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COMPREHENSIVE FRAMEWORK FOR SOCIAL MEDIA MARKETING (SMM) STRATEGY FOR EFFECTIVE BUSINESS ACTIVITY

ABSTRACT

This study develops a comprehensive framework for social media marketing (SMM) strategies aimed at enhancing business effectiveness. It begins by examining the transformative role of digital technologies in reshaping business practices, particularly through SMM. A detailed review of the literature explores the impact of SMM on business growth, brand awareness, and customer engagement while identifying key challenges such as resource limitations and measuring ROI.

The research synthesizes theoretical foundations, including relationship marketing and user engagement models, to highlight essential components of an effective SMM strategy. These components include goal definition, audience analysis, competitive benchmarking, platform selection, content strategy development, implementation and scheduling, community engagement, analytics and optimization evaluation and reporting. The study also emphasizes the role of modern technologies, such as artificial intelligence, big data analytics, and automation tools, in streamlining SMM operations.

A proposed framework integrates strategic planning, audience engagement, content creation, and performance monitoring, at the same time adapting to changeable market dynamics and consumer preferences. Case studies illustrate successful applications across industries, providing practical insights into overcoming common barriers to SMM implementation. This research contributes actionable strategies for businesses seeking to leverage SMM as a key driver of operational success and competitive advantage.

Keywords: social media, social media marketing, SMM strategy, SMART, target audience, competitive benchmarking, social media platform, content strategy, users' engagement

JEL Classification: D21, L86, M21, M39

INTRODUCTION

In conditions of digitalization, social media has become an essential toolkit for brand promotion, revolutionizing the methods businesses use to interact with their audience. As the world becomes increasingly digitalized, the significance of a coherent and dynamic social media marketing (SMM) strategy cannot be overstated. It is not enough for modern companies just to be present on social media. In order to see real results and stay competitive, they need to actively use SMM strategies tailored to their goals.

A successful SMM strategy is more than just occasional posts on social media or random interactions. A well-planned system that brings together key components is needed for the best results. Setting clear goals is essential so that objectives like boosting brand awareness, gaining new customers, and increasing sales are the foundation of any SMM effort. Audience research is just as important, helping you understand your customers' preferences, behaviours, and needs to create campaigns that truly connect and add value.

Another essential factor for companies' success is to select the most suitable social media platforms, as the effectiveness of an SMM strategy depends on engaging users where they are most active, equally important is the creation of attractive content that would be interesting for potential customers and would encourage further interaction

with them. The strategic timing of posts, which is aligned with the activity patterns of the target audience, ensures optimal visibility and engagement.

Sustained success in SMM also depends on constant feedback and support from the audience. Promptly responding to questions, addressing concerns, and maintaining relationships with the community strengthen trust and loyalty. Maintaining a coherent and recognizable visual identity across platforms strengthens brand recognition and builds a lasting impression.

A reliable SMM strategy also needs regular analysis, review, and adjustments. Using advanced analytics tools, businesses can track how well their campaigns are doing, find areas to improve, and adjust to changing trends. Adding paid advertising helps reach more people while studying competitors reveals ways to stand out and strengthen the brand's unique value.

In the rapidly shifting social media landscape, flexibility is paramount. An SMS strategy must rapidly adapt to any adjustments in consumer behaviour and platform dynamics, ensuring businesses remain relevant and effective in achieving their goals. This study introduces a comprehensive framework for social media marketing strategy development, offering businesses a structured approach in order to maximize their social media efforts. By synthesizing theoretical insights with practical applications, the framework emphasized strategic planning, audience-centred content creation, and data-driven optimization. It aims to provide a roadmap for companies that are looking to strengthen the potential of social media growth, fostering innovations and providing long-term success in a competitive digital marketplace.

LITERATURE REVIEW

Social media marketing (SMM) plays a significant role in driving business growth by boosting brand awareness, fostering consumer engagement, and strengthening competitive advantage. The fast spread of social media throughout the world has profoundly reshaped the marketing landscape. Early studies highlighted the potential of social networks to enhance customer relationships and brand visibility. (Kaplan & Haenlein, 2010) highlighted the dual role of social media as a hybrid promotional tool, combining traditional marketing strategies with user-generated content to create dynamic, two-way communication channels. Kim and Ko (2012) further explored the influence of SMM on customer relationships, emphasizing its ability to foster emotional connections, increase trust, and stimulate purchase intentions. These studies underline the transformative power of SMM in reshaping business-customer interactions and achieving sustainable growth in highly competitive markets.

The effectiveness of SMM strategies varies significantly across platforms, each offering unique features tailored to specific business needs. Tuten and Solomon (2021) provided a comprehensive examination of popular platforms such as Facebook, Instagram, LinkedIn, and Twitter, highlighting their respective roles in facilitating content sharing, professional networking, and visual storytelling. For example, Instagram is highly effective for industries focusing on aesthetics and branding, while LinkedIn is more useful for B2B marketing and professional collaborations. This diversity underscores the necessity for businesses to strategically select social media platforms tailored to their target audience and aligned with their marketing objectives.

Social media marketing (SMM) has been considered in foundational theories, in particular relationship marketing and customer engagement theories that emphasize customer relationships and engagement, key principles for successful marketing in the digital era.

Relationship marketing prioritizes building long-lasting customer relationships over short-term transactional benefits. This approach aligns with SMM's emphasis on continuous interactions, personalized engagement, and community building, which collectively enhance customer loyalty and brand advocacy (Chaffey & Ellis-Chadwick, 2022).

The formulation of social media marketing strategies (SMMS) is deeply grounded in customer engagement theory, which highlights the importance of actively motivating and empowering customers to enhance engagement and achieve superior marketing outcomes (Harmeling et al., 2017). Customer engagement, as conceptualized by Kumar et al. (2010), comprises several dimensions, including lifetime value, referral value, influence value, and knowledge value. These dimensions provide businesses with a robust framework for customer valuation and strategic decision-making. Within the realm of social media, companies can capitalize on customer-driven resources, such as their network reach, persuasive abilities, and creative contributions, to secure a competitive edge (Harmeling et al., 2017).

In order to create an effective SMM strategy, it is extremely important to understand the underlying motivations of customers, as varying levels of customer attachment and attitudes influence their behaviours on social media and the resulting marketing performance (Venkatesan, 2017). Customer acquisition is characterized by the contribution of both sides, such

as social media initiatives and customers, which manifest as social media interactions. Enhanced interactivity within these exchanges often results in improved marketing outcomes (Harmeling et al., 2017). Research by Pansari and Kumar (2017) underscores that engagement yields tangible benefits, such as increased revenue and market share, as well as intangible profits, including customer feedback and innovative ideas.

Recent research has expanded this view, emphasizing the role of social media marketing as a strategic tool for achieving organizational objectives (Chaffey et al., 2022). SMM is recognized as a key tool for enhancing brand visibility, promoting products, and fostering customer loyalty through targeted activities on social networks (Chyrak et al., 2023). The rise of platform-specific strategies, such as Instagram for visual branding and TikTok for viral content creation, demonstrates the need for tailored approaches in SMM strategies (Dwivedi et al., 2021). Moreover, advancements in technology, such as artificial intelligence and data analytics, have revolutionized SMM by enabling businesses to create personalized and data-driven campaigns. These innovations allow to deeper the audience insights and make content targeting more effective (Lee & Chen, 2023).

At the same time, recent studies highlight the importance of a structured and adaptable approach to SMM. A comprehensive framework may be useful for businesses to integrate key components, address challenges, and respond to evolving trends. Such a framework should encompass strategic planning, audience-centric content creation, and performance monitoring, while also incorporating flexibility to adapt to the market dynamics (Chaffey & Ellis-Chadwick, 2022).

The analysis establishes the groundwork for understanding the comprehensive nature of SMM and its essential role in business development, and emphasizes the need for a comprehensive framework to address existing problems and maximize its potential.

