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USAGE OF SOCIAL MEDIA AS AN ELEMENT OF MARKETING STRATEGY

СОЦІАЛЬНІ МЕРЕЖІ ЯК ОСНОВНИЙ ЕЛЕМЕНТ МАРКЕТИНГОВОЇ СТРАТЕГІЇ

Introduction. A social network today is the main element of the marketing strategy. The social networks in our lives are everywhere beginning from share our news with others, friends, subscribers to use social network services for dissemination of necessary information and ensuring contact with customers in the businesses.

But one, most imported category can be included books that help to form Social Media Marketing skills, which help to form important skills for the SMM-specialist.

*The **purpose** of the work. Briefly define the main types of social networks and carry analysis of users of social networks in Ukraine is carried out.*

Results. The first main thing – we determined what exactly the term "social network" means. In the case of the Internet, it is virtual network that is a means of providing services related to establishing links between its users, as well as different users and the information resources corresponding to their interests, installed on the sites of the global network.

Second thing – we determined types of social networks; did analyses the most popular social media for today: Facebook, Vkontakte, Odnoklassniki, Linkedin; divided the networks of relationships into the categorie. So, social media is a huge knowledge base that helps users to collect all the necessary information to make a purchasing decision.

It is determined: the most popular opportunity that social networks give us is to find like-minded people and people with similar interests. We prepared list of the top popular social networks in Ukraine.

It should be noted that the greatest risks to social marketing strategies include the risk of rapid proliferation of disastrous information for the project (for example, rumors, gossip, negative reviews, including those that are not real), and the likelihood of a complete lack of desired results, whether new visitors, sales and increase brand awareness.

We determined the main performance indicators of work with social networks.

The effectiveness of using SMM and SMO as the main strategic elements of marketing strategies is proved.

* * *

Вступ. Соціальна мережа сьогодні є основним елементом маркетингової стратегії. Ми використовуємо соціальні мережі в нашому житті скрізь - починаються від того, щоб поділитися нашими новинами з іншими, друзями, абонентами, закінчуючи використання послуг соціальних мереж для поширення необхідної інформації та забезпечення контактів з клієнтами в бізнесі.

Нами визначений перелік літератури, яка допоможе сформувати навички маркетингу соціальних та важливі навички необхідні для спеціаліста SMM.

Мета роботи – коротко визначити основні типи соціальних мереж та провести аналіз користувачів соціальних мереж в Україні.

Результати дослідження. Отже, по перше - ми визначили, що саме означає термін "соціальна мережа". У випадку з Інтернетом це віртуальна мережа, яка є засобом надання послуг, пов'язаних з встановленням зв'язків між своїми користувачами, а також різними користувачами та інформаційними ресурсами, що відповідають їх інтересам, встановленим на сайтах глобальної мережі.

Друга, дуже важлива річ - ми визначили типи соціальних мереж; провели аналіз найпопулярніших соціальних мереж на сьогодн, а саме: Facebook, Вконтакте, Однокласники, Linkedin; розділили мережі на категорії. Отже, соціальні медіа - це величезна база знань, яка допомагає користувачам збирати всю необхідну інформацію для прийняття рішення про покупку.

Визначено: найпопулярніша можливість, яку соціальні мережі дають нам, полягають в тому, щоб знайти однодумців та людей з подібними інтересами. Ми підготували список найпопулярніших соціальних мереж в Україні.

Слід зазначити, що найбільший ризик для стратегій соціального маркетингу це ризик швидкого розповсюдження катастрофічної інформації для проекту (наприклад, чутки, плітки, негативні відгуки, в тому числі ті, що не є реальними) та ймовірність не отримання бажаних результатів, або відсутність нових відвідувачів, продажів та підвищення обізнаності про бренд.

Також ми визначили основні показники ефективності роботи з соціальними мережами.

Доведено, що ефективність використання SMM та SMO як основних стратегічних елементів маркетингових стратегій.

INTRODUCTION

In the modern world, it's difficult to find someone who is not familiar with the term "social network". People of almost all ages, generations and nationalities use their gadgets for their own purposes. The main are: search and view of news, shopping, communication, games and many other.

The role of social networks in our lives are growing every day more and more. We share our news with others, friends, subscribers, give advice, we are looking for advice, we ask, we communicate, we are looking for, we learn, and so on.

