

New Approaches in Business Communication: the Role of Social Media Marketing in Small and Medium Business Activities

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Abstract

New approaches in business communication ensure that companies and organizations adapt to the requirements of the modern era and communicate more effectively. These approaches are changing rapidly, especially due to the development of technology, and offer solutions that are suitable for the new challenges faced by enterprises. New approaches in business communication enable companies to create an environment that is more flexible, transparent, more productive, and puts customer satisfaction at the forefront of technology.

First, the use of technology and digital tools increases the speed and effectiveness of communication. Tools like video conferencing, virtual meetings, and customer service chatbots allow businesses to connect with customers and employees more quickly and efficiently. In addition, optimization of work processes through artificial intelligence and automation enables organizations to do more with fewer resources.

Secondly, transparency and open communication are important factors for building trust in the work environment. Organizations create an environment of trust and cooperation by establishing more open and honest relationships with both their employees and customers. Companies provide transparency, especially by disclosing negative and positive feedback, which increases their customer satisfaction.

To develop in effective and efficient way, SMEs should take into consideration modern communication tools between business and worker as well as business and customer. According to the innovations, social media marketing (SMM) has an important role for small and medium-sized businesses. This article discusses how SMM plays an important role in small and medium business operations. It is emphasized that SMM will form the basis of communication today and in the future, and social media platforms are an important tool for establishing direct contact with customers, presenting products and services, receiving feedback, and building brand identity. Next, it details the advertising opportunities of social media platforms, how they can be used to reach target groups, and how analytics and metrics can be used to improve the effectiveness of advertising campaigns. Finally, the article highlights the importance of SMM for small and medium-sized businesses, highlighting that it is an effective approach to get closer to customers, strengthen brand identity and target different customer groups.

Keywords: business, communication, marketing, social media marketing

Нові підходи в бізнес-комунікації: роль маркетингу в соціальних медіа у діяльності малого та середнього бізнесу

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Анотація

Нові підходи в бізнес-комунікації забезпечують адаптацію компаній та організацій до вимог сучасності та більш ефективну комунікацію. Ці підходи швидко змінюються, особливо завдяки розвитку технологій, і пропонують рішення, які відповідають новим викликам, з якими стикаються підприємства. Нові підходи до ділової комунікації дозволяють компаніям створювати гнучкіше, прозоріше та продуктивніше середовище, яке ставить задоволеність клієнтів на передній план технологій.

По-перше, використання технологій і цифрових інструментів підвищує швидкість і ефективність спілкування. Такі інструменти, як відеоконференції, віртуальні зустрічі та чат-боти обслуговування клієнтів, дозволяють компаніям швидше та ефективніше спілкуватися з клієнтами та співробітниками. Крім того, оптимізація робочих процесів за допомогою штучного інтелекту та автоматизації дозволяє організаціям робити більше з меншими ресурсами.

По-друге, прозорість і відкрите спілкування є важливими факторами для побудови довіри в робочому середовищі. Організації створюють середовище довіри та співпраці, встановлюючи більш відкриті та чесні стосунки як зі своїми співробітниками, так і з клієнтами. Компанії забезпечують прозорість, особливо шляхом розкриття негативних і позитивних відгуків, що підвищує задоволеність їхніх клієнтів.

Щоб розвиватися ефективним і результативним способом, МСП повинні брати до уваги сучасні інструменти спілкування між бізнесом і працівником, а також бізнесом і клієнтом. Згідно з нововведеннями, важливу роль для малого та середнього бізнесу відіграє маркетинг у соціальних мережах (SMM). У цій статті обговорюється, як SMM відіграє важливу роль у роботі малого та середнього бізнесу. Наголошується, що SMM становитиме основу комунікації сьогодні і в майбутньому, а платформи соціальних мереж є важливим інструментом для встановлення прямого контакту з клієнтами, презентації продуктів і послуг, отримання зворотного зв'язку та побудови ідентичності бренду. Далі в ньому детально описано рекламні можливості платформ соціальних медіа, як їх можна використовувати для охоплення цільових груп і як можна використовувати аналітику та показники для підвищення ефективності рекламних кампаній. Нарешті, стаття підкреслює важливість SMM для малого та середнього бізнесу, підкреслюючи, що це ефективний підхід для наближення до клієнтів, посилення ідентифікації бренду та націлювання на різні групи клієнтів.

Ключові слова: бізнес, комунікація, маркетинг, маркетинг у соціальних мережах

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Introduction.

