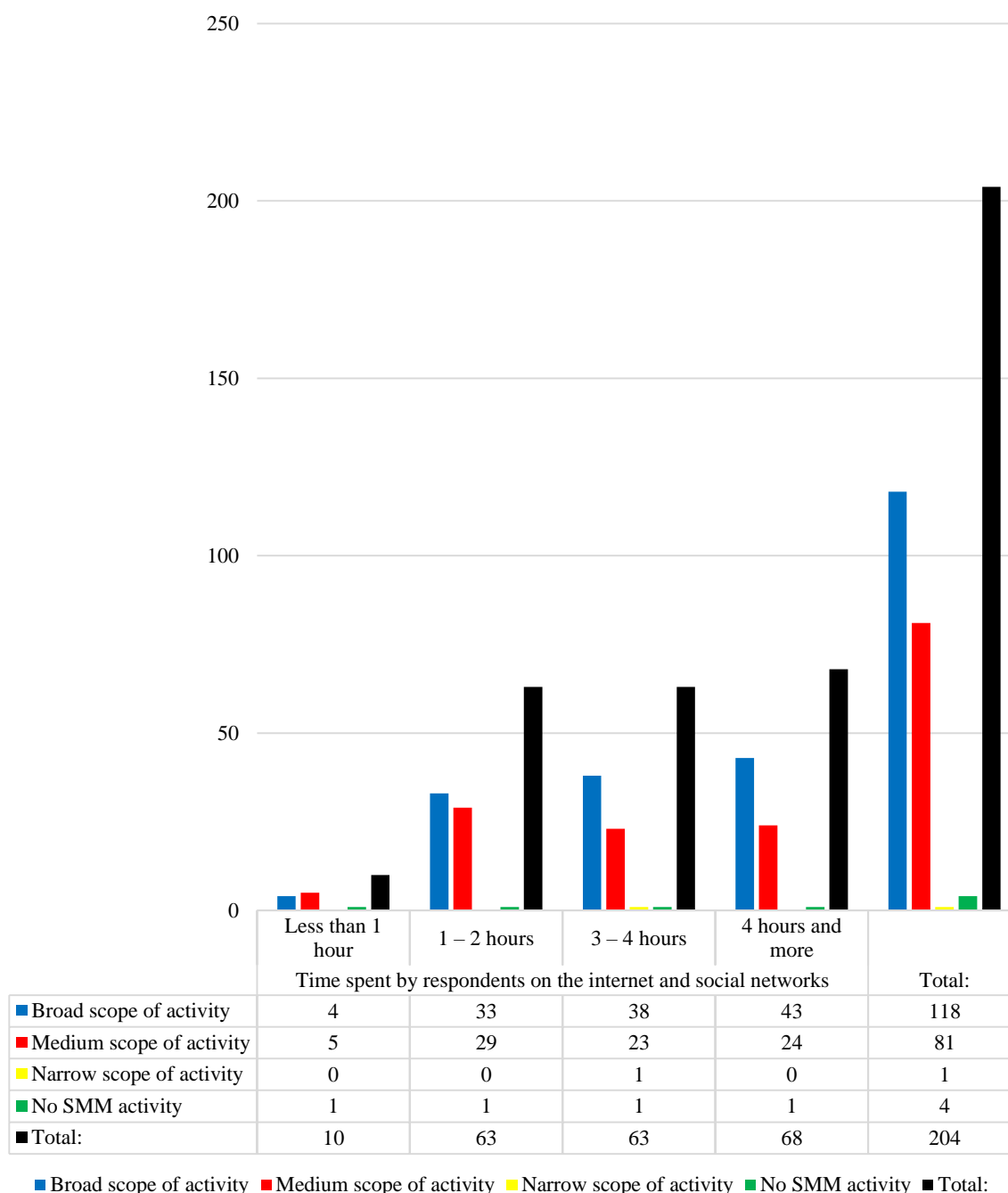
Fig. 5. Awareness about SMM



From the information given in the figure above, we can conclude that most of the supporters of broad and medium scope of SMM activities in Azerbaijan both are aware and unaware about SMM would apply broad and medium scope of activities of SMM in Azerbaijan. It is the perceived power of SMM on the minds of people. Being unaware of the SMM does not mean that people do not understand its benefits later. Awareness of the SMM allows for further expansion of its coverage and further enhancing the SMM in action.

Finally, we can analyze the combination of the time spent by respondents on the internet and social networks and their perspective on the scope of SMM activities. The following figure includes data about it.

Fig. 6. Time spent by respondents on the internet and social networks

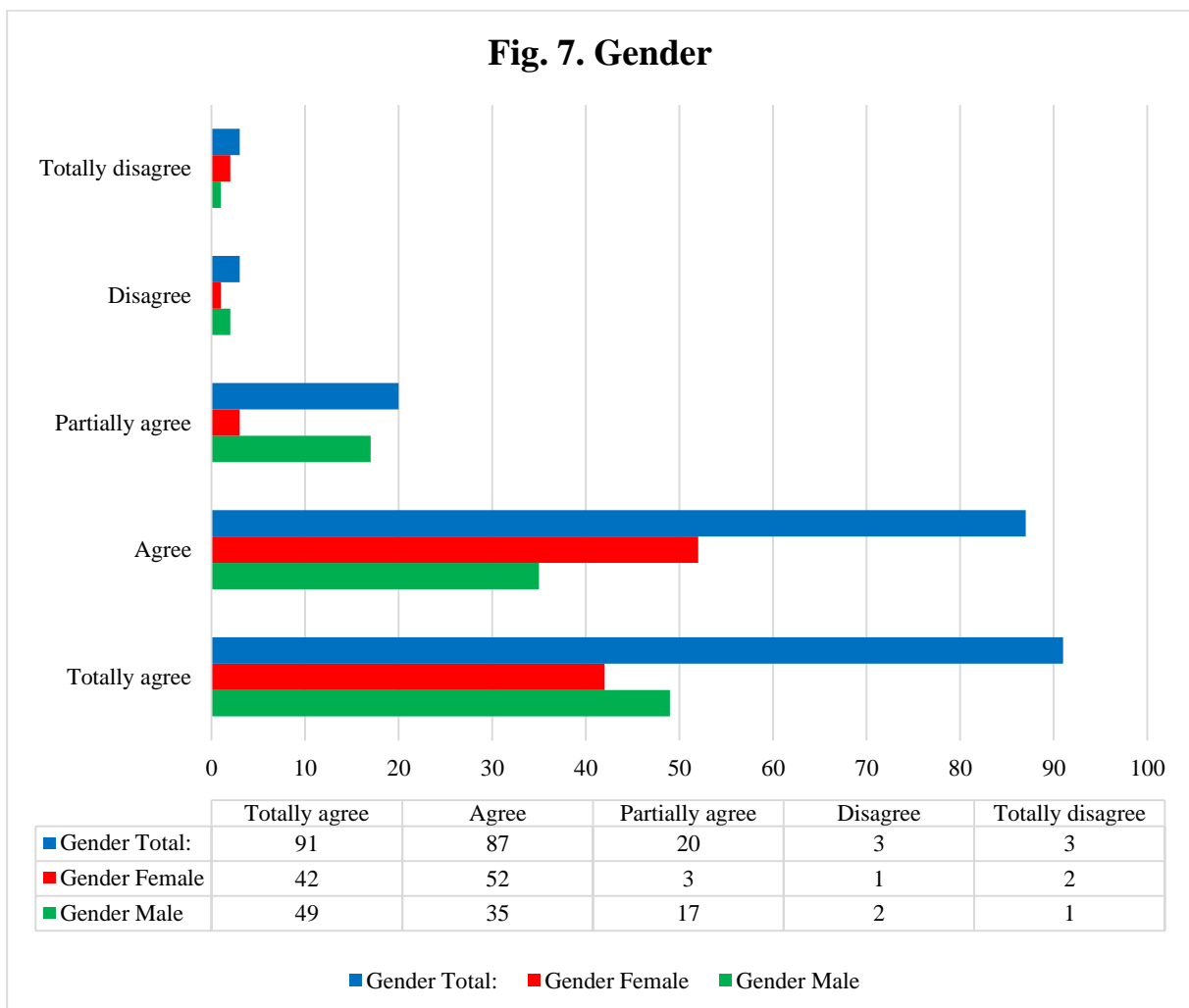


From the information given in the figure above, we can conclude that most of the supporters of broad and medium scope of SMM activities in Azerbaijan spent long hours on the internet and social media. Having a lot of time on the internet and social networks can make SMM more effective and efficient. Thus, people can see more advertising and PR through SMM, which can in turn lead to a rapid and efficient rational growth.