Our research has identified several critical components of successful SMM strategies:

1. **Goal setting.** It is obvious that clear and measurable objectives form the foundation of any SMM strategy. Studies show that aligning goals with overall business objectives increases the likelihood of achieving essential results (Tuten & Solomon, 2021).
2. **Audience analysis.** Understanding consumer behaviour, preferences, and demographics is critical. Social listening tools and customer analytics are widely recognized as essential for this purpose (Irshad & Ahmed, 2016).
3. **Content strategy.** The creation of interaction and relevant, high-quality content is central to maintaining audience interest and fostering brand loyalty. At the same time, research emphasizes on the importance of storytelling and authenticity in content creation (ashley & tuten, 2015).
4. **Platform selection.** It worth to be said that different social media platforms serve diverse purposes, and their selection depends on the target audience and business goals. Comparative studies of platforms underscore the importance of matching content types to the strengths of each platform (Hootsuite, 2022).

The literature reveals that while SMM strategies have evolved significantly, their successful implementation demands a holistic approach that combines goal setting, audience insights, content creation, platform optimization, and data analytics. This review highlights the necessity for a comprehensive framework that combines theoretical insights with practical applications, enabling businesses to maximize their effectiveness in leveraging social media for sustained growth and competitive advantage.

AIMS AND OBJECTIVES

The main purpose of the research is to develop a comprehensive framework for social media marketing strategies which increase the effectiveness of business activities by aligning marketing objectives with measurable outcomes and adapting to dynamic digital environments. This research aims to bridge gaps in existing approaches to SMM, enabling businesses to navigate digital marketing landscapes more effectively.

The tasks of the research are:

- to study the latest trends and tools of social media platforms to identify opportunities and challenges for businesses;
- to identify critical components of effective SMM strategies, including audience analysis, content creation, and engagement techniques;
- to assess the impact of SMM strategies on business performance, such as lead generation, brand awareness and sales growth, etc.;

- to create a structured, adaptable SMM strategy framework tailored to various business goals and industry contexts;
- to offer some effective recommendations for businesses in order to implement and optimize SMM strategies for sustainable success.

METHODS

The methodology of the research focuses on a combination of theoretical and empirical approaches to develop a comprehensive framework for social media marketing strategies tailored to enhance business activity. The research starts with a comprehensive review of existing research, examining academic courses to identify gaps, trends, and best practices in social media marketing. The research methodology was grounded in general scientific methods, such as analysis, synthesis, induction, and deduction, which were applied to evaluate the scientists' perspectives, conclusions, and further recommendations regarding the impact of social media on business activities. Methods such as observation, analysis, evaluation, and comparison were used to examine the economic and psychological impact on the behaviour of social media users. In the conducted research, both positive and normative methods were implemented in order to develop the company's SMM strategy for business growth. Comparative analysis of case studies highlights the differences between effective and ineffective SMM strategies, contributing to the further development of the offered framework. The framework itself is developed by using theoretical modelling, ensuring it is adaptable and scalable to various industries. Validation of the framework involves implementing it in real-world scenarios through case studies and testing its impact on key business metrics such as engagement, conversion rates, and revenue growth. This comprehensive methodology ensures that the research outcomes are both scientifically substantiated and applicable to real business contexts.

RESULTS

In the age of digital technologies, social media marketing (SMM) has become a cornerstone of business strategies, enabling companies to interact with audiences on a global scale. Popular social media platforms, such as Instagram, Facebook, Twitter, LinkedIn, and TikTok, have transcended their initial roles as mere communication tools to become powerful ecosystems for brand promotion, customer engagement, and business growth. The widespread adoption of these platforms, along with their capacity for both direct and interactive communication, highlights their essential role in contemporary business practices.

Because of the challenging conditions of an unfavourable external environment that simultaneously encompasses risks, threats, and opportunities, strategic company management is extremely important and should focus on preparing the companies for upcoming developments. In this context, a key priority for companies is the development of an SMM strategy aimed at strengthening the company's brand, showcasing a high level of expertise, and enriching the informational space with context that highlights product capabilities and the economic efficiency of their usage in the Ukrainian business environment.

A social media marketing strategy is a company's plan for effective using social media platforms in order to achieve both specific marketing and business objectives. It includes defining goals, identifying target audiences, selecting platforms, planning content, engaging with followers, and measuring results.

Understanding the need to create a company's strategy for business development through social media use is essential in digital era nowadays. So that, SMM platforms have become integral to how business connects with customers, how it builds brand awareness, and stimulates growth. Understanding this need addresses several critical factors.

First of all, the use of social media is extremely widespread. These days, billions of people use social media platforms very actively every day, which makes social media a prime space for reaching and engaging audiences. Social media platforms, such as Instagram, Facebook, Twitter, and LinkedIn, offer diverse user bases that span various demographics, interests, and regions, enabling businesses to engage with their target audiences more efficiently. The interactive nature of social media also facilitates instant communication, strengthening a deeper sense of connection and reliability between companies and their customers. Additionally, the accessibility of these platforms provides opportunities for businesses of all sizes to promote their goods or services, ensuring a level playing field in the competitive market landscape. By leveraging social media's expansive reach and dynamic features, businesses can not only increase visibility but also cultivate meaningful relationships with their audience (Chyrak, 2021).

Secondly, we can talk about brand awareness, as social media plays an extremely important role in helping companies build and maintain visibility. By constantly interacting with their audience, firms can ensure they maintain a strong presence

in a competitive market. Social media platforms enable brands to present their goods and services to a larger audience, leaving a lasting impact. The increased visibility deepens customer trust and loyalty, which is an essential factor for the long-term success of the company. Additionally, regular interactions and targeted content can enhance brand recognition, making it easier for potential customers to choose the company over competitors.

Thirdly, one of the most outstanding benefits of social media is deep customer engagement. It strengthens two-way communication and enables businesses to engage with customers instantly and directly. This direct interaction builds trust and encourages a sense of connection between the brand and its audience. By listening to customer feedback, addressing concerns, and answering questions promptly, businesses can show that customers' opinions are valuable to them. This deepens a sense of loyalty, as customers feel heard and appreciated. Additionally, personalized interactions and tailored content can strengthen these relationships, making customers more likely to stay loyal to the brand and even advocate for it within their own networks.

Fourthly, a well-executed SMM strategy provides cost-effective marketing, making it an invaluable tool for businesses of any size. Unlike conventional advertising methods, social media offers affordable solutions that enable businesses to connect with their target audience efficiently. Companies can use precise targeting to customize ads for specific demographics, interests, and behaviours by reaching the right audience. This level of customization increases the chances of engagement and conversion. Furthermore, the ability to track and analyze performance in real time means businesses can adjust their strategies to optimize results, ultimately providing an excellent return on investment (ROI). We can conclude that SMM is a cost-effective option with measurable results that make it ideal for those companies that aim to optimize their advertising budgets.

In addition, social media platforms provide powerful analytics that help companies gain a deeper understanding of their audience. These insights allow businesses to track key metrics, such as engagement, clicks, and conversion, aiding in evaluating the success of their content and campaigns. By analyzing this data, companies can refine their strategies, adjust their messaging, and optimize content to better resonate with their target audience. This ongoing process of performance evaluation ensures that businesses can make informed decisions, resulting in more efficient and effective marketing efforts. The ability to access real-time feedback and actionable insights also allows companies to stay agile and respond to changing trends or customer preferences, ultimately strengthening their presence in the market.

Last but not least, social media plays a significant role in trend adaptation. It allows brands to stay connected with their audience and gain real-time insights into shifting preferences. By staying active on social media, brands can quickly align with emerging trends, ensuring they remain relevant in a constantly evolving market. This connection helps companies respond to consumer expectations, leading to more personalized and timely offerings. Additionally, consistent engagement on these platforms helps brands foster a sense of community, which can enhance customer loyalty and increase their influence in the industry.

The evolution of SMM reflects its growing importance as a strategic marketing tool. Initially, social media are viewed by businesses as a supplemental channel for sharing updates and enhancing visibility. Over time, advancements in technology and user behaviour have transformed social media into a dynamic space for building customer relationships, generating leads, and fostering brand loyalty. Today, SMM strategies incorporate sophisticated analytics, targeted advertising, and user-generated content to create engaging and personalized experiences that resonate with diverse audiences. This shift highlights the strategic potential of SMM in driving measurable business outcomes.

