

PROMOTING BUSINESS VIA THE SOCIAL MEDIA

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We live in the Internet Age, where all spheres are closely connected with social media. It took 38 years for the radio to get 50 million audience as well as 13 years for the TV. Meanwhile, Facebook has got 200 million for a year. Nowadays more than 82 % of users on the Internet have accounts in various social media and spend there at least 2 hours every day. Accumulations of users always interest people who do business.

The social media aren't an exception. Theodore Roosevelt once said: «The most important single ingredient in the formula of success is knowing how to get along with people» [1].

Promoting business via the social media has a range of advantages:

- promoting business is mostly free;
- users are closely connected with each other: news, messages, statuses, photos, videos, friends, communities. All of them are on one site. As a result, viral marketing effect appears while promoting a product;
- communication with users is carried out through convenient and understandable interfaces of social networks;
- at the same time promoting a questionable-quality product doesn't have any sense at all. SMM is also most inefficient for business with ultra-fast transactions. For example, taxi services. If you need such a service, you won't address social networks, but immediately make a call.

There are some features of different social networks:

- Facebook. In July 2016 Facebook audience was 1,71 billion users. To talk about users on Facebook, there are more businessmen, Internet stars, as well as representatives of leading companies conducting business overseas. Facebook is perfectly suited for promoting products for users with medium and higher incomes.
- VKontakte is a well-known youth service. It is in high demand among inexpensive brands and products. Clothes, accessories, arts and crafts, promotions of hair and make-up stylists are the most popular offers on Vkontakte.
- Instagram. The key audience of this social network are young people from 18 to 29 years old. If you want to sell something through Instagram, your product should be very attractive visually.

So it is necessary to follow certain approaches to promotion via the social media.

First of all you should think about content. There are 3 components of a good content:

- Uniqueness. The information you publish should be relevant and fascinating. The only exception is cross-hosting between the company's blog and its social networking page.

- Regularity. Articles should be published systematically. Two, three, four or seven times a week – depends on the specifics of your business and its target audience. So, people from the business sphere will have two or three updates, and for the beauty community this is clearly not enough.

- Viral. Publications should be alive, induce an emotional response in the form of a burning desire to tell friends about them.

Promotion through competitions. You can activate your target audience in the social network with the help of competitions and sales. A lot of people gather around good competitions with good prizes.

Use video materials. Nowadays the video is a powerful tool for promoting communities, products, services and sites.

To get more reliable information about users of social media in Belarus, we have conducted a questioning. We have conducted a survey among all age categories. The number of responders is 144. So, 31 % of all interviewed people were 14–18 years old.

17 % – 19–22 years old.

18 % – 23–26 years old.

22 % – 26–30 years old.

12 % – more than 31 years old.

We asked what social network they use more often.

67 % use V Kontakte.

20 % use Instagram.

13 % use Facebook.

Then we asked if our interviewees believe in advertisement in social media.

46 % – 50/50.

34 % – no.

20 % – yes.

The next question was «Have you ever buy something via the social media?»

63 % – no.

37 % – yes.

«Promoting business via the social media is effective, isn't it?»

45 % – 50/50.

36 % – yes.

19 % – no.

«Have you ever promoted goods via the social media?»

67 % – no.

33 % – yes.

So, we can conclude that promoting business through Vkontakte and Instagram will be more effective than in other social media. Unfortunately, this kind of advertisement is not so popular in Belarus, because more than a half of population has never bought products through social networks. As an example there is a number of followers of some companies in social media. First of all, Belarusian companies. Marko is a well-known Belarusian shoe brand. It has only 89 followers on Facebook, 2093 followers on Vkontakte and 3145 followers on Instagram [2].

At the same time so popular now Mark Formelle has 17 607 followers on Facebook, 55 690 followers on Vkontakte and 59 500 followers on Instagram [3].

One of the oldest Belarusian underwear brands Milavitsa has 20 450 followers on Facebook, 9807 followers on Vkontakte and only 612 followers on Instagram [4]. At the same time, some Belarusian entrepreneurs, working in the production of clothes, accessories, furniture, as well as offering catering or car repair services are trying to do their best to incorporate new advertising methods using social media.

And now let us have a look at some world famous brands. Samsung has almost 140 000 followers on Facebook, more than 1 300 000 followers on Vkontakte and 124 000 followers on Instagram [5].

Nike has almost 28 millions followers on Facebook and more than 71 millions followers on Instagram [6].

To talk about Belarus, if you want to promote your product profitable you should understand that your target audience is people from 16–30 years old. As you can see the majority of Belarusian brands generally do not pay much attention to advertisement, especially to advertisement via the social media. Only a few Belarusian youth brands realize that this kind of advertisement is a guarantee of their success in the future. Nowadays all Belarusian companies should have three main goals to achieve such as increasing the number of sales, promoting a product and raising brand loyalty. So solutions will have to be found in a short term by all Belarusian companies. As we can see social media is an ideal platform for business development, because it helps to establish a dialog between a manufacturer and customers. Unfortunately, it is used by far not all and not fully. And the earlier you start implementing it the more successful your business can be in the future. In conclusion it must be said that there is enormous scope for promoting Belarusian goods via social media. In order to get successful online you need to be flexible, not to fear experiments with new tactics or different technologies. If you want to improve your knowledge in this area you can read one of best social media mar-

keting books to help improve your strategy. Among them «Likeable Social Media» by Dave Kerpen and «Jab, Jab, Jab, Right Hook» by Gary Vaynerchuk [7].

Resources

1. <https://www.brainyquote.com/quotes/quotes/t/theodorero122116.html>.
2. <http://www.marko.by>.
3. <https://markformelle.by>.
4. <http://www.milavitsa.com>.
5. <http://www.samsung.com/ru>.
6. http://www.nike.com/ru/ru_ru.
7. <http://sproutsocial.com/insights/social-media-marketing-books>.

АВТОМАТИЗАЦИИ ПРОЦЕССА УЧАСТИЯ ПРЕДПРИЯТИЯ В ТЕНДЕРЕ

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Выбранная для исследования в данной научной работе предметная область связана с участием предприятия ОАО «Гипросвязь» в тендере на проектирование сетей и систем связи на объекте заказчика.

Целью научной работы является создание системы для автоматизации процесса участия предприятия в тендере, посредством которой существенно увеличится производительность труда, снизится загруженность работников и предприятие будет намного эффективнее осуществлять свою деятельность.

На первом этапе написания научной работы было проведено предпроектное обследование организации. Были описаны основные цели, задачи и тенденции развития ОАО «Гипросвязь», рассмотрена организационная структура, должностные обязанности сотрудников и документооборот между подразделениями. Также в ходе обследования были выявлены проблемы деятельности организации, проанализированы недостатки существующего положения дел и предложены пути их устранения. На основании проведенного обследования был выявлен объект для автоматизации бизнес-процессов.

Процесс проведения тендера является стандартным для проектных организаций. Заказчик размещает основную информацию по объекту проектирования и требования к проектировщику на <http://www.icetrade.by> или отправляет в организацию приглашение на участие в переговорах по тендеру. Организация принимает решение об участии в тендере, отправляет организатору тендера конкурсную и сопроводительную документацию. По результатам тендера в случае выиг-