From small to large businesses use social network services for dissemination of necessary information and ensuring contact with customers.

Thanks to social marketing, there are a lot of opportunities for promotion in social networks, the main ones of which are: providing fast communication with users, receiving feedback, creating leads, sharing the information and promoting the brand.

At the moment there is a lot of information related to the use of social networks. It is placed on information platforms, news Internet portals, websites of marketing agencies, individual special platforms and so on.

Considering literary sources, to these category can be included books that help to form Social Media Marketing skills, which help to form important skills for the SMM-specialist (psychological, marketing, copywriting, general skills of the Internet marketer), about forming an understanding of trends. The study in this fielg was carried out in the work of authors such as: Dan Kennedy (2016) [5], Andy Sernowitz (2011) [9], Artem Senatorov (2015)[8], Chris Smith (2017)[4], Damir Khalilov (2016) [13], Jonah Berger (2017) [1], Nassim Nicholas (2016) [2] and others.

THE PURPOSE OF THE WORK

The purpose of this article is to consider the main possibilities of using social networks as one of the subspecies of the marketing strategy.

METHODS OF RESEARCH

For analysis and definition of the main characteristics of social networks and its users, we use such methods as disclosure, comparison, methods of statistical analysis.

RESULTS

The largest SMM platform Hootsuite in partnership with SMM agency «We Are Social» has released a report Digital in 2017, which analyzed the main trends in the development of social media and digital-trends.

One of the key findings of the study: over the past 12 months, the global penetration of the Internet has grown by 10 % reaching 3.8 billion users of the worldwide network or 50% of the world population [11]. On Fig. 1 we see the quantitative indicators of users.

On Fig. 2 we can see the data by January 2017 – the number of people in Ukraine and the number of users in the social networks.

Tfe first main thing – it is necessary to determine what exactly the term "social network" means.

A social network is a platform, an online service or a website designed to build, reflect, and organize social relationships.

In the usual sense, a social network is a community of people connected by common interests, a common cause or having other reasons for communicating with each other.

Another determination is that social network – a software service, a platform for interaction of people in a group or in groups. In the case of the Internet, it is virtual network that is a means of providing services related to establishing links between its users, as well as different users and the information resources corresponding to their interests, installed on the sites of the global network [2].

The percentage of people in the age category that go online on-line is shown in Figure 3.
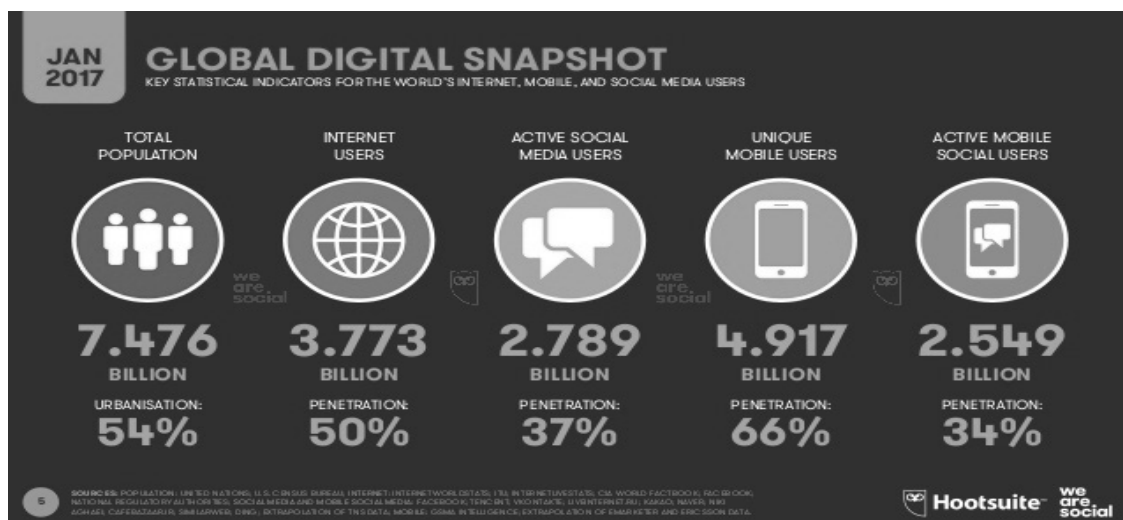
Types of social networks are shown in Fig. 4.