3.2. Results according to the respondents' perspective on the benefits and significance of SMM activity in the businesses

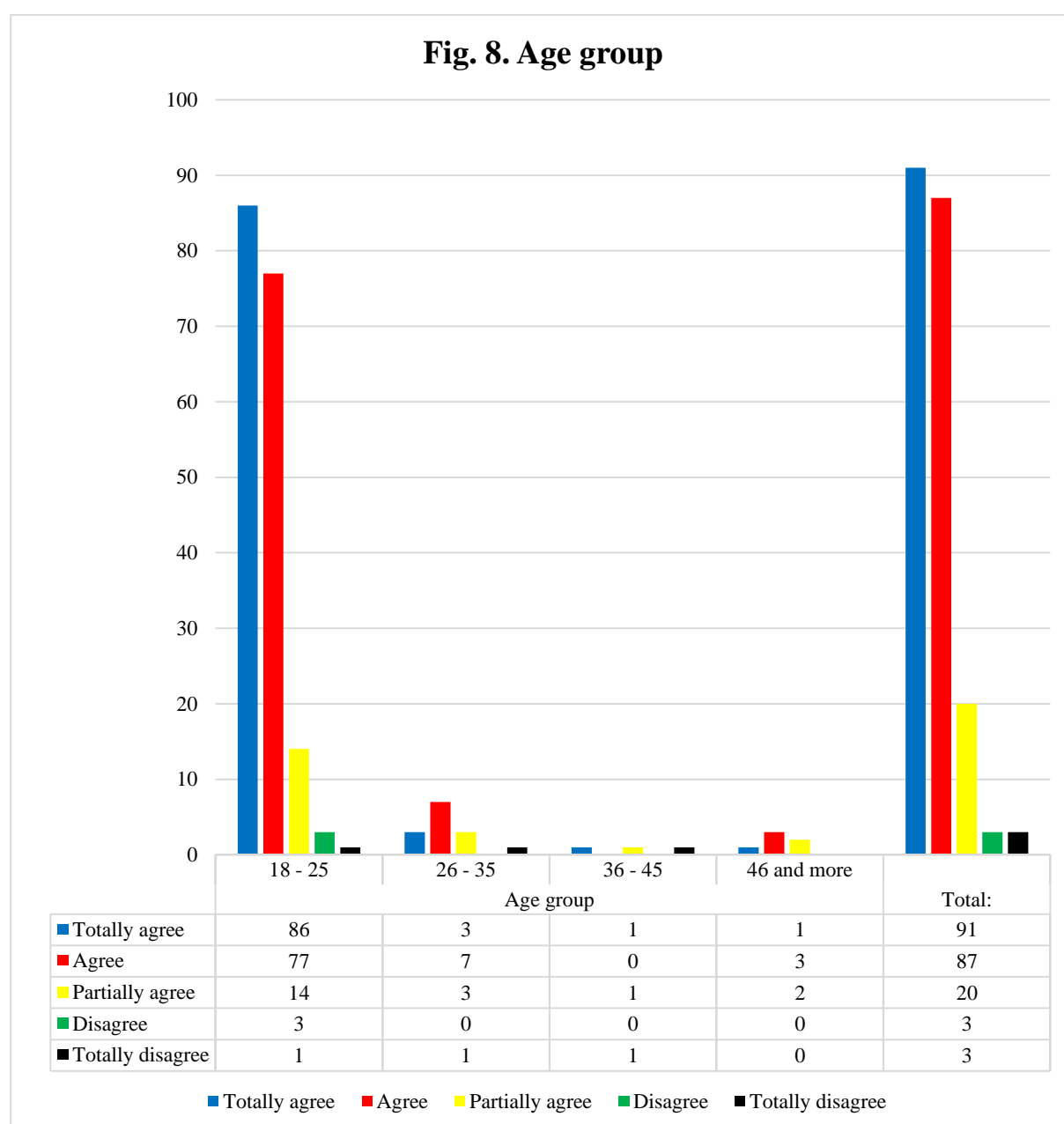
Secondly, from "Respondents' perspective on the benefits and significance of SMM activity in the businesses", we already know that, 97% of the respondents is agreed on businesses can benefit from the SMM activities. This result shows that it is possible to take advantage of SMM activities when creating small business. The perspective of respondents also coincides with this results. 97% of the respondents is agreed on "SMM is significant for the company". This result also shows that respondents are aware about significant role of the SMM activities when developing small businesses.

Firstly, we can analyze the combination of the respondents' gender and perspective on the benefits and significance of SMM activities. The following figure includes data about it.



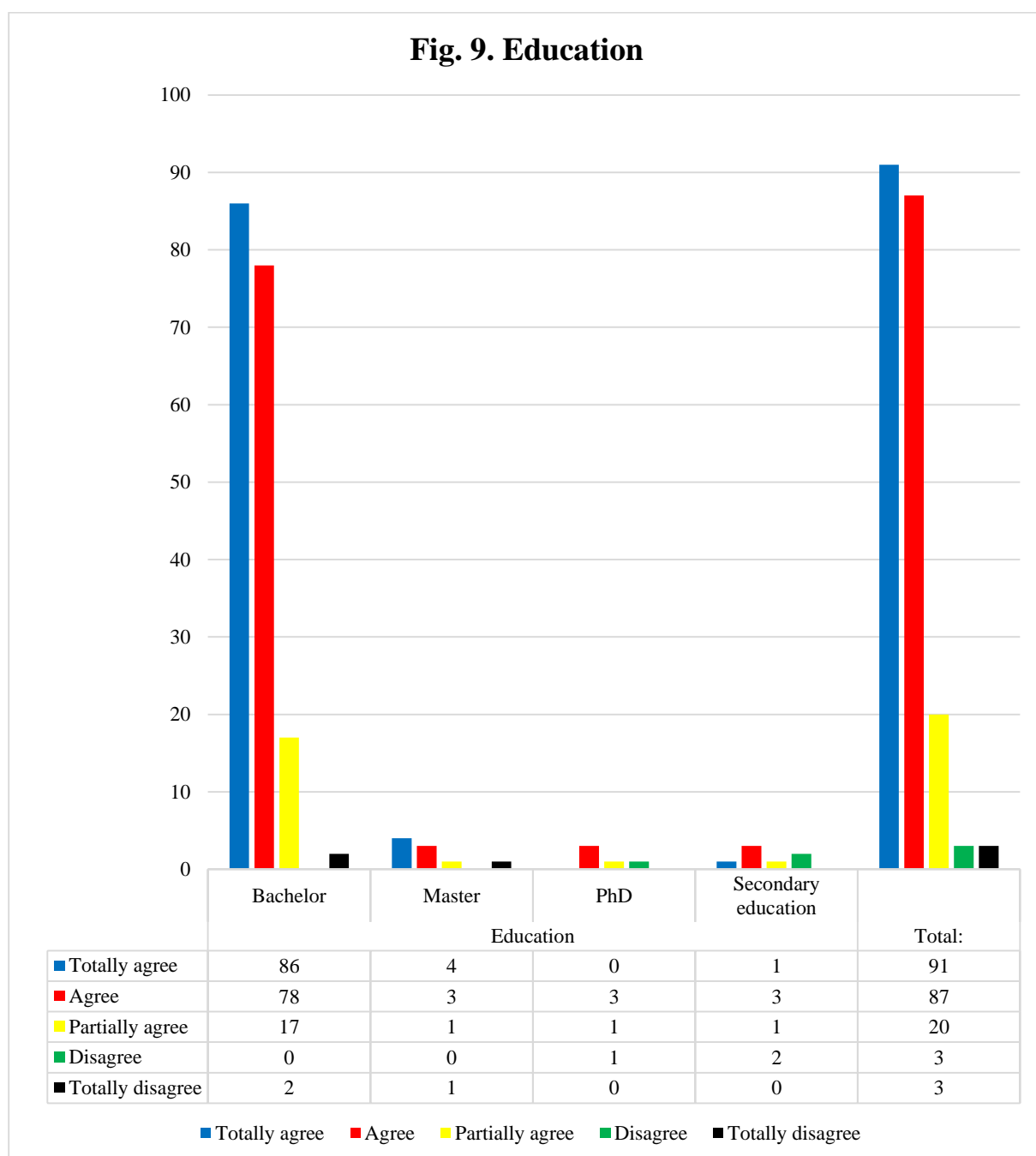
From the information given in the figure above, we can conclude that both males and females perceived the benefits and significance of SMM activities. Regardless of gender, individuals in Azerbaijan support the idea that the benefits and significance of SMM activities make businesses more profitable and productive. Very few respondents have a negative idea of the benefits and significance of SMM, and over time, these thoughts can become positive.