The significance of SMM for achieving business goals is multifaceted. It plays a critical role in increasing brand awareness by leveraging the reach and virality of social platforms in order to strengthen brand messaging. Moreover, SMM fosters customer engagement through interactive content, timely responses, and community-building activities, which enhance customer trust and loyalty. Effective SMM strategies have been shown to boost sales by driving traffic to websites, facilitating conversions, and nurturing long-lasting customer relationships. By aligning social media efforts with broader business goals, organizations can unlock new opportunities for growth and competitiveness.

Using modern SMM tools can significantly boost business growth with minimal time and financial investment. These tools empower businesses to collect valuable insights into potential customers' preferences by analyzing visit trends and consumer feedback. They also help in monitoring competitors' activities within specific market segments. Social networks offer powerful targeting capabilities, allowing businesses to define their target audience through various criteria, such as age, location, relationship status, musical tastes, and even political views. This audience segmentation allows companies to focus on those most likely to become customers. In short, SMM enables businesses to direct their efforts effectively towards the right consumers.

To measure the success of social media marketing, several indicators are used, including organic subscriber growth, organic likes growth, audience expansion, cost per subscriber, follower engagement levels, social media advertising costs, and overall SMM expenditure (Chyrak et al., 2023).

Despite their evident benefits, many businesses struggle to implement cohesive and effective SMM strategies. Challenges such as selecting the right platforms, creating consistent and engaging content, and measuring return on investment (ROI) hinder the effectiveness of SMM campaigns. Additionally, the constantly evolving social media algorithms, data privacy regulations, and technological advancements lead to further complication of the process. These gaps highlight the need for a comprehensive framework that integrates best practices, addresses emerging challenges, and aligns with organizational goals.

This article seeks to bridge these gaps by introducing a comprehensive framework for SMM tailored to the needs of modern businesses. By examining the evolution, components, and practical implications of SMM strategies, the study provides actionable insights for organizations aiming to leverage social media effectively to achieve sustainable growth and competitive advantage.

The process of creating an SMM strategy involves four essential components:

1. **Drivers.** These encompass marketing objectives and customer motivations, setting the foundation for engagement strategies;
2. **Inputs.** This stage involves the firm's engagement initiatives and customer-driven behaviours;
3. **Throughputs.** Here, interactions are facilitated to enable the exchange of resources between firms and customers;
4. **Outputs.** These are the measurable outcomes of customer engagement, reflecting both the effectiveness and impact of the strategies.
5. The mentioned developmental process of the SMM strategy is represented in Figure 1.

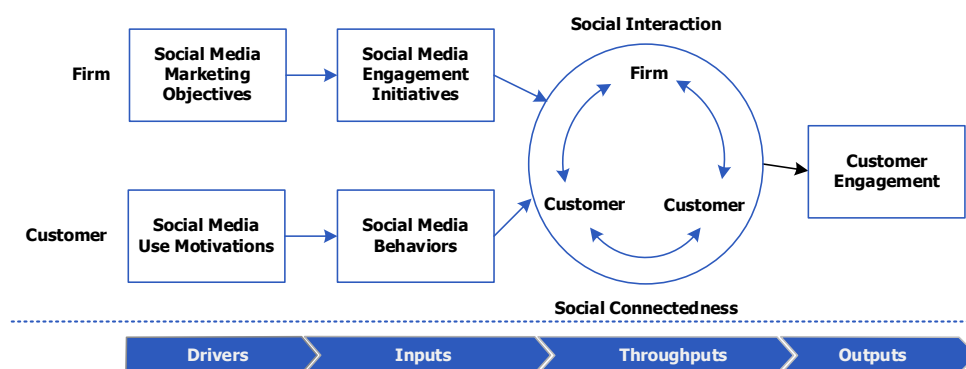


Figure 1. A conceptualization of the process of developing social media marketing strategies. (Source: Li, et al., 2021)

As we can see from Figure 1, this structured approach provides a comprehensive roadmap for businesses to optimize their SMM efforts and maximize customer engagement outcomes.

The effectiveness of SMM strategies is largely influenced by three core components:

- user-generated content (UGC);
- interactivity;
- personalization.

User-generated content, including customer reviews, testimonials, and social media shares, has emerged as a critical asset in shaping consumer perceptions and enhancing trust. Research indicates that UGC often carries greater authenticity and credibility than traditional branded content, influencing purchase decisions and fostering brand loyalty.

Another fundamental aspect – interactivity – facilitates two-way communication between brands and their audiences. Social media platforms enable businesses to engage with consumers through comments, live chats, and polls, creating a sense of community and fostering deeper connections.

Personalization is equally important, leveraging some progress in artificial intelligence and data analytics to deliver content according to individual preferences behavioural patterns. By analyzing user data, businesses can craft targeted campaigns that connect with their audiences, boosting engagement and conversion rates. Personalization also enhances customer satisfaction and loyalty, as modern consumers increasingly expect customized experiences in their interactions with brands.

By integrating these three elements (UGC, interactivity, and personalization), businesses can develop robust and adaptive SMM strategies that correspond to contemporary consumer expectations while achieving their marketing objectives.

Components of an effective SMM strategy

In today's digital age, a well-crafted, a well-crafted SMM strategy is essential for staying competitive, reaching new markets, and driving business growth.

The goals of a social media marketing strategy are focused on building brand awareness, increasing customer engagement, and driving conversions. These objectives aim to establish a strong online presence, foster meaningful interactions with the target audience, and promote products or services effectively. A well-defined SMM strategy seeks to enhance customer loyalty through personalized content, grow a community of followers, and leverage data analytics to refine campaigns. Additionally, it aims to improve website traffic, generate leads, and boost sales, all while maintaining a consistent and positive brand image across platforms.

The main goals of developing a social media marketing strategy for a company include:

1. *Increasing brand awareness* is achieved through consistent, engaging, and compelling visual content that connects with the target audience. Social media marketing strategies are designed to showcase a brand's identity, values, and unique offerings, making it more relatable and accessible. For example, companies like Nike and Starbucks use vibrant, eye-catching visuals along with storytelling to create strong emotional connections with their audiences. Regular posting, combined with interactive content like polls, videos, and user-generated content, enhances engagement and encourages shares, helping the brand reach a wider audience. Over time, this consistency builds recognition, making the brand not only familiar but memorable. This approach also ensures that the company stays top-of-mind, fostering trust and loyalty among potential customers.
2. *Engaging the target audience* is a critical component of any successful marketing strategy. To achieve this, a company should foster meaningful interactions with both current customers and potential leads. This can be done by encouraging audience participation through likes, shares, comments, and engaging content like polls, quizzes, and live Q&A sessions. For example, brands like Coca-Cola and Wendy's engage users with fun, interactive campaigns that prompt followers to share their own experiences or opinions, creating a sense of community and increasing brand visibility. Responding to comments and messages promptly further strengthens the relationship with the audience, showing that the brand values their input. By actively interacting with followers, companies not only develop loyalty but also create an environment where consumers feel heard, making them more likely to return and recommend the brand to others. This level of interaction not only boosts engagement but also increases trust, which is essential for long-term success.
3. *Driving website traffic* is a key goal of many social media marketing campaigns and can be effectively implemented through the strategic use of social platforms. By incorporating links in posts, ads, and clear call-to-actions, companies can redirect users to their websites or specific landing pages, ultimately boosting website visits. For example, e-commerce brands like Amazon and ASOS often include "Shop Now" buttons in their Instagram stories and ads, making it easy for users to click and make a purchase directly from their website. Additionally, brands like HubSpot use engaging blog posts and downloadable resources with links to their landing pages, encouraging users to learn more and convert into leads. Social media platforms like Facebook and LinkedIn also offer targeted advertising tools that drive traffic by promoting links tailored to specific audience interests. By consistently sharing valuable content with a strong call to action, businesses can effectively guide users through the sales funnel, increase conversions, and enhance overall website engagement. This approach not only improves website traffic but also supports business growth by reaching potential customers at different stages of their journey.
4. *Generating leads and sales* is a primary objective for brands leveraging social media platforms. To achieve this, followers must be effectively converted into leads and paying customers through targeted campaigns tailored to their own needs and preferences. For instance, Facebook and Instagram enable businesses to craft highly targeted ads that reach users due to their behavioural patterns, demographics, and interests, ensuring that the very right audience is able to see their offerings. In addition to targeted ads, exclusive offers, promotions, or product showcases can be used to incentivize followers to make a purchase. Brands like Sephora often use limited-time discounts and exclusive

giveaways to encourage engagement and drive sales, while companies like Apple may showcase new products on social media, building excitement and anticipation among their audience. Influencer partnerships can also play a key role in driving conversions, as influencers share personalized discount codes with their followers, making the promotion feel more authentic. By combining these strategies – targeted campaigns, exclusive offers, and engaging product showcase – brands can effectively generate high-quality leads and convert them into loyal, paying customers. This approach not only increases immediate sales but also builds long-term relationships with customers who feel valued and appreciated.

