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**DEVELOPMENT MECHANISM OF THE SMM-STRATEGY
FOR THE COMPANY'S PRODUCT BRAND**

The article states that in today's information world, social networks have long become an indispensable tool for promoting brands in the age of digitalization. Creating an effective mechanism for developing an SMM-strategy for a company's product brand is a key aspect for achieving success in this direction. It has been proven that it is important for commercial users and business agents to understand that a passive presence in social networks is not enough, because it is necessary to constantly implement an effective strategy of social media marketing (SMM), which will help to achieve the set goals and increase the competitiveness of the enterprise. It has been established that the following basic elements must be taken into account in the effective mechanism of developing an SMM-strategy for a company's product brand: definition of goals; target audience; choosing the best platforms; creation and introduction of interesting content; time interval of publications; constant feedback from the audience; brand visualization; analysis, assessment and optimization of social networks; advertising; analysis of competing enterprises. It has been proven that an effective mechanism for developing an SMM-strategy for a company's product brand should be diversified in such a way that it can quickly adjust to changes in audience behavior and trends in social networks, which is a basic driver in the activity of any business that seeks to succeed in digital world. It was determined that the mechanism of developing an SMM-strategy for a company's product brand includes various stages and tasks, and each of them requires certain skills and knowledge. Involvement of specialists for each aspect helps to solve tasks more efficiently and achieve set goals. In addition, it was found that due to the constant change and development of social networks and user behavior, it is necessary to ensure constant monitoring and analysis of results in order to adapt the strategy as needed and maintain high efficiency. It was determined that the mechanism for developing an SMM-strategy for a company's product brand includes the following main stages: analysis of the target audience, definition of goals, selection of platforms, creation of content, creation of a branded style, planning of advertising campaigns, audience attraction, analytics and optimization, monitoring of competitors, reporting. It has been established that the mechanism for developing an SMM-strategy for a company's product brand is a progressive vector of the Internet marketing movement, which, with the help of a complex of elements and tools for the use of social media through the channels of promotion of companies and brands, solves various marketing business issues.

Keywords: SMM-strategy; brand; enterprise products; mechanism; target audience; competitors; advertising campaign; platforms; social networks; strategy effectiveness; brand visualization; advertising; digitalization.

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**МЕХАНІЗМ РОЗРОБКИ SMM-СТРАТЕГІЇ
ДЛЯ БРЕНДУ ПРОДУКЦІЇ ПІДПРИЄМСТВА**

В статті зазначено, що в сучасному інформаційному світі соціальні мережі вже давно стали незамінним інструментом для просування брендів в епоху діджиталізації. Створення ефективного механізму розробки SMM-стратегії для бренду продукції підприємства є ключовим аспектом для досягнення успіху в цьому напрямку. Доведено, що для комерційних користувачів та бізнес-агентів важливо розуміти, що пасивна присутність

у соціальних мережах не є достатньою, адже потрібно постійно реалізовувати ефективну стратегію соціальних медіа маркетингу (SMM), яка допоможе досягти поставлених цілей та підвищити конкурентоспроможність підприємства. Встановлено, що при ефективному механізмі розробки SMM-стратегії для бренду продукції підприємства необхідно враховувати такі основні елементи: визначення цілей; цільова аудиторія; обрання найкращих платформ; створення та впровадження цікавого контенту; часовий інтервал публікацій; постійний зворотній зв'язок з аудиторією; візуалізація бренду; аналіз, оцінка та оптимізація соціальних мереж; реклама; аналіз підприємств-конкурентів. Доведено, що ефективний механізм розробки SMM-стратегії для бренду продукції підприємства має бути диверсифікований таким чином, який зможе швидко налаштуватися до змін у поведінці аудиторії та трендах в соціальних мережах, що є базовим драйвером у діяльності будь-якого бізнесу, який прагне досягти успіху в цифровому світі. Визначено, що механізм розробки SMM-стратегії для бренду продукції підприємства включає різні етапи і завдання, і кожен з них вимагає певних навичок та знань. Залучення спеціалістів для кожного аспекту допомагає ефективніше вирішувати завдання та досягати поставлених цілей. Також, з'ясовано, що з огляду на постійну зміну та розвиток соціальних мереж та поведінки користувачів, необхідно забезпечувати постійний моніторинг та аналіз результатів, щоб адаптувати стратегію за потреби та зберігати високу ефективність. Визначено, що механізм розробки SMM-стратегії для бренду продукції підприємства включає в себе такі основні етапи: аналіз цільової аудиторії, визначення цілей, вибір платформ, створення контенту, створення брендованого стилю, планування рекламних кампаній, залучення аудиторії, аналітика та оптимізація, моніторинг конкурентів, звітність. Встановлено, що механізм розробки SMM-стратегії для бренду продукції підприємства – це прогресивний вектор руху інтернет-маркетингу, який за допомогою комплексу елементів та засобів щодо використання соціальних медіа через канали просування компаній та брендів вирішує різні маркетингові бізнес-питання.