Secondly, we can analyze the combination of the respondents' age and perspective on the benefits and significance of SMM activities. The following figure includes data about it.



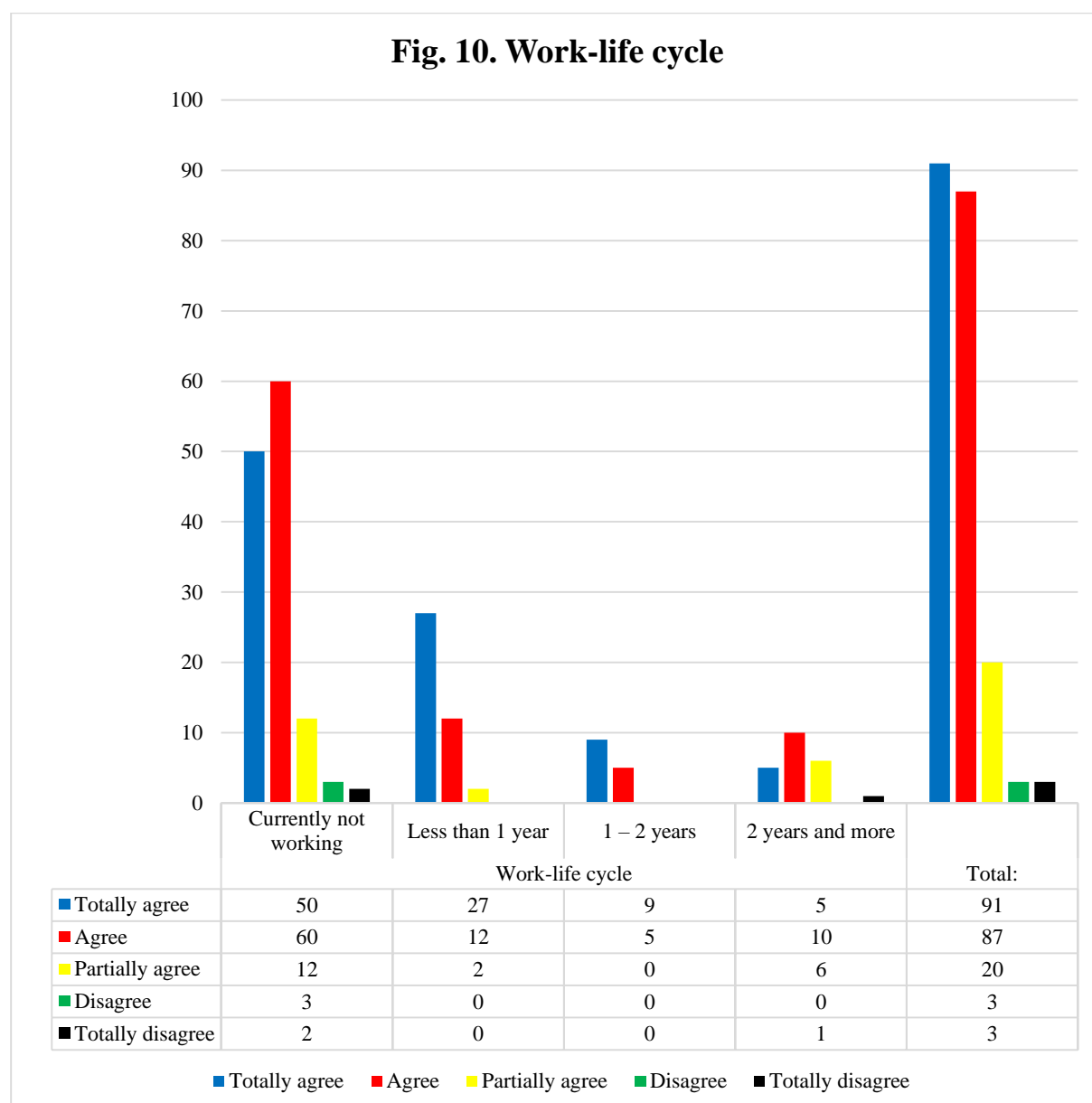
From the information given in the figure above, we can conclude that most of the respondents in Azerbaijan who believe that the SMM has its own benefits and significance are youngsters. Taking into account the important role of youngsters in the future, these results indicate that they will take advantage of the benefits of the SMM and increase its significance.

Thirdly, we can analyze the combination of the respondents' education level and perspective on the benefits and significance of SMM activities. The following figure includes data about it.



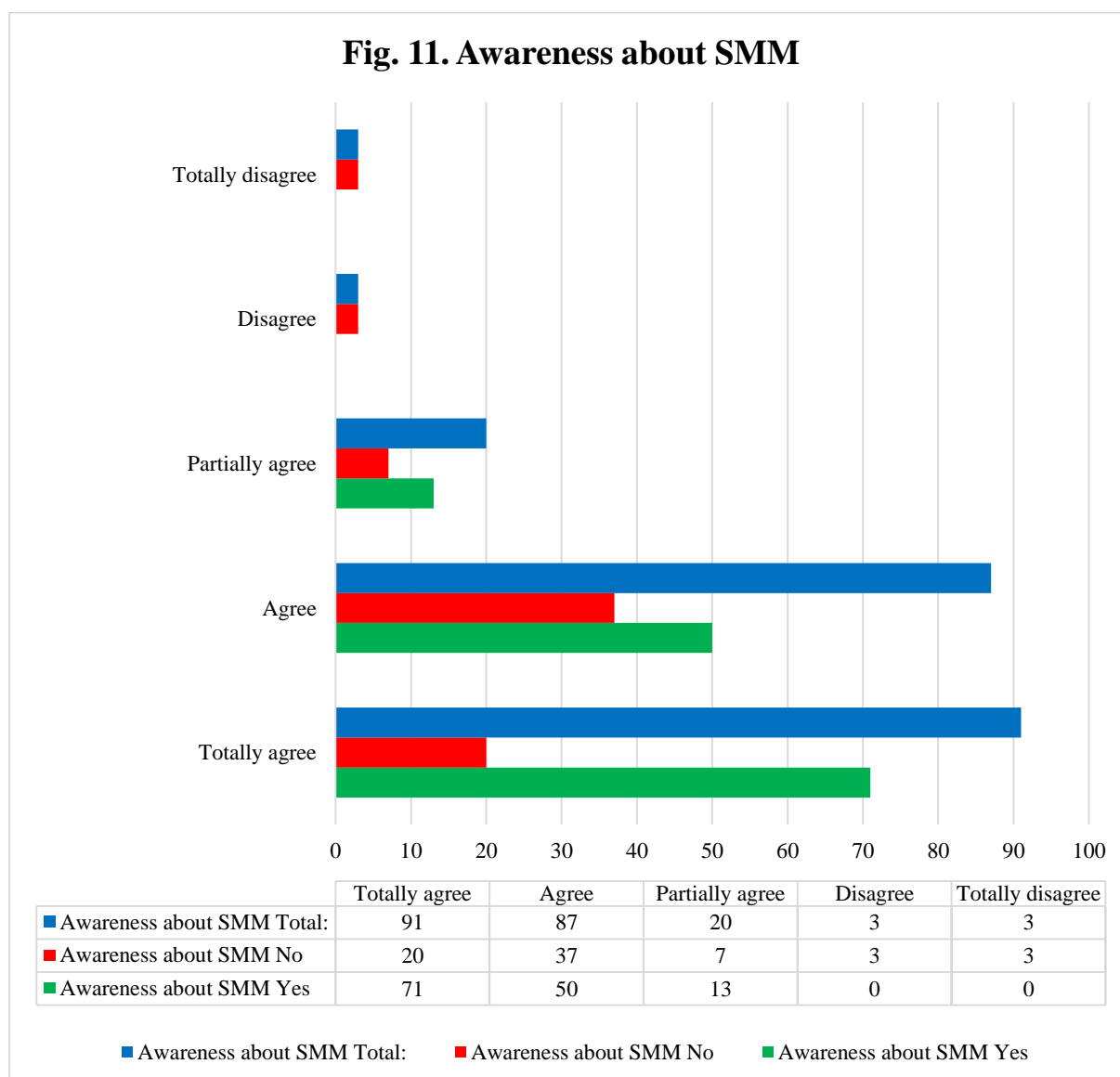
From the information given in the figure above, we can conclude that most of the respondents in Azerbaijan who believe that the SMM has its own benefits and significance are have degrees especially in bachelor, and master or PhD. The fact that respondents have educational level or academic degree has created a viewpoint that can provide benefits and importance of SMM to them. As the education level is quite high, respondents understand that SMM's advantages and essentiality can play an important role in the development of small businesses.

