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# РЕКЛАМА. СЛУЖБА ЗОВНІШНЬОЇ ІНФОРМАЦІЇ ТА РЕКЛАМИ (ПАБЛІК РІЛЕЙШИНЗ)

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## SOCIAL NETWORKS FOR BUSINESS – WHICH PLATFORM TO CHOOSE

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This article explores the preconditions and stages of advertising development, gives the background of the first social network and the formation of the process of trade through social networks. The authors investigated the main factors of global Internet expansion and its role in human life. On the basis of the statistical information provided by the company for digital marketing «Dreamgrow» identified sites that have the highest monthly activity among users; The main characteristics of the five most popular social groups-leaders were provided. Yes, Facebook-the largest social network of the world, which is considered to be the best for business promotion; Pinterest is a site to exchange new ideas and find inspiration; YouTube – began to develop rapidly with the need of a transition of magazines and newspapers; from printed content to video blogs; Twitter – is a significant demand of social media, which reports news, entertainment, sports news, etc.; Instagram is a social network, where the main highlight is the photos and small (up to 15 seconds in stories and no more than 60 seconds in posts) video. The authors set the marketing objectives that can be implemented within the framework of these sites; The main factors of advertising of goods and services in social networks perspectives and problems of doing business in defined segment are outlined in this article. There is also a detailed analysis of the preconditions and peculiarities of the use of social networks for own business and marketing activities, attention to the target audience of the users at various stages of Internet platforms' development. In addition, the main accents of the functioning of social networks are determined: efficiency, popularity, low prices, target orientation, much trust, etc. Justified model on which it is possible to use social networks in the business driven and selected types of goods and services, which will have the most common demand in one or another social network. The main marketing methods are determined to ensure the competitiveness of goods and services that are distributed in social networks.

**Keywords:** Internet, advertising, social networking, Facebook, Pinterest, YouTube, Twitter, Instagram.

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### *Introduction and problem setting*

In the modern world for a successful business, there is a need to advertise own products, products and services. Advertising, as marketing tool firmly and quietly penetrates the life of each person and, as a phenomenon, arose long before Jesus Christ was born. Even in ancient Egypt slave traders wrote on papyrus first in the history of mankind advertising texts about the sale of slaves. A little later in Rome and ancient Greece began to hang announcements

and propaganda texts on wax and wooden planks. This is how the first offline advertising was born. With the development of handicrafts, everyone masterfully put a mark on their products, by which it could be easily recognized. At present, every reputable firm or company also has its own slogan and trademark. All this testifies that humanity has long come to a simple truth – advertising is the engine for trade.

And life does not stand still. There are new

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technological possibilities of communication between people that is becoming relevant business, namely the promotion of its own brand, goods and services through the worldwide network. The Internet allows you quickly and with the least cost to bring your business to a new level and allows you to promote products in national and international markets. Conducting trade through the internet can significantly reduce the cost of production, as the needs to use trading platforms, purchasing equipment for trade falls, as well as the need in the personnel and related expenses for wages, hospitals, tempering, etc. In addition, potential buyers in real time can view the products that are on sale and the services that are provided in this time scale. It is possible in a few seconds to find the necessary goods, to get acquainted with its characteristics, to read reviews of other buyers, and to choose the most convenient method and time of delivery. It is also possible to make payment via Internet terminal, etc.

#### ***Analysis of recent researches and publications***

In terms of global informing of the World society, Socio-cultural transformation of humanity's mentality, the question of global exchange of information attracts more and more attention of the scientific world. The issues of informing of the modern aspects of humanity devoted a lot of work. In economics, sociology, psychology. These questions were perfectly studied in the works of Bandura L. [1], O. Dubovyk, O. Agaforova, and others. Thus, Plesikach V.L. [5] researches information technologies and systems, C.M. Cogan [2] explores social networks as a social element of environment, O. Kurban focuses on research of social media as a PR industry tool. In marketing aspect, the place and role of social networks also investigated by O.V. Smovnyuk [8], R. Kokozhivska, M. Lebedenko, I. Litovchenko, O. Stelmakh, etc. Social networks have become the subject of increased attention not only for marketers, economists, managers. The impact on the worldview and the lives of people of such a modern phenomenon as we also was investigated by specialists in psychological sciences. Thus, O.V. Skulovatova [7] investigated psychological peculiarities of page promotion in social networks, V.V. Storozh [9], A. Lonhovy, V.H. Manerov are taking care of problems of dependence of Internet users from social networks.

