



## Marketing in Social Networks: Key Trends and Development Forecasts

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### ABSTRACT

The article studies key trends and develops a methodology for forecasting the prospects for the development of social media marketing (SMM), which is relevant in the context of accelerated digitalization and globalization of world markets. The purpose of the study was to create tools that allow modern companies to adapt their marketing strategies to the changing conditions of the digital environment and effectively manage brand promotion in social networks. As a result of the work, the main trends in SMM were identified, such as the growing influence of video content, the use of augmented reality and chatbots to increase user engagement, as well as the use of artificial intelligence technologies to personalize interaction with the audience. Particular attention is paid to the impact of social networks on retail sales and e-commerce, which actualizes the task of forecasting future changes in consumer preferences. The developed short-term forecasting methodology is based on the analysis of the identified trends and helps businesses assess the impact of social media on marketing and sales volumes. The results of the study can become the basis for further development of strategies for promoting and maintaining the competitive positions of brands in a dynamically changing digital environment.

**Keywords:** Social Networks, Marketing, Promotion, Digital, Technology

**JEL Classifications:** M21, M31, C00

### 1. INTRODUCTION

Modern business conditions are characterized by the conceptual need to change and improve management tools and methods; what worked yesterday is irrelevant today. A high level of competition, a saturated market, growing demands from consumers and their awareness of the value and necessity of a particular product are only part of the reasons why maximum digitalization of modern business is necessary. The introduction of new technologies is a step into the future, which is coming today. Digitalization of modern business is aimed at improving the quality of customer service through the introduction of digital technologies and innovations (Ahmad

and Alshurideh, 2024). It is important to note that not so long ago the introduction of internet technologies and social networks into the activities of companies was considered a revolution, and today without them, it is impossible to ensure the effectiveness of companies at a strategic level. The revolutionary transition from analogue to digital business strategies allows many companies to gain significant competitive advantages over their competitors, which is ensured by the constant development and implementation of advanced technologies in daily activities (Amponsah, 2024)

To ensure the efficiency of companies at a strategic level, it is necessary to improve the company's business processes by

automating them, searching for new tools and methods for web brand promotion. Quite relevant and in demand in modern conditions of a high level of competition in world markets is the issue of web promotion of a company's brand using innovative tools in social networks. Since half of the world's population uses social networks for more than 3 h a day, this method of web promotion is the best in order to establish interactions with the audience, which requires a more detailed study and identification of key development trends (Ozturk, 2024). Organizing marketing activities on social networks today is the best way to interact with the target audience, conveying to them all the necessary information about goods and services, news and changes to the company's brand. However, today there is no single approach that allows us to argue the main trends in the development of marketing in social networks, and there is no methodology for determining the prospects for its development through the prism of the impact on retail sales through e-commerce, which requires improvement and more in-depth study.

Social networks are now an integral part of the lives of millions of people and affect a wide range of business processes - from forming a brand image to increasing sales (Hamadneh, 2024). In the context of global digitalization and changing consumer behavior, social media marketing (SMM) is becoming a critical component of business strategies for modern companies (Almarzoqi et al., 2025). Technological innovations and rapidly changing audience preferences require flexibility, the ability to anticipate trends and quickly adapt marketing approaches to effectively interact with customers (Al Kurdi and Alshurideh, 2025). The main problem for many companies is the high dynamics of changes in SMM, due to the development of technologies, the emergence of new platforms and increased competition for user attention (Alwan and Alshurideh, 2022). Tools and methods that worked a year ago can quickly become obsolete, which emphasizes the need for a systematic analysis of current trends and the implementation of innovative approaches.

The purpose of this study is to identify key trends and create a short-term forecasting methodology for assessing the prospects for the development of social media marketing. The article discusses such significant trends as video content, personalization, the use of artificial intelligence and augmented reality, which have a significant impact on brand promotion. The developed methodology will help companies more accurately assess the potential of social media, predict their impact on sales volumes and adapt strategies to strengthen their positions in the digital market.