Next, we can analyze the combination of the respondents' work-life cycle and perspective on the benefits and significance of SMM activities. The following figure includes data about it.



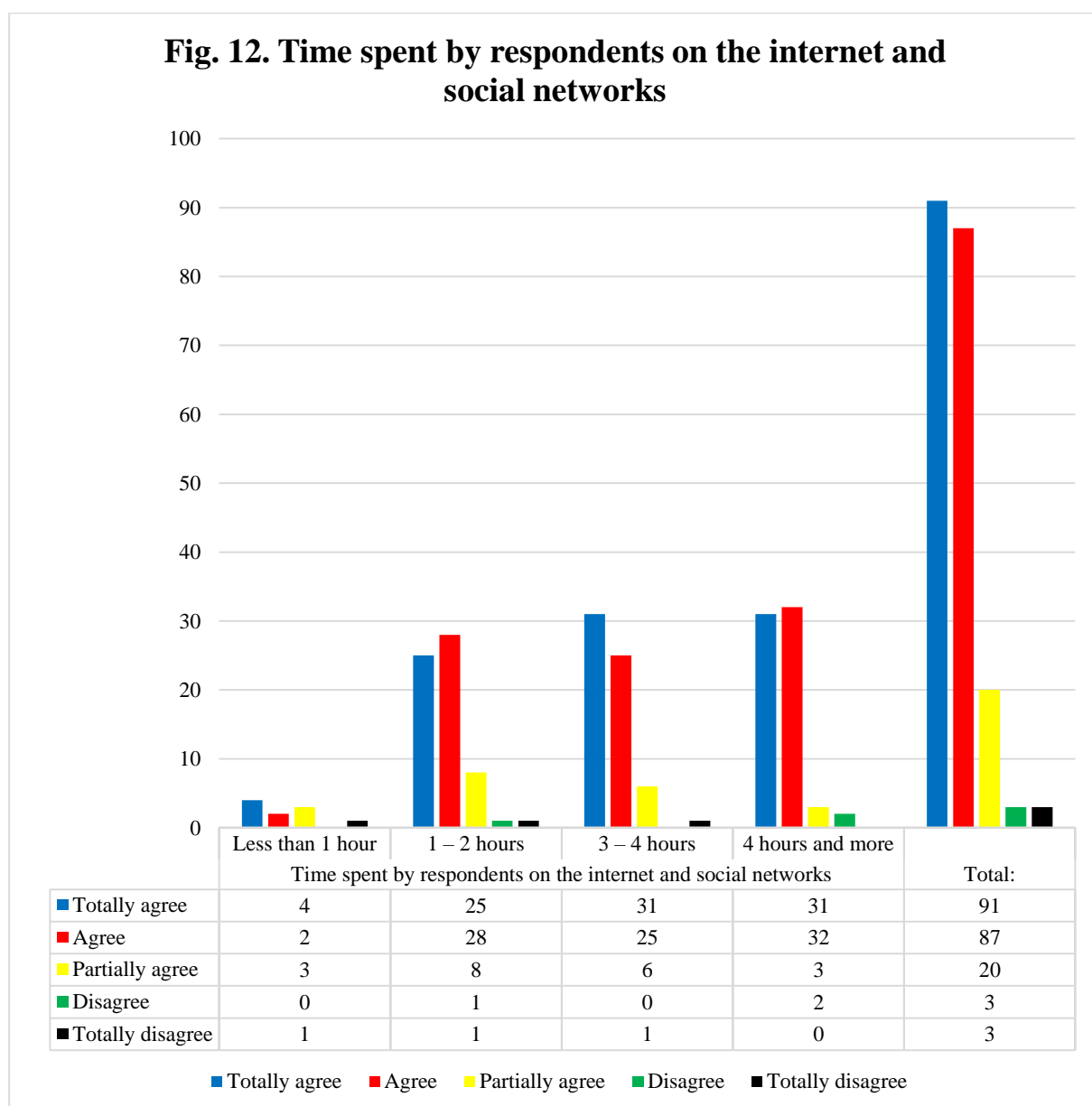
From the information given in the figure above, we can conclude that most of the respondents in Azerbaijan who believe that the SMM has its own benefits and significance are currently not working or have working experience. The working experience of respondents has changed their attitudes towards the role of SMM and has allowed them to better understand it as we said before. The lack of experience of respondents allowed them to pay greater attention to the role of SMM, to understand the benefits and significance of it, and to apply SMM to their businesses if they set up business in the future.

Following, we can analyze the combination of the respondents' awareness and perspective on the benefits and significance of SMM activities. The following figure includes data about it.



From the information given in the figure above, we can conclude that most of the respondents in Azerbaijan who believe that the SMM has its own benefits and significance both are aware and unaware about SMM. Being unaware of the SMM does not mean that people do not understand its benefits and significance later. It is interesting to conclude from the figure that most of the respondents who are not aware of the SMM are totally agree with or agree with the benefits and importance of the SMM.

Finally, we can analyze the combination of the time spent by respondents on the internet and social networks and their perspective on the benefits and significance of SMM activities. The following figure includes data about it.



From the information given in the figure above, we can conclude that most of the respondents in Azerbaijan who believe that the SMM has its own benefits and significance spent long hours on the internet and social media. Having a lot of time on the internet and social networks can make SMM more useful and rational. Thus, people can see more advertising and PR through SMM, which can in turn lead to a rapid and efficient rational growth.

Generally, the growing number of users of social networks continues, and they are the most popular channel of communication and dissemination of information in the world. The active development of social networks has led to the fact that users began to strive to obtain the maximum amount of information of interest to them through social media. The popularity of social networks is used by brands and companies engaged in the promotion of resources on the internet, to improve reputation, brand awareness, attract the target audience and turn it into the company's customers. Therefore, one of the conditions for successful development of a company is promotion in social networks. SMM is considered to be a very effective channel for promoting goods and services on the network.

