

Ragif Tofiq oghlu HUSEYNOV, d. f. e.**Nijat Pasha DILGAMLI, master's degree**

Azerbaijan University of Technology

E-mail: nijatdilgamli@gmail.com

A STUDY ON THE ROLE OF ADVERTISEMENT IN SOCIAL NETWORKS AS THE MAIN DETERMINANT OF BUSINESS DEVELOPMENT

Summary

The advent of social media has revolutionized the way businesses operate and engage with their customers. It's a change that's not just about the platform but also about the dynamics of communication, customer engagement, and business development. Among the many tools businesses have at their disposal within the social media landscape, one of the most significant is advertising. This article explores the role of advertisement in social networks and how it serves as a primary determinant of business development.

The actuality of the subject. Social media has become a primary platform for businesses to promote their products and services, and advertising on these platforms has become an essential component of digital marketing strategies. Conducting a study on the role of advertisement in social networks as the main determinant of business development can provide valuable insights into the effectiveness of social media advertising and help businesses develop better strategies to boost their growth.

The purpose of the study. The purpose of this study is to investigate the role of advertisement in social networks as the main determinant of business development. The study aims to identify the impact of social network advertising on businesses and to explore the various factors that businesses must consider when they advertise on social networks.

Object of research. The study seeks to determine the most effective types of advertising on social networks and the best practices that businesses should follow when advertising on these platforms. Ultimately, the goal of the study is to provide valuable insights and recommendations to businesses that want to leverage social networks to drive growth and improve their bottom line.

Key words: advertisement, social networks, business development, technology, effectiveness

Introduction

In recent years, social media platforms have seen a dramatic increase in the number of users around the world. This explosion in usage has led to a significant shift in the way businesses approach their marketing strategies, with many companies focusing a large portion of their efforts on social media advertising.

Firstly, it is important to understand the reach of social media platforms. With almost 3 billion users worldwide, social media is undoubtedly one of the most effective ways for businesses to reach potential customers. The ability to target specific demographics, geographies, and interests also makes social media advertising a highly effective way of reaching a targeted audience, improving the ROI and ensuring success [2, p.113].

Another reason advertisement in social networks has become so essential for businesses

is that it is cost-effective. Advertising on social media is often much more affordable than traditional advertising methods such as print ads or television commercials. This means that even smaller businesses can afford to run highly targeted ads, gaining access to new audiences who might not have been aware of their product or service offerings. Furthermore, social media ads can create buzz and quickly go viral, further increasing the reach of businesses.

In addition to reach and affordability, social media advertising also offers businesses a trove of valuable data. Platforms like Facebook, Instagram, and LinkedIn provide in-depth analytics that can help businesses optimize their ad campaigns, making them more effective and improving ROI over time. Data such as click-through rates, engagement, and conversion rates can all be measured and utilized to make more informed and strategic marketing decisions.

However, there are also potential challenges that businesses face when advertising on social media. One of the most significant is the competition. With so many businesses vying for attention in these spaces, creating content that stands out can be a real challenge. Additionally, social media algorithms can be fickle, and changes can occur quickly, making it tough to maintain a steady stream of revenue. Social media advertising has become the lifeblood of many businesses in today's digital age. With its wide reach, affordability, and data analytics, social media advertising has become increasingly essential for businesses in winning over and connecting with audiences. While challenges associated with competition and algorithm changes do exist, the benefits of social media advertising undoubtedly make it an essential component for business development [5, p.190].

The Evolution of Advertising. Historically, advertising was an expensive endeavor primarily undertaken by large corporations. It involved print media, television, and radio, all of which often necessitated sizable budgets. The arrival of the internet began to change this, and with the rise of social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others, the advertising landscape has undergone a complete transformation.

Advertising has been a pervasive aspect of our daily lives for centuries, constantly evolving to suit the needs of businesses and consumers alike. From the earliest forms of print advertising to today's digital age, advertising has transformed and adapted in response to changing technologies, economic climates, and cultural values [7].

