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PARADIGMS OF CONTENT DEVELOPMENT ON SOCIAL MEDIA BASED ON ANALYTICAL TOOLS

The article explores the paradigms of content creation in social networks, taking into account the capabilities of modern analytical tools. The purpose of the article is to substantiate the paradigms of content creation in social networks based on analytical tools and key performance metrics. In the course of the scientific research, general scientific methods of cognition were used: analysis, synthesis, comparison, generalization, induction, deduction, modeling. It was found that analytical tools are a fundamental component in the development of an effective content strategy, as they provide the collection, processing and interpretation of data on user interaction with content. It was found that using tools such as Google Analytics, Google Search Console, Semrush and Ryte, key metrics are generated – traffic, duration of stay on the page, conversion rate, bounce rate, viewing depth, CTR and ER. These indicators serve not only as a means of monitoring the effectiveness of content, but also become the basis for making management decisions in the field of content marketing. It is shown that an effective content strategy is implemented as a sequential process that includes defining business goals, analyzing the target audience, forming a content architecture, creating content pillars, choosing formats and visual style, and planning content. The strategy then involves systematic testing of various elements (headlines, formats, calls to action) using the A/B method, analytical evaluation of results by metrics, and conducting a post-campaign audit. This approach allows the strategy to be transformed into a dynamic system with elements of self-correction. It has also been studied that the choice of content formats should be subordinated to the dominant campaign metric. For example, to increase traffic, it is advisable to use viral videos and top lists, while long reads and narrative series help to maintain attention. The practical significance of the study lies in the possibility of using its results to build an analytically sound content strategy in social networks.
Key words: *analytics, content strategy, social media, metrics, formats.*

Statement of the problem. In today's era of information overload, social media have become a key tool for communication between brands and audiences. At the same time, the content generated in these environments has become not just a means of influence, but a full-fledged object of strategic management. Most businesses no longer question the need to be present in the digital space, but the question remains: how exactly to create content that not only reaches, but also retains, engages, and converts the target audience? This is where the need for a systematic study of content creation mechanisms arises, in particular through the prism of analytical tools.

Content on social media is inherently dynamic, variable, and subject to both algorithmic and behavioral influences. The algorithms of Facebook, Instagram, LinkedIn, TikTok, etc. are constantly changing the rules of the game, while users demonstrate short attention spans, growing demands for personalization, and sensitivity to the visual and semantic content of messages. In these conditions, the traditional intuitive approach to content creation is giving way to data-driven models based on content metrics and behavioral analytics. The relevance of the study is driven by the need to combine the creative component of SMM with evidence-based digital analysis tools.

Despite the active use of social media in marketing activities, the issue of a paradigmatic approach to content creation remains poorly structured in the scientific discourse. Most publications focus either on the technical aspects of analytical platforms or on a fragmented description of content formats without a deep connection to performance metrics. Thus, a study that combines the systematization of analytics tools, analysis of key metrics, and specification of appropriate content strategies is not only relevant but also methodologically necessary for building an effective SMM model in a changing digital environment.

Analysis of recent research and publications. The issue of social media content generation based on analytical tools is not sufficiently covered in the scientific literature, as most of the sources in the list are presented in the form of publications on online platforms, not academic research. However, some

domestic works still reveal key methodological and practical aspects of this topic.

A significant contribution to the development of content analysis was made by N. V. Kostenko and V. F. Ivanov [1], who proposed comprehensive approaches to content analysis in terms of models and practices in media research. Their work remains the fundamental basis for the further use of this method in the analysis of social media content. Also important is the work of V. Foltovych, M. Korobchynskyi, L. Chirun, and V. Vysotska [4], which focuses on methods of content analysis of textual information in online publications, in particular, on algorithmization of the analysis process.

Among the expert materials, it is worth highlighting the analytical publication by A. Nalyvaiko [2], which summarizes modern digital tools for content analysis, as well as practical advice on building an SMM strategy, presented by I. Shevchenko and L. Shenderivska [5]. In this context, are also valuable works of V. Sholyak [6], who considers the criteria for evaluating the effectiveness of content marketing in social networks, and M. Pasternak [3], who focuses on the content strategy in SMM communication.

In the international context, attention should be paid to the research of G. Gémar and J. A. Jiménez-Quintero [8], who analyze social media as a competitive intelligence tool through text mining, as well as publications on the SEMrush [10] and Content Marketing Institute [7] platforms, which offer practical models for generating quality content based on data.

Despite the abundance of literature on this topic, there is a lack of systematized material on the research topic, and therefore, using various methods of scientific knowledge, the information was analyzed, aggregated, systematized, and presented in the light of the research topic.