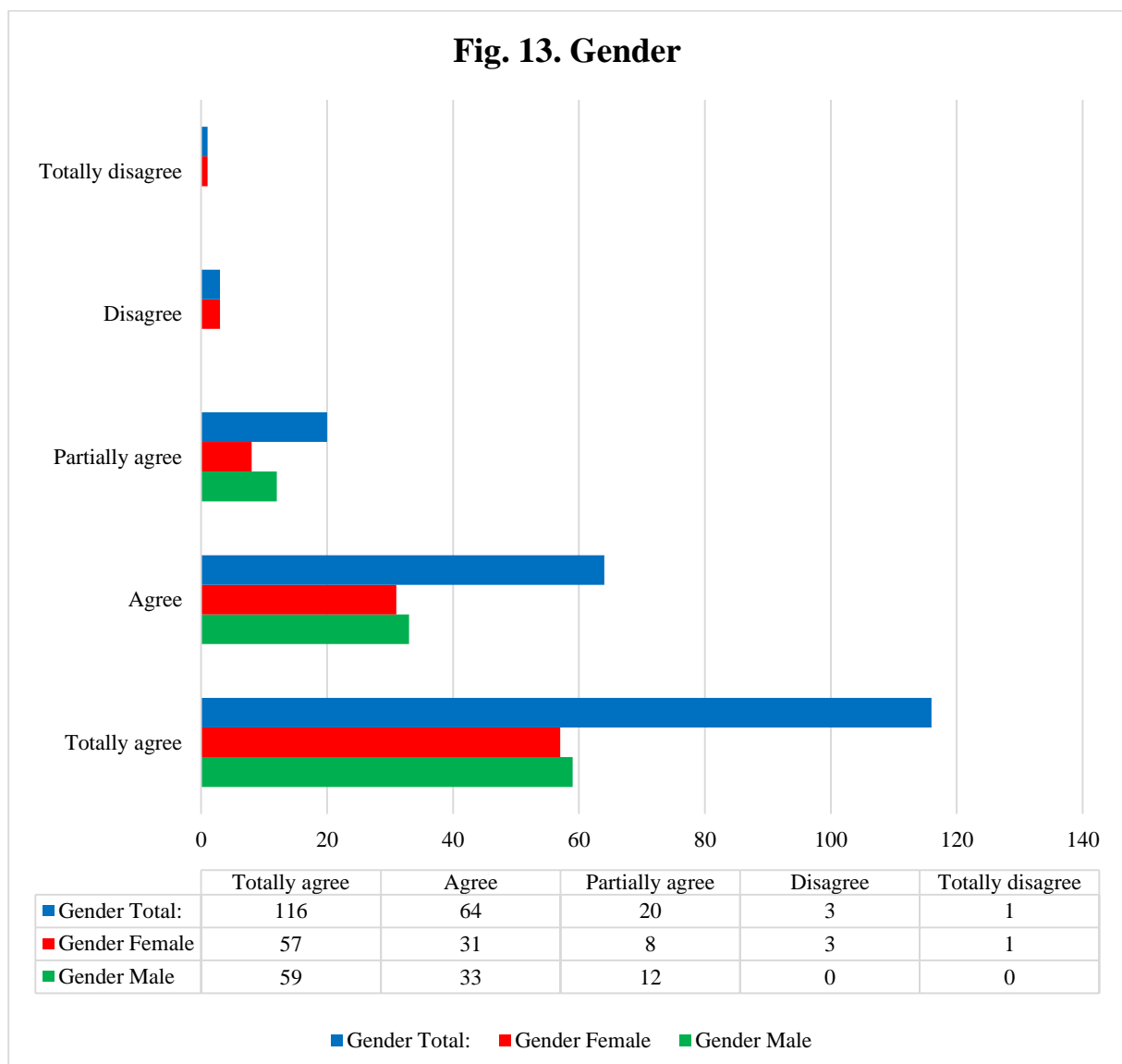
Advertising in social networks allows to improve the position of the company in the results of search results, to form a positive image of the company and significantly expand the range of product consumers by attracting interested visitors.

To start a campaign, companies need to create a page, group, community or combination of them in one or several social networks, create useful and interesting content for the user, and begin to collect the target audience of the group or community - its subscribers. To do this, they can use advertising in social networks, as a channel to attract subscribers to their page. SMM promotion involves the dissemination of information about goods and services through the creation and development of public tables, as well as through the use of targeted advertising, which makes it possible to reach the desired segment of the audience. Using social group widgets encourages users to visit advertised resources.

3.3. Results according to the respondents' perspective on the increasing role of SMM activity in the future

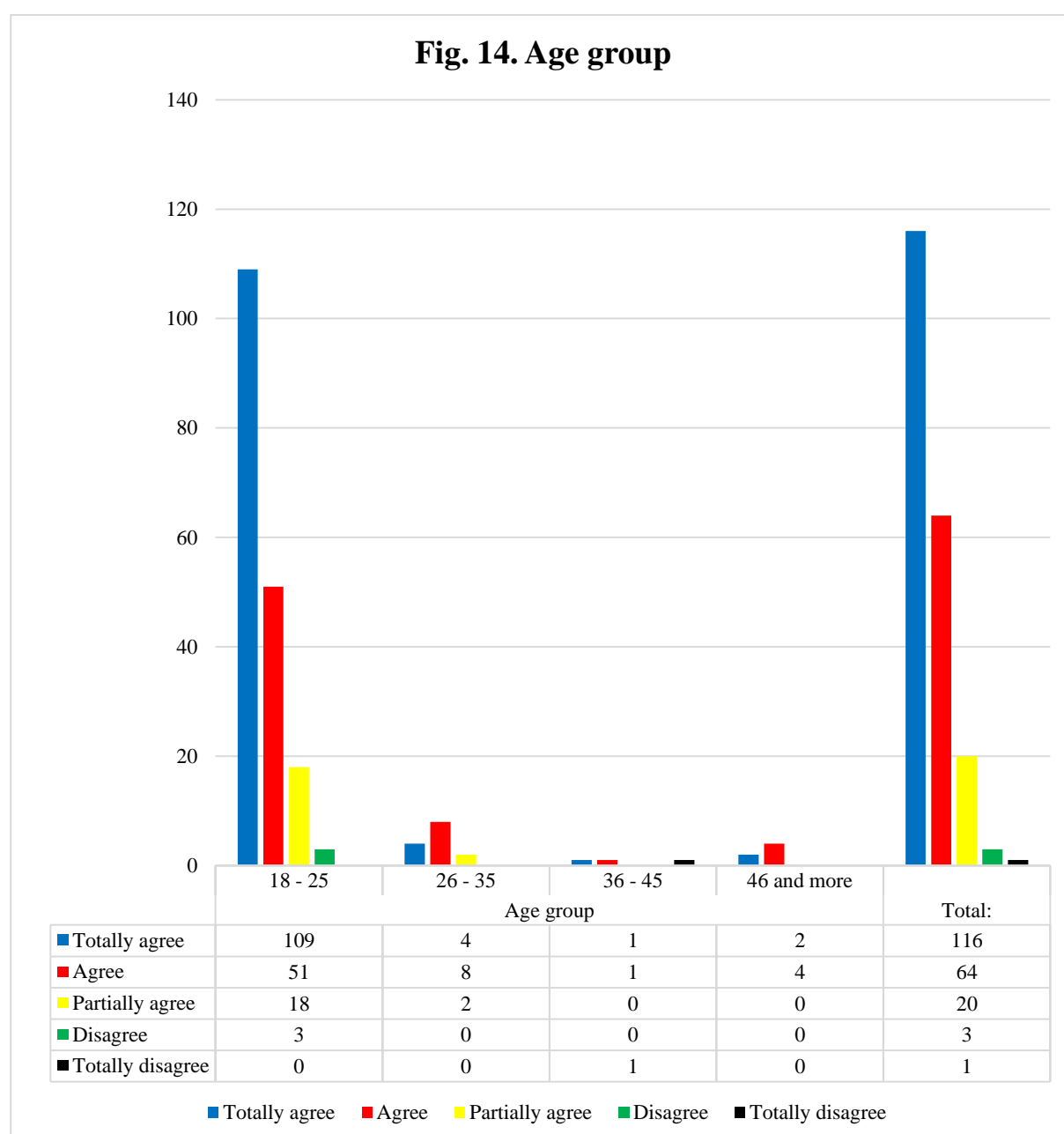
Finally, from "Respondents' perspective on the increasing role of SMM activity in the future", we already know that, 98% of the respondents is agreed on "SMM's role will be further increased in the future". This result shows that respondents are aware about future importance of the role of SMM in the development of small businesses. This results also coincide with world practice on the sphere of SMM.

