

Sidak O., Gorbenko M.
K.P. Pilova, research supervisor
N.V. Poperechna, language adviser
National Mining University

SOCIAL MEDIA MARKETING

Social media marketing (SMM) - is a form of internet marketing which seeks to achieve branding and marketing communication goals through the participation in various social media networks. Social Media is a shorter top level term that describes the space overall, and covers the activities around social interaction, content, videos, images and audio exposure.

Social media marketing can help to increase the activity around these top goals:

- Website traffic and user behavior (external and internal tracking)
- Conversion and sales tracking
- Page views, ad exposure
- Growing brand awareness (a softer value, takes longer to build)
- Creating a positive brand association and keeping it there (see also reputation management)
- Business development and a broader customer reach

Social media marketing is the process of promoting a site or business through social media channels and it is a powerful strategy that will get the links, attention and massive amounts of traffic.

There is no other low-cost promotional method that will easily give a large numbers of visitors, some of whom may come back to the website again and again.

There are benefits of creating *viral content* and effectively promoting them through social media channels. It's viral in the sense that its self-replicating and leverages existing social networks through the use of media like images or video.

Here are some reasons for using social media:

- It's natural. It is possible to get natural links without any discernible pattern, the website is exposed to large groups of people in a spontaneous fashion.
- It's defensible. Social communities can be a great source of web traffic on top of any traffic already received from search engines.
- It's low-cost. Costs are limited to only time and the expenses involved in hiring a freelance programmer/designer. The benefits will often exceed the cost.

•It complements other efforts. Social media optimization and marketing is usually community-specific. It doesn't interfere with any other methods of getting traffic to the website. It can and will fit perfectly with an advertising campaign targeting other websites or search engines.

The success of social networks marks a dynamic shift in how people are using the Internet from just searching for information to creating and participating in social spaces with other individuals through the Internet. This model is based upon the hive mentality where people identify themselves as part of a group with similar likes and interests that draw them together. This is easy to do online because the traditional communication barriers of physical locations no longer exist.

References:

1. <http://www.theecommercesolution.com/blog/2007/05/01/>
2. <http://www.doshdosh.com/how-to-make-viral-linkbaits-work-characteristics-of-success/>
3. <http://www.web-strategist.com/blog/2008/02/19/what-makes-a-marketing-campaign-on-social-networks-successful/>