

**PERSONALIZATION OF CONTENT IN SMM:
A STRATEGIC APPROACH TO INTERACTION WITH THE AUDIENCE**

Panteliev M.S., Ostrovsky A.V.

*National Technical University
«Kharkiv Polytechnic Institute», Kharkiv*

In today's social media world, content personalization has become a key strategy for capturing attention and engaging with audiences. This approach involves creating and distributing content that considers the individual interests, needs, and characteristics of each user. As a result of this process, users receive a personalized communication experience that positively impacts their interaction with the brand and encourages the performance of targeted actions. Achieving successful content personalization in a social media strategy is a key element, as highlighted in research [1]. According to their results, the model of network consultative communication, especially in the initial stages of entrepreneurship, turns out to be an important tool for effective interaction with the audience. This underscores the importance of understanding audience needs and interests to successfully implement content personalization strategies.

One of the key benefits of personalizing content on social media is the ability for businesses to engage with their audience on a more personal level. This is achieved by analyzing data about users, such as their interests, previous online activities, reviews and comments. Based on this information, businesses can create and distribute content that meets the individual needs of each user. To effectively implement a content personalization strategy, it is important to have access to data and analytics that enable you to understand the behavior and interests of the audience. Such data can be collected from various sources, including information about website interactions, past purchases, demographic data, and so on.

Personalization of content in SMM also involves optimizing content for specific users. This means not only considering their interests but also adapting the style, language, and format of the content to their individual preferences and the way they perceive information. An important component of content personalization is the provision of personalized offers and recommendations. In order to ensure effective personalization of content in social media, many companies use artificial intelligence technologies. Machine learning systems and data analysis algorithms help automate the process of collecting and analyzing user information, from recommender systems to providing personalized offers. Thus, content personalization in SMM helps businesses attract, retain, and motivate their audience, increase the effectiveness of their SMM efforts, and achieve greater success in a virtual environment.

References:

1. Irina Gontareva, Vitalina Babenko, Nataliia Shmatko, Oleksandr Litvinov, Obruch Hanna. The Model of Network Consulting Communication at the Early Stages of Entrepreneurship. WSEAS Transactions on Environment and Development, ISSN / E-ISSN: 1790-5079 / 2224-3496, Volume 16, 2020, Art. No 39, pp. 390-396. DOI: 10.37394/232015.2020.16.39