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MARKETING IN SOCIAL NETWORKS

Now days millions of people all over the world spend all their free time in social networks such as FaceBook, Vkontakte, MySpace, Connect etc. According to last statistics more than 30% of Ukrainian people use social networks, 72% of them are younger than 25 years. So today I want to tell you about marketing in this sphere of business.

Social network is a web- site with an opportunity to write any information about yourself (school, university, interests etc.) according to which anybody can find your account

The first network was made by Mark Zukerbergin February 2004 and was named FaceBook. Now days it costs more than \$165 billions and it is one of the biggest web-sites all over the world.

There are two main indexes according to which all social networks (as an any web-site) can be rated: number of users and rate of unique visiting. To make these indexes higher is the main aim of marketing in this sphere. How can they do this? To get more users they use such methods as: advertising on other web-sites, making the quality higher, adding new services, banner exchange, virus protection, making competitions between users etc.

Of course country helps social networks but the main profit they get from advertising. The process of social networks advertising includes two types: commercial and free. The first type is a banners which are sold, the second is free services for all users. Anybody can create his own group, write there about his product or service and advertise it.

The price on banners depends on such factors: size of the banner, number of users, rate of unique visiting, rate of quality (by Google), the number of showings, frequency of showings. But analyzing the situation I can say that advertisement in social networks is more efficient and cheaper than other ones.

There is only one social network - Connect.ua on Ukrainian market. It has two main competitors: Vkontakte.ru (the Russian leader) and Odnoklassniki.ru. Connect is younger then other resources. It is only 1 year old. I think in two or three years it will be no competitors on Ukrainian market.

So I can say that social networks is a good opportunity for everyone to enjoy communication, to develop your business and implement your ideas.