

V. A. Kudina, K. A. Sidorovich

School of Business of BSU, Minsk, Belarus

Scientific supervisor – M. V. Lesnichenko-Rogovskaya,

Candidate of Pedagogical Sciences, Associate Professor

ANALYSING THE EXPERIENCE OF USING SOCIAL NETWORKS IN MARKETING

The article is devoted to the analysis of the experience of using social networks in marketing and the study of the role and impact of social media on marketing. In our work we will also analyse the results of the survey on: How effective is the use of social media in marketing to consumers.

Keywords: *marketing, social networks, impact, consumers*

In today's world, social media has become an integral part of our daily lives. Millions of users around the world actively communicate, share information and spend time on social media. However, social media is not only limited to socialising with friends, it also has a significant impact on the development of marketing and how companies interact with consumers. The development of social media provides easier access and dissemination of information because the users themselves are the recipients of information as well as the creators of content. For marketers, social media are a versatile multipurpose tool. They allow you to communicate with your target audience in more direct methods and take up more space in their daily lives. It allows you to share news about updates to your products and services, upcoming events, company and industry news, success stories, tips and more. Through social media, you can brand yourself and position your company as relevant and up-to-date. Build communication with your customer by providing information and responding to feedback. Attract web traffic to your site. Encourage users to sign up for your newsletters, newsletters and other customer-attracting content, and to purchase your products or services [1].

With the rapid advancement of technology in the early 1970's came the conceptualization of social media. The social media platforms we are familiar with began to emerge in the late 1990s, and it was only a matter of time before social media would become a powerful tool in the marketing world. Social media began to be utilised as a marketing tool soon after it gathered a large audience. Marketers saw the potential of social media in marketing. In less than a generation, they transformed from a direct electronic exchange of information and a place for a virtual community to a retail platform and a critical marketing tool.

In 2004, a young Harvard student, Mark Zuckerberg, founded Facebook. Facebook quickly gained popularity among university students. In 2006, Facebook expanded its network to allow users outside of universities and became a leader in social media marketing. Mark Zuckerberg said, "It's a whole new way of advertising on the Internet. For the last hundred years, media has been pushed out to people, but now marketers are going to be part of the conversation. And they're going to do it by leveraging the social graph in the same way our users do." After Facebook began to emerge, by now also popular platforms that are also being used for marketing.

Companies around the world began to realise the positive effects of an active social media presence and started creating brand pages to engage with their customers. While they used to rely on advertising space in newspapers and television to promote their brands, the world of social media has quickly become their substitute [2].

Aggressive marketing is the opposite of native advertising, which is familiar to consumers. The presentation of information in this format is flashy and straightforward, as the main goal of the advertiser is to attract as many customers as possible in a short period of time.

Aggressive marketing is universal. This feature manifests itself in conditions of active competition. Like any type of marketing, aggressive marketing has its pros and cons.

Advantages.

- Versatility. Mass consumption products and elite goods can be promoted by aggressive methods, which are available to both newcomers to the market and companies with a history.
- Exposure to a “cold” audience. Non-standard advertising always increases brand recognition. Aggressive campaigns attract new uninterested potential customers much faster and more effectively than traditional ones.
- Instant response. After the launch of advertising, you will literally immediately see the reaction of consumers.

The main disadvantage of aggressive marketing is the unpredictability of the result. It is difficult to predict the reaction of a large audience to a non-standard campaign. Potential customers may feel offended or deceived, and this is fraught with scandal with subsequent litigation.

The positive impact of aggressive marketing on consumers.

- Getting the attention of consumers quickly. Aggressive marketing campaigns are often created to generate immediate interest and activate buyers. For example, sales with large discounts and limited time (“70 % off today only”) attract attention and motivate consumers to make buying decisions quickly.
- Generating urgency. One of the key aspects of aggressive marketing is creating a sense of urgency through promotions, limited-time offers, or using the words “only now,” “last chance,” etc. This can incentivize consumers to make decisions more quickly, which drives sales.

Negative impact of aggressive marketing.

- Psychological pressure on consumers. Constant advertising messages, urges to buy the product immediately or limited offers can create a sense of stress in the consumer. This pressure can lead to impulsive purchases that are regrettable in the long run [3].

According to a study, marketing strategies that are documented have 53.8 % more success. Creating a social media strategy that will help you achieve your goals is essential. When creating your strategy, consider the social media platforms you will be posting on. Your posts should be relevant to your audience. To make the strategy successful, you can follow a few simple tips:

- make a list of upcoming special days or festivals;
- create a content theme to provide your audience with an ongoing experience;
- create a list with hashtags that you want to use on different platforms;
- it should include your important events, campaigns and features.

