

## MODERN METHODS OF PROMOTION IN SOCIAL MEDIA

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**Abstract.** *Social media marketing has become crucial for businesses, driven by the popularity of platforms like Instagram, Telegram, Twitter, and Facebook. These platforms offer opportunities to engage diverse audiences, influence buying decisions, and build strong customer relationships. Modern strategies include personalized advertising, influencer collaborations, and video content to drive interaction. These approaches enhance brand perception, foster loyal customer communities, and generate cost-effective sales and leads. Innovative technologies like conversational marketing with chatbots, authentic influencer partnerships, and augmented reality (AR) provide immersive brand experiences. Data-driven strategies personalize messages, improving campaign efficiency. User-generated content (UGC) and social selling enhance engagement and loyalty. Challenges include higher costs and the risk of inappropriate or inauthentic campaigns. Understanding the audience is crucial, and tools like online surveys, social media analysis, and social listening provide insights. Choosing the right platforms, creating engaging content, and monitoring performance are key, with tools like Google Trends, Canva, and analytics platforms aiding in these efforts. In conclusion, a deep understanding of the audience and effective use of tools and strategies can elevate social media presence, connect meaningfully with the audience, and drive online sales.*

**Keywords.** *social media marketing, modern methods, audience engagement, brand promotion, social media analysis, audience understanding*

Nowadays, social media marketing has become crucial for the success of any business or organization, due to the continuous growth of internet usage and social networks (Instagram, Telegram, Twitter, Facebook etc.). These platforms offer significant opportunities to reach a vast and diverse audience, influencing buying decisions and building strong customer relationships.

The use of modern methods in social media marketing, such as personalized advertising, influencers, and video content, has become essential to remain competitive and to generate interaction from the audience. The benefits of these methods include increasing brand perception, creating a loyal customer community, and generating sales and leads in a cost-effective and measurable way [1].

Modern methods of promotion in social media are based on innovative technologies and strategies that have transformed the way brands interact with their audience. Conversational marketing has become increasingly common, using chatbots, live video, and other tools to create two-way conversations that engage and involve the audience [2].

Authentic influencer marketing has become an effective way for brands to reach wider audiences through online personalities who share their values and interests. This approach focuses on building authentic relationships with influencers and their audience, generating trust and loyalty among consumers [3].

Augmented Reality (AR) has opened up new possibilities for brands to offer interactive and captivating experiences to their audience. From AR filters to immersive experiences, using AR in social media campaigns can stimulate user engagement and interest [4].

Data-driven marketing has become an integral part of modern social media strategies, using advanced analytics to identify trends and personalize messages and content based on user behavior and preferences [5].

User-Generated Content (UGC) has become a popular way for brands to engage and motivate their audience to create and share content relevant to the brand. This approach can stimulate audience engagement and loyalty [5].

Social selling has become an efficient method for brands to identify and interact with potential customers through social media platforms. Building authentic relationships and trust with prospects can lead to higher conversions and customer loyalty.

Personalized social advertising uses machine learning algorithms to segment and display personalized ads to different audience segments. This approach can improve the efficiency of advertising campaigns and increase conversion rates.

Livestreaming has become a popular way for brands to interact in real-time with their audience, offering them an authentic and engaging experience. From product launches to events and Q&A sessions, livestreaming can build a stronger connection with the audience [1].

Cause marketing involves supporting a social cause that aligns with the brand's values. This approach can attract public attention and build a positive reputation for the brand.

Social listening is an important practice for brands to monitor online conversations to identify trends, obtain feedback, and address customer issues. Using social listening tools can provide brands with a deeper understanding of their audience and guide their communication and marketing strategies.

Modern methods of promotion in social media come with numerous advantages, such as increased engagement and interaction with the audience. Through conversational marketing and authentic influencer marketing, brands can build authentic and lasting relationships with their audience, generating trust and loyalty among consumers. Using Augmented Reality (AR) in social media campaigns can offer the audience interactive and captivating experiences, stimulating user engagement and interest. Additionally, data-driven marketing allows brands to personalize messages and content based on user preferences and behavior, thus improving the relevance and effectiveness of their campaigns.

However, there are also disadvantages and risks associated with modern methods of promotion in social media. Costs can be higher compared to traditional marketing methods, and careful strategic planning is required to ensure efficient and effective implementation of these strategies. There is also a risk that messages or campaigns may be perceived as inappropriate or inauthentic, which could affect the brand's image and relationship with the audience.

To achieve successful results in the online environment, it is essential to deeply understand your target audience and truly grasp who they are, what motivates them, and what they desire from your products or services. This can be achieved by using tools such as online surveys on popular platforms like Facebook or Google Forms [2]. These surveys can help you obtain detailed demographic information, identify the preferences and online browsing habits of your audience, and better understand what type of content would be most relevant to them.

Additionally, social media analysis is an essential tool for understanding your audience's behavior on different platforms and for monitoring the performance of your campaigns. By using analysis tools offered by platforms such as Facebook, Instagram, or Twitter, you can identify common trends and interests among your audience and can adapt your content and strategies accordingly.

Another effective method to understand your audience is social listening, which involves tracking online conversations related to your brand and your competitors. This can provide you with valuable insights into the public's perception of your brand and can help you identify new engagement and promotion opportunities.

Once you have a clear understanding of your audience, the next step is to choose the right platforms to promote your products or services. Not all social media platforms are the same, and

choosing the right ones can make a difference in the success of your campaigns. Using tools like Google Trends, which provide information on the popularity and trends of social media platforms based on location, demographics, and interests, can be extremely helpful in this regard.

Additionally, analyzing traffic and engagement on different social media platforms using tools like Similar Web can give you a broader perspective on their performance and can help you make more informed decisions regarding your promotion strategy.

Once you have identified the right platforms, the next step is to create relevant and engaging content for your audience. Content is king in social media, and creating quality content is essential to attract and retain your audience's attention. Use a variety of formats, such as text, images, videos, and infographics, to maintain your audience's interest and engagement.

There are numerous tools available that can help you create high-quality content, even if you have no experience in design or video production. For example, Canva is a very popular tool for creating professional images and video materials, while Bitable allows you to create animations and explanatory videos in a simple and efficient way.

Finally, monitoring and adaptation are the keys to success in social media. The online environment is dynamic, and your promotion strategies must be equally dynamic to be effective. Constantly monitor the performance of your campaigns and adapt your strategies based on the results obtained. Be responsive to audience feedback and social media trends and adjust your strategy accordingly.

By using tools such as Google Analytics, Facebook Insights, or Twitter Analytics, you can obtain detailed information about your audience and the performance of your campaigns and can make more informed decisions regarding your promotion strategies.

**In conclusion**, by implementing the strategies presented in this guide, you can increase the visibility of your brand, connect more effectively with your target audience, and increase your sales in the online environment. With a deep understanding of your audience and the right tools, you can transform your social media campaigns into highly effective tools for achieving your marketing goals.

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