Gribinichenko O.
Yudina N., research supervisor
NTUU «Igor Sikorsky KPI»

THE ONLINE MENTIONS MANAGEMENT AS IMPORTANT PART OF BRAND'S COMMUNICATION STRATEGY

Key words: online mentions management, advocacy marketing, social media, communication

With the internet distribution and increasing popularity of social networks users have started to share online their consumer experience eagerly. Moreover, 66% of customers judge about product or service quality based on online mentions of brands, according to Nielsen report 2015 [4]. That is why the online mentions management is important instrument of company's communication strategy.

The online mentions management, that is also called advocacy marketing, is an efficient tool of the guerilla marketing, which lets brands explore their audience in the natural for the latter environment and form desirable attitude towards their products [4]. The online mentions management pursuits different goals:

1) to encourage discussions about product or brand (image building);

2) to change the negative perception (image changing);

3) to provide customers with online support (image maintenance) [2].

The online mentions management consists of several stages.

1. Mentions analysis. On this stage messages about brands for the last 3-6 months are being gathered. The sources of mentions are social networks (Vkontakte, Facebook, Instagram, Twitter etc.), forums, comments websites and other social media websites. Mentions can be collected manually through the search engine and hashtags in social networks, what is a labor- and time-consuming process, which usually does not give a complete review of the situation [1]. However, it is acceptable in case of small marketing budget. Mentions array can be acquired using special programs (YouScan, Brand Analytics, Semantic Forc, Babkee, Buzzlook etc.), which search appropriate messages on the base of a search request, composed by the analytic [3]. Then manual data processing is being made. The specialist gets rid of irrelevant mentions and divides appropriate massages by the tone in 3 groups – positive, negative and neutral. Mentions also are being sorted by the topics, for example, about taste, smell, packing [1]. Finally, the analytic defines the most popular sources of the brand discussing among target audience, finds which tone of mentions is prevailing and compares customers' perception of the brand with the perception of competitors' products.

2. Strategy development. On this stage priority topics and high affinity sources are chosen to work with and the process of reacting on different mentions is being organized. There are two groups of operators assigned to respond the mentions: opinion leaders and influencers (real users, experts, bloggers, celebrities) and official brand accounts. Also they can be both real people and bots.

3. Mentions listening and entering the discussions. This stage engages social

media monitoring on a regular basis and reacting on mentions according to the algorithms developed on the previous step. This can be seeding campaign (sharing positive comments about the brand), starting discussions on forums, answering users' questions depending on the goal of the strategy.

To sum up, online mentions of brands form an important source of information about customers. Companies can study their audience and compare their position with the positions of the competitors with minimal costs by analyzing these messages. And development of the online mentions management strategy can contribute significantly to building the effective communication strategy of the brand.

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Gulchenko K.
Gubkina V., research supervisor
National Mining University

TELEMARKETING DIPLOMACY: SOME RULES OF TELESALES

Key words: telemarketing, telesales, « old» calls, «warm» calls, potential customers, sale

Telemarketing is selling any goods or services by means of telecommunications. This service generates interest, creates opportunities, provides information, promotes customer feedback, makes appointments and produces sales by telephone. Telesales is a very cost-effective approach and considered to be as a main component of telemarketing that sells products or services directly to the customer by telephone. This kind of sales is faster and lowers the costs requited for visiting customers in person, and at the same time can also be more flexible and compelling than a sales letter. Any sales in the companies start their work from finding customers with cold outgoing calls from target audience. It is called « old» calls, because the manager calls a potential customer, who does not expect it. So, it is defined as the solicitation of business from potential customers. «Cold» calling is a powerful tool of promotion made by experienced staff being familiar with the telemarketing diplomacy. When