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Social Networks as a Digital Marketing Tool: Modern Technologies and Their Impact on Advertising Strategies

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ABSTRACT

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In today's digital era, social networks are becoming an integral part of marketing strategies for companies. They allow you to increase the effectiveness of communication with the audience, build consumer loyalty, promote products and services, and manage brand image. At the same time, digital marketing puts forward new requirements for organizational processes, analytics, and ethical standards for working with personal data, which makes studying the role of social networks in advertising particularly relevant. The purpose of the article is to study social networks as a digital marketing tool, determine their impact on advertising strategies of companies, and assess the effectiveness of modern digital technologies in marketing activities. To achieve this goal, a comprehensive approach was used, which includes an analysis of scientific literature, systematization of theoretical concepts, empirical analysis of the practice of leading companies in the world (American Eagle Outfitters, Nike, Dove, Coca-Cola), and a comparative analysis of the results of digital marketing campaigns. The study showed that social networks provide two-way interaction with the audience, allow you to personalize messages, involve users in content creation, and optimize advertising strategies using digital technologies and analytics. The main technologies for promoting goods and services on social networks were identified, as well as key problems and challenges associated with their use, including risks of privacy violations, reputation management, and adaptation to changes in platform algorithms. Social networks and modern digital technologies transform the advertising strategies of enterprises, increasing their efficiency and competitiveness. Effective use of these tools requires the integration of analytics, content personalization, compliance with ethical standards, and prompt adaptation of marketing campaigns to changes in consumer behavior. Thus, social networks appear not only as a communication channel, but also as a strategic factor in the development of modern business.

KEYWORDS

advertising strategies, consumer behavior, targeting, marketing analytics, marketing research, marketing pricing, marketing campaign effectiveness.



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СТАТТЯ

АНОТАЦІЯ

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У сучасному світі цифровізації соціальні мережі стали важливою частиною маркетингових стратегій компаній. Вони допомагають швидко налагоджувати комунікацію з клієнтами, створювати довіру, формувати лояльність та просувати товари й послуги. Водночас соцмережі є інструментом управління іміджем бренду, що робить їх використання стратегічно необхідним. Але разом з новими можливостями виникають і нові виклики. Бізнесу доводиться дотримуватися етичних стандартів, уважно працювати з персональними даними та впроваджувати сучасну аналітику. Це пояснює, чому вивчення ролі соціальних мереж у рекламній діяльності сьогодні набуває особливого значення. Мета цього дослідження полягає у визначенні місця соціальних мереж у системі цифрового маркетингу. Також важливо з'ясувати, як вони впливають на рекламні стратегії підприємств та наскільки ефективними є сучасні цифрові технології у практиці просування. Для цього використано комплексний підхід: проведено аналіз наукових джерел, систематизовано ключові концепції, розглянуто досвід світових компаній та здійснено порівняння результатів цифрових кампаній. Отримані результати підтвердили, що соціальні мережі дозволяють брендам вести діалог із аудиторією, а не лише транслювати повідомлення. Вони створюють умови для персоналізації контенту, активного залучення користувачів до його створення та корекції рекламних стратегій у режимі реального часу. Завдяки цифровим інструментам маркетологи можуть швидко аналізувати поведінку споживачів і підвищувати точність таргетингу. Особливу увагу приділено технологіям просування в соцмережах. Йдеться про інфлюенсер-маркетинг, мультимедійний контент, AR і VR-технології, інтерактивні відео та 3D-візуалізації. Усе це створює новий користувацький досвід і сприяє емоційній взаємодії з брендом. Водночас виявлено проблеми та ризики: зростання інформаційного шуму, складність вимірювання ефективності, постійні зміни алгоритмів, а також небезпека репутаційних криз і порушень приватності. Узагальнення матеріалу показує, що соціальні мережі та цифрові технології суттєво змінюють рекламні підходи. Вони відкривають шлях до більш ефективного управління взаємодією з клієнтами й підвищення конкурентоспроможності підприємств. Проте для успіху необхідно інтегрувати аналітичні інструменти, застосовувати персоналізацію, дотримуватися етичних принципів та швидко адаптуватися до нових умов ринку. У цьому полягає головний виклик і водночас головна перевага цифрового маркетингу сьогодні.

