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ENGAGEMENT RATE IN SOCIAL MEDIA MARKETING

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***Abstract.** The relevance of the topic is justified by the fact that the success of any Instagram account is dependent on the involvement of the audience in its content. The purpose of this work is to present and study the marketing toolkit and different techniques aimed to increase the indicator of audience involvement of the Instagram account.*

Keywords: ER, Instagram, audience, followers, SMM, coverage, account, stories.

Currently, Social Media Marketing is one of the key marketing tools for effective promotion of web pages. SMM is a set of measures aimed at attracting attention to a particular company of Internet users through social networks. According to statistics in the Republic of Belarus, 49 % of the population (4.67 million) are active users of social networks [1].

Attractive content forms the interest of users in the brand, increases loyalty and creates the basis for thematic communication of the target audience, thereby increasing the market share of the company and sales growth.

Social networks for many users become the main source of information about the company. The study confirmed and made it possible to identify the attitude of the target audience to social networks. About 38% of students spend approximately 4–6 hours a day on social mesh. They spend this time online, leaving comments, rating posts, viewing stories, chatting with friends. There is also a part of students who use networks to obtain information.

SMM is becoming larger today, but many still do not fully understand its value. A common misconception is that social media marketing is just an entertainment for customers and followers. However, it is a whole complex of activities aimed at promoting in social networks and solving business problems. In the course of the study, it's turned out that students spend time not only for personal purposes, but also for commercial use, making purchases and visiting business accounts.

The effectiveness of SMM activities can be assessed using such metrics as Engagement Rate (ER) or audience engagement. Social media engagement can be gauged through comment arias, shares, likes, or some other interaction with any kind of content. Typically, total engagement is the number of reactions, comments, views, likes, retweets, and even the number of clicks, depending on the platform you choose. Total engagement is calculated using Formula 1:

$$ER = \frac{\text{likes} + \text{comments} + \text{reposts}}{\text{engagement}} \times 100\% \quad (1)$$

In this case, Engagement rate is a metric that measures the number of interactions generated by content in relation to each of the following metrics: engagement rate by reach, engagement rate by impressions, engagement rate by views, engagement rate by post. A description of each criterion for dividing the engagement ratio is discussed in Table 1.1:

Table 1.1 – Criteria for the separation of the engagement coefficient

Engagement rate by coverage	If you calculate the percentage of people who choose to interact with the content after viewing it, coverage can fluctuate for a number of reasons, which makes it difficult to control this indicator. This is a more accurate measurement than the number of subscribers, because the subscribers of the brand may not see the content, but those who do not follow it can access the content through the repost. However, you need to be careful when analyzing, since low coverage can report a disproportionately high level of engagement, and vice versa.
Engagement rate for publications	It calculates the speed at which subscribers interact with content, but does not necessarily give a complete picture, since it does not take into account organic reach, and also, as the number of subscribers increases, the level of engagement may decrease slightly.
Engagement rate by impressions	Means how often content is displayed on the screen. If your brand runs paid ads and wants to measure their effectiveness, you can do so through impressions, but this number is likely to be lower than the level of engagement by reach and publications.
Average daily engagement	Use to have an idea of how users interact with your account or account on a daily basis, rather than with a post. The downside of this formula is that it doesn't take into account that the same subscriber can participate 10 times a day compared to 10 subscribers interacting once, and this increases the numbers, since daily engagement can depend on how many posts you will publish.
Engagement rate by views	Used to find out how many people decide to interact with videos after watching them. The problem with this method occurs in double counting views from a single user.

As a result, each criterion of involvement has an inaccurate value when calculating, so you should not focus solely on one of them.

In order to take a closer look at the types of coefficients and the interaction of the target audience with the business account, the Instagram account "Myloverberry" was taken as the object of analysis.

"Myloverberry" is a coffee shop with a confectionery bias, famous for its bouquets of strawberries in Belgian chocolate. When you first open an Instagram account, it is noticeable how much the owners invest in advertising, content quality and attracting potential customers.

From the analytics on the chart, you can see how significantly the number of subscribers of the confectionery increased from November 13, 2022 to February 13, 2023 [3]. Analysis of posts indicates what methods were used: the beginning of a 30-day challenge, in which interactivity with the audience is important; the number of subscribers has increased significantly after the release of a new line for the upcoming holiday.

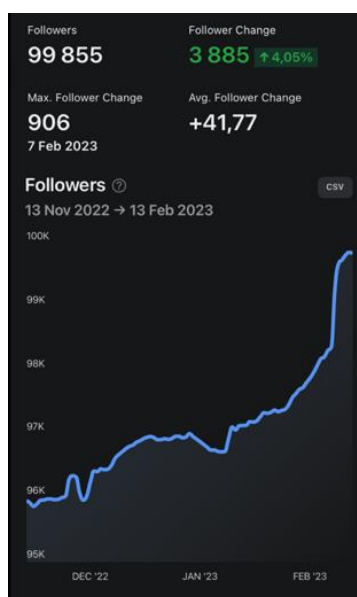


Figure 1.1 – Subscriber Activity

Attention is drawn to the fact that the overall engagement rate for the last month of the account, then it can be called average, based on information on the Internet [5]. As for the level of engagement on posts, high activity is fixed on a certain date: on this day, account owners used such a method as "Like Time".



Figure 1.2 – Audience Engagement by Publications, Overall Engagement

This confectionery-bakery creates unique and interesting content, constantly communicates with its audience, publishes stories in an interactive format, arranges contests and drawings. This complex shows that "Myloverberry" is a professional example of high-quality account management.

Bottom line: maintaining engagement at a high level and maintaining the interest of subscribers commercially is important, so Engagement Rate in SMM is an important part of account analysis, with which you can determine whether your audience appreciates the content and posts that are posted; predict the effectiveness of advertising to a company based on the engagement rate; draw conclusions and develop techniques to improve engagement.

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