Analyzing a large number of scientific workers of the chosen topic, should be noted that the presented studies have multivectorial nature, which leads to the fragments of published information that scientists have yet to systematize and structurise.

#### ***The purpose of the article***

The purpose of the article is to provide a well-founded and modern assessment of social networks, as well as to conduct business data analysis of

platforms to determine the directions of marketing development.

#### ***Presentation of the main material***

People around the world have become increasingly internet dependent. You cannot even imagine life without the Internet. According to statistics, 50% of the world's population is internet users. One of the most popular ways of leisure time became social networks. Only in Ukraine the general audience of people who constantly use social networks has more than 20 million people. That means that almost every solvent Ukrainian has an account in several social networks. And in a planetary scale, these figures can be generally fantastic, so it is not surprising that lately advertising through social networks has become insanely popular. According to its share, it took one of the leading places in internet marketing and significantly ahead of all offline advertising together. So, why social networks have become so popular for doing business? In our opinion, these advantages can be conditionally divided into six groups:

1) the level of trust in company is significantly increased if the potential buyer of goods and services sees the company or company's «live profile» in the most popular networks: Facebook, YouTube, Instagram. The buyer understands that the company has appeared on the market of goods and services a long time ago and it values its reputation. The higher the level of confidence in the brand or company causes the higher the level of sales. Firms provide an opportunity to ask questions, complain, and thank online. People don't have to waste time waiting for a call and answering it. With the help of social networks, users have received publicity, and this in turn encourages the company to the fastest answers, as it also becomes additional information for other buyers.

2) advertising in social networks through a multi-billion audience allows you to instantly draw attention to a particular brand, can quickly report on various promotions, products, events, etc. There is no need to wait for a potential buyer to see advertisements on the site, through social networks it is possible to alert all stakeholders together.

3) in social networks there is an opportunity with targeted advertising to guess very accurately the necessary target audience, which will be interested in the product offered. No one is able to increase the target audience as quickly as possible, and as a result the potential customers.

4) with the help of subscribers in social networks there is a significant increase in attendance of a site due to the direct links to the site in the thematic community.

5) the number of permanent members grows. After all, it is a well-known fact that selling something

to a permanent client is much easier than to a new one. If a person from a social network once «liked» the company page its relation to this company will be very loyal, and as a consequence, it will be ready to turn to it again and again.

6) the ability to conduct interactive events online. In social networks its effectiveness is proved by actions, contests, jokes, because the target audience is very easy to notify thematic groups. People of social networks provide a kind of competition with the help of «likes», «reposts», «tweets» and «followers». This encourages people to more proactive actions on the web, as users see their followers in real time, their results and their chances in comparison to other people. This, in turn, raises the trust to firms and companies that carry out shares or draws.

As soon as you get lost in history, then the first social network appeared in the distant 1997 and was named SixDegrees, which meant six handshakes. It was created not for the sale of goods and services, but for sharing among people, improving connection between people, and establishing friendly relationship. It existed up till 2001. In the middle of the year, the main function of the social network was implemented for the first time, and more precisely, it was requested to be fully functional, and now we're friends with one another. Within time, it's place had been taken by Frindster, My space, LinkedIn and final Facebook itself. Since then, the time of blogging and vlogging had come, when you could not only watch or read the content but also comment it, like, share, tweet and retweet. It seemed a little bit more «alive», later on the messengers appeared, and as a result streaming development of Internet-industry, which continues up to date.