Ключові слова: SMM-стратегія; бренд; продукція підприємства; механізм; цільова аудиторія; конкуренти; рекламна кампанія; платформи; соціальні мережі; ефективність стратегії; візуалізація бренду; реклама, цифровізація.

Introduction. In today's information world, social networks have long become an indispensable tool for promoting brands in the era of digitalization. Creating an effective mechanism for developing an SMM-strategy for a company's product brand is a key aspect for achieving success in this direction. It is important for commercial users and business agents to understand that a simple (passive) presence in social networks is not enough, because it is necessary to constantly implement an effective strategy of social media marketing (SMM), which will help to achieve the set goals and increase the competitiveness of the enterprise. When developing an effective SMM-strategy mechanism for a company's product brand, it is necessary to take into account the following main elements, namely: definition of goals – they play an important role in increasing brand awareness, attracting new customers, increasing sales; audience – research of interests of potential consumers, their needs and behavior in social networks; choosing the best platforms – the effectiveness of the entire strategy depends on the choice of social networks; creation and implementation of interesting content – maximum interest of future potential customers; time interval of publications – setting for "your" audience; constant feedback from the audience – answering the questions of users of social networks, which helps to build a community, increase loyalty and trust; brand visualization – constant support of a consistent style and visual brand on all platforms, which will help strengthen brand recognition; analysis, evaluation and optimization – endless analysis of the results of this strategy using social media tools, corrective

actions and future optimization of the strategy; advertising – the possibility of attracting a larger number of potential consumers of the company’s products with the help of social media; analysis of competitor enterprises – search for the uniqueness of one’s own brand among the rest of similar entities on the market. Thus, an effective mechanism for developing an SMM-strategy for a company’s product brand must be diversified in such a way that it can quickly adjust to changes in audience behavior and trends in social networks, which is a basic driver in the activity of any business that seeks to, succeed in digital world.

Analysis of the latest research. Current issues in the field of development of SMM strategies and product branding of various enterprises are in the field of the scientific community of the following persons: I.B. Shevchenko, L.P. Shenderivska, O.M. Zabelina, D.O. Zubko, Ye.V. Romat, L.V. Hranat, S.F. Lehenchuk, T.P. Ostapchuk, I.V. Orlov, N.I. Danko, M.M. Ihnatenko, O.O. Adamchyk, O.A. Chyhryn, L.M. Khomenko, H.B. Kalitai, I.M. Onopriienko, O.V. Shumkova, D.V. Doroshkevych, I.S. Lytvynenko, A.O. Lapan, D.V. Lypovyi, and others.

The purpose of the article is to study the main key components of the SMM-strategy development mechanism for the company’s product brand.

Presenting main material. The mechanism of developing an SMM-strategy for a company’s product brand is a progressive vector of the Internet marketing movement, which, with the help of a complex of elements and tools for the use of social media through the channels of promotion of companies and brands, solves various marketing business issues. The mechanism for developing an SMM-strategy for a company’s product brand consists in performing the following 10 step-by-step steps (Table 1) [2–6].

Table 1

**The main steps in the implementation of the SMM-strategy development mechanism
 for the company’s product brand**

Step #	Characteristics of the stage
1	2
Step 1. Determination of the overall goal and objectives of the SMM-strategy	Determination of the overall goal and objectives of the SMM-strategy for the company’s product brand.
Step 2. Analysis of the target audience	Analysis of the target audience – research of the target audience, which will help create content that will be interesting and useful for this audience.
Step 3. Selection of social networks	Selection of social networks – at this stage it is necessary to determine on which social platforms the enterprise will be represented.
Step 4. Development of a content plan	Development of a content plan – formation of a content plan that includes diverse and interesting content (text, visual, video, infographics, etc.). This content should meet the interests and needs of the target audience.
Step 5. Content creation	Content creation – content creation occurs according to a content plan, which must be coordinated with visual design, textual content, and the ability to interact with the audience.
Step 6. Audience engagement is responding to comments	Audience engagement is responding to comments, messages, and questions from a specific audience, while creating dialogue and interaction that increases audience engagement and trust.