## 2. REVIEW OF LITERATURE

In the modern world, people use social networks to find something interesting, subscribe, leave a comment, repost, make a recommendation, or purchase a product or service. Social networks are a modern tool for dating, networking, obtaining information about competitors' products and services, searching for potential clients, partners and their orientation towards the company's brand. Based on what has been presented, it is necessary to consider in more detail the main directions and research in the scientific literature within the framework of the issues under study in the article. Social

media marketing (SMM) is an important component of modern brand promotion strategies, given the rapid growth and use of digital technologies. In recent years, research in this area has expanded significantly, covering issues of effectiveness, tools and methods of working with a social audience, as well as the impact of social networks on consumer decisions. The review examines key studies and approaches and critically analyzes existing work. A research study Kaplan and Haenlein (2010) highlighted the importance of social media as a channel for brands to engage with consumers. Their work emphasized the role of social media in creating "engagement platforms" where companies can build their reputation, awareness, and loyalty through direct communication with their audience.

This study has become the basis for further research in the field of SMM and emphasizes that social media helps to create long-term relationships between a brand and a consumer. Scientific approach Stephen (2016) and Litvinyuk (2016) determines the influence of social media on consumer behavior, emphasizing that social media marketing has a significant impact on purchasing decisions. It also considered the role of social proof (reviews, recommendations), which plays a key role in the purchasing decision process, contributing to the formation of loyalty and trust in the brand. A study on the importance of personalized social media advertising strategies, arguing that customized content significantly increases engagement and helps brands build stronger relationships with their audiences, is revealed in research approach Ashley and Tuten (2015). Personalization allows you to stand out from the competition by creating a unique experience for the consumer. The risks that companies face when using social media for marketing are analysed in the study Kalogiannidis et al. (2022). One of the most serious challenges is measuring return on investment (ROI), since traditional evaluation methods are not always applicable to the dynamic and rapidly changing environment of social media. Scientific view Gentsch (2018) highlights the importance of using data analytics and artificial intelligence to improve the effectiveness of social media marketing. Machine learning models and AI algorithms allow for more precise targeting of advertising campaigns and predictive audience behavior, increasing the accuracy of targeting. Research (Varela-Neira et al., 2023) has shown that video content is one of the most effective tools for increasing audience engagement. This is because video content has a high emotional appeal, making it ideal for brands looking to create strong and lasting relationships with consumers. The role of user-generated content (UGC) in social media marketing strategies is substantiated in study Hollebeek and Macky (2019). User-generated posts create a more genuine and authentic connection with the brand, which helps build trust and loyalty among consumers. The importance of Big Data is highlighted in the study Wedel and Kannan (2016) in the context of improving the effectiveness of social media marketing. Big data analysis allows companies to segment audiences, create personalized offers, and more accurately predict consumer behavior.

The effectiveness of social media advertising and its impact on purchasing decisions is revealed in study Al-Ababneh et al. (2024). The paper states that social media advertising has a high response rate, especially if it is targeted to specific audience segments, which helps to increase sales. A group of Bhattacharya and Anand (2021)

researchers highlight several emerging trends in SMM, including the rise of virtual and augmented reality, as well as the use of chatbots to improve customer interactions. These innovations open up new opportunities for companies to build more personalized marketing campaigns. Al-Ababneh et al. (2024) and Wang (2021) highlight the importance of using emotional marketing on social media. Emotions play a key role in purchasing decisions, and brands that use emotional appeals in their social campaigns can significantly increase engagement and loyalty. A group of Pereira and Alves (2019) researchers examine the psychological aspects of brand perception in social networks. Their work shows that marketing strategies that effectively interact with the psycho-emotional state of consumers have a higher level of success in forming brands. The importance of integrating social media with traditional marketing channels is discussed in a research study Mallipeddi (2022). This study shows that the greatest effect is achieved when SMM is used in conjunction with TV advertising, printed materials and other traditional promotional means. A group of Li et al. (2020) scientists are investigating the impact of micro-influencers (influencers with a small but loyal following) on social media marketing. They argue that micro-influencers may have a higher degree of trust from their audience, making them a valuable resource for brands focused on building trust. An analysis of the effectiveness of various social media marketing platforms such as Facebook, Instagram and Twitter is presented in the scientific approach Meliawati et al. (2023). His study showed that each platform has its own characteristics and advantages depending on the target audience and the goals of the campaign.