Social networks have begun gaining strength as a free online marketing platform. For many companies that offered their goods and services it was a godsend. They began to use not only beginners who only started debug their own business, but large companies who tried to form a new channel of goods

and services based on direct communication with the public. Although the social networks of the distribution channel were quite limited, it was not intimidated by representatives of firms and companies. They understood the unique the product is, the higher level of success with its sale. For sales of more standard goods were fictional discount programs and loyalty programs for customers. But due to the significant risk of goods at a great price did not have much demand among internet buyers. After all, there were certain restrictions in the age «corridor» of potential buyers, because in social networks, the main part of the users was young people, whose age ranged from 17 to 27 years (most of whom were female housewives). This imposed certain restrictions on the possibility of selling certain categories and services.

Since «holy place is not empty!», then in the place of traditional networks came social networks in which the age limit was minimized, and the quantitative percentage of women and men was almost 50/50. The question arose: what social network should I choose as a platform for business? In this case, you need to have a clear imagination on what kind of target audience you expect. After all, various social networking sites are collected by different people by sex, age and paying. And your task will be to reach out to your advertising of goods and services as much as possible to the target audience. To do this, consider individually each social network for its perfect analysis. First of all, turn to statistics to determine which social networks are the most visited in the world. By counting dreamgrow.com you can see which sites have the largest user activity per month (Fig. 1).

According to statistics of the site gs.statcounter.com in 2018 it is possible to allocate the obvious favorites in this dispute of messengers, in detail considering the figures by the number of subscribers in the % relation (Fig. 2).

So, at present the clear favorite is Facebook. Since its founding by Mark Zuckerberg, it enjoys a

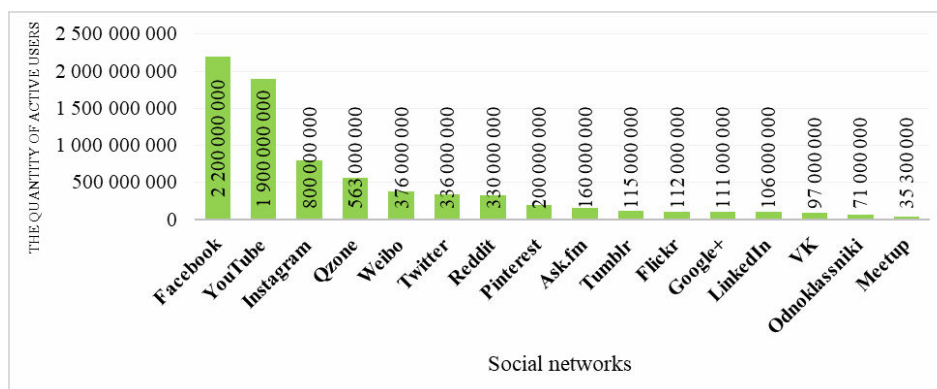


Fig. 1. Social networks by the number of active monthly users for July 2018 [10]

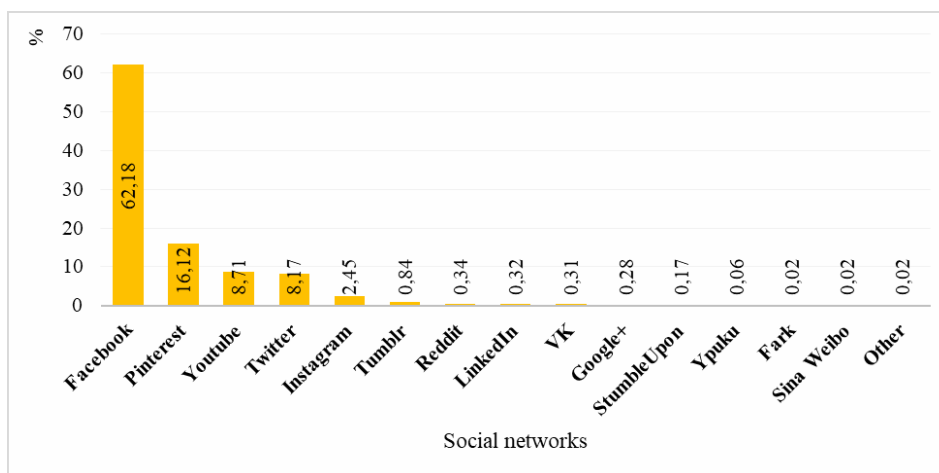


Fig. 2. World's statistics in % in July 2018 [10]