5. *Building and maintaining a strong brand reputation* is extremely important for long-term business success. To achieve this, a company must focus on strengthening trust and credibility with its audience. One effective way to do this is by actively addressing customer feedback, whether positive or negative. Responding promptly to reviews and complaints demonstrates that the company values its customers and is committed to improving its products or services. For instance, brands like Zappos are known for their exceptional customer service, quick resolving issues, and even going above and beyond to make customers happy. Sharing success stories and testimonials on social media can also help reinforce the brand's credibility. For example, businesses in industries like fitness or skincare often share transformation stories, customer reviews, and before-and-after photos, which build trust by showcasing real-life results. Additionally, brands like Airbnb and TripAdvisor thrive on building a reputation through customer-generated content, where satisfied customers share their positive experiences, further enhancing the brand's authenticity. Consistently engaging with both satisfied and dissatisfied customers in a transparent, genuine way helps build a strong reputation that encourages customer loyalty, attracts new clients, and differentiates the brand from competitors.
6. *Understanding and analyzing customer behaviour* is an essential goal of any successful SMM strategy. By gaining deep insights into audience preferences, habits, and demographics, companies can tailor their content and campaigns to better meet the needs of their target market. This can be achieved through the use of analytics tools provided by platforms like Facebook Insights, Google Analytics, or Twitter Analytics, which track key metrics such as engagement rates, click-through rates, and audience interactions. For example, by analyzing these metrics, a brand like Nike might discover that their athletic apparel posts perform best with young, active professionals aged 25-34, prompting them to tailor future campaigns specifically for this group. Understanding customer behaviour also helps companies identify trends and predict future actions, allowing them to stay ahead of the competition. Once insights are gathered, it's essential for brands to adjust their marketing strategies based on data-driven decisions. For instance, if analytics reveal that video content is more engaging than static images, a company may shift its strategy to produce more video-based posts, or if a particular type of promotion generates more sales, it may increase its frequency. By continuously refining strategies with these insights, companies can ensure their content resonates more effectively with their audience, improving engagement and boosting conversion rates;
7. *Promoting customer loyalty* is a key aspect of long-term business growth. To achieve this, companies must focus on retaining existing customers by offering exclusive content, rewards, and personalized engagement. Exclusive content, such as behind-the-scenes access or early product releases, can make customers feel valued and deepen their connection with the brand. For example, Starbucks rewards loyal customers through its mobile app with personalized offers, birthday rewards, and early access to seasonal drinks, keeping them engaged and coming back. Personalized engagement, whether through e-mail or social media, helps customers feel recognized and appreciated. A personalized message on a customer's birthday or a tailored recommendation based on previous purchases strengthens the relationship.
8. Additionally, encouraging customers to become brand advocates through user-generated content (UGC) is a successful way to promote loyalty. By motivating customers to share their experiences, photos, or videos, a company not only strengthens its relationship with them but also extends its reach to potential new customers. Brands like GoPro and Glossier are great examples of this strategy, as they actively showcase UGC on their social media platforms, which encourages their followers to share their own experiences in exchange for recognition or rewards. When customers feel like they are part of a brand's story, they are more likely to become loyal advocates, recommending products to friends and family and engaging with the brand long-term. Through a combination of personalized engagement, exclusive rewards, and encouraging advocacy through UGC, companies can cultivate a strong base of loyal customers who support the brand both online and offline.
9. *Optimizing marketing costs* is a key purpose of any effective social media marketing strategy. By leveraging the cost-effective nature of social media campaigns, companies can achieve significant results without the hefty price tag associated with traditional advertising options, such as television, radio, and print media. Social media platforms like

Facebook, Instagram, and LinkedIn provide highly targeted advertising methods that enable companies to engage with targeted audiences due to their demographical and behavioural patterns. This precision targeting guarantees that marketing dollars are spent on individuals who are more likely to convert, minimizing wastage and increasing the overall return on investment (ROI). For example, a small business selling eco-friendly products might use Instagram ads to target environmentally conscious consumers between the ages of 25-40 living in urban areas. By focusing on this niche audience, the company can avoid broad, expensive ad placements that may not resonate with its core customer base. Additionally, using tools like A/B testing allows businesses to refine their ads based on real-time performance, further optimizing their campaigns to maximize results while minimizing spend. For instance, brands like Airbnb and Shopify have successfully optimized their marketing costs by utilizing data-driven insights and adjusting their campaigns to ensure their ads are shown to the most relevant audience. Moreover, social media platforms ensure in-depth analytics that helps businesses track key metrics, such as engagement, clicks, and conversions, enabling them to evaluate the performance of their campaigns and adjust them accordingly. This continuous feedback loop ensures that resources are spent efficiently, driving the best possible outcomes for the business without overspending. By strategically targeting the right audience and continuously optimizing campaigns, businesses can achieve strong marketing results while keeping costs under control.

10. *Staying competitive* is one of the most important purposes of any SMM strategy. In today's rapidly developing digital landscape, brands must continuously track their competitors and emerging trends to adapt their strategies and maintain market relevance. By tracking competitors' social media activities, such as their content, engagement rates, campaigns, etc., companies can uncover market gaps and areas for improvement. For instance, if a competitor is gaining popularity with a particular hashtag or influencer partnership, a brand can assess whether it's worth incorporating a similar approach or finding a unique twist that better aligns with its audience.
11. In addition to monitoring competitors, businesses need to stay ahead of market trends and within the social media landscape. Social platforms constantly evolve, and consumer preferences shift over time, so it's crucial to adapt. For example, TikTok's rise in popularity among younger audiences has prompted many brands like Chipotle and Gymshark to shift some of their marketing focus toward short, engaging video content to connect stronger with this generation. Monitoring trends also means understanding what types of content, such as memes, user-generated content, or interactive polls, etc. are currently resonating with consumers and adjusting marketing strategies accordingly.

Furthermore, staying competitive requires constant innovation to ensure a company's offerings remain appealing and unique. Companies like Apple and Tesla consistently push boundaries with innovative products and marketing strategies that keep their audiences excited and loyal. By introducing new features, limited-edition releases, or interactive campaigns, brands can create a sense of exclusivity and anticipation that keeps consumers coming back. For instance, brands in the fashion industry often collaborate with influencers or other designers to launch exclusive collections that attract attention and drive sales. Ultimately, a competitive SMM strategy involves not just keeping up with the competition but actively seeking opportunities for differentiation and innovation. By adapting to trends, monitoring competitors, and continuously innovating, businesses can ensure they remain relevant and ahead of the curve in a crowded marketplace;

12. *Finally, managing crises effectively* is a critical peculiarity of any SMM strategy, as public perception can be shaped in real time through social platforms. In order to do this, a company must respond quickly to negative publicity or customer concerns in order to mitigate damage and maintain trust. Prompt, thoughtful responses show that the company is attentive and cares about customer feedback, helping to prevent further escalation. For example, when a product recall occurs, brands like Toyota or Samsung use social media to immediately inform customers about the issue, outline steps being taken, and reassure their audience that the situation is being handled with priority. This level of transparency is essential for preserving credibility during a crisis.