Small and Medium Business Development Agency can be defined in different ways. At this time, the number of employees and annual turnover are factors to consider. According to the generally accepted definition, companies with fewer than 250 employees are this type of enterprise. These small companies are an important part of the economy and play an important role in job creation, innovation and economic growth, especially in developing economies. Despite their importance, SMEs face several challenges in their development, including inadequate access to finance, lack of resources and limited adaptation to digital technology. These can limit the growth and competitiveness of SMEs and hinder their ability to contribute to economic development. Understanding the challenges faced by SMEs and exploring ways to overcome them is important to promote socio-economic development in a country. (Pellegrino, & Abe, 2023).

The rapid development of digital technologies has given rise to a variety of digital tools that provide opportunities for innovation in various industries: manufacturing, marketing and payments. The expansion of the current digital era has changed various functions and lines of business, including a transformation in the field of marketing. Confidence in digital transformation is an important component of the successful development of companies and economies. (Lestari, Sulastrî, Shihab, & Andriana, 2024).

One type of new media technology that enables interaction and co-creation is social media, which enables the production and sharing of user-generated content between businesses and individuals. The use of the Internet and social media has changed consumer behavior and the way companies do business. (Lestari, Sulastrî, Shihab, & Andriana, 2024).

Analysis of the historiography of the problem.

The relationship between business communication and marketing has evolved significantly over the past few decades, with social media emerging as one of the most transformative tools in the digital marketing landscape. The role of social media marketing (SMM) in small and medium enterprises (SMEs) has grown exponentially, becoming an essential strategy for communication, branding, and customer engagement (Kaplan, & Haenlein, 2014). The first stage in the historiography of social media marketing is centered around the transition from traditional marketing to digital marketing tools. In the late 1990s and early 2000s, scholars and practitioners were still focused on understanding the impacts of early digital marketing strategies, such as email marketing, banner ads, SEO (Search Engine Optimization), and the first forms of online advertising. Internet marketing was considered revolutionary, and its application to SMEs was debated. Early studies largely focused on understanding the limitations of small businesses in adapting to this new digital landscape (Ainin, Parveen, Moghavvemi, &

Jaafar, 2015). Early Works (1990s to 2000s): Scholars like Kotler and Lauterborn (1990s) initially discussed how SMEs could benefit from digital marketing, but the idea of social media as a marketing tool was not yet developed. The focus was on website development and e-commerce. Research from this period often treated social media marketing as a niche or peripheral marketing tool, mostly associated with consumer-facing companies in larger markets. Historiographical Shift: Works in the late 1990s, such as those by Chaffey (2003), began recognizing the potential of search engine marketing (SEM) and email marketing. While these works touched upon digital communication, social media platforms like Facebook and Twitter were not yet widely recognized as central to business marketing strategies (Hanna, Rohm, & Crittenden, 2011).

Research results.

New approaches in business communication.

New approaches to business communication continue to evolve with advances in technology, changes in consumer behavior, and changes in workplace dynamics. Some new trends and approaches in business communication are (Top 35, 2024):

- Remote Communication Tools. With the rise of remote work, businesses are adopting new communication platforms to facilitate collaboration and communication between remote teams. Video conferencing tools like Zoom, Microsoft Teams, and Google Meet enable face-to-face communication, while collaboration platforms like Slack, Asana, and Microsoft Teams facilitate real-time messaging, file sharing, and project management.

- Asynchronous Communication. Asynchronous communication is becoming more and more common. This allows people to communicate on their own schedules without the need for real-time interaction. Messaging apps, email, project management tools, and documents allow team members to share information asynchronously, increasing flexibility and productivity.

- Internal Social Networks. Internal social networks and collaboration platforms are becoming increasingly popular. Because businesses strive to foster a sense of community and connection among employees regardless of their physical location. Platforms like Workplace by Facebook, Yammer, and Jive provide a space for employees to share ideas, collaborate on projects, and build relationships in a social media-like environment.

- Voice and Video Messaging. Voice and video messaging is emerging as an alternative to text-based communication that allows individuals to more effectively convey emotions, tone, and context. While voice messaging apps like WhatsApp and Viber allow users to send short audio messages, video messaging apps like Marco Polo and Loom make video communication and storytelling easy.

- Chatbots and AI assistants. These help automate daily tasks, answer frequently asked questions, and

provide personalized support to customers and employees. Chatbots integrated into websites, apps, and social media platforms enable businesses to respond instantly and improve efficiency in communication.

- **Interactive Content.** Interactive content is becoming increasingly popular in business communications, allowing businesses to engage and interact with their audiences in more effective ways. Interactive presentation, quizzes, polls and assessments encourage participation, increase engagement and retention.