КЛЮЧОВІ СЛОВА

рекламні стратегії, поведінка споживачів, таргетинг, маркетингова аналітика, маркетингові дослідження, маркетингове ціноутворення, ефективність маркетингових кампаній.

1. Introduction

In today's digital economy, social media has long ceased to be just a space for communication or entertainment. They have become an important tool for business communications. Consumers are changing their habits: they are increasingly looking for information online, comparing products, and making a purchase decision directly online. This reduces the effectiveness of traditional marketing methods and forces companies to look for new approaches. The development of digital technologies opens up wide opportunities for business. Targeting systems, big data analytics, artificial intelligence algorithms, and automation help create digital strategies that take into account the individual needs of specific segments. Personalization of content makes communication more accurate and, at the same time, more effective. Along with the advantages, there are difficulties. Companies face high competition for user attention. The algorithms of the platforms are constantly changing, which requires businesses to be flexible and responsive. The cost of advertising is increasing, and the risks associated with the use of personal data are becoming more and more tangible. The ethics of influencing consumers also cause discussions.

At the same time, enterprises must constantly adapt to a dynamic online environment, where the rules of the game are determined not only by marketers but also by users themselves. All this confirms the relevance of the study. A comprehensive analysis of social networks as a communication channel for digital marketing is needed. understand how they affect the formation of digital strategies. This will help not only fill scientific gaps but also provide practical guidelines for businesses operating in the digital economy.

2. Literature Review

An analysis of scientific publications reveals that social media plays a significant role in digital marketing. They influence consumer behavior, help build brand capital, and improve business outcomes. P. Singh's article proves that social networks are no longer just a tool for promotion. They have become part of a long-term relationship between the brand and the client. The author emphasizes that the highest results are achieved by those companies that integrate social platforms into their own business model. This enables you to enhance engagement and foster lasting loyalty [1].

S. Laradi et al. emphasize that brand activity on social networks goes beyond content creation. They pay attention to the regularity of posts, the speed of response to comments, and the constant monitoring of audience reactions. It is these factors that build trust in the brand and strengthen its capital. Researchers note that thanks to this, customers have a sense of interaction and partnership with the company [2]. A detailed disclosure of the problem of digital marketing in the aviation industry was made by E.-J. Seo & J.-W. Park. The researchers concluded that customers' emotional perceptions of the brand affect social media and also directly affect customers' desire to reuse the company's services. Even in extremely competitive and conservative areas such as the aviation industry, digital campaigns can create long-term commitment [3].

A detailed disclosure of the problem of digital marketing in the aviation industry was made by E.-J. Seo & J.-W. Park. The researchers concluded that customers' emotional perceptions of the brand affect social media and also directly affect customers' desire to reuse the company's services. Even in extremely competitive and conservative areas such as the aviation industry, digital campaigns can create long-term commitment [3].

The existence of a direct correlation between financial results and the development of digital competencies of the company was proved by M. Nuseir & G. El Refae. The authors also emphasized that customer relationship management (CRM) is a key intermediary, as it allows for the use of digital interaction to increase profitability and improve competitive position [4].

The results of the meaningful analysis in the article with H. B. Nobar et al. demonstrated how social media activity became the basis for forming a positive brand image and consumers' sense of belonging to a certain "community". Using the example of the leather industry, scientists have proven that involvement in digital communications directly affects the strength of customers' obligations to the brand, making them less sensitive to the actions of competitors [5].

In the context of the research problem, the scientific research of E. More et al. is of considerable interest. The main conclusion of the study was the statement that audience segmentation is key to the success of campaigns related to socially important goals. By examining social networks as a medium for the spread of viral content, the authors demonstrated that it is a differentiated approach to different groups of users that allows you to increase reach and provide a real behavioral response that goes beyond just watching or “liking” [6].