A critical review of the literature on social media marketing (SMM) has shown that the topic remains relevant and multifaceted despite existing research. Overall, several key aspects can be identified that require further attention. One of the main problems is the lack of universal methods for assessing the return on investment (ROI) in SMM. Existing approaches often do not take into account the unique features of social platforms and constantly changing algorithms, which makes it difficult to accurately assess the effectiveness of marketing campaigns. Most existing work focuses on popular platforms like Facebook and Instagram and rarely examines specific sectors or platforms like TikTok or LinkedIn. This limits the applicability of the findings to a broader range of businesses. Many studies analyze short-term results (engagement, reach), but long-term effects, such as loyalty formation and influence on purchasing decisions, are under-researched. This leaves significant gaps in understanding how SMM influences consumer behavior in the long term. Although technologies such as artificial intelligence and big data analytics are becoming increasingly important for effective targeting and forecasting, their use in SMM has not yet been sufficiently explored. Therefore, further research should take into account these gaps, which will allow for a deeper understanding of the impact of SMM on business and user behavior and should provide a methodology for identifying trends and development prospects.

### 3. RESEARCH METHODOLOGY

The purpose of the study is to identify current trends in social media marketing and develop a forecasting methodology that will

allow companies to optimize their promotion strategies. This study is aimed at identifying current trends, their impact on marketing strategies and possible changes expected in the coming years. The main objective is to study current and upcoming trends in social media marketing and develop a methodology for short-term forecasting. The objectives of the study include:

- Identifying key trends that actively influence marketing strategies.
- Assessing the impact of these trends on consumer behavior and marketing performance indicators.
- Developing a model for predicting changes in SMM, based on current trends.
- A set of methods will be used to collect and analyze data, including both quantitative and qualitative approaches:
- A systematic literature review to analyze existing publications, studies, and analytical reports on the topic of SMM, which will help identify the main areas of research and gaps in the study of trends.
- Qualitative interviews with digital marketing experts, representatives of companies using SMM for promotion, which will collect information on new approaches, as well as assess the perception and understanding of current trends by experts.
- Surveys and questionnaires among representatives of the target audience, including marketers and social media users, for a quantitative analysis of the perception of current trends and the effectiveness of strategies on different platforms.
- Social media data analysis (big data) using analytics tools (such as Google Analytics, Hootsuite, etc.) to collect statistics on user engagement, preferences, and popularity of various content formats.

**Literature review and secondary data analysis:** Analysis of previously published studies and reports to identify key areas and gaps in the SMM topic. The results of this stage will help formulate prerequisites for further research and hypotheses.

**Primary data collection:** Conducting surveys, interviews, and analyzing statistics from social networks to identify current trends and user preferences. This will help identify how various trends (e.g. popularity of video content, influence of micro-influencers, personalization) affect audience engagement and the success of marketing campaigns.

**Trend analysis:** Using statistical methods and time series to determine the direction, frequency, and duration of trends, as well as their impact on different audience segments. Time series models such as ARIMA and machine learning methods will help assess patterns and identify forecasting potential.

**Modeling and forecasting:** Development of a forecasting model taking into account the factors influencing SMM and the results of statistical analysis. Forecasting methods will help predict changes in user behavior and the popularity of trends in the short term (up to 5 year).

**Development of recommendations:** Based on the data obtained and the forecast, recommendations will be formed for companies



aimed at adapting their marketing strategies in accordance with the upcoming changes. The research findings should:

Provide a clear picture of current social media marketing trends, identifying the most significant trends that impact marketing. Formulate a short-term forecasting methodology for social media marketing that takes into account the specifics of changing user preferences and behavior. Give practical recommendations for marketers aimed at optimizing promotion strategies taking into account the predicted trends. Time constraints that may affect the accuracy of the forecast, as data may become outdated due to the rapid development of social media and new platforms. Sample limitations may create difficulties in generalizing the results, especially if the data is collected primarily in one region. Difficulties in accessing data from some platforms, such as closed platform statistics or incomplete engagement data.

This research design involves the use of a comprehensive approach that combines qualitative and quantitative analysis methods, as well as modern analytics and forecasting methods. This approach will help identify not only current trends, but also predict the development of social media marketing, providing the company with tools for more effective promotion and interaction with the audience.