very popular and long-lasting leadership position. Second place is taken by Pinterest, its popularity began to gain position through «search op picture». Third place takes YouTube video hosting. Twitter for his mini blogs is chosen by a lot of famous people and which gives him the fourth place. And the leading five is closed by Instagram whose subscribers fell in love with for «selfie».

Let's look through the characteristics and marketing goals of the five most popular social groups:

1. Facebook – the largest social network in the world, it is considered to be the best for business promotion. It registers more than 2.3 billion users from which 50% are active. Mainly Facebook users are middle-aged people (from 25 to 50 years old) who are the most solvent, that is, the average and high social level. The part of users who are financially insolvent and have accounts on Facebook is the minimum. More than 65 million companies have their own page in this social network. Quite attractive to consider this media site advertisers, more than 6 million agencies actively advertise their products and services. Own accounts on Facebook have known politicians and popular actors. In Facebook you can distinguish four main areas:

- a) the most massive network by number of accounts;
- b) personal accounts show more than business accounts, for their disclosure additional tools are required;
- c) constantly conducted analytics, page statistics, targeting audiences, user interaction.
- d) the content of advertising on the site is created in target directions.

2. Pinterest is a site where users go for new discoveries and search for inspiration. Site constantly gives its nick additional traffic, which stimulates them to more activity. Pinterest has a very complicated ranking algorithm, and the pages are only more efficient. The interest rates of the world brands are

very high.

You can select three main directions on Pinterest:

- a) possibility of exchange different topics among the users;
- b) exchange of recipes;
- c) discussion and exchange of projects.

3. YouTube – started its climbing to social networks Olympus with the need to transition magazines and newspapers from printed content to video blogs. The platform has gained crazy development in the constant need of users in video exchange. For ordinary, users of the network are looking around 1 billion hours of the video in one day. All this in general allowed the social network to implement a paid subscription and to establish the sale of paid advertising for subscribers. There are five main factors in YouTube:

- a) World Internet traffic by 72% makes video content. And this is the biggest part of all information in the World Network;
- b) the possibility of creating an information wave, and as a consequence of a significant increase in brand awareness;
- c) YouTube is the Google segment, which means that this network is the second largest search engine;
- d) video content generates steady community, and for the possibility of feedback, it improves the emotional connection of the «client-seller»;
- e) using the video link «brand-audience» is created very quickly, and this in its turn generates more confidence in the brand.

4. Twitter - the very name that translates as «tweet» or «chat» speaks for itself. The main specifics of this social network are the small messages. This site is in high demand by social media, where news, entertainment, sports news, politics, etc. are reported. Twitter's main grasshopper is that most of the news is announced in real time. The business potential of

this site is insignificant, but many prominent people, politicians, cultural figures and even presidents have accounts in this network. This allows you to create a hashtag of your own brand and use the SMM messenger to publish concise messages in popular accounts. There are four main directions of Twitter:

a) almost 80% of all socially active users of this social network are solvent;

b) a significant Twitter audience is made up of prominent and public people, which in turn makes it possible to promote your brand to higher circles;

c) the ability to access Twitter through mobile applications that actively notify the user of new tweets, which shortens the time between news, its publication and echo in users;

d) Twitter advertising is «native», allowing novice advertisers to promote their advertisements together with the news feed and tweets.

5. Instagram is a social network where photos and small (up to 60 seconds) videos are the main highlight. This network has recently become very popular with young people, which in turn makes it very easy for producers of goods and services that are in demand among young people to find their target audience. Through interesting and impressive video and photos, advertisers spread the name of their brand and as a result make it recognizable and credible. There are also four major Instagram destinations:

a) when posting photos and videos, it is possible to use hashtags;

b) Instagram has launched IGTV, which in turn has made it possible to post longer videos;

c) Stories provide an opportunity for new publishers to submit their publications;

d) new Instagram posts are organized according to clear subject matter of the accounts.