Certain aspects of the relationship between consumer brand evaluation and marketing activity in social networks were studied by K. Y. Koai et al., who confirmed its complex nature. According to scientists, the impact of these elements is amplified when moderating trust and authenticity of content, because customers prefer messages that they consider consistent and sincere, rather than just advertising. This allowed the development of a more detailed model that uses social networks as a tool for communication and strategic image management [7].

The review of scientific publications allows us to conclude that social networks have become multifunctional tools that can influence the emotional and value attitude of consumers and specific business indicators of companies. But among the studies, there is a lack of systematic comparison of the impact of various technological tools of social platforms (such as Big Data, automation, and strategic planning) on the effectiveness of advertising strategies in different industries. Hence, further research aims to fill this scientific gap.

3. Problem Statement

The purpose of the article is to study social networks as a digital marketing communication channel. To achieve this goal, it is necessary to solve the following tasks: to analyze scientific approaches to the role of social networks in digital marketing; to explore the technologies used in social networks to promote goods and services; to characterize the challenges associated with the use of social networks in advertising activities.

4. Methods and Materials

The research materials cover scientific literature and concepts of Ukrainian and foreign authors. Works on digital marketing, social networks, behavioral economics, and communication management were considered. Particular attention was paid to approaches to studying the impact of social networks on consumer behavior. The formation of loyalty and brand image was also analyzed. The research methodology is based on a combination of several scientific approaches. First of all, an analysis of the literature was carried out. This made it possible to systematize theoretical approaches and identify key conceptual positions on the role of social networks. Additionally, empirical analysis was used, which included the study of cases of advertising campaigns in social networks. Thanks to this, it was possible to assess their impact on user engagement, loyalty, and brand perception.

5. Results and Discussion

In modern scientific works, digital marketing is considered a holistic system. It includes the means, methods and practices of promoting goods, services and even social ideas. The basis is the use of digital communication channels and the latest information technologies.

Digital marketing is focused on creating, delivering, and disseminating value to the consumer. For this, Internet platforms, websites, social networks and mobile applications are used. Additional tools include search engines, email, advertising automation software solutions, and analytical services.

Among the main components, digital content is distinguished – texts, visual materials and videos. Targeting and remarketing, as well as tools for collecting and processing user data, play an important role. Algorithmic approaches, including programmatic advertising and machine learning techniques, allow you to personalize messages and optimize advertising campaigns. The differences between digital marketing and traditional marketing are formed at several interrelated levels. These differences can be clearly traced by a number of key parameters that determine the nature of communication, the level of personalization, the measurability of results, and the speed of adaptation to changes (Table 1).

Table 1. Comparative characteristics of traditional and digital marketing

Comparison criterion	Traditional marketing	Digital Marketing
The nature of communication	One-way broadcast of a message from an advertiser to a mass audience (print media, television, radio, outdoor advertising).	Two-way and multilateral communication with the possibility of instant feedback, and distribution of content by users.
Level of personalization	Orientation to wide segments or the mass market, limited opportunities for individualization.	A high level of personalization through the use of Big Data, behavior analytics, purchase history, and demographic data.
Interactivity	Passive perception of information by the consumer, the inability to influence the content.	Active participation of consumers in the creation of content (user-generated content), mechanisms of viral distribution and social confirmation.
Measurability and analytics	Limited performance evaluation capabilities (surveys, ratings, sales statistics with a time lag).	Detailed metrics in real time (CTR, CPA, LTV, A/B tests), and the ability to quickly adjust the strategy.
Flexibility and adaptation	Slow change cycle and high cost of adjusting campaigns.	Quick adaptation to changes in platform algorithms and audience behavior, and the use of automated optimization tools.
Organizational requirements	Traditional marketing departments' emphasis on creativity and media planning.	Integration of IT competencies, data analytics, UX/UI, and automation of marketing processes.
Ethical and legal aspects	Less risk of privacy violations, control at the level of government regulations and industry standards.	High risks are associated with the use of personal data, manipulation of behavior, and the need to comply with international data protection standards.