The study aims to study current trends and create a methodology for predicting changes in user behavior and the effectiveness of social media marketing (SMM) strategies. The proposed methodological approach combines statistical analysis, machine learning methods, and social media data analytics. This will allow us to build a short-term forecasting model adapted to the specifics of SMM. The formation of a methodology for determining trends in the development of social networks, as part of the digital marketing strategy of modern companies is necessary and in demand in modern conditions. Based on the foregoing, it is proposed to use the concept of medium-term forecasting of the prospects for the development of social networks and their relationship with the volume of retail sales through e-commerce tools that are formed in the course of the study Al-Ababneh (2023) and Alvarez-Rodriguez et al. (2021). This ensured the formation of a methodology for medium-term forecasting of trends in the development of social networks and argumentation of the connection with the volume of retail sales using e-commerce tools. The argumentation of marketing development trends in social networks led to highlighting their influence and emphasizing the relationship with the volume of retail sales through e-commerce tools based on medium-term forecasting with calculation of values in accordance with a linear trend:

$$Y(x) = a + bx \quad (1)$$

This approach approximates direct (least squares) data sets on user activity on social networks in the context of digital platforms Y and data on retail sales volumes using e-commerce tools X. Returns Y values according to this. A straight line for a given array of forecast values X. This approach made it possible to substantiate and highlight the main trends in the development of SMM, as well as its relationship and impact on retail sales volumes through e-commerce tools. The use of extrapolation is appropriate in this case because: in the time series of

the marketing grid in social networks there is a statistically significant trend; the investigated process is inertial, patterns that existed in the past will be preserved in the future, which is confirmed based on the analysis of the dynamics of indicators; factors that determine the development of the process, change. If the dynamic series of the predicted indicator has a stable tendency to increase or decrease, and fluctuates around it trends are insignificant, then its extrapolation is carried out according to the average rate of change:

$$Y_{t+1} = Y_t * \bar{T} \quad (2)$$

where  $Y_{t+1}$  is the forecast level of marketing development trends in social networks;  $Y_t$  is the last level of the series under investigation;  $\bar{T}$  – the average rate of change in the levels of the series:

$$\bar{T} = \sqrt[n]{Y_t / Y_n} \quad (3)$$

where  $Y_n$  is the initial level of the series under investigation; n is the number of levels of the series. It is important to state that complex methods of extrapolation are based on the analytical alignment of the series for using the method of least squares.

The dataset contains social media usage trends and their relationship to e-commerce retail sales performance. Based on this, trends in the development of marketing in social networks have been identified, which have made it possible to identify the main tools that are used to achieve the effectiveness of the marketing activities of modern companies. Based on this, a methodology for short-term forecasting of trends in the development of marketing in social networks is substantiated, based on the use of trend analysis methods to determine the impact on retail sales volumes through e-commerce.

The methodology for medium-term forecasting of trends and prospects for the development of social networks and their connection with the volume of retail sales through e-commerce is justified and is global in nature, which allows us to determine the main trends in the development of social networks social media the next 3-5 years. Main groups and types of indicators: user activity in social networks in the context of the least popular and relevant digital platforms (indicators show trends in the use of social networks among users in global coverage), trends in retail sales volumes within the framework of the use of e-commerce tools (determine the volumes of purchases made online with the help of social networking tools in the world with further identification of trends and interdependence). It is important to state that marketing in social networks in modern realities is an active tool for web promotion of brands, goods and services of companies.

## 4. ANALYSIS AND DISCUSSION

### 4.1. Key Aspects of Running a Business Based on SMM Tools: Digital Platforms, Online Promotion of Company Brands

$H_1$ : Effective functioning and development of companies' business in modern conditions is impossible without innovative marketing tools and promotion tools

H<sub>2</sub>: Digital platforms and social networks are key sources for ensuring effective promotion and promising growth of brands of modern companies

Consolidation of data on the features of organizing marketing in social networks is carried out on the basis of a critical analysis of existing approaches in the scientific literature and scientific generalization. It is substantiated that the key goals and objectives of web promotion in social networks for modern companies are highlighted, and key technologies and tools are highlighted. It should be argued that web promotion in social networks is a popular and necessary tool in the digital business strategy of companies, ensuring the achievement of key business goals and strategic objectives. The main goals and objectives of the business that are achieved using SMM tools, formed on the basis of structural and logical analysis, are presented in Figure 1.