Continuation of Table 1

1	2
Step 7. Using targeted advertising	Using targeted advertising – applying a functional approach to targeted advertising on selected platforms, setting up an advertising campaign aimed at the target audience.
Step 8. Influence marketing is an opportunity to cooperate with influential individuals	Influence marketing is an opportunity to cooperate with influential individuals to promote the company's brand and products.
Step 9. Analysis and improvement	Analysis and improvement – constant analysis, evaluation and improvement of the results of the implementation mechanism of the SMM marketing strategy. Here, it is possible to measure the indicators of efficiency, synergy, dynamism, etc.
Step 10. Implementation of methods to improve	Implementation of methods to improve – changing social networks leads to changing and adjusting the strategy according to new trends and opportunities.

Source: systematized by the author based on [3–9].

Thus, the effective mechanism of the SMM-marketing strategy needs improvement and adaptation to changes in social networks and preferences of the target audience. The SMM-strategy is built on the promotion of a brand / specific product on social networks (Instagram, Facebook, Telegram, TikTok, etc.). In international companies, the SMM-strategy is a logical continuation of the overall marketing strategy. However, the vast majority of small businesses and brands prefer different social networks to promote their products, for which they create an SMM-strategy from the beginning, because this method is optimal from the point of view of financial costs and the most effective marketing solution [13; 16–18].

Special attention when creating an effective social media strategy (SMM) requires cooperation between the marketer and the business owner, especially when it comes to understanding the specifics and functionality of a particular social network. At the same time, the following features are taken into account:

- understanding the target audience – the marketer and the business owner must determine together who the target audience is, as understanding their needs and desires will help determine which content strategy to choose;
- choice of social network – the variety of social networks is determined by different audiences and their functionality. At the same time, it is important to choose the platform that is best suited for a specific business. A marketer can provide an analysis of various options, and a business owner can add his knowledge to this product or service;
- goals and measures of success – the marketer and owner should define specific goals for the SMM campaign, such as increasing awareness, customer acquisition, sales, etc. They should also define the metrics by which the success of the campaign will be measured;
- content strategy – here, with the help of a marketer and taking into account the experience of the business owner, it is necessary to develop a content plan that will attract the attention of the audience (textual, visual, video content);
- interaction with the audience – takes place through social networks, as a return channel for communication. Attention is paid to feedback, answering questions and reacting to audience comments;

– analysis and optimization – the marketer and business owner must be able to analyze the results of the campaigns and make adjustments to the strategy based on the received data [10–17].

Therefore, the collaboration of the marketer and the business owner is an important element of a successful SMM-strategy, where the marketer’s knowledge of social networks and marketing strategies, combined with the owner’s expert knowledge of the business, create the optimal conditions for achieving the desired results. As a rule, the SMM-strategy is formed for a period of six months to a year, since the effectiveness of the implementation mechanism of the SMM-strategy can be determined only after the first three months of its implementation, on the basis of which corrective actions or a complete reconstruction of this strategy are introduced. In order to develop a comprehensive social media (SMM) strategy, it is important to gather a variety of information to understand your target audience, goals and resources. The main components of the information that is necessary are given in the table 2 [4–12].

Table 2

The main components of information when developing an SMM-strategy

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? 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.

Source: systematized by the author based on [4–14].