One of the earliest forms of advertising was the print ad, which emerged in the 16th century with the advent of the printing press. These early ads often took the form of flyers or posters, with simple graphics and text promoting products or services. As print technology advanced, newspapers and magazines began to include advertising alongside editorial content, leading to the rise of the modern advertising industry in the 19th and 20th centuries.

The early 20th century saw the emergence of the first radio commercials, which marked a significant shift in the way businesses promoted

their products. Radio ads were more dynamic than print ads, relying on music, voiceover, and sound effects to capture listeners' attention. This was followed shortly thereafter by the advent of television, which revolutionized the advertising industry with its ability to reach mass audiences with both visual and auditory content.

As the 20th century progressed, advertising agencies began to specialize in creating dynamic, compelling campaigns that incorporated a variety of mediums, including print, radio, and television. These ads often relied on catchy slogans, memorable jingles, and clever visuals designed to capture consumers' attention and create brand recognition.

In the 21st century, the rise of the internet and social media has brought about yet another evolution in advertising. With the ability to reach global audiences with minimal cost, online advertising has become a vital component of many businesses' marketing strategies. Digital ads can take many forms, from banner ads and pop-ups to more intricate, interactive campaigns that incorporate multimedia elements like video, sound, and animation.

In addition to these more traditional forms of advertising, the rise of influencer marketing has also transformed the way businesses promote their products. By partnering with social media influencers, companies can reach highly targeted audiences and leverage the trust and loyalty of these influencers' followers to boost brand recognition and sales.

Despite its evolution over time, the fundamental purpose of advertising remains the same: to promote products and services and persuade consumers to buy them. As technology continues to advance and culture continues to change, it is likely that advertising will continue to evolve to suit the needs of businesses and consumers in increasingly innovative and effective ways.

Today, businesses of all sizes can advertise to highly targeted audiences at a fraction of the traditional costs. More importantly, these ads can reach customers directly in their social feeds, where they're already engaging with content that interests them [1, p.235].

Social Media Advertising and Business Development. The use of social media advertising is now crucial for business growth.

Social media platforms have gained enormous popularity over the past ten years, and now companies of all kinds use social media advertising to build their brands, reach a larger audience, and boost sales.

The ability for businesses to target particular groups is one of the major benefits of social media advertising. Social media networks can gather data about user behavior, interests, and demographics by using analytics and data tracking tools. Businesses are able to design highly focused advertising campaigns that target particular audiences because to this data. Businesses can be sure that their message is reaching the proper audience with social media advertising, improving the likelihood of engagement and conversions.

The affordability of social media advertising is another important benefit. Social media advertising is far more economical than more conventional forms of advertising like TV or print commercials. Businesses can select from a variety of ad styles, including video, picture, and carousel ads, on the several social media sites that provide diverse advertising alternatives. This makes social media advertising more accessible and affordable for small businesses and startups by letting companies select the kind of ad that best meets their requirements and budget.

Businesses have the chance to increase audience engagement and brand awareness through social media advertising. Social media platforms are incredibly engaging, and companies may use social media advertising to make postings like surveys and competitions that drive participation. This kind of interaction can assist companies in developing a more intimate connection with their customers, which may improve advocacy and loyalty. Social media marketing can present some difficulties, though. Businesses may find it difficult to differentiate their advertisements in the face of such intense competition. To draw in the audience, advertisements must be both visually appealing and interesting.

Social media marketing has evolved into a crucial instrument for modern business growth. It is an excellent choice for organizations of all sizes because it is affordable, highly targeted, and adaptable. The advantages of social media

advertising far exceed the drawbacks, despite some obstacles like standing out from the competition. Social media advertising will only become more crucial for companies trying to expand and flourish in the twenty-first century as social media platforms continue to develop and become more sophisticated.

Social media advertising plays a critical role in business development in several ways. Primarily, it offers businesses a platform to reach new potential customers, engage existing ones, and build brand awareness in ways that were previously unimaginable [6].

- Reach and Engagement

Social media platforms have a vast global user base. Facebook alone boasts over 2.8 billion monthly active users as of my knowledge cutoff in September 2021. Businesses can leverage these platforms to reach a global audience or target very specific demographics based on interests, behaviors, and locations. This level of specificity allows businesses to engage more effectively with their target audiences and to expand their reach to potential customers they may not have found through traditional advertising methods.

