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TWITTER IN THE MARKETING

Twitter is an online social networking and microblogging service that enables users to send and read "tweets". Twitter is now one of the ten most visited websites, and has been described as "the SMS of the Internet". The service rapidly gained worldwide popularity, with 500 million registered users in 2012, who posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. Twitter is becoming an increasingly important platform for online communication for millions of people in the world. The most popular twitter is in Indonesia, Brazil, Venezuela, Netherlands, and Japan. In addition, twitter is gaining popularity for commercial companies. Many companies have their page in this social network. Among them there are large companies such as BMW Group, Sony, Vogue magazine, Starbucks, Dell and others. Why do companies use Twitter to promote? The advantages of the Twitter are as follows:

- Twitter covers a large audience
- News update is online
- Feedback from readers (because every tweet can comment on any user)
- The ability to post links to external sites
- Ability to host multimedia content
- The growing popularity of the site.

It is not uncommon for companies to post promotions, sales, or specials on Twitter. The company can keep statistics on how many people responded to the news. The best thing is that all publications on Twitter are free. Having minimal cost resources a company receives a powerful marketing tool. Exchange of tweets between the company and other users is a way to build relationships with potential future customers. Such communication will get trust to the company and makes a customer loyal.

The use of Twitter as a marketing tool will give the company the next advantages:

- Reduce the cost of advertising
- Creating a dialogue with the customer in on-line
- A new distribution channel for information about company
- A new channel for gathering information about consumers.