

made, but if driving school provides its customers with all that was promised by advertisements, these doubts will disappear.

**Rusin A.  
Zhuravleva E., research supervisor  
Peoples' Friendship University of Russia**

## **PROMOTION OF THE BRANDS IN SOCIAL NETWORKS**

The social networks have appeared in 1990s. Geocities, created in 1994, was one of the first social media sites. The concept was for users to create their own websites, characterized by one of six "cities" that were known for certain characteristics [1].

The popularity of online social networks have started to win in 1995, with the advent of the American portal Classmates.com. The project has been very successful in the next few years, provoked the emergence of more than one dozen similar services. But the official beginning of the boom of social networks is considered to be of 2003-2004., When they were launched LinkedIn, MySpace and Facebook [2].

Until now social media sites supposed not only as a communication tools and entertainment portals but also as a powerful tool for marketing research and brand promotion. Why more and more companies are paying interest to social networks?

There are three main opportunities given by social networks: target brand promotion; feedback; image-branding [3].

Target brand promotion. In most cases, the main purpose of promoting the brand in one or more social networks is the desire to attract attention to the brand (whether new or already known) among potential customers. This point impact on the target audience is much more efficient than the classical (mass) methods of online promotion of the brand. Branding in social networks is carried out with a view to a specific audience of potential fans of the brand, taking into account age, gender, geography, accommodation and other socio-demographic characteristics of users. This allows several times to increase the effectiveness of promotional activities of the company - do not waste time and resources on clearly inefficient activity, "the firing of cannon on the wheel".

Feedback. Also one of the most important goals of social networking is to get feedback from actual and potential consumers of the goods or services under this brand. Whatever may have been spectacular classic advertising campaigns (contextual advertising, promo video, banners, etc.), they have one serious drawback - questions or concerns arising from the user, remain unanswered. From this perspective, social networks are not the best field for the use of traditional methods of public relationship activity. Social media - is primarily for users to interact, exchange views. Therefore, it is imperative that the user can not only comment on a promo video or product details, but also ask a question directly to the company. Unlike

conventional "hot line" dialogue of the consumer and the manager will take place in full view of hundreds of thousands of potential fans of the brand. Such openness and direct interaction with users strengthens the positive image of the company and "grows" loyal consumers under this brand.

Image-Branding. Despite the fact that the world-famous brands of clothes, food, cosmetics and electronics have long won popularity with millions of fans and, it would seem, do not need additional promotion in the Internet space, they also have their representative offices in the largest social networks. Marketers and PR-specialists giant multinationals before the others realized what opportunities this provides a channel of communication with consumers. Immediate dissemination of information among the users of social networks quickly and with minimal effort to correct the image of the brand, and direct contact with representatives of the company - to increase the level of customer loyalty.

There are following stages of brand promotion in social networks: pre-targeting; content management; direct work in online communities [3]. Client-oriented promotion in social networks requires a very serious preparatory work. And above all, social media marketing-specialists, which are in direct contact with the users of social networks, require specific and precise information about the target group - a potential consumer of the goods or services promoted under the brand must have a face. Therefore, before you create a group or a community in a social network, it is necessary to conduct a full-fledged market research - experts on promotion should be aware of the age, gender, interests of the users, which is aimed at social media marketing -activity. This information is used primarily to identify specific methods of interaction with users, communication style, and most importantly, the type of content offered by potential fans of the brand.

Content Management. Any text, photo, video and audio content created on the basis of detailed data about the target audience, will be placed in the community, and directly on the official website dedicated to promote the brand. Naturally, the type of content and method of delivery at promoting the brand and expensive whiskey brand sportswear will seriously differ, so social media marketing -promotion here is inseparable from the social media marketing events.

Direct work in online communities. The most labor-intensive and costly stage of brand promotion that requires specialists of the highest professionalism and ownership over the amount of information about the promoted brand. It should share the work in the informal communities (for example, in a group of fans of any brand of car) and the organization of the official community of the same brand of car. In the first case, the social media marketing specialist is "behind the lines" and the promotion is done very carefully, without the slightest hint of direct advertising - as we have said, it is fraught with negative reaction of the users and can lead to the opposite result, the rejection of the brand itself. In the second case (the organization of official group brand) one of the prerequisites is in constant contact social media marketing specialist with the company - for rapid and effective response to user need

fresh and comprehensive information on the brand and the product.

Results of Internet Branding. Ultimately, the creation of a formal or informal community brand simplifies public relationship activity of the company in many ways. In groups, social networking information about new products or services covered by an order of magnitude faster than other ways of informing consumers. Direct contact with users allows you to inform consumers about their own activities, announce the release of new products, and, in addition, to conduct market research audience at no additional cost. The ability to quickly obtain information about consumer preferences or reactions to products under this brand itself is well worth it. Well-functioning and growing online community of loyal brand users allows seriously save budgets for other activities to promote the brand.

The Commission of Experts of the Association of Communication Agencies of Russia summed up the development of the advertising market in Russia for the first half of 2014. The total volume of advertising in its distribution net of value added tax amounted to about 165 billion rubles that is almost 6% more than the same period of the previous year.

Table

Volume of advertising market in Russia in first half of 2014 [4]

Segment	Volume, billions of rubles	Increase, %
Television	78.4-78.9	4
Radio	7.7-7.9	6
Print media	16.8-17.0	-10
Outdoor Advertising	20.9-21.1	0
Internet	38.0	20

As we can see from the table above, internet is the most growing segment of advertising in Russia and advertising in social networks included in this segment. Therefore, we can speak about social media marketing as about very perspective tool of brand promotion.

References:

- 1) "The History of Social Networking" Walker, Miles. Digital Trends. N.p., 6 Sept. 2012. Web. 23 Nov. 2012. URL: <http://www.digitaltrends.com/features/the-history-of-social-networking/>.
- 2) «Sotsialnaya set'» URL: <https://ru.wikipedia.org/wiki/>.
- 3) «Brand in the social nets» URL: [www.megaseo.ru/list/80.html](http://www.megaseo.ru/list/80.html).  
«Ob'em reklamy v sredstvax rasprostraneniya» URL: <http://www.akarussia.ru/>.