Using social media to manage public relations transparently and effectively also involves acknowledging mistakes, offering solutions, and keeping the audience updated. When responding to customer concerns, it's crucial for a company to be empathetic, sincere, and proactive. For instance, after an airline incident, companies like Delta or United Airlines have used Twitter and Facebook to apologize for disruptions, provide compensation information, and ensure passengers that corrective measures are being implemented. This direct communication allows the company to take control of the narrative, offering a real-time platform for addressing issues and clarifying any misunderstandings.

Additionally, social media provides an opportunity to humanize the brand during a crisis by engaging with customers personally. Responding to direct messages, retweeting or sharing customer feedback, and publicly thanking those who show understanding can help build goodwill and repair relationships. In some cases, brands can even use social media to show their commitment to making amends, such as launching a charity initiative or implementing long-term improvements.

For example, after a data breach, companies like Facebook and Equifax have used their platforms to update customers on what steps are being taken to protect their privacy and prevent future issues. By addressing the crisis head-on with clear, open communication, businesses can rebuild trust and transform a challenging situation into a possibility for growth.

All these mentioned goals collectively help businesses build long-term relationships with their audience, enhance brand value, and drive measurable business growth. The mentioned goals of the company using social media marketing should align with the so-called SMART system, the key components of which are as follows (Figure 2):



Figure. 2. SMART system components.

- *S (specificity)*, meaning the goal should be clear and well-defined, for example, reaching 2,000 users using targeted ads;
- *M (measurability)*, meaning the goal should be clearly measurable, for example, achieving a reach of 1,000 users per day;
- *A (achievability)*, meaning the goal should be realistically attainable, for example, selling 500 pairs of summer shoes on Instagram;
- *R (relevance)*, meaning understanding both the relevance of the goals themselves and the relevance of SMM in social networks. For example, the goal of selling 500 pairs of summer shoes on Instagram is relevant, while selling building materials on the same network is quite dubious;
- *T (time-based)*, meaning there should be a clear deadline, for example, selling 500 pairs of summer shoes on Instagram by the end of summer (Chyrak, 2023).

To achieve the SMM goals, the company should set some tasks and systematically work on them step by step.

In conditions of risk and instability, implementing a social media strategy becomes a necessity for Ukrainian companies as it provides a reliable and adaptive channel to maintain communication with their audience. Social media platforms provide a convenient and cost-effective approach to promoting products, sharing updates, and fostering engagement even when external circumstances are unpredictable. By leveraging SMM, companies can stay visible and relevant, address customer concerns, and build trust during uncertain times. This trust is a critical asset, helping businesses retain trust in their market position and prepare for long-term growth despite immediate challenges.

Additionally, in an environment of instability, SMM strategies enable companies to pivot quickly in response to emerging trends or shifts in consumer behaviour. Through targeted campaigns and real-time analytics, businesses can assess the market actor's mood and adjust their messaging to remain relevant. Moreover, SMM provides an opportunity to highlight the resilience and innovative capacity of Ukrainian companies, showcasing their ability to navigate difficulties and deliver value. This not only supports brand reputation but also contributes to stabilizing the informational and economic landscape, fostering hope and motivation among customers and partners.

In the context of a rapidly evolving digital landscape, an effective social media marketing strategy must integrate a structured approach. The creation and implementation of an SMM strategy needs a methodical approach that ensures each component contributes effectively to the overall objectives. In our opinion, the following nine stages outline a comprehensive framework for achieving measurable success in SMM campaigns (Figure 3).



Figure 3. Stages of the SMM strategy implementation. (Source: developed by the authors on the basis: (Ashley & Tuten, 2015; Li et al., 2021; BacklinkWorks Blog, 2023; Yevseitseva & Olshanska, 2023))

As we can see from Figure 3, the proposed framework for SMM strategy implementation outlines nine distinct stages that offer a logical progression toward achieving measurable and sustainable results. Each stage serves as a building block, ensuring that the strategy is both comprehensive and adaptive. This sequential approach emphasizes clarity, efficiency, and continuous improvement, making it suitable for dynamic digital environments.

The first stage, **goal definition**, is foundational to the entire strategy. Setting clear and measurable objectives establishes the direction and purpose of all subsequent activities. These goals should align with broader business objectives, whether they involve boosting brand recognition, increasing sales, or enhancing customer loyalty. Defining specific outcomes, such as achieving a 20% increase in website traffic within six months, provides a benchmark for assessing progress and success. Without well-defined goals, the strategy risks to become fragmented and directionless one.

The next stage is **audience analysis**, a critical phase for understanding who the brand is speaking to. In this stage, businesses gather demographic, psychographic, and behavioural data to create detailed buyer personas. This step ensures that the content and campaigns are relevant and resonate with the audience's needs, preferences, and challenges. For instance, a fitness brand aimed at young professionals could highlight ease and efficiency in their messaging. By understanding audience pain points, brands can establish meaningful connections and build long-term loyalty.

Competitive benchmarking forms the third stage, offering a valuable perspective on industry trends and opportunities. It provides valuable context for strategic decision-making. Analyzing competitors' social media activities helps identify what works in the industry and reveals gaps where the brand can differentiate itself. This could include exploring underutilized

platforms, content formats, or messaging approaches. For example, if competitors focus heavily on static images, a brand might find success by investing in video content or interactive posts.

Benchmarking not only informs strategy but also sets performance standards that guide the campaign. This analysis not only identifies best practices but also highlights areas where a brand can differentiate itself. Analyzing competitors' strategies provides significant insights into industry trends, content preferences, and gaps in the market. Benchmarking helps identify best practices and areas for differentiation. For instance, studying competitors' engagement metrics can reveal the types of content that resonate with shared audiences. In order to provide the analysis of the local competitors in the industry, the company should focus on content types that perform well in your niche, platforms where competitors are most active, and gaps in their strategies, such as untapped formats like video storytelling or collaborations with influencers.

Selecting the right social media platforms is essential for maximizing reach and engagement. Following this, **platform selection** involves identifying the social media channels most relevant to the target audience and the brand's goals. Each platform has distinct user demographics and content norms. Choosing the right platforms ensures that resources are efficiently allocated, maximizing the potential for engagement and conversion. This stage also considers emerging platforms and trends, keeping the strategy adaptable and forward-looking.

When selecting social media platforms as part of an effective SMM strategy, companies should consider several key factors to ensure alignment with their goals, audience, and resources. First, understanding the relevant customers' demographics, interests, and behavioural patterns online is crucial, as each platform caters to specific user groups; for example, Instagram and TikTok attract younger, visually-oriented users, while LinkedIn serves professionals and B2B interactions. The choice of platform should also align with the company's objectives, no matter whether it is ensuring brand awareness, driving engagement, or generating leads.

Additionally, analyzing competitor performance on various platforms can reveal industry trends and identify gaps where the company can differentiate itself. Content compatibility is another essential factor, as platforms like Instagram and Pinterest excel in visual storytelling, while LinkedIn is more suited for professional and informational content. Resource availability should also guide the decision, ensuring the company can consistently produce high-quality content and actively engage with users on chosen platforms. Regional and cultural relevance is particularly important for companies targeting local markets or specific cultural groups, as platforms like Telegram or Viber may dominate in certain regions.

Lastly, testing and refining platform choices based on performance analytics can optimize reach and engagement, making platform selection a dynamic and data-driven process. This stage of the SMS strategy ensures that efforts are concentrated where they are most impactful.

The fifth stage, **content strategy development**, is a creative phase focused on designing a diverse and valuable content mix. It is a phase where the creative vision comes to life. A successful content strategy includes various content types, such as educational posts, promotional material, and user-generated content tailored to audience preferences. So, consistency in tone, style, and branding is crucial for establishing a recognizable and trustworthy presence. This stage also emphasizes storytelling as an effective way to build emotional interconnections. Consistent branding and storytelling play an important role in capturing the audience's attention and increasing engagement. Additionally, incorporating storytelling and interactive formats fosters deeper audience connections. For instance, sharing behind-the-scenes content about the brand's journey can humanize the organization and foster deeper audience loyalty.