- **Information-based communication.** It involves acting and communicating based on information. By analyzing customer data and behavior, a business can deliver more relevant and timely communications and improve ROI (Anderson, 2017).

- **Ethical and Inclusive Communication.** Companies are paying more attention to ethical and inclusive communication practices, recognizing the importance of diversity, equity and inclusion to foster a workplace culture. While ethical communication is about transparency and honesty, inclusive communication ensures that all individuals are heard and valued.

These new approaches to business communication reflect the growing needs and expectations of employees, customers and stakeholders in a rapidly changing digital world. By embracing these trends and innovations, businesses can foster relationships and increase collaboration and productivity.

The essence of Social Media Marketing (SMM).

Social Media Marketing (SMM) - today's businesses and brands widely use social media platforms to promote their products and services, gain customers, and ultimately increase their profits, sharing various content. So, the marketing activity carried out to achieve these and similar goals is called SMM. Facebook, Instagram, TikTok, Twitter, LinkedIn, YouTube, etc. to the right, i.e. target audience, through Social Media Marketing. It is possible to reach people on social media platforms such as, and present products that are interesting to them and needed by them through advertisements. It should be noted that sometimes it may be necessary to implement a different content strategy on each platform.

When we talk about the essence of SMM, it is necessary to highlight its goals and objectives.

Goals (5 Goals, 2022):

- **Brand recognition.** The post and video sharing that you will do on social media platforms realizes the purpose of increasing the recognition and recognition of your brand (enterprise).

- **Customer relations.** Building closer relationships with customers who have or will reach out to you through social media platforms is critical to answering their questions and increasing their satisfaction.

- **Solving customer problems.** It is an important strategy to promote your products and services through social media platforms and encourage customers to use

these products and services. It is also possible to solve the customer's problem related to the company or the product he bought by studying with SMM.

- **Increasing sales.** By reaching the target audience through social media, it is possible to influence their decisions, increase sales and attract them to purchase products and services.

- **Gaining customer trust.** By sharing satisfied customer reviews and videos on social media platforms, it is possible to build trust in your brand and company and ensure that they trust your products and services.

Objectives (Anderson, 2017):

- **Increasing the number of followers.** Increase the number of followers on social media platforms and ensure that these followers are relevant to the target audience;

- **Attract attention.** To attract the attention of viewers by sharing regular and quality content (posts, videos) and to increase their relationship with products and services.

- **Ensuring activity.** Increase the density of post and video sharing on platforms and increase the activity of viewers on the page.

- **Receiving feedback.** Evaluating the effectiveness of content and posts through audience feedback and referrals, and improving them if necessary.

- **Receiving applications.** Receive feedback and messages from followers about company activities, products and services.

These goals and objectives will guide the successful implementation of SMM in the business plan. It is important to set strategies and plans to achieve these goals and objectives.

Target audience

A target audience is a group that describes the users that a company or brand is targeting for its products and services. This audience plays a fundamental role in the communication strategy of the enterprise. So, being a part of this marketing strategy, it ensures that products and services appear in front of potential customers.

At this time, the term "buyer persona" should be considered. "Buyer persona" is a concept used to effectively describe a company's potential customers and understand customers. This concept describes the customer base and is mainly created through demographic and behavioral analysis. This profile reflects information about the needs, interests, values, and habits of customer groups. (Christison, 2024).

Some platforms.

Choosing the right social media platforms is an important part of developing a Social Media Marketing (SMM) strategy in today's era. Each social media platform has its own audience, demographics, content type, and effectiveness. It is important to choose a platform that suits your line of work, your business goals and your target audience. The most widely used social media platforms and their features are as follows (Which Social Media, 2024):

Facebook:

- Wide audience. It is one of the most used social media platforms, hence it has a wide demographic.
- Short and long content. It allows sharing of text, images, videos and even live broadcasts.
- Sharing and communication. Ideal for building customer relationships, answering your customers' inquiries and promoting your products and services¹.

Instagram:

- Visual (visual) and video content. It is the most visual among social media platforms. Ideal for sharing photos, videos, content.
- Influencer operations. It is convenient to implement influencer marketing strategies.
- Hashtag connection. You can effectively use hashtags to connect with your customers and amplify your content.

Twitter:

- Current content and observation. Ideal for reacting to events, issues and topical content with short observations.
- Sharing of content. Useful for sharing blog articles, documents, articles, short information texts and posts.
- Trending content. It is possible to follow popular trends and create content according to them.