Fig. 1. Data of the number of users in Internet [3]

Украина

JAN 2017

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SUBSCRIPTIONS	ACTIVE MOBILE SOCIAL USERS
44.51 MILLION	21.93 MILLION	16.17 MILLION	63.45 MILLION	11.16 MILLION
URBANIZATION: 70%	PENETRATION: 49%	PENETRATION: 36%	vs POPULATION: 143%	PENETRATION: 25%

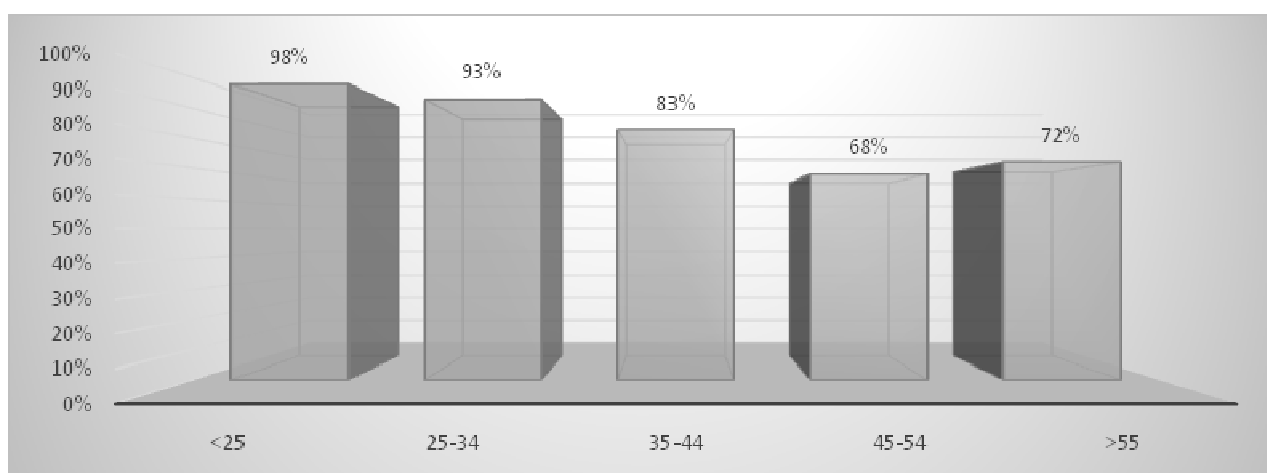*Fig. 2. Indicators of users of networks in Ukraine [3]*

Fig. 3. Percentage of people in the age category who are online daily [1]
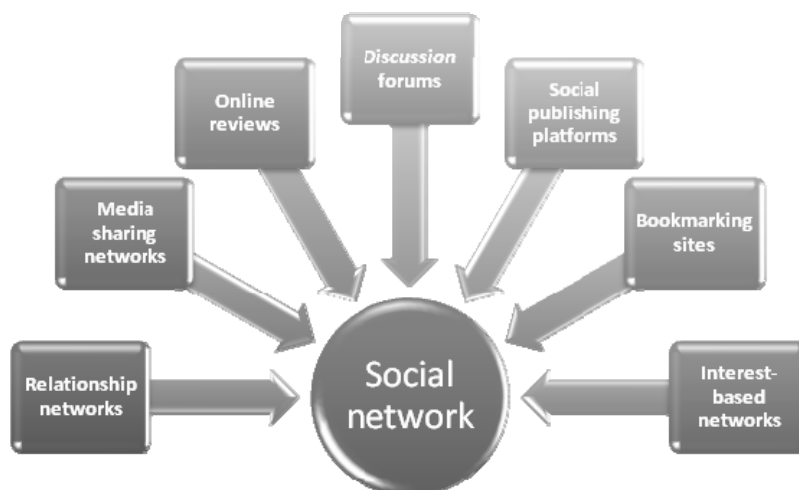

Fig. 4. Types of social networks [3]

Social networks for communication (Relationship networks).

These are the most popular social media for today. These include Facebook, Vkontakte, Odnoklassniki, Linkedin. And although this type of social media did not appear first, it became the defining one for the entire industry.

Conditionally it is possible to divide the networks of relationships into the following categories:

– personal contact networks;

– professional networks;
– websites (dating sites).

This type of social media has one of the greatest interest to business. Today, the brand page on Twitter or Facebook is a common standard.

Social networks for the exchange of media content (Media sharing networks).

