subscribed to bloggers / companies that have mentioned JP Day, but about 40% did not go to this profile by mention.

The results presented by the questionnaire's statistics demonstrate that Targeted Advertising is more productive, according to the audience. After the analysis of the advertising from bloggers in more detail, it was discovered that their target audience, for the most part, is motivated to become the company's client only if it is a gift to other people, therefore, this advertisement worked only in one direction. But practice also shows that both tools have their pros and cons in specific cases. The best solution is to combine different methods, test different approaches to find the key to the target audience. Thanks to this research, in the future, work on an advertising campaign will be carried out with a greater focus on the preferences, goals and motivation of the target audience.

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POPULAR MARKETING STRATEGIES IN SOCIAL NETWORKS: ANALYSIS AND REASONS FOR THEIR SUCCESS

Social networks have become an integral part of modern marketing, and their dynamic nature requires brands to constantly adapt. In 2023-2024, strategies that combine authenticity, interactivity, and quick response to changes in consumer preferences are coming to the forefront, as well as strategies that must reflect adaptability to the endless stream of short videos and highlight ads in a very short period of time among the rest of the information pile. Let's consider key trends and their reasons.

User-generated content (from reviews to unboxing videos) has become the foundation of brand trust. Generation Z and millennials are skeptical of traditional advertising, especially TV-based, but trust the opinion of "real people." [1]. For example, TikTok challenges or Instagram stories mentioning a brand work as social proof. The reasons for the success of this strategy, in my opinion, are authenticity (UGC is perceived as an unbiased review), viral potential (user participation in content creation increases reach), and economic efficiency (brands save on content production by delegating it to the audience). However, it's also important to consider the possibility of negative feedback, which competitors or regular customers might post.

The next trend in dissemination is micro- and nano-influencers instead of "stars." So why are they popular? Micro-influencers (10-100k subscribers) and nano-influencers (1-10k) are displacing celebrities. Their audience is smaller, but engagement is higher. For example, a local beauty blogger's recommendation might generate more response

than a post by a featured blogger. Targeted impact on the target group and visibility through "authentic" influencers, rather than "promotional" celebrities, have a powerful influence in the 21st century. Knowing social media algorithms, a video can go viral, giving even micro-influencers a chance to gain traction on the network. Another advantage is that collaborating with micro-influencers is cheaper, and ROI is often higher. ROI (Return On Investment) is a performance metric used to evaluate the financial effectiveness of invested funds. It shows how profitable the investment in a particular initiative was.

The format of short vertical videos dominates due to users' habit of consuming content "on the go." Platforms like TikTok and Instagram Reels have become the main tools for quickly capturing attention, as videos up to 15 seconds hold attention even with clip thinking. Platforms actively promote short-form content, increasing its reach. Brands use trends, memes, and challenges to quickly connect with the audience. A good example of this strategy is the work of Aviasales (a service for buying cheap air tickets). They are currently using a "live interaction" strategy. Their SMM specialists leave comments under viral videos on Instagram and TikTok. The comments mostly contained no advertising slogans, unique commercial offers, or references to \ ' s services. Instead, they included humor, thematic jokes, and responses to phrases from the authors of the video. Users responded positively, liked their comments, engaged in conversations, and some creators even shot videos in the hope of getting a response from Aviasales, thereby increasing access to the free service [2].

Emotional storytelling and social responsibility, like previous strategies, take the position of one of the working tricks. The audience expects brands to provide not only products but also values. Company history, support for ESG initiatives (ecology, inclusivity), or collaborations with charitable organizations become a competitive advantage. Consumers want to see a "human face" in brands, and supporting relevant social topics (e.g., body positivity) strengthens the connection with the audience. Combining these elements not only increases sales but also builds long-term relationships with the audience.

Modern marketing in social networks is a race for attention, trust, and emotions. As successful case examples (like Aviasales with their engaging strategy) show, those who not only "sell" but also become part of the audience's daily life win. The key to success is to remain flexible and respond to the digital generation's demands, for whom social networks have become the main medium of existence.

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