Having considered the five major social networks, you can try to outline the prospects and problems of doing business in this segment. In our opinion, there are seven reasons why advertising for

products and services on social networks will succeed:

1. Overall audience is the most important factor. Looking at the statistics for recent years (Fig. 3), we can see a tendency to increase the number of social network subscribers in Ukraine.

2. With the advent of custom settings, it has become possible to target ads to a specific audience. So, advertising is targeted. It will be shown at the choice of a particular locality, age and gender of the person, his interests and other criteria. In this way, advertising will be purely targeted, its cost will be reduced, and as a result, the profits of a company or firm offering certain goods and services will increase.

3. Social networks provide an opportunity to choose a tool to promote businesses and companies. They can be used in conjunction with offline advertising and other types of online marketing. There is an opportunity to create competitive advantages through recognizable company profiles, event announcements, raffles, competitions and gift promotions. There is an opportunity to advertise to a non-company audience.

4. Low starting budget. There is no need to pay for creating your own social networking account, and even 4-5 dollars will be enough to run a simple advertising blog, even a beginner can allow. With the help of specialized companies you can promote your account online, attracting more and more new subscribers, the price for such services is also not significant.

5. The main difference between social networks is «live» communication, share real-time information and get feedback and tweets. That is how a community of loyal subscribers potential buyers is formed. With the help of thematic groups and the launch of surveys, it is possible to identify quickly and accurately the users currently interested in what products and services are relevant. There is a prospect of a quick response to the negative, as it has long been known that issues are easier to be resolved online.

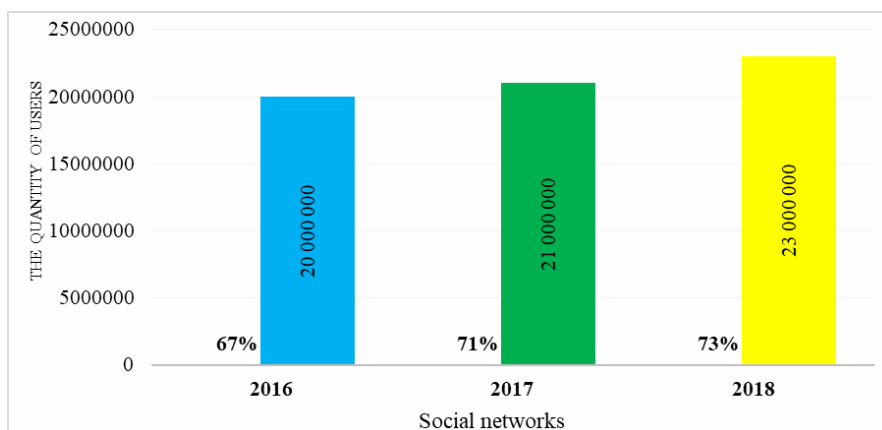


Fig. 3. Reaching your social media target audience in 2016-2018 [6]

6. The skillful use of useful yet entertaining and fun content leads to a viral nature of the news. The post is starting to be reposted and commented, and most importantly it's free. The share of your followers will certainly increase.

7. Today social networks are free. Regardless of whether the account is active or passive, the profile remains working. Posting, reposting, promotions and competitions, online communication between users are free of charge, and this is a major factor for start-ups.

#### Summary

Therefore, a thorough business analysis is required to choose the social network in which the user will build his or her advertising strategy to promote goods (works, services). It is necessary to find out which target audience is suitable for one or another type of product, the understanding of the relations in the customer-advertiser-consumer chain is required. Manufacturers and sales firms are interested in enhancing sales of their original products. To do this you need to constantly evaluate and analyze their results in a particular social network. It is necessary to track the effectiveness of advertising on sites by the number of new subscribers and reposts regarding the announced product (works, services). Business analysis of social networks is the best way to understand what advertising tactics work on social networks. You need to constantly monitor the activity of users on the site or page on the social network, evaluate and quickly respond to reposts. After all, most social groups have online programs that help track and measure advertising performance.