Firstly, we can analyze the combination of the respondents' gender and perspective on the increasing role of SMM activity in the future. The following figure includes data about it.



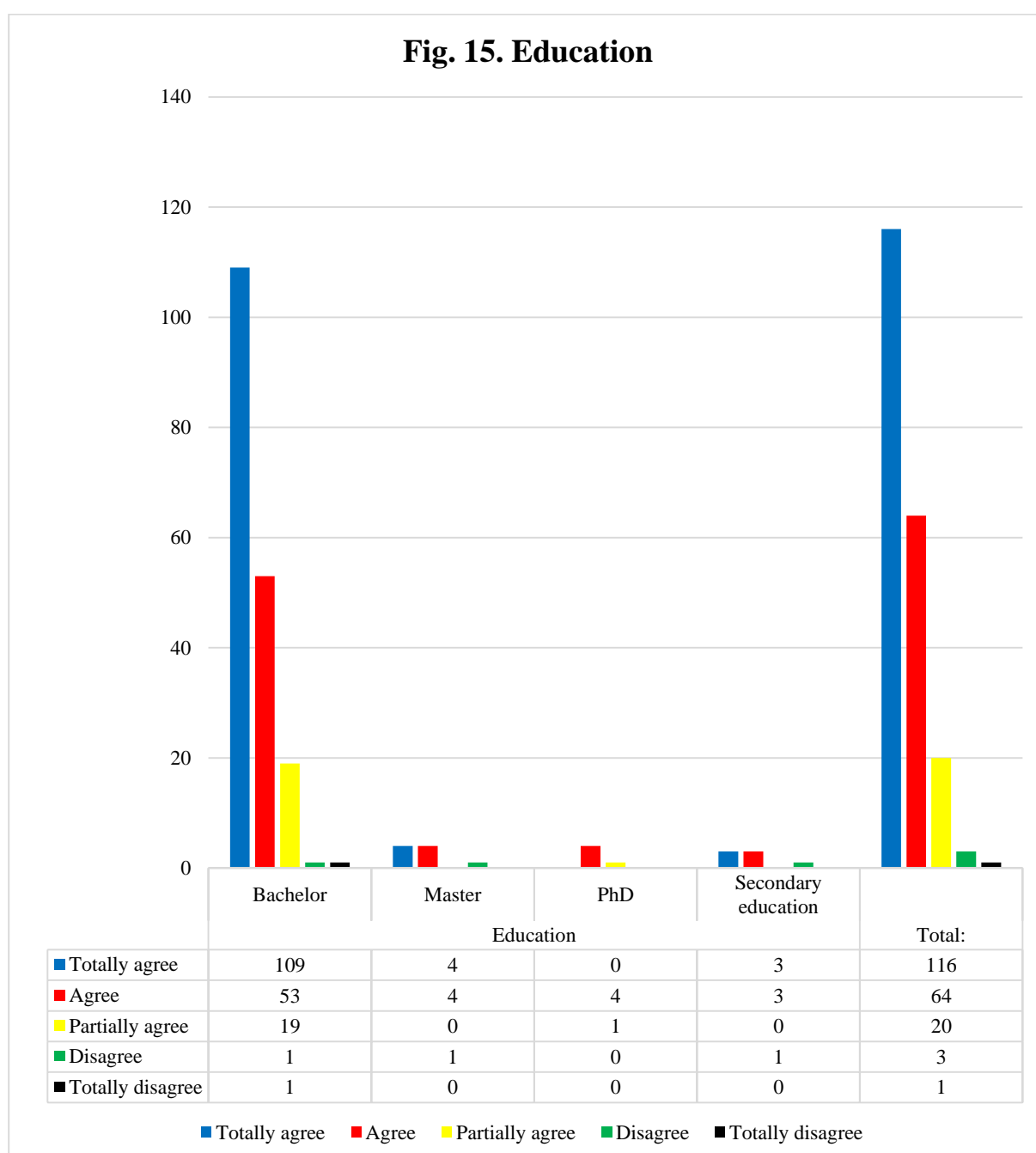
From the information given in the figure above, we can conclude that both males and females' perspective are on the increasing role of SMM activity in the future. Regardless of gender, individuals in Azerbaijan support the idea that the increasing role of SMM activity in the future will make businesses more improved. Very few respondents disagree on the increasing role of SMM activity in the future, and over time, these thoughts can be changed.

Secondly, we can analyze the combination of the respondents' age and perspective on the increasing role of SMM activity in the future. The following figure includes data about it.



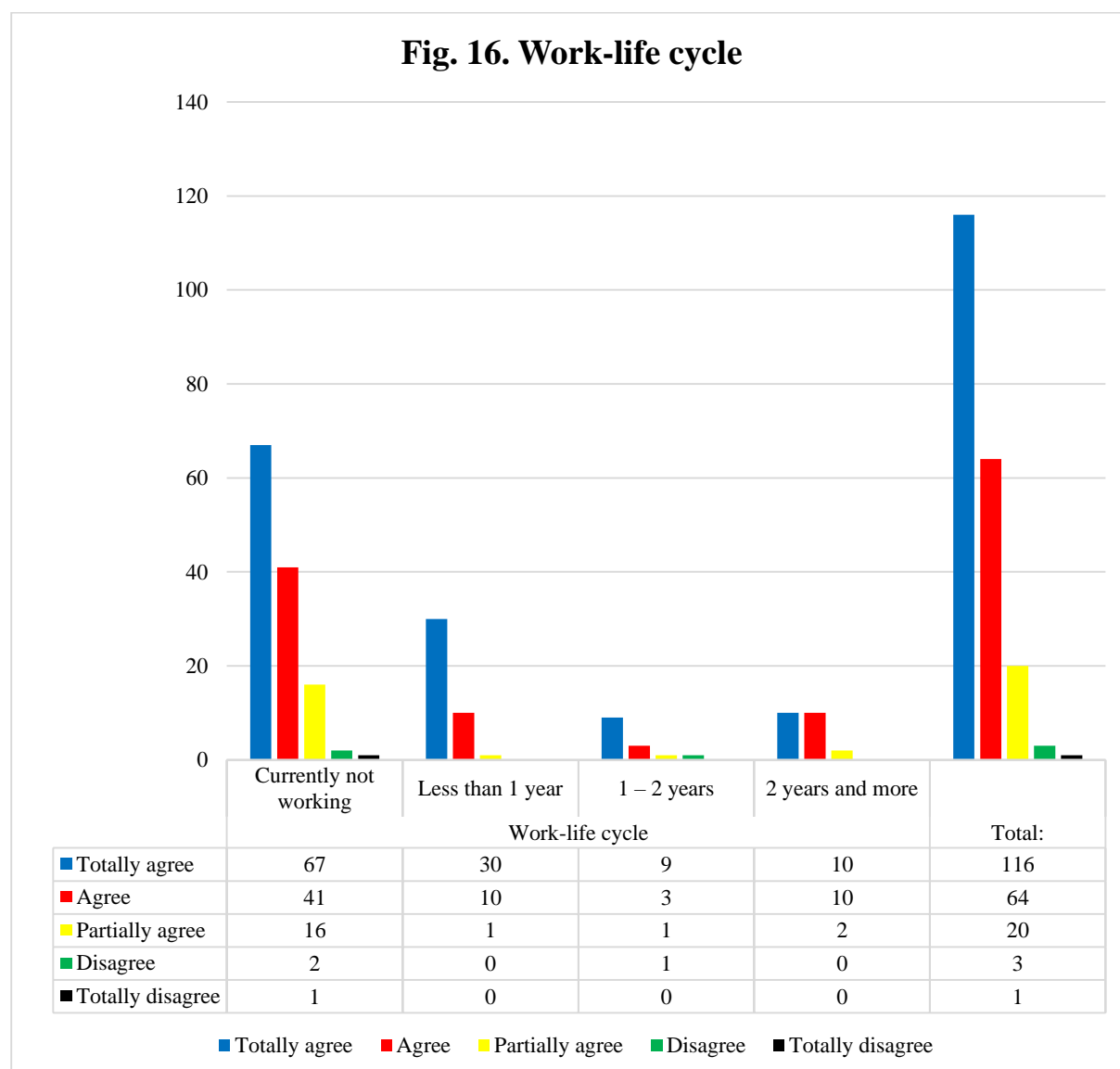
From the information given in the figure above, we can conclude that most of the respondents in Azerbaijan who believe on the increasing role of SMM activity in the future are youngsters. Taking into account the substantial role of youngsters in the future, these results indicate that current increasing role of SMM will be further grow.