- Brand Awareness and Perception

Advertisements on social media not only promote products or services but also help in building a brand's image. The interactive nature of social media allows businesses to create engaging content that can foster a positive perception of their brand. For instance, ads can take the form of informative articles, interesting videos, or interactive quizzes, which can make an audience more likely to remember and develop a favorable view of the brand.

- Data-Driven Decision Making

One of the most significant advantages of social media advertising is the wealth of data it provides. Businesses can track and analyze a multitude of metrics, including click-through rates, engagement rates, and conversion rates. This data can inform future advertising strategies, improving their effectiveness and efficiency over time [6].

Challenges and the Way Forward. Despite the many advantages, social media advertising is not without its challenges. Privacy concerns, ad fatigue, and changing algorithms can affect the effectiveness of advertising campaigns.

Therefore, businesses must stay informed about these issues and adapt their strategies accordingly.

Moreover, as the social media landscape continues to evolve, businesses should be prepared to explore new platforms and advertising opportunities. They should also consider integrating their social media advertising efforts with other digital marketing strategies, such as search engine optimization and email marketing, to create a comprehensive and effective online presence.

So, social media advertising plays a pivotal role in business development. It provides businesses with an opportunity to reach and engage with their target audience in a cost-effective and data-driven manner. As the dynamics of the digital world continue to evolve, the role of advertising in social networks is likely to grow even further, reinforcing its position as a main determinant of business development [3, p.168].

The Power of Social Media Advertising. In recent years, social media has become a powerful tool for businesses to advertise their products and services. With the rise of platforms such as Facebook, Instagram, and Twitter, businesses are now able to reach a massive audience through social media advertising. The power of social media advertising has revolutionized the way companies promote their brands, and has had a tremendous impact on their success.

One of the most significant advantages of social media advertising is its ability to target specific audiences. Social media platforms allow businesses to target their ads based on demographics, interests, behaviors, and even location. This means that businesses can ensure that their ads are seen by the people most likely to be interested in their products or services, rather than wasting their budget on a broad, non-targeted audience. This targeted approach can lead to higher conversion rates and a more significant return on investment.

Another key advantage of social media advertising is its cost-effectiveness. Compared to traditional advertising methods such as television, radio, and print, social media advertising is relatively inexpensive. This means that even small businesses with limited

marketing budgets can still promote their products and services effectively. Additionally, social media advertising allows businesses to track the performance of their ads in real-time, making it easier to adjust and optimize their campaigns for maximum impact [4, p.458].

Social media advertising also allows businesses to engage with their customers in ways that were previously impossible. Social media platforms provide a two-way communication channel where businesses can interact with their customers and respond directly to their feedback, questions, and concerns. This engagement can lead to a stronger relationship between the business and its customers, as well as improve brand loyalty.

Perhaps the most significant advantage of social media advertising is its reach. Social media platforms have millions of active users worldwide, and businesses can potentially reach all of them. This means that businesses can get their message out to a broader audience than ever before, increasing their visibility and exposure.

So, the power of social media advertising cannot be overstated. It allows businesses to target specific audiences efficiently, is cost-effective, provides a two-way communication channel with customers, and enables businesses to reach a vast audience. As social media continues to evolve and grow, businesses must adapt and incorporate social media advertising into their marketing strategies to remain competitive in today's market [7].

Building a Successful Social Media Strategy. Building a successful social media strategy is essential for any individual or business looking to establish a strong online presence and connect with audiences around the world. With billions of active users on various social media platforms, it is critical to develop a cohesive and effective strategy that helps reinforce brand identity, engages customers and clients, and drives conversions and sales

The first step in developing a successful social media strategy is to identify the target audience. Understanding the demographics, interests, and behavior patterns of potential followers are imperative in determining which platforms to use and how to tailor the messaging and tactics to appeal to their interests and needs.