Nowadays, it is simply not possible for businesses and private entrepreneurs to run a successful business without the representation of the company on social networks, because promoting brand, goods and services among social network users is one of the easiest and cheapest ways to increase the interest of your brand or company. Having a «live» social page on any network helps to create a positive image of the company, increase its reputation in the eyes of potential customers, to maximize user loyalty, which, in turn, will necessarily increase the financial profits of companies. In the recent past, even the absence of a homepage or company on the most popular social networks can warn the users and adversely affect the reputation of the advertiser.

So, in order to choose the best social network for promoting business information, you need to understand: «What goals do we want to achieve in business?» After all, YouTube, Twitter, Instagram are more suitable for situational posting, and Facebook and Pinterest are more appropriate for permanent communication.

In order to inform the widest target audience about specific products and services, it is logical to

create SMM strategies for the most accurate forecasting of the power distribution on social networks. For this purpose, users (companies, etc.) are advised to fulfill the six main conditions of doing business on social networks:

1) understand what the company expects from a particular social network, what tasks the firm plans to set for the social network;

2) make a thorough, extended audit of all past SMM actions, even if they were not successful;

3) carefully study the social accounts of potential competitors;

4) to prepare and bring together under its direction a team of specialists in communication on social networks;

5) develop and systematically review the content plan;

6) to establish and activate client bases.

Only after these conditions are met, entrepreneurs and firms will be able to reach their target audience. The promotion of goods and services will be extremely effective and will help to solve any problems with the sale of finished goods, and as a consequence, give impetus to increase the volume of production of goods and services.

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## СОЦІАЛЬНІ МЕРЕЖІ ДЛЯ БІЗНЕСУ – ЯКУ ПЛАТФОРМУ ОБРАТИ?

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*В статті досліджено передумови та етапи розвитку реклами, надано стислий екскурс в історію виникнення першої соціальної мережі та становлення процесу торгівлі через соціальні мережі. Авторами досліджено основні фактори глобального розширення Інтернету та його роль у житті людства. На базі статистичної інформації, наданої компанією з цифрового маркетингу «Dreatgrow» визначено сайти, що мають найбільшу активність за місяць серед користувачів; надано основні характеристики п'яти найбільш популярних соціальних груп-лідерів. Так, Facebook – найбільша соціальна мережа світу, що вважається найкращою для просування бізнесу; Pinterest – це сайт для обміну новими ідеями та пошуку натхнення; YouTube – почав стрімко розвиватись з появою необхідності переходу журналів і газет від надрукованого контенту до відеоблогів; Twitter – користується значним попитом соціальних медіа, де повідомляються новини, розважальні програми, спортивні новини, тощо; Instagram – соціальна мережа, де головною родзинкою є фотографії і невеликі (до 15 секунд) відео. Авторами встановлено маркетингові цілі, які можна втілювати*

*в рамках цих сайтів; окреслені перспективи і проблеми ведення бізнесу у визначеному сегменті та наведені головні фактори успіху реклами товарів та послуг у соціальних мережах. Також здійснено детальний аналіз передумов та особливостей використання соціальних мереж для власного бізнесу і маркетингової діяльності, приділено увагу цільовій аудиторії користувачів на різних етапах становлення Інтернет-платформ. Крім того, визначено головні акценти функціонування соціальних мереж: оперативність, популярність, невисокі ціни, цільова спрямованість, значна довіра та ін. Обґрунтована модель за якою можливе використання соціальних мереж у веденні бізнесу та виділено види товарів та послуг, які будуть мати найпоширеніший попит у тій чи іншій соціальній мережі. Визначено головні методи маркетингу для забезпечення конкурентоспроможності товарів і послуг, що поширюються у соціальних мережах.*