It is important to state that it is necessary to consider key tools and highlight marketing trends in social networks, which will allow developing a methodology for evaluating the effectiveness of digital marketing of modern business Al-Ababneh (2024). Social networks play an important role in the marketing of modern companies, performing several key functions at once: from brand promotion and interaction with customers to analyzing the needs of the audience and creating a loyal community around the product.

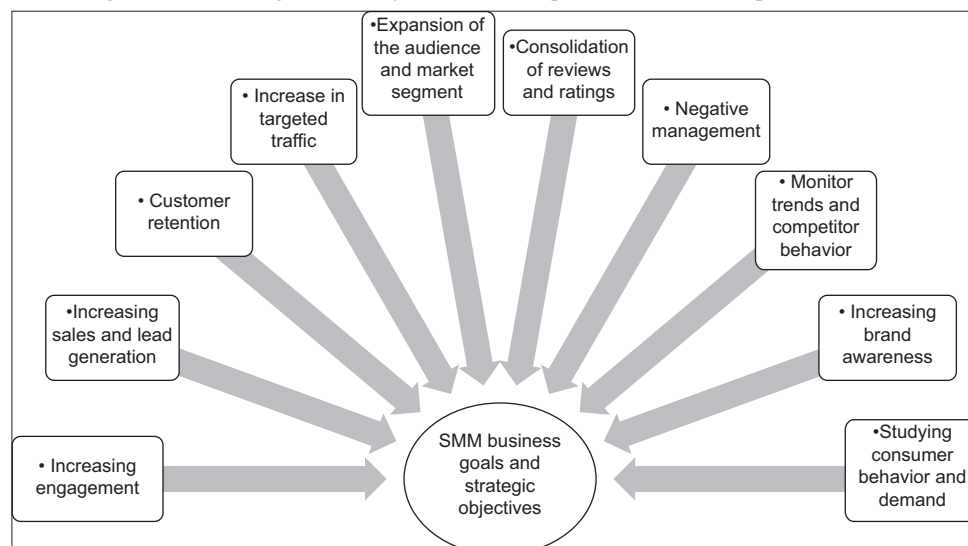
1. Building brand awareness. Social media allows companies to reach a wide audience through algorithms that distribute content to potentially interested users. With visually appealing and often personalized content, companies can attract attention while building a positive brand image.
2. Direct interaction with the audience. Companies use social media to maintain ongoing communication with customers by answering questions, solving problems, and collecting feedback. This helps build brand trust and loyalty, as well as receive prompt feedback to adjust the product or service.
3. Analytics and understanding needs. Social platforms provide a wide range of analytics on user activity, allowing companies to evaluate their preferences and behavior patterns. Analyzing

this data helps optimize content, improve targeting, and offer more personalized offers Kujur and Singh (2020).

4. Promoting products and services. Social media allows companies to launch highly targeted advertising campaigns that appeal to specific demographic groups. This increases marketing efficiency and helps reach the right audience segments, reducing promotion costs.
5. Formation of branding and unique image. Using a unique brand style and voice, companies can maintain and strengthen the image on platforms popular among the target audience. For example, video, stories and interactive formats help to stand out and create a memorable image.
6. Innovations and trends in marketing. Social networks are becoming the primary source for the introduction of new formats and technologies, such as artificial intelligence for chatbots, augmented reality for virtual fittings and other interactive functions. This allows companies to stay ahead of competitors by introducing innovations in SMM strategies Al-Ababneh (2024).