Developing an effective content strategy is a cornerstone of a successful SMM strategy, requiring careful alignment with the company's objectives, audience preferences, and platform dynamics. Companies should prioritize creating a diverse content mix that balances educational, entertaining, and promotional material to cater to different stages of the client's journey. Storytelling should be a central element, as narratives that evoke emotion in the audience create stronger connections and deepen brand loyalty. Consistency in tone, style, and visual identity across platforms ensures a cohesive brand image. It is also essential to adapt content to the unique peculiarities and user expectations of every platform; for example, short, engaging videos perform well on TikTok, while long-form thought leadership articles are ideal for LinkedIn. Leveraging data-driven insights from audience analysis can guide the development of personalized and relevant content that addresses specific pain points or interests. Furthermore, integrating interactive elements, such as polls, quizzes, or live sessions, encourages audience participation and enhances engagement. Companies should also plan their content using a well-structured calendar to maintain consistency while leaving room for real-time or trending topics to keep the strategy dynamic. Regularly analyzing content performance allows for refinement, ensuring that the strategy evolves to meet changing audience preferences and market conditions.

The **implementation and scheduling phase** of an SMM strategy is critical for ensuring consistent and impactful content delivery. Companies should begin by creating a detailed content calendar that aligns with their strategic objectives, audience preferences, and key seasonal or industry-specific events. This calendar should outline post types, publication dates, and target platforms, providing a clear roadmap for execution. To maintain efficiency, leveraging social media management tools, such as Hootsuite or Buffer (2024), can streamline the scheduling process and ensure timely posting across multiple channels. It is equally important to remain flexible within the schedule, allowing for the inclusion of real-time content in response to trending topics or unforeseen opportunities. Consistency in posting frequency helps to build audience trust and anticipation, while varied posting times can optimize engagement by targeting different segments of the audience. Collaboration across departments, such as marketing and customer service, ensures cohesive messaging and responsiveness. Regular monitoring during this phase allows for quick adjustments to underperforming content, ensuring that the strategy remains agile and results-oriented. By effectively managing the implementation and scheduling phase, businesses can maximize the efficiency and influence of their SMM efforts.

Once content is published, **community engagement** becomes the focus issue. The community engagement phase of an SMM strategy is pivotal for fostering relationships and building a loyal, interactive audience base. This stage involves active participation in conversations, responding to comments, and addressing audience queries or concerns. Effective engagement humanizes the brand, fostering trust and loyalty. It is true that brands that promptly resolve customer complaints on social media often see improved reputation and customer retention. This two-way communication is vital for building a strong, interactive community around the brand.

Companies should prioritize active and timely responses to comments, text messages, and mentions, demonstrating attentiveness and increasing interest in audience feedback. Personalizing interactions by addressing users by name and tailoring responses to their specific queries enhances the sense of connection and trust. Encouraging user participation through polls, questions, and interactive content, such as live sessions or challenges, can further deepen engagement and stimulate organic conversation. It is also crucial to address negative feedback constructively, showcasing a commitment to problem-solving and customer satisfaction. Highlighting user-generated content and recognizing community contributions, such as featuring customer testimonials or sharing audience-created posts, reinforces a sense of belonging and advocacy. Monitoring community sentiment regularly ensures that the brand remains aligned with audience expectations and can quickly address emerging concerns. By actively cultivating meaningful dialogue and fostering a supportive online environment, companies can transform their social media presence into a vibrant community that drives brand loyalty and advocacy. So, effective community engagement fosters trust and loyalty, transforming followers into brand advocates.

The **analytics and optimization phase** of a social media marketing strategy is critical for ensuring continuous improvement and maximizing the impact of campaigns. It ensures the strategy remains dynamic and responsive. Key recommendations here include regularly tracking performance metrics such as engagement rates, click-through rates, conversion rates, and audience demographics using analytics tools like Google Analytics, social media insights, and third-party platforms that provide valuable data for refining content and tactics (Social Media Analytics Guide, 2024). A/B testing different content formats and strategies helps identify what resonates most with the target audience (ADA Asia, 2024). Additionally, adjusting the content calendar based on performance trends, optimizing post times, and refining messaging to align with audience preferences can significantly enhance reach. Continuous monitoring of competitor activity provides valuable insights for benchmarking and adaptation. Finally, leveraging machine learning algorithms and predictive analytics ensures forecasting future trends, enabling proactive adjustments to the strategy for sustained growth and engagement. In conclusion, regular optimization based on analytics ensures continuous improvement and adaptability to changing trends.

The final stage of the effective SMM strategy – the **evaluation and reporting phase** – is essential for assessing effectiveness and informing future decisions as it consolidates all efforts, providing a comprehensive overview of achievements, challenges, and lessons learned. This reflective stage is integral to informing future strategies and ensuring continuous growth and improvement. It's important to emphasize that this stage involves a comprehensive review of campaign outcomes. As a rule, detailed reports provide insights into successes, challenges, and opportunities for improvement. Comprehensive reporting not only highlights successes but also identifies challenges and lessons learned. These insights are invaluable for informing future strategies and enabling continuous growth and refinement. This stage also provides an opportunity to celebrate achievements, reinforcing the team's efforts and maintaining stakeholder confidence. This reflective process is essential for refining future strategies and achieving sustained growth.

Key recommendations for the evaluation and reporting stage of the SMM strategy include establishing clear key performance indicators (KPIs) tailored to campaign goals like reach, engagement, conversions and return on investment (ROI). In order to consolidate data from multiple platforms into cohesive visual dashboards, companies should use comprehensive reporting tools. It would also be useful to conduct qualitative and quantitative analyses in order to identify trends,

strengths, and areas for improvement. Incorporating sentiment analysis can provide deeper insights into audience perception. Regularly scheduled reporting ensures stakeholders remain informed, while periodic in-depth reviews support strategic pivots. Comparative analyses against competitors and historical performance benchmarks offer additional context. Finally, learnings and actionable insights should be documented in order to refine future campaigns and enhance the organization's SMM strategy.

By following these nine stages in sequence, businesses can adopt a structured, iterative approach to social media marketing. Each stage is built upon the previous one, creating a cohesive and results-oriented strategy. The logical progression from goal-setting to evaluation ensures that each aspect of the strategy is interconnected and aligned, enabling sustained success in the competitive digital landscape. This method not only enhances efficiency and effectiveness but also ensures that the strategy remains adaptable to the ever-changing digital landscape. In our opinion, by implementing the offered SMM strategy stages, companies can effectively connect with their audiences, build trust, and grow sustainably in a dynamic market.

In order to provide a comprehensive SMM strategy, it is necessary to collect diverse information about the company's target audience, objectives and available resources. The key components of the necessary information are represented in Table 1.

Table 1. The main components of information when developing an SMM strategy. (Source: (Yevseitseva & Olshanska, 2023))

Key stages	Characteristics of stages
Goals and objectives	What are the specific real goals that need to be achieved through the use of an SMM strategy? These can be goals such as increasing brand awareness, increasing the number of buyers, increasing engagement, etc.
Audience	Who is your target audience? Age, gender, geographic location, interests, and other aspects that characterize your audience. It is important to understand to whom the efforts will be directed.
Competitors	Analyzing competitors will help you understand how they conduct their SMM activities, which platforms they use, which audience they attract, etc.
Social media platforms	On which platforms is the presence planned? Facebook, Instagram, Twitter, LinkedIn, TikTok, etc. Each platform has its own audience and features to consider.
Content	What type of content is planned for release? Articles, videos, images, stories? What is the topic of this content? It is important to have diverse and interesting content for each specific audience.
Schedule of publications	How often will it be published? When is the best time to post to your target audience? The schedule may vary by platform, audience, and geographic location.
Budget	How much will it cost to implement an SMM-strategy? We are talking about costs for advertising, content creation, as well as possible costs for external specialists.
Metrics and analytics	How will the effectiveness of the SMM-strategy be evaluated and measured? Track likes, comments, shares, followers, conversions, and more. Analysis of these data will help to understand whether the SMM-strategy is effectively implemented and whether it needs adjustments.
Trends and innovations	What are the current trends in SMM? Are there new features on the platforms that can be used?
Planning calendar	It is necessary to create a calendar where all planned publications, promotions, contests and other events related to the SMM-strategy will be recorded.

