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Abstract

Small and medium-sized enterprises (SMEs) in Ukraine are evolving in a highly competitive environment, necessitating the pursuit of innovative and efficient tools for product promotion and the expansion of consumer and client bases. Instagram has emerged as a robust platform for marketing goods and services. In light of the relevance of this topic, the present study aims to synthesize contemporary trends in SMEs' utilization of Instagram for marketing. The research employs a correlation-regression analysis method, demonstrating a significant relationship between the efforts of social media marketing (SMM) specialists and the effectiveness of product promotion on social media, as indicated by follower growth. Analyzing social media usage patterns reveals that these platforms, frequently used for communication and attention capture, present opportunities to create additional advertising content to inform consumers about the producer's product range. The study finds that the most effective tools in designing and executing an Instagram-based SMM strategy include targeted advertising, influencer collaborations, and advertisements on popular public accounts. A gradual and phased implementation of these strategies is shown to enhance the market positioning of SMEs significantly. Key challenges in developing product promotion systems through social media include ensuring data protection and creating an effective marketing strategy, particularly for businesses that still need a physical presence.

Keywords:

Digital marketing, social media strategies, branding, entrepreneurial growth, customer engagement