These features help companies build flexible and effective SMM strategies that respond to the challenges of the modern market, strengthen the brand's position and contribute to the achievement of marketing goals. To achieve the goal of the study, a structural and logical analysis of trends in the development of digital marketing was used as part of the implementation of web promotion in social networks, which made it possible to argue the main trends in their development with the argumentation of key advantages Haudi et al. (2022). Which provide a high level of competition. The data set included trends in the development of social networks, namely the activity of use among the world population, which made it possible to test the most popular digital platforms for organizing web promotion in social networks. The dataset contains validated key indicators of global social media usage activity in the context of digital platforms. Social media as a digital marketing tool is suitable for almost any niche that does not conflict with the policies of a particular digital platform Alnsour et al., (2024). The effectiveness of a digital marketing strategy based on SMM is based on a thoughtful and effective plan for promoting a business account online, which should be based on

**Figure 1:** Business goals and objectives that are provided with the help of SMM tools



identifying trends and development prospects. The main directions of development of marketing in social networks in the modern business segment have been identified. The main digital platforms that are most in demand in the world for organizing marketing on social networks are structured, which allows us to present the features of their functioning and web promotion (Table 1).

#### 4.2. Development Trends and Key Trends in Social Networks in the Context of Brand Promotion of Modern Companies: Platforms, Formats, Activities

Analyzing the trends and prospects of social media marketing, we can highlight several key areas that will determine its development in the coming years. The growing role of video content and live broadcasts:

- Video formats (short videos, stories, and live broadcasts) continue to gain popularity, as they ensure maximum audience engagement and retention. Video content also helps convey a brand message and emotionally impact users, which increases the chances of conversion to a purchase.
- Personalization and artificial intelligence: With the development of artificial intelligence technologies, companies can provide personalized recommendations and target advertising offers based on user preferences and needs. AI also allows you to analyze behavioral data, improving the user experience.
- Interactivity and engagement: More and more companies are using interactive elements such as surveys, quizzes, virtual try-ons, and gamification to interest the audience and increase engagement.
- Social commerce: Direct sales through social networks are becoming one of the most important e-commerce channels. Features that allow you to make purchases directly through social networks provide a more convenient and faster process, reducing the number of steps to complete a purchase Herawati et al. (2024).

Key future prospects include:

- Rise of socially responsible brands: Users are increasingly interested in the environmental and social responsibility

of brands. Companies that actively demonstrate their commitment to these values are likely to be more successful in attracting loyal customers.

- Micro- and Nano-Influencers: Unlike celebrity influencers, micro- and nano-influencers have a smaller but more loyal community, which makes their recommendation content more credible. Such collaboration formats are becoming more popular and cost-effective.
- Rise of voice and visual search: Social networks are implementing image and voice recognition technologies, which allow users to search for products by photo or voice queries, improving usability and attracting more potential buyers.

These trends indicate that social media marketing will increasingly integrate with AI technologies, strengthen social engagement, and promote personalized and interactive approaches Khanom (2024).

The developed method of forecasting the gradual development of marketing using social networks allows us to substantiate and highlight the main trends in the development of SMM, as well as its relationship and impact on the volume of retail sales through e-commerce tools (Tables 2 and 3).

Extrapolation forecasting based on trend analysis is one of the main methods for forecasting the dynamics and trends of development. The method consists in determining the trends in the development of marketing in social networks based on a dynamic series of statistical data.

When using this method, an empirical rule is observed, according to which the forecast period, or the forecast expectation period, should not exceed a third of the length of the forecast base Herawati et al. (2024). At the same time, the graph of the dynamic series should demonstrate a certain clear trend of growth or decline in the indicator under study, which is presented in the developed method in the article (Figure 2).

**Table 1: The most popular and sought-after digital platforms and tools for web promotion in social networks of company brands**

Platform	The specifics of functioning and features of web promotion
Facebook	World famous social network with a relaxed friendly environment and a high level of competition. Facebook has various business tools for effective web promotion of company brands: Targeted advertising, designing groups and communities, creating an internal store, and others.
Instagram	A popular social platform with a high level of engagement. High level of competition and limited audience coverage. The tool is aimed at medium-sized businesses and service providers. Web promotion is based on influencers who can be partnered with to increase the effectiveness of the company's digital marketing.
YouTube	The digital platform is focused on web promotion through video marketing. A powerful web promotion tool that is suitable for a business in which it is important to convey information to the target audience through videos: Entertaining, useful, educational, which have search results in Google.
Telegram	A messenger that allows you to simplify the implementation of the SMM strategy of modern companies. A tool that allows you to create a channel and place small informational posts of the company's brand, which allows you to generate leads for both B2C and B2B segments.
Pinterest	The platform is based on visual content - pictures. A tool that allows you to generate ideas for the purchase of goods and services, which ensures the influx of conversion traffic.
Twitter	A platform that allows you to broadcast updates and news in the company. A tool that ensures the development of the brand's own channel, maintaining a balance between tweets, news and neutral posts.
LinkedIn	The social network is full of people from business communities. An effective tool for posting vacancies, internal communication of employees. With LinkedIn, you can establish yourself as a leader and earn the trust of your audience in your industry.

