

WHY SMM IS IMPORTANT FOR OUR MODERN LIFE?

Choriyeva Shodiyona Bayramali qizi

student of Uzbekistan state world languages university

+998934690903

Annation You can learn what is SMM ? Information about it, why most of people try to learn this section? Why we need SMM now from this article.

You know our life is developing day by day . We do not imagine our life without social media. Every day we have telephone , we use the internet. All time we life with social media.

Many students learn new things , foreign languages, searching information , watching movies, listening videos and musics from internet.

Nowadays, SMM (Social media marketing) is best way to achieving success.Social media marketing (also known as digital marketing and e-marketing) is the use of social media—the platforms on which users build social networks and share information—to build a company's brand, increase sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, SMM has purpose-built data analytics that allows marketers to track the success of their efforts and identify even more ways to engage.When done correctly, social media marketing can have a positive impact on your brand. It can help humanize your company while building trust, loyalty, authority, and recognition. By posting content that shows the people behind your brand as well as real users of your product, you can build brand credibility and trustworthiness.

People like to see authenticity. By living out your brand values and putting employee and customer needs first, your brand can stand out from the rest. Sprout Social found that company alignment with their own personal values was 74% more important to consumers in 2022 than the previous year. Aligning ideals with actions that support activism and philanthropy can greatly benefit your brand.

An excellent recent example of an organization practicing what it preaches is Patagonia. Founder Yvon Chouinard gave away the company with the aim of helping combat the climate crisis. Chouinard is dedicating profits to organizations and projects that benefit the environment. Patagonia has had a history of activism, and this action from the founder further showed the brand lives its values.

Now, businessmen have known about why social media marketing is important for marketing life . They try to improve their business project .Joe Pullizzi is the founder of the Content Marketing Institute (CMI), one of the leading content marketing educational resources for enterprise brands, and a fast growing business since its

creation. It is safe to assume that Pullizzi knows a thing or two about content marketing, and in this book, he gives plenty of great advice about how to do it right.

“Epic Content Marketing” takes you systematically through the process of developing stories that inform and entertain customers to act without actually telling them to. Epic content enables you to position your business as a trusted expert in its industry, and it is what customers share and talk about marketing strategies. Social media marketing books are guides that teach entrepreneurs and marketers how to grow businesses and clientele bases by leveraging social channels. These works cover topics such as content, interaction, and growth. The purpose of these books is to teach strategies and skills that lead to greater reach and engagement on social media.

References

1. <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>
2. <https://business.adobe.com/blog/basics/smm-benefits>
- 3 Epic content marketing by Joe Pulizzi
- 4 <https://teambuilding.com/blog/social-media-marketing-books>