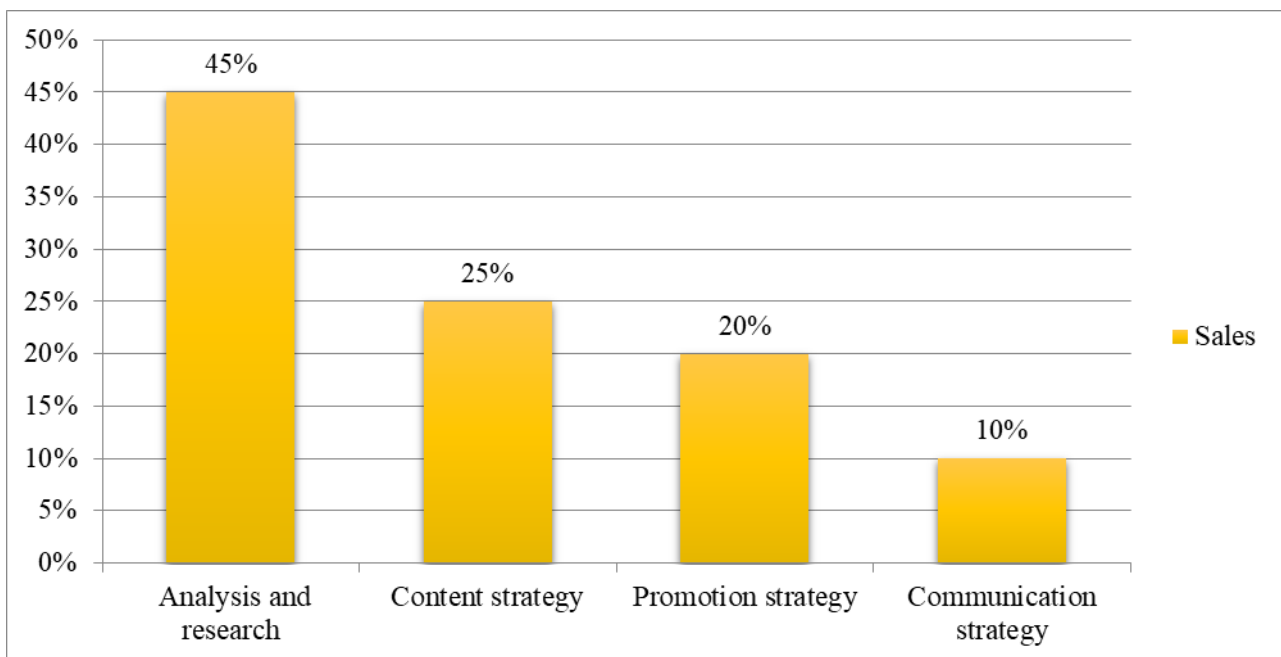
Analysis of results is a key stage in any social media strategy. It helps to evaluate the effectiveness of the efforts made in SMM and adjust the approaches in time to achieve better results. The main indicators for determining the results of the SMM-strategy are:

– analysis of metrics: evaluation of indicators (increase in the number of subscribers, audience engagement, interaction with content (CTR, conversions) and other metrics;

- audience: analysis of demographic data and main interests of the target audience, which will help to better understand how successful the selection of content and communication with this target audience is;
- content popularity: it is necessary to determine which type of content is most perceived by the audience (photos, videos, text publications, etc.). This will help focus efforts on the areas that are most effective;
- publication time: it is necessary to investigate what time the target audience will be most active in social networks (morning time or evening time). Here you need to determine the most optimal time for publications to ensure maximum visibility of the content;
- audience involvement: it is necessary to analyze which content causes the maximum interest and interaction with the audience;
- competitive analysis: strategies that are effectively implemented or implemented by the main competing enterprises are studied here;
- error correction: certain unsuccessful actions that prevented the desired result are analyzed and evaluated [5–9].

Thus, based on the results of the analysis, it is possible to introduce certain corrective measures to the SMM-strategy, diversifying it to the modern needs of the market and the interests of the target audience, since adaptation and adaptation are the driver in the effective implementation of the SMM-strategy for the company's product brand.

In general, the mechanism for developing an SMM-strategy for a company's product brand can be divided into the following main sections (Fig. 1).



Source: built by the author on the basis [1–10].

Fig. 1. The main components of the SMM-strategy for the company's product brand

Each of the main components of the SMM-strategy for the company's product brand requires the involvement of highly qualified additional specialists (for the content strategy – a designer and copywriter, for the promotion strategy – a target expert, for the communication strategy – a sales and customer service manager).

Conclusions. Therefore, the mechanism of developing an SMM-strategy for a company's product brand includes various stages and tasks, and each of them requires certain skills and knowledge. Involvement of specialists for each aspect helps to solve tasks more efficiently and achieve set goals. It is also important to ensure coordination and cooperation between different team members so that all departments work in harmony and support the relevant strategy. Given the constant change and development of social networks and user behavior, it is also important to ensure constant monitoring and analysis of results in order to adapt the strategy as needed and maintain high performance. Thus, summarizing the above, we can emphasize that the development of an SMM-strategy for a company's product brand includes the following main stages: analysis of the target audience, definition of goals, selection of platforms, creation of content, creation of a branded style, planning of advertising campaigns, attracting audiences, analytics and optimization, competitor monitoring, reporting.

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