

IMPACT OF SOCIAL MEDIA ON THE GROWTH OF SMALL BUSINESS

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Resume – The topic of this article is relevant, as nowadays advertising and its placement in various social networks has a great influence on the development of small and medium-sized businesses in general. This technology for placing advertisements in social networks (Instagram, VK, and Facebook) is new and has not yet been fully explored.

Резюме – Тема данной статьи является актуальной, так как в данный период времени реклама и ее размещение в различных социальных сетях оказывает большое влияние на развитие малого и среднего бизнеса в целом. Данная технология размещения рекламных объявлений в социальных сетях (Instagram, VK, Facebook) является новой и еще не исследована в полном объеме.

Introduction. Social networks are becoming increasingly important in the promotion of sites and brands, as well as in the field of large-scale advertising campaigns. More companies are choosing social networks as a channel of communication with the target audience. The use of social networking by organizations is considered as one of the key factors of the process the internationalization of the company, as well as a factor contributing to the rapid growth of sales and attracting new customers. Companies have to rely heavily on social networks and face-to-face contacts in the process of internationalization, unlike large companies, due to the limited resources and lack of market power.

The main part. Social networks are considered in the framework of building an effective strategy for entering new target markets, attracting new customers and promoting and modifying of the company's products in the modern market. Social networks provide numerous opportunities to strengthen and expand customer relationships. These features involve creation of a brand with the help of podcasts, executive blogs or micro blogging, developed with special attention to specific target audience. Social networks have influence on the development of the following aspects of the company:

- sales increase. It takes a lot of time to establish such relationships with customers which will further increase the company's sales;
- development of partnerships. The more time the companies spend on social networks as part of the development of their business, the more new business relationships they build;
- creation of a unique product that meets customer needs [1].

Social media offer a faster and more economical way of reaching new target markets than marketing through traditional media, such as websites, newspapers and television. In addition, social networks are a tool for communicating with other stakeholders of the company, such as technology providers and distributors.

Social networks can be seen as an opportunity for the Research and Development department to get immediate feedback on the product, make improvements according to customer preferences and innovation in the field of the company. Social networks also provide numerous opportunities to strengthen and expand the interaction of employees [2].

The work of the company with its social networks in the framework of the strategy of access to a new one is building relationships with the target audience in both the current and new target markets. It is a two-way process, covering the company and its current and target audience.

Internet marketing primarily provides the consumer with the opportunity to obtain information about the goods. Any potential consumer can both buy goods via the Internet and get a full description of the goods. Also, some online stores practice the ability to use the product before the purchase by the buyer, which causes additional interest from buyers. The use of Internet marketing methods is aimed at saving funds, as well as expanding the activities of companies, that is, working not only in its segment, but also entering the world market. At the same time, there is competition both between small and large firms. Unlike traditional advertising media, entering the market via the Internet is not too expensive. The important point is that unlike traditional marketing methods of promotion, Internet marketing gives a clear statistical picture of the effectiveness of the marketing campaign. In comparison with other types of media marketing (print, radio and TV), Internet marketing is growing very fast. It is gaining popularity not only among businesses, but also many users who want to promote their effective website or blog and make money on it.

Conclusion. It is possible to make a conclusion that more and more companies are using social networks as a channel of communication with the target audience. Social networks help to reach the target audience, and build quality communication with the public. Nowadays it is difficult to imagine a small business that does not use social networks in its promotion and growth strategy. After all, the competent positioning of the company in social networks can significantly increase brand awareness, attract potential buyers, increase sales and expand market share.

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УДК 659.182/.187

METHODS OF EVALUATING THE EFFECTIVENESS OF INTERNET ADVERTISING

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Resume – This article discusses the development of Internet advertising, as a consequence of the development of Internet technologies. There are also seven ways to determine the effectiveness of online advertising, their advantages and disadvantages, methods of application. It is revealed that one of the most common methods of evaluation is to determine the position in the search results.

Резюме – В данной статье рассматриваются развитие интернет-рекламы, как следствие развитие интернет-технологий. Также представлены семь способов определения эффективности интернет-рекламы, их преимущества и недостатки, способы применения. Выявлено, что одним из самых распространенных методов оценки является определение положения в поисковой выдаче.

Introduction. Nowadays, it is difficult to find a person who does not use Internet technology. The Internet provides a lot of opportunities, the number of which is growing daily. As the Internet is a place of constant communication and exchange of information between real and potential customers, it automatically becomes an indispensable tool for promoting products and creating advertising campaigns.

Main part. Today, more than half of transactions and orders are made through the Internet. Internet technologies are constantly developing, new formats and methods of advertising, such as search engine optimization, contextual advertising, blogging, email-marketing, advertising in social networks, etc., are developing too [1].

Contextual advertising is a text or text-graphic ads that are shown on similar sites or displayed on the basis of the search queries of the user. Banner advertising placed on banners, it can be static or animated and it is focused on attracting user's attention. As a rule, it is used not so much to promote products, as to increase brand awareness. Email-marketing - sending messages to notify consumers about new products, special offers or promotions and to remind about the brand. Search engine optimization is not advertising in the truest sense of the word, but its the goals and objectives are similar. Due to the qualitative promotion of the site can be in the first position in the search results, which greatly increases the probability of visiting the site by users and the ability to attract potential customers. Each type of advertising will work in a specific area. in order to calculate which types of advertising are effective for your business, the main indicators of the effectiveness of online advertising are used.

The main indicators of the effectiveness of online advertising are:

1. Clickability. Clickthrough rate is the ratio of the number of clicks on an ad to the number of impressions [2]. By using this tool, you can understand: the preferences of the target audience, what information clients enter into the search bar and what format of the advertisement works better: text or graphic.

2. Interaction with advertising and behavior on the site. This indicator is an alternative to clickability. It is used to identify the degree of interest of the site visitor in the information received on it. This metric measures the time spent by the user on the site. However, time may indicate not only the interest of the client, but also the complex structure of the site and the complexity of the information search.

3. Conversions. The effectiveness evaluation is carried out to monitor all reactions of users to the received advertising. The conversion method is suitable for any enterprise. When choosing this tool, it is important to establish feedback with the client, so that you can compare conversions for different periods of time, draw conclusions and make changes to the advertising company.

4. Use control and test groups. This tool works in the following way, the whole Internet audience is divided into control and test groups. The control group does not see advertising and does not interact with it (5-10% of the total number of users), and the test group, on the contrary, receives advertisements. Then the results are compared and it turns out the degree of "pure" impact of advertising on users. The three tools mentioned above are used to track results.

5. Investment return. In advertising, the return on investment is measured as the ratio of the financial result to the cost of advertising. The main advantage is consistency with business goals and the ability to compare investments in advertising with other types of investments (staff training, improvement of material and technical base). The calculation of this indicator is the calculation of the profit that conversions bring.

6. Metrics in social networks. User communities in social networks are active focus groups where products are discussed. It is often conducted without the participation of the discussed campaign. Promotion in social