Task statement. The purpose of the article is to substantiate the paradigms of content creation on social media based on analytical tools and key performance metrics. To achieve this goal, the study will accomplish the following tasks: analyze the functionality of modern content analytics tools and relevant metrics of digital interaction; determine a consistent structure for building a content strategy, taking into account data-driven management decisions; systematize content practices in accordance with the dominant KPIs of social platforms.

Outline of the main material of the study is a combination of content analysis, comparative analysis, and analytical and synthetic method within the data-driven marketing paradigm. The content analysis method was used to identify the structural

features of social media communication and typical content models; comparative analysis made it possible to assess the functional characteristics and limitations of the main analytical tools (Google Analytics, GSC, Semrush, Ryte, etc.); the analytical and synthetic approach allowed comparing performance metrics with relevant content formats, which ensured the construction of a typology of practices by target KPIs. The combination of these methods provided a comprehensive study of the relationship between analytical platforms and strategic mechanisms for creating content on social media.

Summary of the main material. In today's digital marketing and content management environment, there are dozens of diverse content analytics tools, each focused on solving a specific range of tasks – from SEO optimization and text generation to auditing the technical condition of web resources. These tools can differ significantly in terms of functionality, interface complexity, pricing, and purpose. Given the large number of proposals, it is advisable to systematize key analytical platforms to facilitate their comparison and selection in accordance with the goals set.

Table 1 provides a comparative overview of the most common content analytics tools, including their pricing model, functionality, and main disadvantages.

The analytical platforms discussed above (Google Analytics, GSC, Semrush, etc.) not only collect raw data but also automatically calculate a number of quantitative indicators – content performance metrics. It is these metrics that form the basis for proven, statistically sound management decisions: they outline which elements of the content strategy should be scaled, where to localize bottlenecks in the sales funnel, and how to adjust the semantic core. An analyst is required not only to record the values of indicators, but also to skillfully "manipulate" them – that is, to read cause-and-effect relationships, compare dynamics, set up experiments (A/B, multivariate), and thus translate numerical information into strategic actions.

A successful SMM strategy starts with clearly defined business goals, audience segments, and relevant metrics [5]. Content on social media serves as a "communication module" that simultaneously shapes the brand image, initiates a dialog with target groups, and leads the audience to targeted actions. It should be built on the principles of content architecture, where each piece of content corresponds to a specific information function – attraction, retention, conversion, or loyalty.

The methodological basis of this approach is content analysis [1, 4]: it allows to objectify the subject matter, tone and format of messages, as well

Characteristics of content analytics tools

Tool	Main features	Main disadvantages
Google Analytics	Deep web analytics, reports, marketing, user behavior	Complex interface, limitations of the free version, problems with GDPR
Google Search Console	SEO analytics, backlinks, sitemap, technical errors	Limitations of HTML sitemap, inaccurate position, not all errors are updated
ChatGPT	Content generation, optimization, recommendations, integration with CMS	Depends on tips, paid version of GPT-4, not a full-fledged SEO tool
Screaming Frog	SEO audit, meta tags, canonical URLs, integration with GA and GSC	No cloud storage, limitations of the free version
MarketMuse	Optimization of topics, titles, short content, audit	Expensive, non-intuitive interface, long loading time
SimilarWeb	Competitor analysis, traffic visualization, forecasting	Overestimation of ratings, lack of mobile analytics
Frase.io	Content briefs, AI writing, integration with WordPress	High price, weak AI, no trial version
Semrush	SEO Writing Assistant, domain analysis, competitors, templates	Expensive, one account, only Google data
Surfer SEO	Real-time SEO editor, keyword recommendations	Limited plans, complicated tips, imperfect keyword tool
Yoast	SEO analysis, integration with WordPress, keyword optimization	Limited flexibility, does not understand context
Ryte	Content analysis, recommendations, competitive analysis	Complex interface, problems with analysis accuracy

Note: systematized by the author based on the study [2].

Key metrics for analyzing content effectiveness

Metric	Description	Purpose/interpretation
Traffic	Number of unique visitors who viewed the page/content	Determining the popularity of content
Time on the page	The average length of time a user spends on a content page	Measures the level of interest and attention retention
Conversion funnel	The sequence of steps that a user takes before performing a targeted action	Identify weaknesses in content at different stages of consumption
Conversion rate	The percentage of visitors who completed the target action (registration, purchase, etc.)	The main indicator of the effectiveness of content as a business tool
Bounce Rate	The share of users who left the site immediately after viewing one page	The lower the rate, the better (preferably <40 %)
CTR (Click-Through Rate)	The ratio of the number of clicks to the number of content impressions in search or on the platform	Determines the effectiveness of the title, meta description, calls to action
Browsing depth	The number of pages a user views in one session	Indicates the interest and quality of internal navigation
Engagement rate	Takes into account likes, comments, shares, subscriptions to the page	Allows to evaluate social activity and emotional response
User return rate	The percentage of users who return to the site again	Demonstrates loyalty and quality of content interaction
Share of organic traffic	The share of users who came to the site from organic search	Indicates the effectiveness of SEO content optimization
Number of views per post	The total number of views of a particular piece of content	A benchmark for the popularity of a particular material
Frequency of content updates	Frequency of changes or addition of new content	Shows the dynamism of the content strategy and maintaining relevance