Source: Developed by the authors based on [5; 7].

A comparative analysis of the differences between traditional and digital marketing indicates that modern digital approaches form a qualitatively new model of interaction with the consumer. Among them, social networks occupy a special place. They most clearly demonstrate the new standards of marketing practices, in particular, interactivity, personalization, and active involvement of the consumer in the process of creating value [9].

Next, it is advisable to consider the fundamental theoretical approaches used in the study of the role of social networks in digital marketing. They offer different approaches to interpreting the phenomenon, from focusing on interaction and relationship management processes to studying the impact on individual behavior and the role of information technology in scaling these processes. The communication management approach considers social networks primarily as an environment for dialogue between the brand and the audience and as a tool for reputation and relationship management. The theoretical basis of this approach is based on the concepts of communication and relationship management, where the key ones are not one-time information, but the construction of long-term, mutually beneficial communication chains [10]. Within the framework of this approach, content management strategies (content planning, tone of voice, storytelling), community management tactics (creation and support of thematic communities, moderation, involvement of opinion leaders) and real-time crisis communication algorithms are studied. Methodologically, this involves qualitative research (interviews, focus groups, discourse analysis), content analysis, and interaction metrics (engagement rate, response time, sentiment), which allow you to assess not only the coverage but also the quality of interaction. The practical significance of the approach lies in the formation of a strategy that focuses on trust, transparency and active management of relationships with target audiences. At the same time, its limitations lie in the difficulty of quantifying the long-term effects of dialogic practices and in the risk of over-reliance on individual community managers and creative solutions.

The behavioral approach focuses on the mechanisms of influence of social networks on individual and group consumer behavior. It is based on theories of social influence, decision-making, and cognitive-behavioral models. The focus is on how engaging with content on social media changes attitudes, intentions, and actual buying behaviors, such as the role of reviews and recommendations, influencer effects, viral spread, and information framing mechanisms. The methodology of this approach combines experimental studies (A/B tests, laboratory experiments), analysis of large sets of behavioral data (clicks, user journeys, conversions) and cognitive-psychological methods (eye-tracking, psychophysiological measurements in advertising studies) [11]. The behavioral approach makes it possible to more clearly model cause-and-effect relationships and optimize influence tactics, but it faces attribution problems (how to separate the influence of social networks from other channels), ethical

risks of manipulation, and the difficulty of extrapolating the results of experiments into real multichannel conditions.

The integration of the three approaches in the study of the role of social networks is a productive strategy of theoretical and practical analysis. Communication management determines the understanding of strategic goals and the quality of interaction, the behavioral approach determines the mechanisms of influence on the individual and the group, and the technological approach determines the tools for implementing and scaling these influences. Together, they form a holistic picture, where social networks simultaneously act as a platform for dialogue, a sphere of behavioral transformation, and a technological platform for analyzing and automating marketing decisions. The functional importance of social networks in the digital marketing system is manifested in several key areas. In order to systematize the above-mentioned aspects, they were summarized in Table 2.

Table 2. The functional importance of social media in digital marketing

Function	Implementation tools	Content	Expected effect
Information	Facebook Pages, Instagram Stories, YouTube channels, corporate blogs	Quick dissemination of up-to-date information about the company, new products, promotions, and innovations	Increasing consumer awareness and building trust
Loyalty Building	Chatbots (Messenger, Telegram), gamification services, closed groups/communities	Building an emotional connection with consumers, creating a sense of engagement and exclusivity	Growing audience commitment and repeat purchases
Promotion of goods and services	Facebook Ads Manager, Instagram Shopping, TikTok Ads, Influencer Collaboration	Active promotion of products within segmented audiences	Increase sales, optimization of advertising costs
Brand image formation	Brand management tools, reputation monitoring systems (Brandwatch, YouScan), SMM platforms	Ensuring brand awareness and maintaining a positive image in the public space	Increased trust and competitiveness
Analytical	Google Analytics, Meta Business Suite, Social Listening (Hootsuite, Sprout Social)	Collect and analyze data on user behavior and needs	Improving the effectiveness of data-driven marketing strategies

Source: Developed by the authors based on [8; 12; 13; 14].