This type of social media gives users wide opportune-ties for sharing video and photo content. This includes

Flickr, Instagram, YouTube, Vimeo, Vine, Snapchat.

The principle of information dissemination and native opportunities, for example, filters in Instagram, give such a social media an advantage over another multifunctional network.

A distinctive feature is also the scaling of content: some offer to publish short videos, others give you the opportunity to create your own video channel.

Social networks for reviews (Online reviews).

At the heart of foreign networks Yelp and Urban-spoon is geolocation and the ability to leave comments and recommendations about local business. Airbnb and Uber, focus on reviews of places of residence for travelers and private carriers.

Such social media is a huge knowledge base that helps users to collect all the necessary information to make a purchasing decision.

You need to do your best to earn the audience's trust, receive positive feedback and eliminate the causes of the negative.

Social networks for collective discussions (Discussion forums).

Communities, forums, Q & A-services are one of the first types of social media. To modern representatives of this species can be attributed Quora, Reddit and Digg. At the heart of mechanics, the interaction between users is the need for knowledge sharing.

To be useful is the main task for brands on similar services. But be careful – the local audience does not like aggressive advertising, ignoring this rule you risk getting a negative reaction from users or even ban from the moderator. The best strategy in this case will be to participate in the discussion as an expert, or at the very least place a link to a relevant article or training video from brand.

Social networks for authoring records (Social publishing platforms).

This type of social media includes services for blogging and micro-blogging, where users create and publish text and media content. These include such popular platforms as Twitter, Medium and Tumblr.

And if the benefits of Twitter for business in the presentation do not need, then with other platforms a slightly different story – if your communication strategy involves the creation of copyright content, then you can expand the audience due to social media data. In addition to this, search engines very quickly index the content published on these sites.

Bookmarking sites.

StumbleUpon, Pinterest, Flipboard are services where the user collects content in his personal library, which other community members can subscribe to. Usually such social media studies interests in order to offer more relevant content.

The most obvious task for business here is to make your online representations user-friendly: to optimize content for the standards of basic social bookmarking services, add buttons to add to bookmarks, and so on.

Also, you can create and manage content in your own channel: for example, create a "board" in Pinterest and publish interesting content there, or repost user generated content.

Interest-based social networks.

The most popular opportunity that social networks give us is to find like-minded people and people with similar interests. For example, Last.fm - a network for music lovers, Goodreads - for lovers of literature.

This type of social networking is well suited for industry communities or publishers. Also, if your business is associated with a hobby, you can join an existing community or create your own.

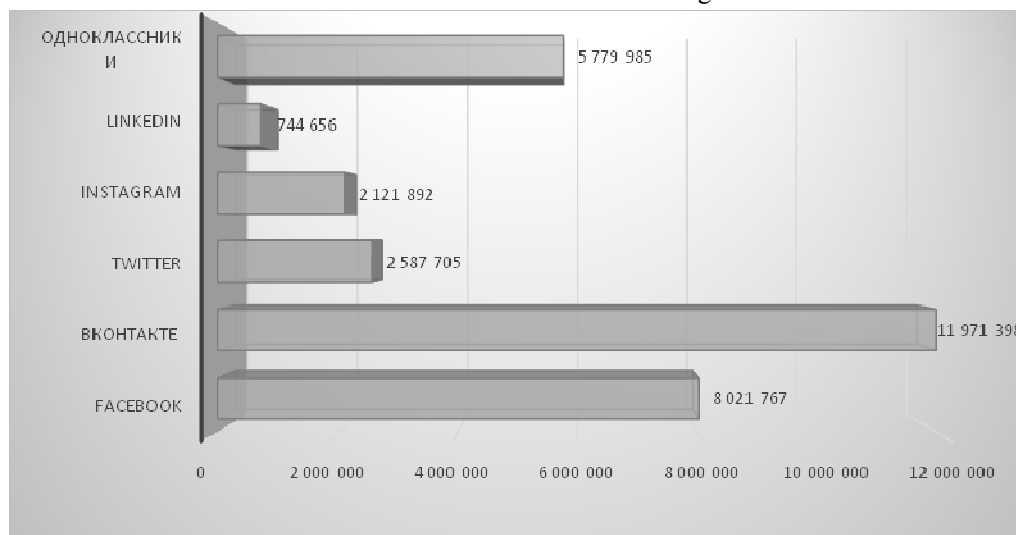The list of the top popular social networks in Ukraine is shown on Fig. 5.