Note: systematized by the author based on the study [6].

as to test hypotheses about the impact of certain content parameters on user behavior. Text mining of social data is also useful for the competitive social media field, as it allows to rank topics by the level of audience attention and identify "white spots" in competitors' content strategies [8]. Practical recommendations on the choice of formats, frequency of publications and visual identity, taking into account

the specifics of the Ukrainian SMM market, are given by M. Pasternak [3].

Metrics act as a "feedback mechanism" that controls the evolution of content. Each metric has its own set of optimization levers: for example, Traffic-driven content focuses on SEO-friendly headlines and a viral emotional component, while Conversion-driven content focuses on clear CTAs and trust triggers [5]. Text-mining of the competitive environment allows to find out which genre (explanatory carousel post, TikTok video, longread) resonates best with the target metrics [8]. Based on the content analysis of Ukrainian SMM cases [3] and empirical data from the media [4], the format is refined for a specific KPI.

In 2025, there will be a clear stabilization of effective content formats, which are mainly focused on maximizing reach, retaining user attention, and increasing conversion rates. The leading types of content that demonstrate the highest effectiveness on social media are: top lists, viral videos, explainer carousels, longreads with interactivity, UGC stories, polls/challenges/memes, and A/B-tested ad carousels.

Top listicle is a structured text in the form of a list that allows to quickly assimilate key information, stimulating viewing and sharing. This format is widely used in information analytics and digital marketing practices due to its clarity and predictable reading behavior [1].

Viral video is a short dynamic video content aimed at evoking an emotional response. Thanks to the effect of self-organized sharing loop, video provides high reach and engagement rates. Its effectiveness has been noted both in competitive analysis studies [8] and in practical SMM guides [10].

Explainer carousel is a series of slides or visualizations that consistently explain a complex topic. The format is perfectly combined with Instagram and LinkedIn, providing an increase in viewing depth and interaction time. It is often used in educational or B2B content [7].

Table 3

Formulation of the rules for building content in social networks

№	Rule	Practical realization	Theoretical justification
1	Alignment with business goals	KPI matrix "reach – engagement – conversion" for each content stream	Strategic model of SMM [5]
2	Personalization of the audience	Character maps that include motivational drivers and pain points	Content analysis method of audience insights [4]
3	Content pillars	3–5 thematic clusters: expert, emotional, service, UGC, etc	"Content pyramid [1]
4	Narrative and visual integrity	Unified storytelling system, brand guide for graphics/video	Visual storytelling approaches [3]
5	Clear rhythm of publications	Content calendar: frequency of 3–5 posts/week with "anchor" headings	Maintaining regularity as a retention factor [5]
6	A/B testing of formats	Varying headlines, CTAs, video length; selecting the winner by CR	Experimental scheme of text-mining [8]
7	Post-campaign audit	Consolidated dashboard: traffic, ER, CR, ROI	Methodology of post-project analysis [1].

Note: systematized by the author on the basis of studies [1, 3, 4, 5, 8].

Table 4

Relationship between metrics and optimized content micro-practices

Metric (KPI)	Optimized content type	Key techniques	Expected effect
Traffic (UV)	Top list, viral video, explainer carousel	SEO keys in H1–H2, emotional hook, preview video	+25–40 % UV
Time on the page	Longread with interactive, "living history" series	Teaser cover, internal anchors, interactive infographics	+30 % avg. time
Bounce Rate	"Sinipet" with internal CTA, video teaser + link	First-screen value, relevant internal links	−15 % BR
Conversion rate (CR)	Landing post, UGC storyboard with CTA "Buy/Sign Up"	Social proof (reviews), limited offer	+10 % CR
Engagement rate (ER)	Polls, challenges, meme reactions	Calls "Write in the comments", gamification	+2–3 p. ER
CTR	A/B headline test, carousel teaser in FB/IG Ads	Power-words, numbers, personalization	+15 % CTR

Note: systematized by the author on the basis of research [3, 4, 8].

Interactive longreads are a format that combines in-depth analytical text with multimedia elements: videos, infographics, and interactive inserts. According to Foltovych et al. [4], this type of presentation enhances the effect of "immersive reading", increasing trust in the content and average time on page.