When developing an SMM strategy, the so-called POST method should be used, which consists of the following components (Chyrak, 2023):

1. *P: People (target audience analysis).* The first step in developing an SMM strategy is always to research the target audience, in particular potential or existing customers. It is essential to analyze who your customers are and which promotion channels will be most effective for them. For example, Instagram is better suited for younger customers than for older individuals, and so on.
2. *O: Objectives (defining clear goals).* Before engaging in any activity on social media or choosing SMM tools, the company must clearly understand its online objectives. For example, the goal might be to increase the audience size, boost sales, enhance brand loyalty, etc. Understanding the primary objective will help in selecting the right social media marketing tools.
3. *S: Strategy (developing and evolving the customer interaction strategy).* To properly develop and evolve the strategy for engaging with customers, it is crucial to first understand what exactly the company wants to change or improve in its relationships with customers.

4. *T: Technology (selection of social media tools)*. The success of the whole campaign depends on the correct choice of SMM tools. Therefore, at this stage, it is important to carefully analyze existing social media platforms, understand the purpose of each, and determine what exactly appeals to consumers.

Role of modern technologies in SMM

Modern technologies have transformed social media marketing into a dynamic, data-driven field, enabling businesses to connect with audiences more effectively, personalize experiences, and achieve unprecedented levels of efficiency and scalability. The integration of modern technologies such as artificial intelligence (AI), big data analytics, and automation tools makes a significant impact on implementing the various stages of an effective SMM strategy. These technologies enhance precision and efficiency at every step – from planning and objectives setting to execution and performance evaluation. So, AI enables data-driven content creation and personalized customer interactions, aligning perfectly with the need for targeted engagement in SMM strategies. Big Data Analysis supports robust audience segmentation and real-time behaviour analysis. At the same time, automation tools optimize execution and enable consistent messaging and efficient monitoring across social media platforms. Altogether, these technologies empower businesses to transition seamlessly between the stages of their SMM strategies, offering campaigns that are not only impactful but also scalable and measurable.

The most powerful modern technology – artificial intelligence (AI) – has revolutionized social media marketing by enhancing efficiency and precision. AI-powered tools choose personalized content based on user preferences, resulting in a 72 % higher engagement rate compared to generic posts (Mohamed, 2024). Chatbot services, such as those integrated into Facebook Messenger and WhatsApp, handle customer inquiries 24/7, with 80 % of businesses reporting improved response times and customer satisfaction (Gartner Report, 2023). Predictive analytics, another AI application, forecasts customer behaviours and market trends. For example, marketers using predictive analytics toolkits have seen a 30 % increase in ROI through better-targeted campaigns (Harkness et al., 2023). So, in our opinion, companies should emphasize AI-driven personalization. Businesses should integrate AI technologies for personalized content control, enabling deeper audience engagement. AI-driven chatbots should also be deployed to enhance customer service and provide round-the-clock interaction and support. Predictive analytics tools can be leveraged to anticipate consumer behaviour and guide strategic decisions.

At the same time, Big Data Analytics enables businesses to harness vast datasets to refine their marketing strategies. Through customer segmentation, marketers can identify distinct audience groups, which leads to more tailored campaigns. Some researches show that campaigns leveraging data-driven segmentation achieve 60 % higher conversion rates (Forrester Research, 2022). Behavioural analysis tools identify patterns in user interactions, enabling brands to predict future needs. Moreover, data analytics tools are essential in campaign optimization; 78 % of marketers using analytics reports enhance campaign performance by adjusting strategies in real time (Taylor, 2024). In our opinion, Big Data Analytics should be adopted for strategic insights. In order to do this, companies must utilize Big Data Analytics to segment audiences effectively and analyze user behaviour. These insights should drive the design of marketing campaigns, ensuring relevance and maximizing impact. Additionally, incorporating real-time analytics enables ongoing campaign optimization, improving outcomes and resource allocation.

Automation tools simplify and speed up repetitive tasks, giving marketers the opportunity to focus on creative and strategic initiatives. Platforms like Hootsuite and Buffer automate scheduling posts across multiple social channels, saving businesses an average of six hours per week. These tools also generate detailed performance reports, providing actionable insights that improve campaign efficiency. Automated workflows have become indispensable: 85 % of marketers say these tools significantly increase their productivity (Baker, 2024). We believe that nowadays, companies should implement comprehensive automation tools to develop the SMS strategy. To streamline repetitive tasks, businesses should adopt automation tools for post-scheduling, content distribution, and performance reporting. This not only saves a lot of time but also guarantees consistent delivery and data-driven adjustments to campaigns.

For maximum efficiency, companies should align artificial intelligence, Big Data, and automation tools within a cohesive SMM framework. In our opinion, this integration will enable seamless transitions between strategic planning, execution, and evaluation, ensuring consistent results and scalability. We believe that these recommendations will provide a foundation for leveraging modern technologies to enhance the effectiveness of SMM strategies and drive business growth.

Challenges in implementing SMM strategies

One of the most common challenges in implementing SMM strategies is resource limitations, including constraints on time, budget, and expertise. Research shows that limited budgets often prevent small and medium-sized enterprises (SMEs)

from investing in advanced tools or professional expertise. Studies indicate that 55 % of SMEs allocate less than 10 % of their overall marketing budget to social media (Telukdari et al., 2024).

Similarly, time management poses a significant hurdle, with marketers spending an average of 20 hours weekly on SMM activities, which often detracts from other strategic tasks (Chatterjee et al., 2021). To sort out issues, organizations should adopt automation tools like Hootsuite or Buffer to streamline post-scheduling and reporting, saving up to six hours weekly (The Digital Transformation Challenge for SMEs, 2024).

It should be mentioned that investing in employee training or outsourcing specialized tasks can also bridge expertise gaps efficiently. Social media platforms regularly update their algorithms, influencing how content is prioritized and diminishing organic reach. For instance, Facebook's algorithm favours posts from personal connections over business pages, leading to a 34 % decrease in organic visibility for brands (Linnie, 2018).

As a solution, businesses should combine organic strategies with paid promotions to maintain visibility. Creating high-quality, engaging content, like videos or interactive posts, increases the likelihood of gaining algorithmic favour. Moreover, leveraging predictive analytics can help identify optimal posting times and content trends, ensuring sustained audience engagement.

The need for personalized marketing often conflicts with growing consumer concerns about privacy. According to a 2023 report, 76 % of consumers are cautious about sharing personal data online, yet 80 % prefer personalized content tailored to their preferences (OSF Digital Blog, 2023). This dichotomy requires businesses to strike a careful balance by adopting privacy-compliant practices such as consent-driven data collection and transparent policies. In our opinion, tools that prioritize first-party data collection, like e-mail subscription lists or direct app interactions, can help achieve personalization without violating privacy norms.

Framework for SMM strategy development

A comprehensive SMM strategy should be built on a well-defined framework that evolves with changing market conditions and technological advancements. The first step in developing such a framework is to make a thorough market analysis in order to identify key business goals, target audiences, and competitive dynamics. Research indicates that 78 % of successful businesses begin with a clear understanding of their goals, which enhances their social media strategy's focus and effectiveness (BacklinkWorks Blog, 2023). Once the foundation is set, businesses should proceed with the development of content strategies that are aligned with both the brand identity and audience interests. Regular adjustments based on data-driven insights should be incorporated to maintain relevance and engagement.

The proposed framework integrates four key components:

- strategic planning;
- audience engagement;
- content creation;
- performance monitoring.

Strategic planning involves setting specific, measurable objectives that support and enhance overall business goals. For instance, increasing brand awareness or generating leads can be the primary goal, which should guide content creation and engagement tactics. A robust audience engagement plan, backed by data analytics tools, ensures personalized and timely communication, fostering stronger relationships with consumers. According to Gibson (2024), businesses that engage with their audience through personalized responses see a 60 % increase in customer retention. Content creation should focus on high-quality, diverse formats such as video, infographics, and interactive posts to attract and retain audience attention. Finally, performance monitoring is crucial to assess the efficiency of campaigns through key performance indicators (KPIs) like clicks, conversion rates, and return on investment (ROI). Regular reviews using analytics toolkits like Google Analytics or Sprout Social support businesses to track progress and optimize their strategy in real-time.

