

ADVERTISING IN SOCIAL NETWORKS

Today, the Internet is an integral part of the life of modern society. This is also understood by marketers who have long started working on creating effective ways to promote online. In the 21st century, social networks have become not only platforms for communication and publication of entertainment content, but have turned into one of the largest Internet resources used to promote various organizations, services and stores. The purpose of this work is to consider the relevance of advertising of various goods and services in social networks.

What is advertising in social networks? Social media promotion is one of the most popular and effective SMM marketing tools. Facebook, Vkontakte, Odnoklassniki and Instagram are resources that people visit not out of necessity, but in order to communicate, publish materials about themselves, read interesting information. It is because of the light and entertaining nature of social networks that they are visited every day and are not perceived as purely informational platforms. This, in turn, gives advertisers many advantages and allows them to promote their businesses in the most easy, unobtrusive and even entertaining way. It is also important to note that bloggers, whose life is monitored daily by subscribers, become quite influential personalities, whose opinion becomes a priority. Users are looking for advice on social networks that will help them make a purchase decision. And, more importantly, almost half of these people trust the opinion of those who specialize in a particular field: beauty-, fashion-, fitness-, lifestyle-bloggers, etc. They act as a kind of experts with not only theoretical, but also practical knowledge. It works best for Instagram and YouTube.

Advertising on social networks has many advantages, which undoubtedly distinguish it from other ways of promotion on the network.

1. Users of social networks are in a comfortable environment for themselves, which positively affects the perception of advertising information;

2. Users themselves can become advertising carriers by simply joining the discussion or making a repost on their page. That is why a lot of online stores and companies with their own groups and communities offer participants gifts and discounts for reposting records.

3. Social networks do not limit the amount of text, that is, each advertiser can describe in detail the advantages of their products or services.

4. Thanks to active work in social networks, you can significantly increase brand awareness without investing a lot of money in promotion.

However, despite the presence of a large number of important advantages, advertising on social networks has its disadvantages, among which are:

1. High competition. The ease of registering and creating communities in social networks is undoubtedly an advantage of this type of promotion, but this indicates the possibility of creating competitor accounts, which can become an obstacle for any business.

2. Limited audience. The huge popularity of social networks still does not give an absolute guarantee of informing the target audience.

3. The complexity of promoting specific goods and services. If you sell products or provide services that are designed for very specific groups, there will be very few representatives of your target audience among the network users.

There are several main types of advertising on social networks. Each of them has its own characteristics, advantages and disadvantages.

1. Content advertising is advertising that is served unobtrusively, in the form of communication on topics interesting to the user and enticing content. The main advantage of this method of promotion in social networks is that potential customers do not perceive information as advertising, which can significantly reduce the degree of irritation. It should be emphasized that, despite the effectiveness of content advertising, it is better to use it in combination with other methods of promotion on the world Wide Web.

2. Targeted advertising. Targeting allows you to form a target audience based on social, geographical, age, gender and other factors. This, of course, makes its impact much more effective, because the advertiser gets the opportunity to appeal not to all users in general, but specifically to those people who are interested in the products or services being promoted. Moreover, such advertising on social networks costs much less than targeted advertising in the most popular search engines.

3. A group or community on a social network makes it possible to attract new customers for free: attracting subscribers, selecting news, creating advertising materials, and so on. A huge advantage of having your own community on a social network is that the advertiser gets the opportunity to maintain direct communication with their customers, find out their real opinions about their product or service, and adjust their work based on the data received. Bonuses and gifts for repost, sweepstakes turn subscribers into carriers of your advertising.

Social media promotion is relevant to many websites, businesses, organizations and stores that need to attract as many representatives of their target audience as possible. How to start promoting on social networks?

Every entrepreneur can promote their product independently: advertising on social networks can become very effective. It is necessary to take into account some important points:

- determine the target audience;
- conduct an audit and a competent and detailed analysis of the interests, priorities and behavior of potential customers;
- create communities and groups on social networks;
- analyse traffic, track the effectiveness of advertising and create suitable content.

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