Social marketing tools can be used to schedule posts and manage multiple accounts. Evaluating the effectiveness of the main strategies for using social media in marketing requires analysing their strengths and weaknesses in terms of achieving business goals such as increasing sales, brand awareness, attracting new customers, and audience loyalty. Let's examine the effectiveness of each strategy.

1. Content Marketing. Content marketing is the creation of useful and interesting content to attract and retain an audience. Talking about its benefits, the fact that this strategy is great for long-term brand building and trust building. It can drive organic engagement and audience involvement if the content is relevant and interesting. It helps to build an expert image of the company. Speaking about the disadvantages of the strategy, it requires significant time and creative resources. The effect of the strategy manifests itself gradually. Competition for attention is high, and low-quality content may not bring results.

2. Influencer Marketing. Influencer Marketing - partnering with influencers to promote products or services. Pros of the strategy: Can provide quick access to a wide and targeted audience. Influencers promote brand and product credibility. Influences young audiences who are sceptical of traditional advertising. Disadvantages of the strategy: Difficult to predict the real effect - depends on the reputation and involvement of the Influencer. High costs for popular accounts, and the result does not always justify the investment. Risks associated with the negative reputation of the Influencer, which can damage the brand

3. Social Media Advertising (Paid Advertising). Social media advertising is the use of targeted advertising to increase reach and customer engagement. Talking about the benefits of this strategy include: instant reach to a large audience with fine-tuned targeting. Ability to track key metrics in real time, optimising campaigns. Fast results, especially for product promotions or events. On the downside, it's high cost-per-click in competitive niches (especially on platforms like Facebook or Instagram). Long-term results depend on a regular budget. Potentially low user trust in ads, especially if they are aggressive or uninteresting [4].

The research paper conducted a survey on: How effective is the use of social media in marketing to consumers. 33 people participated in the survey. Including 1st and 2nd year students of the BSU Institute of Business and our parents. Respondents were asked questions about their involvement in the use of social networks, detection of advertising in social networks and reaction to it. Let's move on to the results.

The main age of respondents is 18–24 years old 81,8 %; 15,2 % of respondents under the age of 18, 3 % of respondents aged 44 and older.

On the question “How often do you use social networks?” 100 % of respondents – answered daily. There were also options several times a week, several times a month, rarely and never.

We also learned about the preferences of the interviewees in choosing social networks. 100 % of respondents use Telegram, 84,8 % of respondents use Instagram, 72,7 % of respondents use TikTok, 6,1 % of respondents use V Kontakte, 3 % of respondents use Facebook, 12,1 % of respondents also use other social networks.

The next question was “Have you noticed advertising on social media?” 84,4 % of respondents answered “Yes, often”. And 15,2 % of respondents answered “Sometimes”.

The options “Rarely” and “Never” were not selected by the interviewees. Another question was, “How much does social media advertising influence your product purchases?” 3 % of respondents answered “Very much.”, 48,5 % of respondents answered “Moderately.”, 27,3 % of respondents answered “Weakly”, 21,2 % of respondents answered “Does not affect at all”.

The survey revealed that 57,6 % of respondents prefer native advertising, while 42,4 % of respondents choose direct advertising. One of the key questions was “How often do you buy a product or service thanks to social media advertising?” 51,5 % of respondents answered “Rarely.”, 36,4 % of respondents answered “Sometimes.”, 6,1% of respondents answered “Quite often.”, 6,1 % of respondents answered “Never”.

The last question was: What factors most influence your decision to buy a product via social media? 87,9 % of respondents answered “Reviews from other users”, 63,6 % of respondents answered “Quality of content.”, 48,5 % of respondents answered “Discounts and promotions”, 60,6 % of respondents answered “Recommendations from friends”, 60,6 % of respondents answered “Visual design”.

Based on the survey results, it can be concluded that social media has a significant impact on user perception and advertising on these platforms has high visibility. However, the direct impact on purchase decisions remains moderate. To increase the effectiveness of marketing campaigns, it is

important to focus on native advertising, visual appeal, and creating quality content with testimonials and recommendations, which inspires greater trust and incentivizes purchases.

In our scientific work we have discussed the role of social networks for marketing development, how people started to use social media in marketing, considered the impact of aggressive social media marketing on consumers and the effectiveness of different social networking strategies in marketing. And also made a survey on: How effective is the use of social media in marketing to consumers. So, as a result we managed to prove that social networks in marketing play a really significant role. The experience of utilising social networks in marketing has transformed the landscape of brand interaction and consumer engagement. Social networks offer a unique platform for businesses to reach a diverse audience, fostering direct communication and personalised marketing strategies. While social networks present immense opportunities for marketing, success hinges on a strategic approach that prioritises engagement, authenticity, and adaptability. As the digital landscape continues to evolve, businesses must remain agile and responsive to leverage the full potential of social media marketing effectively.

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