An adaptable framework is essential to stay competitive in a rapidly changing market. Market dynamics, technological advancements, and shifting consumer preferences necessitate continuous adjustments to an SMM strategy. For instance, the increasing use of AI in content personalization requires businesses to stay up-to-date with new technologies that improve engagement and customer experience. Additionally, consumer preferences can change rapidly, and businesses need to pivot quickly to remain relevant. A flexible strategy should allow for flexible changes in messaging, targeting, and content formats based on real-time feedback and analytics.

In order to implement an adaptable SMM framework, businesses should establish clear objectives for each phase of their strategy. Companies should prioritize the use of AI tools for personalized content control and chatbot integration, improving customer engagement. Regularly review analytics data to assess the effectiveness of campaigns and adjust strategies as needed. Furthermore, maintaining a dynamic content calendar that reflects current trends and emerging technologies will help businesses stay ahead of competitors. Finally, fostering a culture of continuous learning within the organization ensures that teams remain informed about the latest tools and techniques in SMM, enabling them to adapt quickly to market shifts.

Case studies and practical applications

A detailed analysis of successful SMM campaigns reveals valuable insights into effective strategies across various industries. For example, in the retail sector, the global fashion brand Nike has consistently leveraged social media to enhance brand awareness and engagement. In 2023, their "You Can't Stop Us" campaign on Instagram featured powerful, inspirational videos of athletes, resulting in a 25 % increase in engagement and a 15 % growth in online sales within three months (Madam Vision Blog, 2023). Similarly, the food and beverage industry has seen success through user-generated content (UGC) campaigns. Starbucks' "White Cup Contest" encouraged customers to design their own cup artwork and share it on social media, leading to a 30% increase in social media interactions and heightened brand loyalty (Medium, 2023). These case studies highlight the importance of creating emotionally engaging content that connects with consumers while aligning with brand values. These different examples emphasize the versatility of SMM strategies and their ability to drive measurable results across various sectors.

Different social media platforms require tailored strategies to effectively engage audiences and achieve business objectives. For instance, Instagram, with its highly visual nature, is ideal for branding campaigns and influencer marketing. Fashion, beauty, and lifestyle brands often use Instagram's stories, reels, and shopping features to engage users. For B2B companies, LinkedIn is a key platform for professional networking and thought leadership. IBM's successful LinkedIn campaigns, including webinars and insightful articles, have led to increased brand visibility and a 20% boost in B2B leads (Sheinfeld, 2024). These platform-specific strategies underscore the importance of tailoring content and engagement tactics based on the unique features of each platform.

Therefore, businesses should focus on creating integrated social media campaigns that are platform-specific but aligned with core marketing goals. We believe that engaging, visually appealing content on Instagram, combined with thought leadership on LinkedIn, can create a strong online presence across both B2C and B2B sectors. Additionally, data-driven strategies should be used to adapt campaigns in real time, enhancing customer experience and maximizing ROI. Finally, companies should prioritize cross-functional collaboration between marketing, analytics, and customer service teams to ensure consistent messaging and address challenges quickly.

DISCUSSION

The findings of this study highlight the extremely important role of a structured social media marketing framework in enhancing business efficiency and performance. By integrating strategic planning, audience analysis, content optimization, and technology adoption, businesses can better align their SMM activities with organizational objectives. This comprehensive approach not only bridges gaps identified in prior studies, such as inconsistent brand communication and limited ROI measurement, but also addresses challenges like resource constraints and algorithmic unpredictability. Moreover, the emphasis on adaptive strategies highlights the necessity for businesses to remain agile amidst rapid technological advancements and evolving consumer behaviour. The usefulness of this framework is further demonstrated through case studies that illustrate its applicability across diverse industries and platforms. Future research could expand on this work by exploring the long-term impact of AI and big data analytics on SMM effectiveness, thus enriching the connection between social media marketing strategies and business outcomes.

CONCLUSIONS

In today's significantly competitive digital landscape, implementing a structured and comprehensive social media marketing (SMM) strategy is essential for companies aiming to achieve effective market activity.

This study underscores the critical role of social media marketing (SMM) as a strategic asset in modern business operations. Through an extensive review of theoretical foundations and industry practices, the research highlights how SMM facilitates

brand awareness, customer engagement, and operational efficiency. The findings demonstrate that aligning SMM strategies with broader business objectives is essential for achieving sustainable growth and competitive advantage.

The proposed comprehensive nine-stage framework offers a structured approach to SMM strategy development, encompassing goal definition, audience analysis, competitive benchmarking, platform selection, content strategy development, implementation and scheduling, community engagement, analytics and optimization evaluation and reporting. It ensures a systematic approach that aligns with business objectives and audience needs. Each step is built on the one before, so that forming a connected and flexible approach that maximizes interactions and profitability. By focusing on data-driven decision-making, personalized audience interactions, and consistent brand messaging, companies can create a strong and authentic online presence. The strategy also emphasizes flexibility and continuous improvement, enabling businesses to stay responsive to market trends and evolving consumer behaviours. Effective execution of this framework not only enhances customer relationships and brand loyalty but also provides valuable insights for refining future campaigns. Ultimately, adopting this SMM strategy empowers companies to consider social media as a key tool for sustainable growth, competitive differentiation, and long-term success in the digital marketplace.

Integrating advanced technologies like artificial intelligence, big data analytics, and automation enhances the effectiveness and scalability of these strategies. Moreover, the research identifies and addresses common challenges, providing actionable solutions for businesses navigating resource constraints, privacy concerns, and dynamic social media algorithms.

Case studies included in the study illustrate practical applications of the framework across diverse industries, reinforcing its adaptability to various business contexts and market conditions. By bridging gaps in existing SMM approaches, this framework empowers businesses to craft data-driven, customer-focused strategies that leverage the dynamic potential of social media platforms.

Future research should be devoted to the long-term impact of digital technology developments on SMM and explore how businesses can develop ethical and inclusive practices while maintaining the effectiveness of their SMM strategies.

ADDITIONAL INFORMATION

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КОМПЛЕКСНИЙ ПІДХІД ДО СТРАТЕГІЇ СОЦІАЛЬНОГО МЕДІАМАРКЕТИНГУ (SMM) ДЛЯ ЕФЕКТИВНОЇ БІЗНЕС-ДІЯЛЬНОСТІ

У цьому дослідженні розроблено комплексний підхід до стратегії соціального медіамакетингу (SMM), який спрямований на підвищення ефективності бізнесу. Дослідження розпочинається з аналізу трансформаційної ролі цифрових технологій за допомогою SMM у бізнес-практиках. Детальний огляд літератури досліджує вплив SMM на зростання бізнесу, підвищення обізнаності про бренд і залучення клієнтів, а також виявляє можливі ключові виклики, такі як обмеженість ресурсів і проблеми вимірювання ефективності інвестицій.

Теоретичні засади дослідження поєднують маркетингові відносини та моделі залучення користувачів задля підкреслення ключових компонентів ефективної SMM-стратегії. До таких компонентів належать визначення цілей, аналіз аудиторії, конкурентний аналіз, вибір медіаплатформ, розробка контент-стратегії, упровадження та планування, взаємодія з громадськістю, аналітика, оптимізація та звітування. Дослідження також акцентує увагу на ролі сучасних технологій, таких як штучний інтелект, аналіз великих даних та інструменти автоматизації, у вдосконаленні SMM-операцій.

Запропонований підхід інтегрує стратегічне планування, залучення аудиторії, створення контенту й моніторинг ефективності, при цьому адаптуючись до динаміки ринку та змінюваних уподобань споживачів. Тематичні дослідження розглядають успішні практики застосування SMM-стратегій у різних галузях, водночас надаючи практичні рекомендації щодо подолання загальних перешкод на шляху до впровадження SMM. Це дослідження пропонує дієві стратегії для бізнесу, який прагне використовувати SMM як ключовий інструмент для досягнення операційного успіху та конкурентних переваг.

Ключові слова: соціальні мережі, соціальний медіамакетинг, стратегія SMM, SMART, цільова аудиторія, конкурентний аналіз, соціальна медіаплатформа, контент-стратегія, залучення користувачів

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