

# Classification Of Audience Indicators In The Integration Of Online Media Marketing Services Into Social Networks

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**Abstract:** This article analyzes the study of the audience of social networks, the targeting of marketing services and the classification of services. The ratio of the overall share of online media business, change indices and the rules of the correct usage procedure and marketing services are included.

**Keywords:** Social network, video chat, business, marketing, platform, paradigm, data, influencer.

**Introduction:** Social networks are a means of exchanging information between different audience segments, such as sharing personal experiences, searching for information, and seeking various kinds of help. Over the past decade, its role as a communicative tool has grown, especially during the pandemic and post-pandemic and infodemic periods. The social network has become not only a communication tool, but also a center for education, entertainment, and various video chats, and additional hyperservices have been added. This indicator has increased the audience's usage by 70 percent. This, in turn, has given rise to new opportunities for social network users as an additional audience. The fact that social networks create conditions for open and free information exchange from the point of view of low censorship has also made it possible to create as an author.

## LITERATURE ANALYSIS

Study of social networks as a media center and means of communication, theoretical knowledge of their inner workings and paradigms [1], Critical study of the history of social media, how it is organized by platforms and how it affects personal relationships, content, information and data, as well as critical theory, social media and capitalism, communication theory issues [2], for example. Analyzes the impact of social media on culture and economy from a future perspective, studies

the work of content creators and its monetization [3], Analysis of problems related to the study of the seven-step system of analyzing social media data ( text, networks, actions, geolocation ) for business purposes [4] Psychological analysis has shown that people are increasingly isolated and disconnected through social media and robots [5]. Statistical and empirical studies have also examined the impact of social media on news consumption, political life, youth, and demographics [6].

## METHOD

In today's modern world, doing business through social networks and online media is the most effective way. The attitude towards social networks in the marketing labor market reflects the true nature of today's audience. Acceleration of business through social networks is very important for those who want to enter the structure of markets of various formats, to capture a large audience, such as Russia, the CIS. Due to the various influencers who are just starting out in social networks, many people begin to make mistakes in the process. Currently, there are many developments and applications that help to master the promotion of social networks. The Internet reaches a huge number of people who are the target audience for business, and this is a major trend in the online environment. Currently, there are many platforms (social networks, services) that help businesses develop and gain

recognition. This means that these platforms have millions of users. The total audience of social platforms exceeds one billion users and, according to some estimates, will soon surpass the audience of search engines.

It should be noted that the exchange of information in social networks is carried out according to two types of basis.

1. According to the first approach, the social network owner and the audience have a cross-profile distribution area: the user sends information about a product or service directly to several people.

2. The second approach is social distribution: the user uses built-in social media mechanisms (sharing on Facebook and VKontakte, retweeting on Twitter) to share the content they like with their entire audience. From a marketing perspective, the second approach is more effective because it allows you to reach a much wider audience.

Unlike traditional media, social media advertising is targeted. This helps to reach the maximum audience and focus the advertising campaign on a specific segment. Unlike traditional advertising, targeted advertising on social media targets a specific audience that is interested in the product, such as their follow-up and number of shares. Media metrics that study the product consider the specific interests of the company's product and the audience. Many factors help determine the target audience, such as the age, place of residence, number of views, the size of the product, color, permanent marital status, education, profession, and favorite hobby. Unlike other, previous advertising and business promotion tools, the manufacturer has a one-way relationship with its audience; i.e. it provides information about the product but cannot accept feedback. At the same time, social media ads help consumers to go to their page and ask questions related to information about the product or service, or they have the opportunity to write a review or complaint directly. This leads to a deeper connection with the target audience than traditional advertising.

Typically, the most important aspect of advertising is social media content that presents your product or service in a different way than the advertising company's published material. It is impossible to interest users with something they are not interested in, such as articles, videos or photos. Therefore, it is very important to plan a content strategy in advance, based on the interests of your target audience.

**The elements of a content strategy are:**

- Main publication topics;
- Publication frequency;

- Publication style;
- Publication time;
- ratio of advertising posts to neutral posts

A common mistake among audiences and consumers when working with content is its repetition on all platforms. This approach significantly reduces efficiency and, as a rule, leads to audience rejection. Each platform has its own optimal content format. With the popularization of social media and business promotion, a new marketing direction has emerged - SMM (Social Media Marketing). It includes all the knowledge about social media promotion. As in any marketing system, the actual task in SMM is to monitor the attitude of users to the business and its product or service. While traditional marketing requires labor-intensive research, surveys and focus groups, in the case of social media this process is much less labor-intensive and can be largely automated. Monitoring involves manual or automatic search for mentions of the company and product in social networks and blogs, followed by processing and analysis of the collected data. Monitoring allows you to assess the overall effectiveness of PR campaigns in both online and offline environments. An increase in the number of mentions, as well as a shift to positive feedback, indicates that the campaign is expanding its reach. If the indicators remain unchanged, this is primarily an indication that the campaign is not achieving its goals.

Media marketing and social media integration involves the coordinated use of different communication channels to achieve a single marketing goal. Media marketing encompasses all channels, from traditional advertising to digital platforms, and social media (SMM) is a key element of this integrated approach. Integration allows you to create a single and consistent brand message for your audience, increasing awareness, loyalty, and the effectiveness of your advertising campaigns.

**The main aspects of integration include:**

1. Single message: Consistency in conveying brand messages across all communication channels (from TV commercials to social media posts) to create a cohesive image.
2. Using SMM as part of the media mix: Social media does not work in isolation, but complements other media tools, for example, by driving traffic to its pages from online advertising or creating a platform for PR campaigns.
3. Expanded reach and awareness: Integration allows you to reach a wider audience by leveraging the strengths of each channel. For example, social media is ideal for building image and increasing awareness.

4. Increased loyalty and engagement: Direct communication with your audience on social media helps build relationships, get feedback, and increase loyalty, which is an important part of a long-term strategy.

5. Measuring effectiveness: Analyzing social media data in conjunction with data from other marketing channels provides a more complete picture of the effectiveness of the entire campaign.

**The advantages of integrating social networks into a media business include the following:**

6. Brand awareness: Social media is a new, powerful channel for brand promotion and image building.

7. Increased sales: Integrated campaigns where social media plays a key role can directly stimulate sales growth.

8. Image creation: Coordinated communications allow you to create a targeted brand image in the eyes of consumers.

9. Audience Engagement: Integration allows you to encourage brand interaction across multiple platforms.

The reason for the increased interest of the audience in media marketing in the last five years can be attributed to the low cost of social networks. This is primarily due to the advantages of social networks, including relatively low prices (in some cases, advertising can be completely free), wide audience coverage, flexibility, targeting capabilities (targeting advertising to a clearly defined group based on various criteria), ease of launching an advertising project and the ability to quickly make changes. In addition, content on social networks is created by users for other users, which makes it possible to find friends, share photos, audio and video, and connect with others based on common interests. Social networks also allow for a high level of personalization.

**CONCLUSION**

In conclusion, social networks are becoming an increasingly popular marketing tool, which is mainly due to the rapid growth in the number of registered users and the increase in the amount of time spent on the Internet. However, despite this rapid growth, not all Russian companies are using this marketing tool effectively. They underestimate its potential, expecting to get an immediate profit without investing human or time resources. Russian companies are using this marketing tool effectively.

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