Thirdly, we can analyze the combination of the respondents' education level and perspective on the increasing role of SMM activity in the future. The following figure includes data about it.



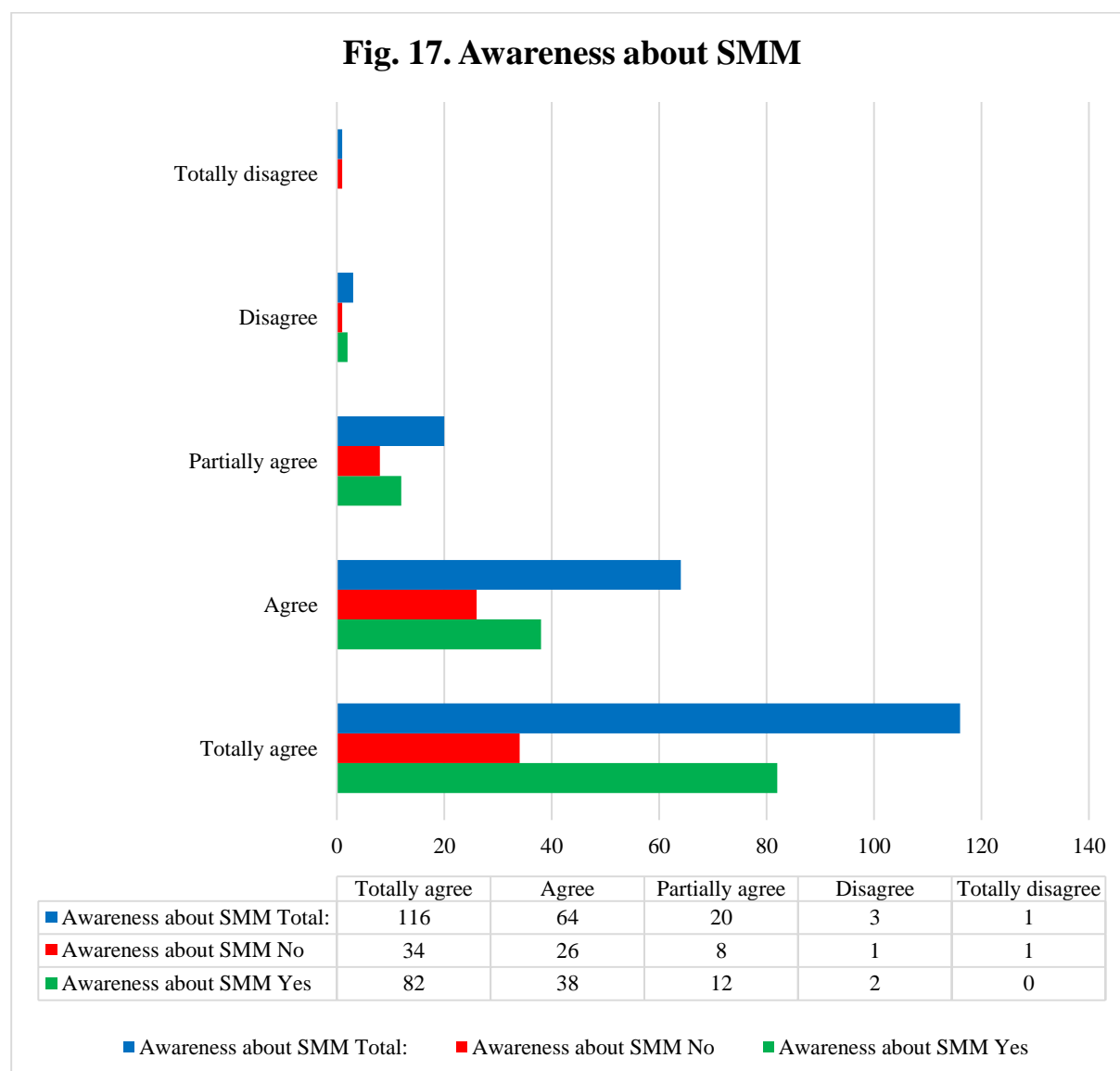
From the information given in the figure above, we can conclude that most of the respondents in Azerbaijan who believe on the increasing role of SMM activity in the future have degrees especially in bachelor, and master or PhD. The fact that respondents have educational level or academic degree has created a viewpoint that can provide future and enhanced role of the SMM. As the education level is quite high, respondents understand that SMM's forthcoming part in marketing and it can play an essential role in the development of small businesses.

Next, we can analyze the combination of the respondents' work-life cycle and perspective on the increasing role of SMM activity in the future. The following figure includes data about it.



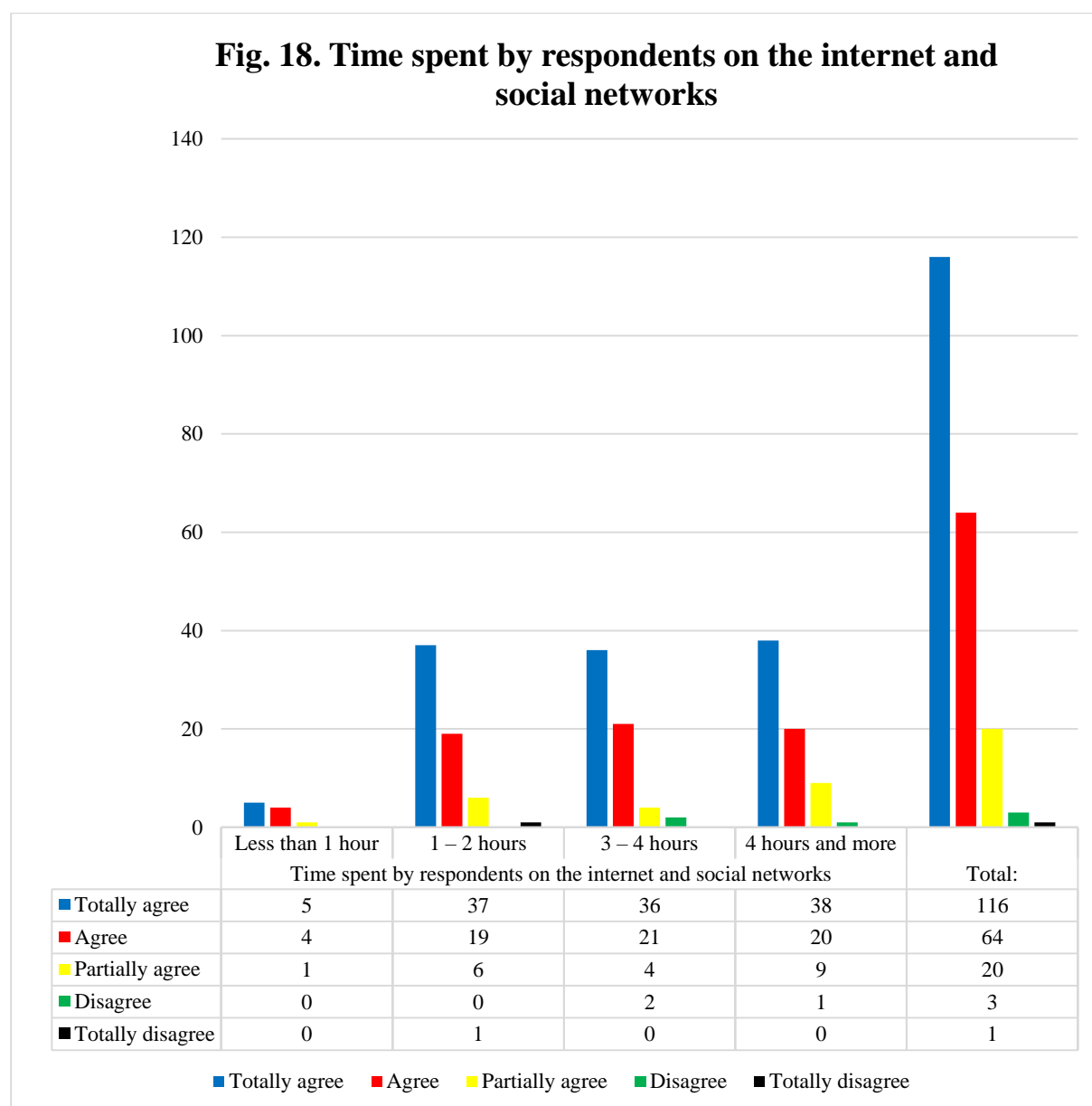
From the information given in the figure above, we can conclude that most of the respondents in Azerbaijan who believe on the increasing role of SMM activity in the future are currently not working or have working experience. The working experience of respondents has changed their attitudes towards the role of SMM and has allowed them to better understand it as we previously said. The lack of experience of respondents allowed them to pay greater attention to the role of SMM, to understand the its further role, and to apply SMM to their businesses if they set up business in the future.