Key technologies used in social networks to promote goods and services form the basis of modern advertising strategies. First of all, it is necessary to highlight the algorithms of targeted advertising, which allow you to determine the audience as accurately as possible based on demographic characteristics, behavioral patterns and interests of users. They provide personalization of advertising messages and optimize costs as reach focuses on potentially interested consumers. An important role is played by social commerce systems integrated directly into platform interfaces (Table 3).

Table 3. Key technologies of social networks in the promotion of goods and services

Technology	The essence and tools of implementation	Potential for use	Expected results
Targeted advertising algorithms	Use of data analysis systems (Facebook Ads Manager, TikTok Ads)	Personalization of advertising messages, optimization of advertising costs	Increasing ad relevance, increasing conversion rates
Social commerce	Integrated social media shopping features (Instagram Shopping, Facebook Marketplace)	Shortening the consumer's journey from viewing to purchase	Lead generation, increase in reach
Influencer marketing	Collaboration with bloggers, micro-influencers, opinion leaders	Building trust and authenticity, effectively reaching niche communities	Growing brand loyalty and commitment, expanding the audience
Visualization and multimedia content	AR/VR technologies, interactive videos, 3D visualizations	Creating emotional engagement, forming a unique user experience	Strengthening the emotional connection with the consumer, increasing engagement
Analytical technologies	Google Analytics, Meta Business Suite, social listening services (Hootsuite, Sprout Social)	Real-time monitoring of consumer behavior, evaluation of the effectiveness of campaigns	Optimization of marketing strategies based on data, identification of new trends

Source: Developed by the authors based on [9; 11; 13–15].

Mechanisms similar to Instagram Shopping or Facebook Marketplace allow you to make purchases directly on social networks. This significantly shortens the consumer's journey from viewing to purchase, increasing the likelihood of conversion.

A separate block is influencer marketing technologies that use the potential of opinion leaders. Due to the high level of trust in the personal recommendations of bloggers and micro-influencers, the effect of authenticity is formed, which enhances the impact on the target audience. Visualization and multimedia content tools are also significant. Augmented and virtual reality (AR/VR) technologies, interactive videos and 3D visualizations create a new level of user experience, promote emotional engagement and stimulate the desire to interact with the brand. Analytical technologies that allow you to track user behavior in real time remain no less relevant. The use of Google Analytics, Meta Business Suite, and specialized social listening services makes it possible to evaluate the effectiveness of campaigns, adjust content strategy, and identify key trends in consumer behavior.

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Together, these technologies form an ecosystem of digital promotion, which combines a personalized approach, interactive formats, and accurate analytical tools. This allows brands to not only increase sales but also build long-term relationships with their audience based on trust and engagement. The use of social networks in advertising, despite its obvious advantages, is accompanied by a number of complex problems and challenges that are both practical and theoretical. To systematize these aspects, it is advisable to present them in the form of a generalized Table 4, which allows you to visually assess the specifics of each challenge and its consequences for business.

Table 4. The main problems and challenges of using social networks in advertising activities

Problem	Essence and characteristics	Potential consequences	Possible management methods
Information noise and overload	High content saturation, competition for user attention	Decreased effectiveness of advertising campaigns, negative perception of the brand	Content personalization, targeting, and creative storytelling
Ethical and legal risks	Use of personal data, targeting, and manipulation of user behavior	Privacy violations, legal sanctions, reputational losses	Compliance with GDPR and other regulations, ethical marketing standards
Problems of measuring efficiency	Complexity of attribution of results, multichannel communications	Incorrect ROI estimation, inefficient use of the budget	Use of analytical platforms, data integration, and longitudinal research
Dynamism of algorithms and audience behavior	Frequent changes in platform algorithms and user preferences	Loss of reach, loss of campaign performance	Continuous monitoring of platforms, adaptive strategies, and process automation
Reputational and crisis risks	Viral distribution of negative content, fake reviews	Crises, decreased brand credibility	Social media monitoring, rapid response, anti-crisis communications

Source: Authors' own development.