Source: Compiled by the authors

**Table 2: Number of active users in social networks in the world, millions**

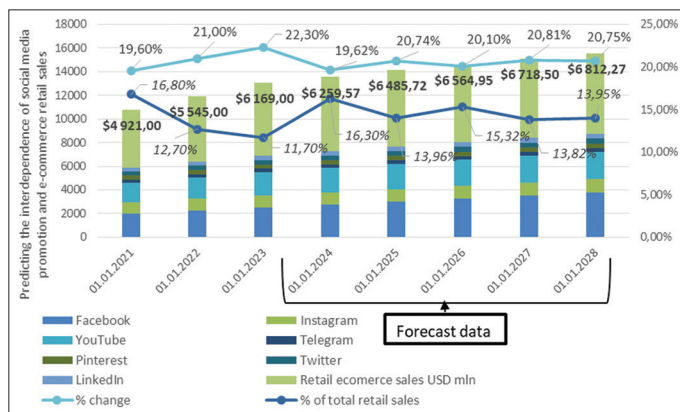
Platform	January 1, 2021	January 1, 2022	January 1, 2023
Facebook	1995	2256	2498
Instagram	934	996	1000
YouTube	1678	1796	2000
Telegram	264	273	289
Pinterest	338	342	366
Twitter	364	379	386
LinkedIn	297	336	379

Source: Compiled by the authors

**Table 3: Retail ecommerce sales USD, millions**

Indicators	January 1, 2021 (%)	January 1, 2022 (%)	January 1, 2023 (%)
The volume of retail sales through e-commerce USD millions	19.60	21.00	22.30
% change	16.80	12.70	11.70
% of total retail sales	16.80	12.70	11.70

Source: Compiled by the authors

**Figure 2: Key results of the medium-term forecasting of the interdependence of web promotion trends in social networks and retail sales volumes through e-commerce tools**

The developed methodology for medium-term forecasting of trends in the development of web promotion using social networks and their relationship with the volume of retail sales through e-commerce tools will identify key areas, strengths and weaknesses of the company's digital marketing strategy for making further management decisions. Analysis of trends in terms of development indicators and their forecasting will help prevent mistakes that will entail financial losses caused by the ineffectiveness of the digital marketing strategy Salhab et al. (2023). The technique allows highlighting the dependence of the distribution and activity of using social networks among users and volumes of retail sales using online e-commerce tools, which makes it possible to justify the need for the implementation of innovative technologies in marketing to achieve the strategic business goals of modern companies. The main results of the medium-term forecast of the interdependence of web promotion trends in social networks and retail sales volumes through e-commerce tools show that the use of social networks and active online campaigns has a significant impact on sales dynamics, which is especially noticeable in segments with high competition and mass goods Zha et al. (2023)

and Makrydakis (2024). Increase in sales volume through increased audience engagement: Social networks create opportunities for direct interaction with customers, stimulating interest in products through recommendations, reviews and demonstrations of product use. This increases consumer loyalty and directly affects sales volumes through online channels. Use of targeting and personalized offers: Targeted advertising based on user interests and behavior can significantly increase the effectiveness of marketing. This also contributes to increased conversion and an increase in the average check when purchasing through social networks and e-commerce platforms. Sales dependence on trends and content adaptation: Current trends and active use of new formats (video, stories, streams) have a significant impact on the success of web promotion. Content adapted to trends attracts more attention and helps increase sales in e-stores Bilgin (2018). Increase in sales figures due to the integration of marketing tools: Integrating social media tools with e-commerce platforms, such as the ability to buy in one click through advertising or chatbots, improves the user experience and increases the speed of making a purchase decision. Medium-term forecasts show that successful web promotion and active use of social networks will not only stimulate sales, but also help companies build sustainable relationships with customers, increasing their return and the duration of the interaction cycle Ibrahim (2022).