**Ключові слова:** Інтернет, реклама, соціальні мережі, Facebook, Pinterest, YouTube, Twitter, Instagram.

## СОЦИАЛЬНЫЕ СЕТИ ДЛЯ БИЗНЕСА – КАКУЮ ПЛАТФОРМУ ВЫБРАТЬ?

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*В статье исследованы предпосылки и этапы развития рекламы, предоставлено краткий экскурс в историю возникновения первой социальной сети и становления процесса торговли через социальные сети. Авторами исследованы основные факторы глобального расширения Интернета и его роль в жизни человечества. На базе статистической информации, предоставленной компанией по цифровому маркетингу «Dreatgrow» определены сайты, имеющие наибольшую активность за месяц среди пользователей; предоставлено основные характеристики пяти наиболее популярных социальных групп-лидеров. Так, Facebook – крупнейшая социальная сеть мира, считается лучшей для продвижения бизнеса; Pinterest – это сайт для обмена новыми идеями и поиска вдохновения; YouTube – начал стремительно развиваться с появлением необходимости перехода журналов и газет от напечатанного контента до видеоблогов; Twitter – пользуется большим спросом социальных медиа, где сообщаются новости, развлекательные программы, спортивные новости и т.д.; Instagram – социальная сеть, где главной изюминкой является фотографии и небольшие (до 15 секунд) видео. Авторами установлено маркетинговые цели, которые можно в воплотить в рамках этих сайтов; обозначены перспективы и проблемы ведения бизнеса в определенном сегменте и приведены главные факторы успеха рекламы товаров и услуг в социальных сетях. Также проведен детальний анализ предпосылок и особенностей использования социальных сетей для собственного бизнеса и маркетинговой деятельности, уделено внимание целевой аудитории пользователей на разных этапах становления Интернет-платформ. Кроме того, определены главные акценты функционирования социальных сетей: оперативность, популярность, невысокие цены, целевая направленность, значительная доверие и т.д. Обоснованная модель по которой возможно использование социальных сетей в ведении бизнеса и выделены виды товаров и услуг, которые будут иметь самый распространенный спрос в той или иной социальной сети. Определены главные методы маркетинга для обеспечения конкурентоспособности товаров и услуг, распространяются в социальных сетях.*

**Ключевые слова:** Интернет, реклама, социальные сети, Facebook, Pinterest, YouTube, Twitter, Instagram.

## SOCIAL NETWORKS FOR BUSINESS – WHICH PLATFORM TO CHOOSE

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*This article explores the preconditions and stages of advertising development, gives the background of the first social network and the formation of the process of trade through social networks. The authors investigated the main factors of global Internet expansion and its role in human life. On the basis of the statistical information provided by the company for digital marketing «Dreamgrow» identified sites that have the highest monthly activity among users; The main characteristics of the five most popular social groups-leaders were provided. Yes, Facebook-the largest social network of the world, which is considered to be the best for business promotion; Pinterest is a site to exchange new ideas and find inspiration; YouTube – began to develop rapidly with the need of a transition of magazines and newspapers; from printed content to video blogs; Twitter – is a significant demand of social media, which reports news, entertainment, sports news, etc.; Instagram is a social network, where the main highlight is the photos and small (up to 15 seconds in stories and no more than 60 seconds in posts) video. The authors set the marketing objectives that can be implemented within the framework of these sites; The main factors of advertising of goods and services in social networks perspectives and problems of doing business in defined segment are outlined in this article. There is also a detailed analysis of the preconditions and peculiarities of the use of social networks for own business and marketing activities, attention to the target audience of the users at various stages of Internet platforms' development. In addition, the main accents of the functioning of social networks are determined: efficiency, popularity, low prices, target orientation, much trust, etc. Justified model on which it is possible to use social networks in the business driven and selected types of goods and services, which will have the most common demand in one or another social network. The main marketing methods are determined to ensure the competitiveness of goods and services that are distributed in social networks.*

**Keywords:** Internet, advertising, social networking, Facebook, Pinterest, YouTube, Twitter, Instagram.

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