The considered examples show that modern digital strategies in social networks are based on a combination of personalization, interactive formats and the latest technologies. The use of AR/VR, social commerce systems, targeting algorithms, and influencer marketing allows you to move from mass distribution of messages to more individualized interaction [14]. This shortens the buyer's journey from product discovery to purchase (from discovery to checkout), strengthens the role of user-generated content and communities, and builds brand trust through authentic recommendations from thought leaders. As a result, the business gets concrete results: an increase in conversions, an increase in "add to basket" indicators, and the strengthening of long-term relationships with consumers. Below are examples of the implementation of digital technologies in the digital strategy of well-known companies with specific performance indicators (Table 5).

Table 5. The impact of social media on the digital strategy of enterprises: empirical examples, 2019–2023

The company, the case	Technology, approach	Description of implementation	Specific results
Daniel Wellington	Influencer Marketing, UGC	Large-scale product-seeding campaign on Instagram, ambassador programs	Annual sales increased by \$220-230 million
Sephora	AR (Virtual Artist), AI recommendations	Virtual makeup fitting in applications and on the website; personalized recommendations	35% of conversions in virtual fitting scenarios
IKEA	AR, shoppable AR campaigns	AR applications for furniture visualization; interactive AR games on Snapchat	Attracting a younger audience, lowering the purchase barrier, increasing conversions in AR channels

Source: Compiled by the authors based on [15–18].

An analysis of the practice of leading companies shows that social networks have become a key factor in the transformation of digital strategies in the modern business environment. They allow brands to communicate with audiences, actively engage users in content creation, form long-term relationships, and increase loyalty. The use of digital tools such as social media analytics, targeted advertising, influencer integration, and AI analytics ensures effective planning, monitoring, and operational optimization of campaigns [15]. Empirical evidence demonstrates that social media contributes to increased reach and engagement with audiences, increased brand awareness, and increased sales. Therefore, social networks not only support traditional marketing functions but also open up new opportunities for personalization, interactivity, and strategic adaptation of advertising campaigns. This makes them an indispensable element of modern marketing systems and a key factor in the competitiveness of enterprises in the digital age.

6. Conclusions

The study confirmed that social networks are considered in the scientific literature as key channels of communication with the audience, providing two-way dialogue, influencing consumer behavior and the possibility of integrating modern digital technologies. Three main approaches were distinguished: communication (social networks as a means of dialogue), behavioral (influencing consumer decisions and behavior) and technological (using Big Data, targeting and automation).

An analysis of the practices of leading companies (American Eagle Outfitters, Nike, Dove, Coca-Cola) showed that social networks effectively use targeted advertising tools, integration with influencers, user-generated content, analytical platforms, and AI technologies to personalize messages and optimize advertising campaigns. This allows you to increase user engagement, audience reach, and the effectiveness of marketing efforts.

The study identified key problems, namely the risks of violation of privacy and ethics in the processing of personal data, the complexity of monitoring and reputation management, high competition for user attention, and the need to quickly adapt content to changes in platform algorithms. These challenges require a comprehensive approach to digital marketing strategies, integrating analytics, and adhering to ethical standards.

Empirical analysis has confirmed that the use of modern digital technologies and social networks is transforming the digital strategy of enterprises. The integration of analytical tools, Big Data, and personalization algorithms allows companies to quickly adapt advertising campaigns, increase the effectiveness of audience engagement, form a positive brand image, and strengthen consumer loyalty.

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