## 5. CONCLUSION

Social media marketing continues to evolve every year, driven by the rapid pace of digital transformation and changing audience needs. The trends and forecasts for this area include several key aspects that impact brand strategy and their interactions with customers.

1. **Personalization and targeting:** One of the most discussed trends in SMM is the desire for increased personalization. Social networks such as Facebook, Instagram, and TikTok provide powerful tools for targeting advertising messages, allowing companies to show ads exclusively to users who may be interested in specific products or services. Research shows that personalized advertising significantly increases conversion and customer loyalty. However, there are also a number of issues related to user privacy and data protection, which require additional attention from marketers and legislators.
2. **Video content and interactivity:** Video continues to be one of the most effective tools for audience engagement. Video is predicted to account for over 80% of all internet traffic by 2025, demonstrating its growing importance in marketing strategies. Social media platforms are actively developing new forms of video content, such as stories and live streaming. These formats allow brands to engage with customers in real time more effectively. However, the success of video content directly depends on its quality and relevance to the target audience, which requires companies to deeply understand the interests and preferences of their users.
3. **Social commerce and ecommerce integration:** Social media predictions point to further integration with eCommerce. The ability to shop directly through social media platforms, such as Instagram Shopping and Facebook Marketplace, gives



brands new opportunities to generate sales. This trend is also supported by the growing interest in mobile shopping and the improvement of one-click shopping functionality. However, this process raises concerns related to competition between large platforms and the complexity of integration with existing web stores, which requires businesses to make significant investments and technological solutions.

4. Use of artificial intelligence and automation: Artificial intelligence and automation of processes are becoming an integral part of successful SMM strategies. AI helps marketers better understand the needs of the audience, optimize advertising campaigns and personalize content. At the same time, despite the enormous opportunities associated with the use of AI, there are a number of challenges, such as high costs of implementing these technologies and the possible loss of a personal approach in interaction with customers. On the other hand, the integration of chatbots and virtual assistants makes customer service more efficient and scalable.
5. Ethical issues and social responsibility: Modern users are becoming increasingly demanding of companies, evaluating not only the quality of products, but also their approach to social and environmental issues. Companies that actively demonstrate their social responsibility and participation in solving global problems (for example, in the field of ecology) are more attractive to a younger audience. This trend confirms the importance of social responsibility in marketing strategies.

Social media marketing continues to evolve, and brands that want to stay competitive must not only keep up with new technological opportunities but also understand how user preferences are changing. Personalization, video formats, e-commerce integration, the use of artificial intelligence, and a focus on social responsibility will all continue to shape marketing in the coming years. Social media marketing continues to play a key role in the strategies of modern companies, and its importance will only grow. The development of technology and changes in user behavior dictate new approaches and require marketers to be flexible and adaptive. Content personalization is becoming one of the leading trends. Using user data to create targeted and personalized offers significantly increases the engagement and effectiveness of marketing campaigns. However, privacy and data protection issues remain important, and companies must strike a balance between personalization and respect for the rights of their customers. Video content and interactive formats continue to be popular, providing users with an engaging and accessible way to interact with brands. Videos, streams, stories, and live broadcasts provide the opportunity for instant feedback and allow companies to build more trusting relationships with their audience.

Social commerce and e-commerce integration continue to evolve, providing brands with new opportunities to monetize through social networks. The ability to make purchases directly through platforms such as Instagram or Facebook greatly simplifies the purchasing process for users, which contributes to sales growth. The use of artificial intelligence and automation are becoming an integral part of successful SMM strategies. AI technologies help analyze user behavior and optimize advertising campaigns, while

chatbots and automated service systems increase the speed and quality of interaction with customers.

Finally, the social responsibility of brands is becoming no less important, as users increasingly pay attention to the values that companies promote. This trend affects the choice of brands and their long-term relationships with customers. To summarize, we can say that social media marketing will continue to evolve, using the latest technologies to engage with users more deeply, create personalized content, and improve the shopping experience. Companies that can effectively apply these trends will have a competitive advantage in the future.

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