

THE ROLE OF SMM MARKETING IN SMALL BUSINESS DEVELOPMENT DURING A PANDEMIC

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Abstract: *In small business development during a pandemic, SMM creates the basis for positive economic growth through the use of marketing and improves the quality of products and services while reducing costs.*

Key words: *SMM- marketing; PPC Ads.*

The state pays great attention to the development of the digital economy, in particular, the announcement of 2020 as the "Year of Science and Development of the Digital Economy" will significantly increase the trade turnover of goods and products using SMM marketing in the process of economic transformation.

In our country, during the pandemic, they may face the problem of starting their own business or developing a small business, lack of funds for entrepreneurs. Traditional marketing tools are often too expensive for small businesses. Social media marketing can be a convenient alternative to reaching current and potential customers [1, p. 136].

For many small businesses, social media has been a lifeline for customers during the pandemic. These companies can not only continue to communicate in real time, but also imagine how they will interact with existing and prospective customers to create a more dynamic experience and loyalty. For some, it has even created opportunities for customers to feel understood and appreciated, start a new business, or create an additional source of income [5, p. 191].

SMM Marketing is the promotion of marketing products, goods and services on social networks, a sharp increase in sales. Social media marketing is a very effective tool that can be used to attract users to social networking sites, blogs, diaries and forums. Attracting users and potential customers can be purchased through advertising [4, p. 7]. Social media is not only a means of public relations and direct marketing, but also a means of communication and effective means of attracting customers with a very specific audience with social media influencers and social media personalities. can also be used as. Given that pre-social technology, such as broadcast television and newspapers, advertisers or advertisements placed in a sports section of a newspaper are unlikely to be read by sports fans, it can provide advertisers with a targeted specific audience. However, social media sites can target more specific specialized markets. Using digital tools such as Google AdSense, advertisers can target their ads to very specific demographic indicators, such as social entrepreneurship, political activity

related to a particular political party, or those interested in video games. Google AdSense does this by finding keywords in messages and comments from social network users. It would be difficult to advertise on TV or in a paper newspaper. Social networks are often seen as a great way to avoid expensive market research. They are known for providing a short, fast and direct way to reach an audience through a celebrity.

For example, an athlete who is supported by a sports goods company supports millions of people who are interested in their work or how they play, and now they want to be a part of that athlete by approving these companies. At one point, customers may be very interested in visiting stores and watching the products of famous athletes. He will advertise them directly to you through his Twitter, Instagram and Facebook accounts [2, p. 140].

The person working in the field of SMM Marketing is the SMM Manager. This is the person who promotes the business. However, this is a very arduous job, so at first glance it may seem easy to us to work on social networks or blogs. In fact, an SMM specialist has to solve many other problems, in particular:

- study the needs, interests, tastes of the audience, based on which to develop a strategy for further development of the project;
- respond to user queries, review comments, and then respond to them;
- various events to attract new customers - competitions, quizzes;
- development of interesting online applications for social networks; creating channels on various video hosting sites;
- Responsibility of the SMM Manager for advertising campaigns aimed at business development on the Internet;
- maintaining all accounts or communities associated with the company, as well as moderating them;
- work with freelancers; content is optimized for the needs of a social networking blog or community.

This article provides an example of marketing services and marketing strategies that will help in the development of small business in our country during and after the pandemic. [8, p. 211].

First, digital marketing is the way to go right now in small business development. You need marketing to reach your target audience, get leaders, and trade in your business. The demand for digital marketing services is becoming more important than ever since people are sitting at home. There is no better way to reach potential customers than the internet. That's why more and more businesses are partnering with marketing companies to improve their capabilities and thereby ensure business growth. The best thing right now is that digital marketing is cheap because many businesses have reduced marketing costs [6, p. 43]

Thus, as there is less competition and more people are looking for the product online, it allows customers to make payments cheaper than before. Digital marketing provides real-time information about consumer behavior, so you can take advantage of it and customize your online campaigns to suit what consumers want. So you spend money and time on marketing tactics that work for you.

Second, email marketing is a powerful marketing tool and should be included in your marketing strategy. If you have an email list, now is the best time to run your business in front of them. Email marketing is a free tool that helps you stay in touch with your customers and reach even more people. You can offer special offers to people who haven't bought from you yet for your repeat buyer and remarket.

Third, PPC ads (Search Advertising) are a great marketing tool to get more paid customers and generate sales in this time of crisis. These ads will help you reach your target audience quickly and introduce new products to your customers. This is a quick way to let people know that your products are online and that they can easily access them. Now, Facebook and Google ads, as well as Instagram and YouTube, have become more popular than ever, so there's no better time to use them to sell and manage sales. The era of pandemics is making it difficult to run businesses of all sizes. However, you can always find an opportunity in a crisis. Therefore, it combines the above marketing strategies to help you survive the pandemic and lay the groundwork for your business to grow even after the pandemic is over.

Fourth, while the delivery of products to customers' homes has affected many businesses during the pandemic, businesses can safely deliver some of their products to customers' homes. For example, restaurants can deliver delivery orders or orders to their customers' homes. Restaurants can be more creative by offering products like dining packages and online cooking video lessons. During this time, it is important for their customers to stay in their minds [7, p.46].

Fifth, investing in content marketing in a small business creates good opportunities. Content marketing is crucial in your marketing efforts. Even in this pandemic environment where social alienation has become a new habit, buyers explore products and services online to get information about companies and companies before contacting them. Therefore, to survive and thrive in this crisis, you need to invest in content marketing by providing content that educates and engages your customers. Great content helps your business connect with customers and build trust.

In summary, it makes it difficult to run a business of any size during a pandemic. However, we can always find an opportunity in a crisis. We believe that the role of SMM marketing in the development of small business is very important by applying the above marketing strategies that help to survive the pandemic and lay the foundation for the growth of their business even after the end of the pandemic.

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