Once the target audience has been identified, the next step is to establish clear goals and objectives. These goals may range from increasing brand awareness, driving website traffic, generating leads, or enhancing customer engagement. Determining these goals will help guide the creation of relevant content and actions necessary to achieve them [8].

The next critical step is to select the appropriate social media platforms in line with the target audience and objectives. Social media platforms each come with their unique style of content and engagement, and choosing the right ones, such as Facebook, Instagram, LinkedIn, Twitter, and YouTube, is vital in reaching the target audience and achieving the goals set. After selecting the platforms, the creation of relevant and engaging content is essential. The content should be tailored to meet the audience's interests and preferences while maintaining consistency in the messaging and brand identity. Consistency and quality are essential in building trust and engagement with the audience. Building relationships with customers or clients and engaging them with relevant content is an essential part of a successful social media strategy. Several tactics can be employed, including live chats, Q&A sessions, polls, contests, and other interactive elements in social media campaigns, to keep the audience engaged, show appreciation for their feedback, and build long-term relationships.

Finally, analyzing and measuring the effectiveness of the social media strategy is essential in determining its success and room for improvement. Social media analytics tools such as Google Analytics, Hootsuite, or Sprout Social can provide insights into the campaign's performance and inform future strategies and

content. So, developing a successful social media strategy is a vital element in building a strong online presence and engaging with a target audience. By identifying the target audience, setting clear objectives, selecting the appropriate platforms, creating relevant content, building relationships, and analyzing the results, individuals and businesses can reach wider audiences, establish trust and loyalty, drive sales, and enhance customer engagement.

Conclusion

However, we can say that advertising on social networks has become increasingly important for businesses looking to reach their target audience and increase their revenue. With the vast number of users on social media platforms, businesses have the ability to reach a much wider audience than through traditional forms of advertising. Implementing strategic and targeted social media advertising campaigns can be a powerful tool for driving business growth and development.

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Raqif Tofiq oğlu HÜSEYNOV, i.f.d.
Nicat Paşa oğlu DİLQƏMLİ

Azərbaycan Texnologiya Universitetinin magistrantı
 E-mail: nijatdilgamli@gmail.com

SOSIAL ŞƏBƏKƏLƏRDƏ REKLAM - BİZNESİN İNKİŞAFININ ƏSAS FAKTORU KİMİ ROLUNUN TƏDQIQI

Xülasə

Sosial medianın yaranması müəssisələrin fəaliyyət göstərmə və müştəriləri ilə əlaqə qurma üsullarında inqilab etdi. Bu, təkcə platforma ilə bağlı deyil, həm də kommunikasiya dinamikası,

müştərilərin cəlb edilməsi və biznesin inkişafı ilə bağlı dəyişiklikdir. Sosial media landşaftında müəssisələrin ixtiyarında olan bir çox vasitələr arasında ən əhəmiyyətlilərindən biri reklamdır. Bu məqalə sosial şəbəkələrdə reklamın rolunu və onun biznesin inkişafının əsas determinantı kimi necə xidmət etdiyini araşdırır.

Açar sözlər: reklam, sosial şəbəkələr, biznesin inkişafı, texnologiya, effektivlik

Рагиф Тофиг оглы ГУСЕЙНОВ
Ниджат Паша оглы ДИЛГАМЛИ, степень магистра
Азербайджанский Технологический Университет
E-mail: nijatdilgamli@gmail.com

ИССЛЕДОВАНИЕ РОЛИ РЕКЛАМЫ В СОЦИАЛЬНЫХ СЕТЯХ КАК ГЛАВНОЙ ДЕТЕРМИНАНТ РАЗВИТИЯ БИЗНЕСА

Резюме

Появление социальных сетей произвело революцию в том, как компании работают и взаимодействуют со своими клиентами. Это изменение касается не только платформы, но и динамики коммуникации, взаимодействия с клиентами и развития бизнеса. Среди многих инструментов, которые есть в распоряжении бизнеса в социальных сетях, одним из наиболее важных является реклама. В этой статье исследуется роль рекламы в социальных сетях и то, как она служит основным фактором, определяющим развитие бизнеса.

Ключевые слова: реклама, социальные сети, развитие бизнеса, технология, эффективность