

DEVELOPMENT OF SEO SERVICE FOR SOCIAL NETWORKS

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Small businesses on Instagram are growing at a very fast pace [1, 2]. This is not surprising because it is much easier and cheaper to set up a small business on social media, and it has several advantages such as:

- Large audience – Instagram is one of the most popular social networks with more than a billion active users; creating and promoting business on Instagram is much cheaper than traditional advertising and marketing methods.

- Usability – Instagram offers many tools for creating and sharing content such as Stories, IGTV and Live.

- Ease of monetisation – Instagram provides various possibilities for monetisation, such as selling products through the Shopping function, affiliate programmes, advertising publications.

- Opportunity to build a brand – Instagram provides many opportunities to build and promote a brand, which can help small businesses stand out in the marketplace and strengthen their reputation.

As the customer base expands, additional resources are needed to respond to all customers in a timely manner, manage the customer base, send out important updates and promotions, summarise statistics, etc [3, 4]. But often small businesses in the early stages are not prepared to employ managers for these concerns.

We presented the main stages of project development and test results of an app that will contain all the utilities needed to handle small businesses on Instagram. Chatbot – to set up an auto-response to customers when no reply is possible. CRM – a system that allows you to interact with customers on one page, grouping and tagging customers according to their interests. Sender – don't let customers forget about you, send a message to a whole group of customers at once, let them know about updates and promotions.

References:

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