Following, we can analyze the combination of the respondents' awareness and perspective on the increasing role of SMM activity in the future. The following figure includes data about it.



From the information given in the figure above, we can conclude that most of the respondents in Azerbaijan who believe on the increasing role of SMM activity in the future both are aware and unaware about SMM. Being unaware of the SMM does not mean that people do not understand its enhancing role later. It is interesting to conclude from the figure that most of the respondents who are not aware of the SMM are totally agree with or agree with the increasing role of the SMM.

Finally, we can analyze the combination of the time spent by respondents on the internet and social networks and their perspective on the increasing role of SMM activity in the future. The following figure includes data about it.



From the information given in the figure above, we can conclude that most of the respondents in Azerbaijan who believe on the increasing role of SMM activity in the future spent long hours on the internet and social media. Having a lot of time on the internet and social networks can make SMM more beneficial, helpful and attractive. Having more time on the internet positively affects the role of SMM and people's increasing interest to the social networks, giving SMM an indispensable role in the future.

Implementing this data analysis into SMM can create main advantage - targeted advertising in social networks. These ways can assist to clearly select the target audience with which advertisements will be displayed. Using the data specified in the profiles of users of social networks, SMM can segment target audience by gender, age, education, profession and work-life cycle, and other data specified in the survey. This will help to avoid wasting advertising budget on users who are not interested in participating in businesses' group and those who simply do not need their product or service due to age, gender or other signs.

Advertising in social networks has a relatively low cost compared to other types of advertising, and to start work, just a small budget needed to start an advertising campaign.

When successfully implemented, with the help of the analyzes, speed of advertising will be much higher, unlike search promotion, and the results of advertising do not have to wait weeks or months, and with proper advertising campaign, new subscribers will appear minutes after the launch of advertising on a social network.

Users do not refer to the promotion in social networks as advertising, and this causes more confidence, unlike ordinary advertisements.

If companies are not promoting their company, brand, product or service with the help of social media marketing, then they will definitely need to use this channel to attract customers and targeted traffic to their web resource.

CONCLUSION

During the study, definition, history, classification, and trends of the social networks are clarified, promotion in social media and evaluation of its benefits are revealed, the effectiveness of SMM campaigns are evaluated. Features of promotion by means of SMM and action plan for small businesses are disclosed; answers of respondents in Azerbaijan are evaluated. Results of the data analyzes are summarized and figures are generalized.

This study focuses on type of internet marketing as social media marketing using various technologies to increase audience engagement, attract, and retain their attention and form a pool of loyal consumers. The internet is a dynamic and exciting environment that has changed the way people communicate, interact, and express themselves, and also forces companies and individuals to change their approach to their work. It has given customers a platform to respond to marketing and advertising messages and provided opportunities for companies and brands to participate in negotiations with them, in addition to simply publishing information. Many people believe that social media complements traditional media, and also believes that blogs and social networks influence the coverage of events in traditional media. And an important advantage of social networks over other types of promotional offers is a huge audience and the ability to reach the target audience of the advertiser.

During the study, the varieties of respondents in gender, age, education level, work-life cycle, awareness, time spent on internet and social media were measured and how these differences could affect the scope, benefits, and significance, as well as, future role of the SMM were examined.

Based on the study, we can say that people in Azerbaijan are positive about SMM activities. They support the expansion of the SMM's scope of activities and are aware of its benefits and significance. Also, people are interested in increasing the future role of SMM.

Promotion with SMM can be an excellent option for developing small businesses. All this indicates that small businesses in Azerbaijan have a good opportunity to develop their sphere with the help of SMM, and they can take advantage of these benefits. As we know, initially, small businesses have a long way to develop and this can be accelerated through SMM. Proper planning, timely advertising, attracting potential customers and transforming them into real customers with PR and SMM can benefit small businesses greatly, and can accelerate their development.

In addition, promotion in social networks has its other undeniable advantages compared to other types of promotion: if small businesses place ads in thematic public groups, the percentage of targeted traffic to the site increases significantly; comparative cheapness of this kind of advertising in comparison with advertising in the media or street can be a great assistance to the small businesses. In other words, this is an affordable and highly effective method to promote a business and stay “afloat” for many years. To promote an advertising campaign in social networks, it is important to develop a strategy and create a content plan.

Small businesses must remember that the scope of SMM is now actively and dynamically developing. It is necessary to regularly study useful thematic information, be ready for possible changes, be able to adapt and then everything will certainly work out.

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27. International e-commerce center, Allbiz – Internet access: <http://www.all.biz/>
28. Internet publication on marketing and communications in a digital environment – Internet access: <http://www.cossa.ru>
29. Promotion in social networks: numbers, trends, recommendations, Ingate – Internet access: <http://digital.ingate.ru/#awarebooks>
30. Social media and online media monitoring service, IQBuzz – Internet access: <http://iqbuzz.pro>

APPENDIX 1

This survey was compiled by Khayal Mammadli, a senior student studying marketing major in SABAH groups of Azerbaijan State Economic University. The goal is to write a thesis on the "Development of social media marketing campaign for small businesses" and the information collected will only be used for this purpose.

1. Choose your gender.

A) Male B) Female

2. Choose your age.

A) 18 – 25 B) 26 – 35 C) 36 – 45 D) 46 and more

3. Choose your education degree.

A) Bachelor B) Master C) PhD D) Secondary education

4. Are you working? If so, choose how long you have been working.

A) Currently not working B) Less than 1 year C) 1 – 2 years D) 2 years and more

5. Are you or the company you are working for aware of the social media marketing?

A) Yes B) No

6. If you use the internet and social networks, how much time do you spend during a day?

A) Less than 1 hour B) 1 – 2 hours C) 3 – 4 hours D) 4 hours and more

7. Let's say you are creating a new company. How much attention will you pay to SMM activity at this time?

A) Broad scope B) Medium scope C) Narrow scope D) No SMM

8. How do you think companies can benefit from SMM?

A) Totally agree B) Agree C) Partially agree D) Disagree E) Totally disagree

9. SMM is significant for the company.

A) Totally agree B) Agree C) Partially agree D) Disagree E) Totally disagree

10. SMM's role will be further increased in the future.

A) Totally agree B) Agree C) Partially agree D) Disagree E) Totally disagree