

**Shinkarenko D., Tkachenko I.
K. Pilova, research supervisor
O. Shvets, language adviser
National Mining University**

TARGETING IN PROMOTING PRODUCTS IN SOCIAL NETWORK

The Internet has been steadily evolving. New technologies, services and resources appear almost every day. Social networking is not just a place where people talk to each other. It is also a unique opportunity to find your target audience and build with them a long and good partnership. Now is the best time to consider about how to use the sales promotion in social networks like: [VK.com](https://vk.com) , [Odnoklassniki.ru](https://odnoklassniki.ru), [Twitter.com](https://twitter.com) and [Facebook.com](https://facebook.com). These sites are like magnets that attract more and more new visitors.

One of the main things of successful product on the market is compliance with the target audience. Before starting promoting in social networks it is very important to choose a target audience whose attention you will get. This is an extremely important moment. This choice will depend on the success of social advancement.

Main target audience of Vkontakte are the people from the CIS countries aged from 14 to 25 years, but also there are people from the USA, Canada, Brazil and Europe, mostly immigrants from the former Soviet Union. Older people are also registered in Vkontakte, who have found this site as a way to communicate with their ex-classmates.

You can advertise your products in a social network using two most effective ways. The first one is the placing your ad ("post") on the wall (the first page) of the popular group or public pages ("public"). To do this you must find the group, which will thematically fit your ad, find out statistics attendance and then advertise your product there. Your ad is seen by all consisting in the group or "public" people.

However, if you have large quantities of goods, you need to create your own group or a public page, but it will be not very popular without promotion (important: creating groups Vkontakte is now for free).

To do this, it is advisable to use the following type of advertising - targeting. This means that you do not advertise your product, you advertise your group/ ublic page or a video, where you can place your product. It has own advantages and disadvantages in comparison with advertising in groups. This type of advertising is very effective, because you promote your products directly to the target audience. Criteria used to select the audience are different, even to the people who are in other and competing groups.

Principle of placing an ad in the social network is divided into two types: CPM (cost per mille) of your ads and CPC (cost per click). At the moment the most effective way is CPM. In the statistics of "shows" there are all necessary information, for estimating the effectiveness of advertising campaigns:

- Number of shows
- Number of people who have seen ads (one person shows up to 100 times)
- Number of clicks
- Number of people who joined the group after click-through rates

advertising

The difference between two types of advertising - is essential, but ideally, they complement each other, and if you use both at the same time, the effectiveness of your advertising campaign on social networks grow significantly. If you have a product for which demand suit audience between the ages of 14 and 25 years, the social network for you!