LinkedIn:

- Business relations and professional content. It is possible to connect with B2B companies and business partners.
- Recruitment. Useful for posting vacancies, managing recruitment processes and finding potential employees.
- Share professional content. Useful for sharing articles, informational articles, webinars and other professional content.

YouTube:

- Video content. It is the most convenient platform for sharing long-form content. Ideal for sharing vlogs and commentary videos.
- SEO and advertising opportunities. By advertising and optimizing your content for SEO, you can reach a wider audience.

TikTok:

- Trending short videos. It is one of the most popular platforms for sharing short video content.
- Creative content. It is mainly used by a young audience and is the perfect platform for creative content.

In short, the platforms' content formats, audience characteristics, and engagement potential should match your business goals and target audience. In this part, information about the importance of Social Media Marketing in presenting their products and services, reaching the appropriate customer audience, and increasing sales of modern companies and brands and the nuances that are important for this were reflected (5 Goals, 2022).

Social Media Marketing (SMM) is a business communication activity using social media platforms as a communication tool to connect with customers and promote products or services.

We can show many positive CMM activities that serve as a new approach to business communication (Shah, & Borkakoty, 2024):

- Direct Contact. SMM allows businesses to connect directly with customers on social media platforms. By responding to reviews, messages and posts, businesses can provide real-time support, answer questions and resolve issues, developing stronger customer relationships and loyalty.

- Content distribution. Social media platforms are one type of blog posts, videos, articles, infographics, etc. is a digital channel for the distribution of various contents including By strategically creating and sharing content, companies can reach a wider audience, increase website traffic and increase brand awareness.

- Precisely targeted ads. SMM allows businesses to run highly targeted advertising campaigns on social media platforms, precisely reaching specific demographics, behaviors and interests. By using multiple targeting options, companies can deliver relevant ads to the right audience, increasing engagement and conversion rates.

- Social Listening. SMM allows businesses to track conversations, trends and opinions about their brand, industry or competitors on social media platforms. By tracking customer feedback and sentiment, businesses can gain valuable insights, identify opportunities and solve problems, and improve brand recognition and reputation.

- Collaboration with influencer. SMM provides businesses with opportunities to engage with influencers or brand "advocates" who have a loyal following and influence in their niche. By partnering with influencers to create sponsored content or launch products, companies can reach new audiences, build credibility, increase interactivity and sales.

- User Content (UGC). SMM professionals encourage users to create and share content related to a client's brand or product. This type of content is called "User Generated Content" in English, and "UGC" for short. By using UGC in their marketing campaigns, companies can showcase authentic experiences and reviews, increase social proof, and foster a sense of belonging among customers. Nearly 90% of consumers say user-generated content (UGC) influences their purchasing decisions more than promotional emails or even search engine results. (Bump, 2021).

- Analytics. SMM platforms can track audience demographics, engagement metrics, content performance, and more. offers analytics tools that provide valuable information about By analyzing these, businesses can measure the effectiveness of their CSR efforts, identify trends, and optimize their strategies to achieve better results (Top 35, 2024).

Conclusions.

Finally, the principles of social responsibility and sustainability have also become an integral part of business communication. Companies operate not only with economic goals in mind, but also with social and environmental responsibilities. This approach creates conditions for both strengthening the brand image and strengthening relations with customers and society. Consequently, these new approaches in business communication allow companies to create a more flexible, transparent and customer-centric business environment. These approaches help to optimize both organizations' internal work processes and external customer relationships, ultimately ensuring the companies' long-term success.

New approaches in business communication allow organizations to communicate more flexibly, efficiently and effectively, adapting to the dynamics of the modern business world. The main goal of these approaches is to strengthen relationships with employees, customers and other partners, optimize work processes and ensure that organizations take a better position in the market competition.

New approaches in business communication enable organizations to work more flexibly and efficiently, to manage both internal and external relations more powerfully and effectively. These modern approaches, enhanced by technology, transparency, empathy and social responsibility, help companies increase both employee satisfaction and customer loyalty. As a result, businesses can be more successful in market competition based on this new communication.

Overall, Social Media Marketing represents a dynamic and interactive approach to business communication, enabling businesses to connect with customers, strengthen relationships and achieve marketing goals in the digital world. It is necessary to take into account several negative and risky aspects of SMM activity, such as time and resource exploitation, frequently changing algorithm, negative feedback, difficulty in attracting attention, negative impact on reputation. By adopting SMM strategies and leveraging the power of social media platforms, businesses can maintain a competitive edge, build brand image, and build quality relationships with their audience.

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