

Gerasimchuk E.
L. Palekhova, research supervisor
O. Shvets, language adviser
National Mining University

SOCIAL MEDIA MARKETING

Social media marketing (SMM) is an important part of moving goods from producer to consumer. Social media expand the territory of the brand from a product of communication to the general emotional territory. Social media broadcast the mission of the brand in the broadest sense of the word: self-improvement, taking care of loved ones, simple and comfortable everyday services. SMM creates new metrics and understanding of user actions. Many brands tend to organize social network, dialogue, a forum on the site, which provides a content consumer.

SMM differs from ordinary marketing: it is the channel of communication, but does not impose advertising message. Communicating in social networks is of high quality, messages are sent directly to the administrator. The truth is that social networking is not worth going if the business is not adjusted. SMM is highly competitive. Information noise has been increasing (to take only at least a dozen stations "good morning"), it will soon become harder to win ' place in the sun'. 50% of the display positions are obtained in the first half hour after publication. The remaining 50 % are in the next 7 hours.

Facebook is the most «thankful» tool which includes experience of promotion group, infographic development and brand image. Promotion strategy in Facebook should consist of four parts: attract, involve, affect and unite. It is easy to say "influence". How it can be evaluated? Helen Min of Facebook explains the influence as how your fans share your news. Another useful advice on a new page of a Facebook invites the first most loyal customers who will lead friends. Communities of practice, a variety of social tools (photo, travel, music and others.) allow you to work from the very niche to the widest audiences.

CEO SocialBakers Jan Rezac showed statistics brands to engage: the highest percentage is demonstrated by the car companies.

In conclusion, modern companies can not do without a good social marketing, as a huge target audience spends more time communicating in social networks. The future of networks will belong to such social media as VKontakte, Facebook, Instagramm and others.