

USE OF SOCIAL MEDIA MARKETING BY SMALL BUSINESSES

Social media marketing is a rapidly developing trend in the field of marketing. Nowadays it's nearly impossible for a company to develop and expand without proper use of SMM. In this research I would like to focus specifically on the role SMM plays in lives of small businesses.

The term SMM refers to the use of social media e.g., Instagram, Twitter, Facebook, to promote their goods or services. It helps companies reach new customers and engage with existing ones by providing space for feedback and direct communication, thus adapting to customer needs more effectively [1].

There are five key aspects of social media marketing:

- Strategy: determining goals and ways of reaching them (platform, type of content, etc.)
- Planning and publishing: detailed content plan including the general concept and scheduling.
- Listening and engagement: monitoring what customers and potential customers say about the brand.
- Analytics: monitoring statistics e.g., reach, involvement, number of new customers per period of time/per publication.
- Advertising: purchasing ads is a common and effective way of promoting a business [2].

Due to better opportunities for audience segmentation companies can focus more on their target audience in the type of content they create and in advertising. There are multiple instruments for measuring the success of the company's SMM success, which include website reports, customer response rates and campaigns' reach.

Because of being accessible SMM has been widely used both by large corporations and small businesses, often consisting of one to five people. And the importance of SMM for small businesses is vast because of its accessibility. And there are certain reasons for it among which are:

- Being community and individual oriented. It means that for small businesses it's easier to keep track of their customers' feedback.
- Less expensive and more effective advertising. Facebook, being the most common platform for SMM, provides businesses with algorithms able to define target audience and only show the content to those who may be potentially interested.
- Growing the brand awareness. It's easier to promote a business via word of mouth using social media.
- Etc [3].

Statistics show that the majority of people uses social media. That is what makes SMM uniquely effective, because nearly all the information people perceive comes

from the internet, social media in particular. And while it is common to meet people who do not watch TV or listen to the radio, you can hardly meet a person who does not have an Instagram account. This change in priorities of information sources has given SMM a headstart in the industry.

As a result of the research, I can state that the broad use of SMM nowadays has allowed small businesses to develop more effectively and reach global market. It makes small companies competitive and helps reduce monopoly rates on the market.

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IMPACT OF MARKETING IN THE BEAUTY INDUSTRY

Over the last few years the system of producing products in different spheres has improved globally. In connection with the emergence of information technologies and resources, companies had to develop new strategies to stay relevant on the market. These updates have not left the beauty industry aside. “Today’s beauty industry is decidedly different from 10 years ago. Instead of traditional advertising, beauty and cosmetics brands are largely digitally-focused, using social channels (and influencers) to reach and engage users” [1]. Like with fashion and luxury, “the dawn of social media – along with other digital innovations – is transforming the way consumers discover and shop for beauty brands, forcing marketing professionals to constantly innovate” [2].

Experiential marketing is also another big source of investment, with campaigns allowing beauty brands and retailers to tap into the changing behaviours and interests of consumers. One of the major changes in the beauty industry is online shopping. Due to the fact that modern people barely let go of gadgets, the move to online trading has become a key marketing move. The main advantage of shopping on the Internet is the opportunity to save time considerably. Using the filter on the website of the Internet shop, you can quickly make a list of necessary products. When selecting your consumer