UGC story with CTA – user-generated content is an important factor of social proof. In SMM strategies, this format plays the role of a catalyst for trust and often has a higher conversion rate than native advertising [3].

Polls, challenges, memes are elements of interactive content that help to engage the audience, especially young people. According to Kostenko and Ivanov [1], these formats have a high ability to go viral due to their simplicity and emotionality.

A/B-tested headlines and carousel ads are tools for testing the effectiveness of creatives in a dynamic advertising environment. They allow to optimize campaigns, reducing user acquisition costs and increasing CTR [9].

Each of these formats performs a distinct function within the content strategy funnel, from attracting attention to driving conversions. Their effectiveness is confirmed by both academic research on content analysis [1, 4] and modern digital marketing practices [7, 10]. The rational combination of these formats with relevant metrics allows not only to improve the quality of interaction with the audience, but also to systematically manage the effectiveness of SMM campaigns based on evidence.

Conclusions. Analytical tools play a key role in building an effective content strategy, as they collect, process, and interpret data on user interaction with content. Tools such as Google Analytics, Google Search Console, Semrush, or Ryte generate metrics that allow to evaluate the effectiveness of content based on criteria such as traffic, time on page, conversion rate, bounce rate, view depth, CTR, and ER. These indicators are used not only to monitor current results but also to form an evidence base for making management decisions in content marketing.

An effective content strategy unfolds in the form of a sequential process that begins with setting business goals and audit analysis, and then proceeds to the creation of content architecture: development of content pylons, choice of formats, visual identity, and content calendar. The next step is system testing – A/B modeling of formats, headlines, and calls to action – followed by analytical evaluation of the results using key metrics. The cycle is completed by a post-campaign audit, based on which the topics, formats, and frequency of publications are refined. In this way, the strategy becomes a cyclical, dynamic system with elements of self-correction.

The choice of content formats directly depends on the dominant metric that the campaign is focused on. If the strategic goal is to increase traffic, top lists, viral videos, and explainer carousels will be prioritized. To retain attention, it is advisable to use longreads with interactivity or narrative series. Reducing the bounce rate is achieved by using short snippets with internal links and video teasers, while increasing the conversion rate is effectively realized through landing posts and UGC stories. Engagement rate is best increased through interactive formats such as polls, challenges, and memes, while CTR can be increased through A/B-tested creatives in advertising carousels. Thus, content creation practices should be directly linked to analytical indicators, which allows for a targeted and adaptive content policy.

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Дудка Н. Ю. ПАРАДИГМИ ФОРМУВАННЯ КОНТЕНТУ В СОЦ МЕРЕЖАХ НА ОСНОВІ АНАЛІТИЧНИХ ІНСТРУМЕНТІВ

У статті досліджено парадигми формування контенту в соціальних мережах з урахуванням можливостей сучасних аналітичних інструментів. Мета статті – обґрунтувати парадигми формування контенту в соціальних мережах на основі аналітичних інструментів і ключових метрик ефективності. У ході наукового дослідження використані загальнонаукові методи пізнання: аналіз, синтез, порівняння, узагальнення, індукція, дедукція, моделювання. З'ясовано, що аналітичні інструменти є фундаментальним компонентом у розробці ефективної контент-стратегії, оскільки забезпечують збір, обробку та інтерпретацію даних про взаємодію користувачів із контентом. З'ясовано, що за допомогою таких інструментів, як Google Analytics, Google Search Console, Semrush та Ryte, генеруються ключові метрики – трафік, тривалість перебування на сторінці, коефіцієнт конверсії, частка відмов, глибина перегляду, CTR та ER. Ці показники слугують не лише як засіб моніторингу ефективності контенту, а й стають підґрунтям для прийняття управлінських рішень у сфері контент-маркетингу. Показано, що ефективна контент-стратегія реалізується як послідовний процес, що включає визначення бізнес-цілей, аналіз цільової аудиторії, формування контентної архітектури, створення контент-пілонів, вибір форматів і візуального стилю, планування контенту. Далі стратегія передбачає системне тестування різних елементів (заголовків, форматів, закликів до дії) методом А/В, аналітичне оцінювання результатів за метриками і проведення посткампанійного аудиту. Такий підхід дозволяє перетворити стратегію на динамічну систему з елементами самокорекції. Досліджено також, що вибір форматів контенту має бути підпорядкований домінантній метриці кампанії. Наприклад, для збільшення трафіку доцільно використовувати віральні відео й топ-листи, тоді як утриманню уваги сприяють лонгріди та нарративні серії. Практичне значення дослідження полягає в можливості використання його результатів для побудови аналітично обґрунтованої контент-стратегії в соціальних мережах.

Ключові слова: аналітика, контент-стратегія, соціальні мережі, метрики, формати.