Fig. 5 Top popular social networks in Ukraine [1].

The main advantage of social networks is free (or very inexpensive) access to millions of people. Also, there is a possibility of precise control over which people, where and when are would be involved in social campaigns. Due to the combination of these qualities, social networks can be a particularly attractive way of promotion for young and growing Internet projects [7].

Also, one more positive side of using social networks is the ability to give advice directly to each user who is attracted to the content. It is believed that the information that is transferred from one user to another is compared with the personal recommendation of the product or service and in the future the user who received this information will make a further choice towards this company.

The greatest risks to social marketing strategies include the risk of rapid proliferation of disastrous information for

the project (for example, rumors, gossip, negative reviews, including those that are not real), and the likelihood of a complete lack of desired results, whether new visitors, sales and increase brand awareness. When deciding to work with social networks, it should be understood that the misuse of these sites can not only waste valuable time and money, but also seriously damage the image of the brand.

To form content and conduct social. networks, which will subsequently lead to the results it's necessary to perform the following actions:

1. Definition of the purpose of creation;

2. Identifying and study the characteristics of the target audience;

3. Choice of social network (s) for distribution;

4. Developing of a content plan;

5. Finding the necessary resources for creating content;

6. Create and edit content;

7. Publication;

8. Promotion (if necessary for publication);

9. Analysis and evaluation of the effectiveness of these publications;

10. Correction of errors;

11. Continue the formation of content.

In the book "Marketing in social networks" Damira Khalilova, which can be considered like a short course of this topic, the scheme of promotion on examples of networks "VKontakte", Facebook, Twitter, as well as differences between the geosocial networks of Foursquare and others is considered in detail. He identifies several common points that are important for such advancement [6]:

1. Select the format of the community – a group or page;

2. Introduction of motives for entry;

3. Positioning the community;

4. Registration (raving) of the community page;

5. Promotion of the community;

6. Community management (including unwanted and prohibited methods of promotion, "underwater fireplace", which can meet in the way of promotion).

The two main tools of social promotion are SMM (Social Media Marketing) and SMO (Social Media Optimization).

SMM – promotion in social networks. At the present stage SMM promotion is one of the key channels for attracting customers.

The main goal of SMM promotion is to increase brand awareness, greater interest in the product, constant communication with potential and existing customers [15].

In social networks there are three main "whales" on which all SMM promotion holds [15]:

1. Quality content.

2. Permanent presence in the network.

3. Work with the negative.

SMM marketing is not only working with followers and friends, loyal or neutral to the brand. There are always hayters who can provoke a conflict or a surge of negativity. Therefore, it is worthwhile to allocate a person to the role of an expert, whose tasks will include the competent provision of information on complex issues and the repayment of conflict [14].

The main performance indicators of work with social networks are such indicators:

1. Audience involvement;

2. Number of subscribers;

3. Number of likes, comments under the post;

4. The number of leads attracted;

5. Users who are transferred from the leads to the status of a permanent customer;

6. Mention of the brand;

7. The number of users who are moving from the social networks to the site.

The next tool is SMO – it means carrying out internal technical works that increase the effectiveness of the interaction of the site with social systems. The main optimization actions affect the content of the resource, as well as some interface elements, which, as a rule, allow to integrate the site with one or more social platforms [10].

The main actions of the optimization in this case are aimed at making the resource as attractive as possible for people - social media users. Among the basic principles of SMO can be identified the following [12]:

– regularly updated, unique, thematic, interesting to the user content, if necessary with infographics and video;

– attractive design, competent usability;

– elimination of unnecessary, unclaimed blocks and links on the page, "weighting" it;

– enabling users to comment on content and conduct a discussion;

– using the tools for integrating the site with social networks, installing plugins and widgets (voting, I like it, tell a friend, comment, authorize through an account on a social network, etc.).

The use of additional tools in the implementation of promotion helps to effectively organize the process of working with users of social networks and fulfill the goals that are set for the company in the segment of work in social marketing.

CONCLUSIONS

The number of Internet users is increasing every day, which leads to the fact that the introduction of social networks becomes an integral tool in organizing a marketing strategy. The opportunities in this segment are unlimited, it all depends on the company and its desire and availability of resources to develop in this area.

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