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SOCIALLY-NETWORK MARKETING

The American marketing agency Razorfish has published research in which it is said that users of social networks are not afraid of advertising. Almost half of users interrogated by the company is ready to do purchases proceeding from the information received in social networks.

Experts are assured that manufacturers should seize the moment and expand the presence at social networks. Thus experts in marketing underline that for achievement of the results manufacturers of goods and services need not to be limited to standard advertising, and marketing and advertising campaigns should be thought carefully over and accurately focused on the user of this or that social network.

According to the published research of marketing agency Razorfish, users of social networks are not afraid of advertising, on the contrary, they buy products, being based on advertising and the recommendations found in social networks. About 76 % interrogated have noticed that advertising on Facebook, MySpace or on other social sites which they visit do not object. 49 % have declared that they have done purchases proceeding from the recommendations found on a social site while 40 % bought proceeding from the advertising seen there.

According to estimations of the research company eMarketer, this year \$1,4 Billion will be spent on advertising in social networks, and about \$1,8 Billion will be spent next year.

Popularity of social networks inspires manufacturers and advertisers on various projects: in June of current year company Visa has created its own business network (Business Network) on Facebook to help representatives of a small business to develop the activity. HSBC has created its own business network in which clients co-operate by means of blogs, forums and video exchange. The companies actively use also blogs: in 2005 IBM became the first transnational company which has started corporate blogs, and now it is a question already of thousand the blogs covering all fields of activity of the company and many other things.

Many companies create so-called widget - graphic modules, miniprograms or appendices. They can be established on a computer desktop, to load into mobile devices or on the page in a social network. With their help it is possible to personalize page, a blog, the profile. So, by means of special widgets the owner of page in a social network can show to visitors the photos placed on other site, can establish on the page widget, showing weather in the set district or even return readout of days before Barak Obama inauguration. "Use Potential widgets is huge, - tells Tom S., the researcher Universal McCann Volume Smith. - whether it is necessary to the companies to create new appendices-widgets or to sponsor already existing, depends on the purposes of the company and a brand orientation. This tendency will accrue only". (Is more detailed - interview see.)

Experts converge that to advertisers is necessary to be present at social networks, but recognize that while it is difficult to them to be guided and develop safe strategy of integration there. "As a whole the companies still remain a little intrigued social networks because before such dense interaction with consumers was not occur earlier. For them it some kind of a call, after all the openness of consumers in social networks has also an underside: they say there everything that think and feel, and the companies not always like such responses. Therefore, when the companies too rectilinearly try to advance something, it causes open critical reaction in consumers" more often, - tells Debra Ago Uiljamson from eMarketer.

In most cases the company main task - in a social network or with the help widgets simply to draw attention, to force its consumer to remember, inform, force it to pass to its site. Tactics operates effectively in a combination to traditional ways of advertising - television and the outdoor advertising. However the companies should not be rectilinear and persuasive, their actions should entertain the user, simplify interaction and offer a content, instead of a naked product.